EFFICACY OF DESTINATION PROMOTION STRATEGIES ON DOMESTIC TOURISM PERFORMANCE IN MOMBASA COUNTY, KENYA

BY
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DECLARATION

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This Thesis is my original work and has not been presented for a Degree in any other University.

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DEDICATION

I dedicate this work to my husband Dr. Jacob Njaramba, my children Adriel, Pelia and Maia, my father John Mwawaza, my late mother Anne Waleghwa, and siblings for their love and encouragement throughout my Ph.D. study.

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LIST OF ABBREVIATIONS AND ACRONYMS

ATTA	- African Travel and Tourism Association
COVID -19	- Coronavirus Disease 2019
GDP	- Gross Domestic Product
GOK	- Government of Kenya
KIPPRA	- Institute for Public Policy Research & Analysis
KTB	- Kenya Tourism Board
KWS	- Kenya Wildlife service
LCC	- Low-Cost Carriers
MOTW & H	- Ministry of Tourism, Wildlife and Heritage
NMK	- National Museums of Kenya
NTB	- National Tourism Blueprint
PR	- Public Relations
RSA	- Republic of South Africa
TRA	- Tourism Regulatory Authority
TRI	- Tourism Research Institute
UNWTO	- United Nations World Tourism Organization
UK	- United Kingdom
USA	- United States of America
WTTC	- World Travel & Tourism Council

OPERATIONAL DEFINITION OF TERMS

Term	Operational Definition
Domestic tourism	This involves residents of one country travelling within their country.
Domestic tourists	These are people who travel for more than 24hours within their home country.
Efficacy	This has been used to imply the effectiveness of promotion strategies on domestic tourism performance.
Marketing Best Practices	This refers to perceptions with regards to Interactive marketing; Direct marketing; Personal Selling; Sales promotions; Public relation, Word of Mouth and Advertising.
Mombasa County	This is county number 001 and in this study it is represented by Mombasa Island and the North coast.
Promotion Strategy	This implies all the efforts/measures in place to ensure domestic tourism growth. This entails views on Travel motivation; Tourism product; Stakeholders engagement and Marketing Best practice.
Stakeholders	A group that depends on organization to fulfil their own goals and in return the organization depends on them.
Stakeholder Engagement (SE)	These are perceptions regarding stakeholder involvement and roles of various stakeholders in

	destination promotion.
Travel Motivation	These are factors that determine whether an individual will participate in tourism or not. In this research, they will be referred to as pull and push factors
Tourism performance	This entails employing measures of tourism demand.
Tourism Product	Tourism components or elements, which are essential to the success of a tourist destination. These are traditionally referred to as the 6A's and they include accessibility, accommodation, attractions, activities amenities and affordability.
Tourist	A person who travel and stay overnight in a place away from their residence for various reasons.
Tourism Demand	Refers to the reason why people engage in tourism related activities.
Tourist Destination	The place that attracts the tourists which depends on its quality, accessibility, attractions, accommodation, and facilities.
Tourist Generating region	Refers to area of residence of tourists, where the tourists depart from and return to.

ABSTRACT

Domestic tourism is critical as it helps cushion the tourism sector against uneven demand resulting from international tourism. The variation of international tourism is as a result of an increase in major security incidents, especially terrorism, global economic instability, seasonality, and global epidemics such as COVID-19. Such fluctuations affect the Gross Domestic Product and nature of employment. Domestic tourism often plays a role in sustaining services and jobs when there is reduced international tourism. The Government of Kenya and private stakeholders have put in place measures to ensure local residence engage in tourism. The goal of this research was to determine the efficacy of destination promotion strategies on domestic tourism performance in Mombasa County**.** Specific objectives were: to establish the influence of travel motivation on domestic tourism performance; analyse the contribution of the tourism products on domestic tourism performance; evaluate the marketing best practices adopted and their influence on domestic tourism performance; explore the contribution of stakeholder engagement on domestic tourism performance and finally establish the moderating influence of destination image on the relationship between destination promotion strategies and domestic tourism performance in Mombasa County. The sampled population consisted of 444 respondents drawn from domestic tourists in Mombasa County, Tourism Regulatory Authority (TRA) registered Kenya Association of Tour Operators (KATO) members, selected government bodies and relevant tourists Associations in Mombasa County. The research used cross sectional descriptive research design where data was collected using questionnaires, interview schedule and focus group discussions. Descriptive and inferential statistics were used to analyse quantitative data with levels significance and confidence levels established at $p \leq 0.05$, (95%) and qualitative data was themed and categorized. The overall response rate was 84.13%, which was deemed suitable for the research. Statistical Package for the Social Sciences was used to analyse the data. The findings indicated significant influences on the variables as follows; travel motivation to domestic performance $p=0.000 \leq 0.05$; Tourism product on domestic tourism performance $p=0.000 \leq 0.05$; marketing best practice and domestic tourism performance $p=0.000 \leq 0.05$; and stakeholder engagement which was significant at $p= 0.000 \leq 0.05$. Further, the results indicated that travel motivation, tourism product and marketing best practices explained 60.5% of the variations in domestic tourism performance while stakeholder engagement on the other hand accounted for 31.9% of the variation in domestic tourism performance. Hierarchical multiple regression analysis was used to test moderation hypothesis. The results indicated that cognitive image is a moderator variable between tourism motivation; tourism product; marketing best practice and domestic tourism performance, while affective image was only a moderator between tourist motivation and domestic tourism performance. This study concluded that destination promotion strategies affect domestic tourism performance. The study recommends another study on other factors that affect domestic tourism performance as destination promotion strategies explained only 60.5% of the variations in domestic tourism performance.

CHAPTER ONE:INTRODUCTION

1.0 Introduction

This chapter provided the background to the study, problem statement, purpose, objectives, hypothesis, significance, delimitations, limitations, assumptions, and the conceptual framework for the study.

1.1 Background to the Study

Travel and tourism is one of the largest sectors in the world, which has been at the forefront at achieving sustainable development goal no 8 that aims at creating decent jobs for economic growth. The sector accounted for 1 out of 10 jobs created worldwide(United Nations World Tourism Organization(UNWTO), 2019). The sector experienced a growth rate of 3.5% in the year 2019, a higher rate than that of the global economy, which was at 2.95%, hence enriching communities at a faster rate than any other sector. Between the year 2014 and 2019, one in every four jobs that were created across the world was in this sector (Macro Trends, n.d.; World Travel & Tourism Council, 2021).

1.1.1 Domestic Tourism on a Global Scale

The global domestic travel spending accounted 71.2% of the direct travel and Tourism GDP in 2018 compared to 28.8% for international tourism expenditures. United states of America (USA), China, Japan, Germany, United kingdom (UK), Italy, India, Mexico, Australia, Brazil and Canada, had over 70% of their GDP supported by domestic tourism. As such, domestic tourism is viewed as a significant form of tourism that is critical for regional economic growth and development as shown in the table 1.1 below (World Travel and Tourism Council (WTTC), 2019).

Table 1. 1 Travel and Tourism contribution to GDP

No	Country	2018 travel and tourism contribution to GDP (US $ BN)	Domestic spending % share of Total in 2018	International spending % share of Total in 2018
1	United States	1,595	81.2	18.8
2	China	1,509	85.8	14.2
3	Japan	368	82.5	14.8
4	Germany	345	85.2	14.8
5	United Kingdom	311	84.4	15.6
6	Italy	275	76.2	23.8
7	France	266	65.7	34.3
8	India	247	87.2	12.8
9	Spain	211	44.8	55.2
10	Mexico	209	85.2	14.8
11	Australia	154	76.1	23.9
12	Brazil	153	93.8	6.2
13	Canada	111	76.3	23.7
14	Thailand	110	19.8	80.2
15	Turkey	96	38.6	61.4

Source: (WTTC, 2019)

Domestic tourism in China has had a more favourable impact on economic growth than international tourism, because the activities of international tourism are mainly concentrated in the coastal locations. The biased distribution of international tourism does not promote balanced growth, hence the lower GDP from inbound tourism in China (Lee, 2021).

In 2016, China's tourism industry generated $1000.7 billion in GDP and created 69.5 million employment opportunities, with domestic travel spending accounting for more than 80% of the total direct GDP contribution (Bao and Xie 2018). This indicates that domestic tourism is quite important in the growth of China’s tourism economy. This performance can be linked to Chinese government significant investments in rail network and aviation infrastructure to support the rise of low cost carriers in second and third tier cities, hence improving transport network and developing tourism in less visited areas (WTTC, 2018).

In the United States of America (USA), domestic travel went up by 1.7% in 2019 compared to 2018 translating to 2.3 billion trips. Domestic spending resulting from domestic tourism amounted to 972 billion US dollars which was a 4.4% increase from 2018, translating to 7.8 million jobs in 2019 (United States Travel Association (USTA), 2019). In the United Arab Emirates, the COVID - 19 Pandemic exposed the huge potential that exists in the domestic tourism sector since the domestic tourists' numbers doubled to 5.68 million between the month of May and October 2020, from 2.74 million in the same period in the year 2019. In 2020, when the pandemic had severely restricted migration in and out of the UAE, domestic tourism played a significant role in driving the city's economy. This further led to adoption of a new strategy for domestic tourism that has a number of campaigns aimed at managing the sector (Business, 2020).

1.1.2 Domestic Tourism in Africa

African tourism has been reported as underperforming, uncompetitive and attracts low spenders with average expenditure of USD 600 per visitor against a global average of USD 900. The above is attributed to product development, marketing, accessibility, investment in infrastructure, safety and security and lack of harmonized tourism framework. Additionally, the continent has ignored local tourism despite its potential, and traditionally continues targeting international tourists from outside the region (Union, 2019).

According to Organisation for Economic Co-operation and Development (OECD 2020), South Africa has been experiencing a decline in domestic tourism overnight trips since 2015 due to unfavourable economic conditions and costly products. To

restart the sector the South African government has plans to invest in infrastructure, conversion of visiting friends and relatives to leisure trips, creation of awareness and packaging of affordable products that respond to interests and preferences of domestic travellers as is documented in their domestic tourism growth strategy 2012-2020)(Republic of South Africa, 2016). In Rwanda, domestic tourism has had the ability to create jobs, reduce poverty and reduce regional inequalities. The Rwandan government is investing heavily in putting up adequate infrastructure through public private partnership, improved business environment for purposes of further investment and finally marketing the destination, in order to ensure that the sector continues to perform well (Kimanuka, 2016).

1.1.3 Domestic Tourism in Kenya

In Kenya, tourism is a key sector that has sturdy associations with other sectors like transport, food production, retail and entertainment among others (Kenya Investment Authority, 2021). The sector is a central pillar for its economic development and has made significant economic progress, hence boosting local economies (Zhou, 2020). However, a number of reasons have been identified for the sectors underperformance including: overreliance on international tourists which is highly seasonal; expensive products that do not provide value for money; poorly maintained facilities; perception of the destination as unsafe, weak magical Kenya brand and competition from other African countries (GOK, 2017; Ndambuki, 2017). International arrivals to Kenya dropped by 33% between the year 2007 and 2008, with a gradual pick being experienced between 2009 to 2011. However a further drop by 26% (from 1,822,900 in 2011 to 1,350,400 in 2014) was experienced between 2011 to 2014 (GOK, 2012, 2016, 2020d). In 2019, the recorded growth was slower than expected (GOK, 2020d),

while in August 2020 there was a significant drop in international arrivals by 91.2% in comparison to the same period in the previous year (Mutua, 2020).

To bridge the gap, domestic tourism could sustain tourism operation in cases where there is a decline in international tourism (Njanja, 2017). Further Manono & Rotich, (2013) indicate that unlike international tourism that is highly affected by political and economic environment, the domestic tourism provides a sturdy economic base since it does not fluctuate as much as international tourism. This is evident in the increasing number of hotel bed night occupancy between 2015 and 2019 (GOK, 2020c). As such, the Kenyan government is committed to increasing the number of domestic tourists from 13,370,574 in 2015 to 26,443,200 by 2030, through instilling the culture of travelling among the local residents and improving awareness through media coverage and increase in budgets (GOK, 2017). Additionally, more educated people, an expanding middle class with disposable cash capable of taking vacations, increased usage of internet and a growing impact of western cultures particularly among millennials are some of the factors that contribute to the expansion of domestic tourism (Aradi, 2018; Omare *et al*., 2019) .

The above efforts saw the growth of the bed nights occupied by the Kenyan residents between the year 2015 and 2019 (Figure, 1.1). The hotel occupancy by residents in 2019 accounted for 52.6% of the total bed nights occupied. A 5.7% rise in domestic bed nights was noted in 2019, where it reached 4.8 million (GOK, 2020c).

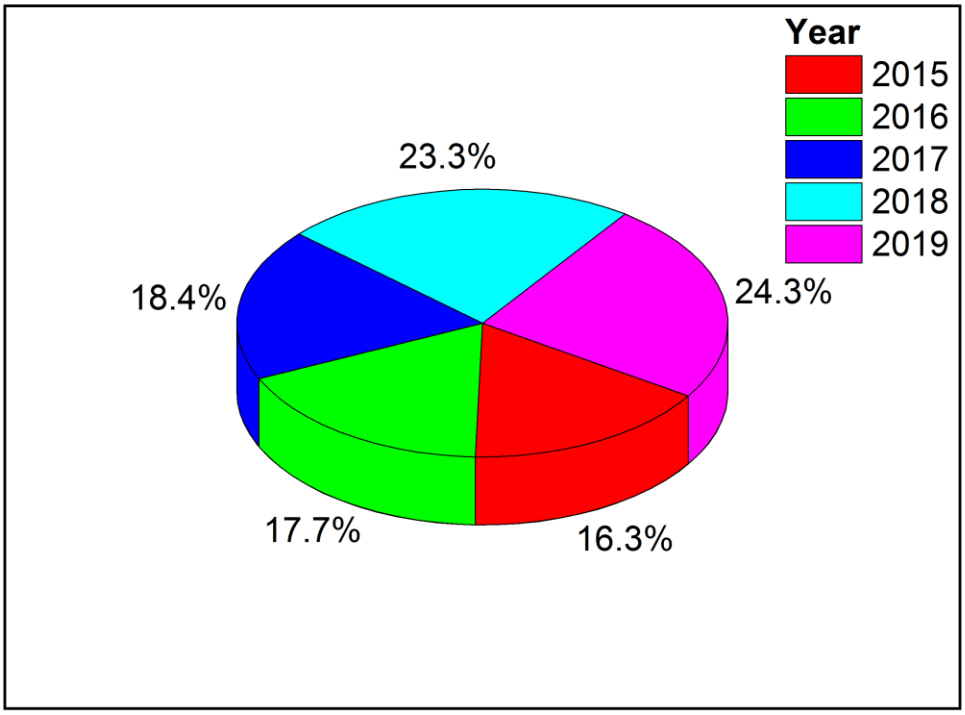

Figure 1. 1 Number of domestic bed nights occupied by domestic tourists from 2015-2019
.Source: (GOK, 2020c)

Inspite of the growth experienced, the percentage occupancy was still low considering that out of the total beds available, domestic tourists occupied only around 16% (GOK, 2020c). This could be attributed to high cost of services, poor state of tourism facilities, poor mapping of tourism products which has led to some iconic sites being left out, lack of corporation among stakeholders, poor publicity of some sites, lack of targeted marketing and lack of knowledge among locals on how to handle visitors (GOK, 2021a).

To achieve the aforementioned 2030 Kenyan government projections, maximize benefits from domestic tourism, and to ensure that the destination is competitive enough to attract tourists, it is important that the challenges mentioned above are

addressed. There is need to ensure that tourism resources are clearly mapped and aligned to the customer needs, the quality of the products and the accessibility to the attraction sites improved (GOK, 2021b, 2021a; Mong'are Omare, 2016; Zhou, 2020). Further, there is need for marketing and promotion of the destinations offerings in addition to fostering greater partnerships in managing and promoting domestic tourism amongst stakeholders from the government sector, private sector and local community groups (Christie *et al*., 2012; GOK, 2021a; WTTC, 2019). Additionally, GOK proposed domestic tourism growth strategies that included focus on marketing, strengthening stakeholder partnership, improvement and diversification of tourism products and understanding consumer attitude/preferences and motivation (GOK, 2020a).

Understanding motivation factors for travellers is key in unpacking future travel patterns and consumption perspectives in addition to ensuring stakeholders develop effective strategies to improve domestic tourism (Baniya & Paudel, 2016; GOK, 2021a; Zhou, 2020). In addition, image formation before taking a tourism trip is an important factor in influencing tourist's choice and helps in promoting the image to be created. An image that is built with multiple aspects of a destination results into either positive and negative outcomes (Baloglu & McCleary, 1999). As such, the moderating role of tourists' destination image cannot be overlooked, as it affects how tourists perceive a destination and consequently influencing their behaviour and choice (Echtner and Ritchie, 2003).

1.1.4 Domestic Tourism in the Coast region

The coast region is the most popular destination among the domestic tourists with 70 % of coastal the visitors in Mombasa (GOK, 2021a, 2022b). However, despite the performance, figure 1.2 indicated that the coast region is at the decline stage hence the need to expand to new segments of existing markets for instance, the domestic markets which is at the development stage (GOK, 2017). Further, the government intends to strengthen tourism in the region by undertaking a number of initiatives for instance improving the tourism product, joint collaboration of stakeholders, creation of awareness among other priority initiatives for coastal development (GOK, 2022b).

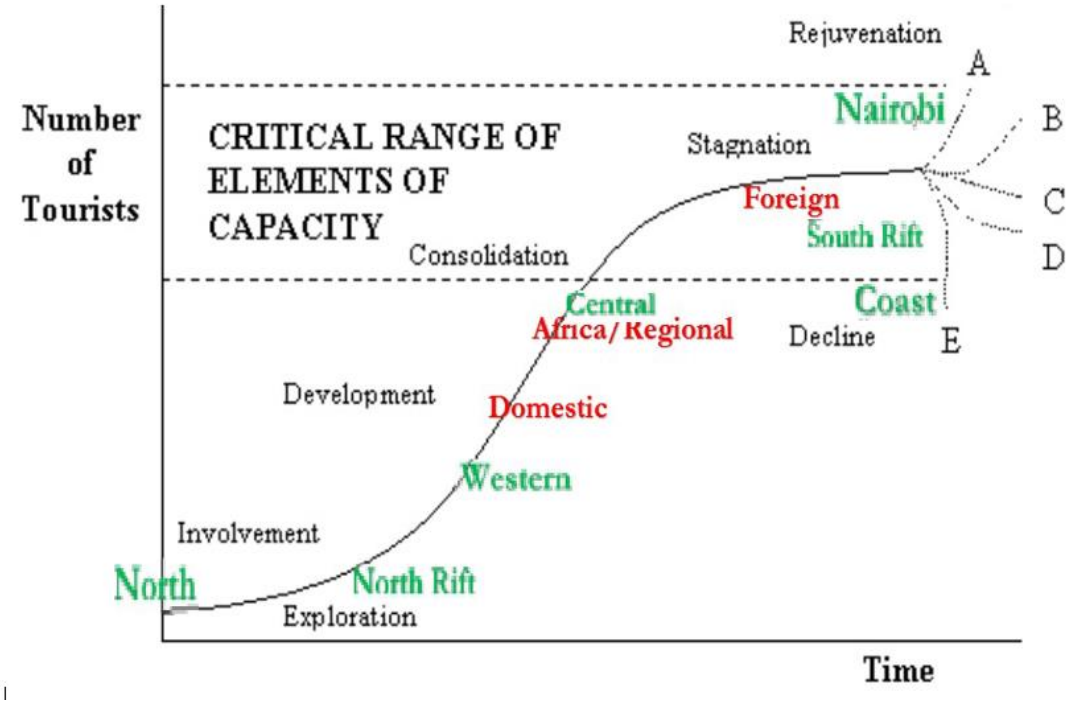

Figure 1. 2 Tourism region and experience lifecycle status

Source:(GOK, 2017)

1.2 Statement of the Problem

Domestic tourism in the majority of developing countries is considered as a second option for many destinations evidenced by some countries substantial invest in resources for attracting international tourists with little or no effort in supporting domestic tourism. This is majorly because of the perception that international tourism contribution to the GDP is higher than that of domestic tourism (Ndambuki, 2017). This is inspite of the fact that international tourism has experienced flunctuations in international arrivals resulting into low occupancy, closure of hotels in some seasons, grounding of air transport leading to some staff being subjected to compulsory unpaid leave. The above has negative ripple effect on the economy in areas that are traditionally dependent on tourism (GOK, 2017, 2018a ; UNWTO, 2020). Additionally, during the onset of the COVID - 19 pandemic, international visitor spending went down by 70%, while that of domestic tourism dropped by 45%, causing many countries that are highly dependent on international tourism to struggle with financial challenges (OECD, 2020a; WTTC, 2021).

To overcome the challenges associated with international tourism, a lively domestic tourism promotes and strengthens local and national pride, disperses visitors geographically across regions, soothes seasonality, helps country's withstand shocks and demand fluctuations arising from international tourism, creates stable employment opportunities and contributes to the financial strength of the industry (GOK, 2021a; Kwoba, 2018; WTTC, 2018). For instance, it is evident in some countries like Kenya, where domestic tourism resumed amidst the COVID-19 pandemic and continued to support the industry in comparison to international travel

which was projected to start recovery in the year 2021 (Amoako et al., 2021; Business, 2020; GOK, 2022a; OECD, 2020a; UNWTO, 2020a, 2020b).

Kenya as a destination is endowed with beautiful natural and manmade resources that offer varied experiences, a well-established accommodation infrastructure as well as growing middle class population with disposable income giving the destination an added advantage (GOK, 2018a). Additionally, stakeholders have been involved in vigorous marketing efforts to encourage Kenyans to travel (Kabeu, 2019; Kamau, Waweru, Lewa and Misiko, 2015; Kwoba, 2018). Some notable marketing campaigns include *#tembea kenya na mimi*, *#tembea kenya travel fest*, *#magical kenya and Kenya inanitosha* that were meant to lure Kenyans to travel; the SMS campaigns that targeted new domestic travellers; reduction of residents' park fees by KWS and county engagement frameworks that involve counties in marketing tourism through rolling out miss tourism. Other initiatives include increased budgets for innovative marketing, the "*Okoa holiday and lipa pole pole"* by Bonfire Adventures in collaboration with Barclays bank and reduced hotel rates by some hoteliers during off peak season (Aradi, 2018; GOK, 2019c, 2020b, 2020d; Ndambuki, 2017; Oxford Business Group, 2017; Wahito, 2016).

Despite these initiatives, the rate of growth of domestic tourism is still low as is evidenced by an average of 14% occupancy by domestic tourists out of the total beds available for the last five years. Additionally, the Government target to achieve 6.5 million domestic bed nights that by the end of 2022 had not being realized (GOK, 2018b, 2023). Likewise, the National Tourism Blueprint indicated that the domestic market is still at the development stage and hence, highlighting this market segment

as a priority area (GOK, 2017). Above all, publications from the government (GOK, 2018b, 2019a, 2020b) have focused majorly on performance of international tourism and hence not providing adequate information with regards to the domestic tourism. It is therefore important that a study on effectiveness of destination promotion strategies is done in Mombasa County, so as to provide invaluable knowledge on what needs to be done to ensure the domestic tourism growth.

1.3 Purpose of the Study

The research study intended evaluate the effectiveness of destination promotion strategies in place and how they affect domestic tourism performance in Mombasa County. This was achieved by investigating the destination promotion strategies as determinants of domestic tourism performance. Additionally, the study intended to determine the moderating effect of destination image on the relationship between the destination promotion strategies and domestic tourism performance in Mombasa County. The findings would provide guidance on what needs to be done to ensure improved domestic tourism performance.

1.4 Objectives of the Study

1.4.1 General Objective

To determine the efficacy of destination promotion strategies on domestic tourism performance in Mombasa County.

1.4.2 Specific Objectives

1. To investigate the influence of travel motivation on domestic tourism performance in Mombasa County

2. To analyse the contributions of the perceptions of the tourism products on domestic tourism performance in Mombasa County
3. To evaluate the influence marketing best practices strategies adopted on domestic tourism performance in Mombasa County
4. To examine the contribution of stakeholder engagement on domestic tourism performance in Mombasa County
5. To determine the moderating influence of destination image on the relationship between destination promotion strategies and Domestic tourism performance in Mombasa County

1.5 Research Hypotheses

H_{01}: There is no significant relationship between travel motivation and domestic tourism performance in Mombasa County

H_{02}: There is no significant relationship between the perceptions of the tourism product and domestic tourism performance in Mombasa County.

H_{03}: There is no significant relationship between the marketing best practices adopted and domestic tourism performance in Mombasa County

H_{04}: There is no significant relationship between Stakeholder engagement and performance of domestic tourism in Mombasa County.

H_{05}: There is no significant moderating effect of destination image on the relationship between destination promotion strategies and domestic tourism performance in Mombasa County.

1.6 Significance of the Study

The study will advance discussions on the destination promotion strategies and domestic tourism performance. Further, these findings will contribute to knowledge in research, policymaking, and management of the domestic tourism market segment.

1.6.1 Research/ Academia

This study will offer the Tourism Research Institute (TRI) and the academia an opportunity to understand reasons why the full potential of domestic tourism is yet to be realized. This will in turn provide a basis for further research on domestic tourism performance.

1.6.2 Policy Development

The study's findings will assist Ministry of Tourism, Wildlife and Heritage (MOTW & H), Kenya Tourism Board (KTB), Kenya Tourism Federation (KTF) and Tourism Regulatory Authority (TRA) in the formulation of domestic tourism policies, as it will highlight issues and challenges within the industry, thus providing a basis for proper planning and development. The study will further assist stakeholders come up with measures necessary to address issues hindering participation in domestic tourism.

1.6.3 Management and practice

Stakeholders such as KTB, Tour operators, hoteliers, attraction sites managers and community associations will benefit from the study, as it will enable them develop a more targeted domestic tourism marketing strategies using a combination of market communication tools. Further, the study will enable them develop products and

services that match domestic tourists demand in order to achieve maximum potential of this market segment.

1.7 Delimitation of the Study

The study focused on efficacy of destination promotion strategies on domestic tourism performance in Mombasa County. Respondents were domestic tourists in the different attraction sites and tourism stakeholders in Mombasa County. The study used mixed methods methodology where structured questionnaires, interviews and focused group discussions were employed to collect data.

1.8 Limitations of the Study

There was limited literature relevant to this study, specifically on destination promotion strategies and their influence on domestic tourism performance in Kenya and Africa at large. This was addressed by reviewing other related tourism studies. Another challenge encountered was that the researcher took time to explain and convince the participants to take part in the study by assuring them that confidentiality and health restrictions matter would be observed. This was achieved by observing the COVID-19 measures in place and assuring them that this study was purely for academic's purposes. The researcher made frequent follow ups to maximize on data collected and assured the customers that their participation would be highly appreciated.

In addition, the COVID – 19 pandemic resulted in a considerable reduction in the number of domestic tourists to the different sites, and hence it took longer to reach the desired sample size. To overcome this, adequate time was set aside during the data

collection period to obtain the desired sample size. Data was collected from March to October 2021.

1.9 Assumptions of the Study

The study assumed that the sampled domestic tourists in Mombasa County represented the views of domestic tourists in Kenya. It was also assumed that all respondents would be readily available and provide truthful information and data through answering the questions correctly without bias. Additionally, it was assumed that destination promotion strategies employed in Mombasa County could be generalized for other destinations.

1.9 Conceptual and Theoretical Framework

1.9.1 Theoretical Framework

The theoretical framework consists of definitions, concepts, and theories that the study draws its foundations from. The theories used in this study included: Theory of push and pull factors (Dann, 1977), Tourism systems model (Leiper, 1979), Stakeholder theory (Donaldson & Preston, 1995) and Hierarchy of effect model (Lavidge & Steiner, 1961).

1.9.1.1 Dann Theory of Push and Pull Motivations

According to Dann (1997), travel motivation is influenced by push and pull factors. Push factors are intrinsic and they include the desire to escape, rest and relaxation, enhance kingship, travel for prestige, for health and fitness, adventure, education and social interactions. These factors are intrinsic or internal drives and they are the most basic that urge individuals to travel. They are more inward in nature and socio-

psychological (Dann, 1977; Uysal, Li and Sirakaya- Turk, 2008; Uysal and Jurowski, 1994). On the other hand, pull factors are mostly the tangible aspects of tourism that are associated with what is available at the destination, the tourists' perception and expectation of the location's qualities, attractions or attributes of a place. They include the resources such as the beaches, recreational facilities, cultural attractions and image of the destination (Crompton, 1979).

Khuong and Ha, (2014) further states that pull factors originate from within destinations, but they can also assist in the triggering of push factors. When destination marketers understand and use push factors effectively, they help attract more tourists to destinations (Dann, 1977). The theory of push and pull motivation is appropriate to this study as it provides a framework for explaining the reasons why people travel to different destinations in Mombasa County.

1.9.1.2 Leiper's Tourism System Model

This model attempts to summarize the tourism concept within an integrated system. According to Leiper, (1979) the system has six main elements which are interconnected and these are; the tourist, the generating region, the destination region, transit route, and the industry which operate in a broader environment as shown in figure 1.3.

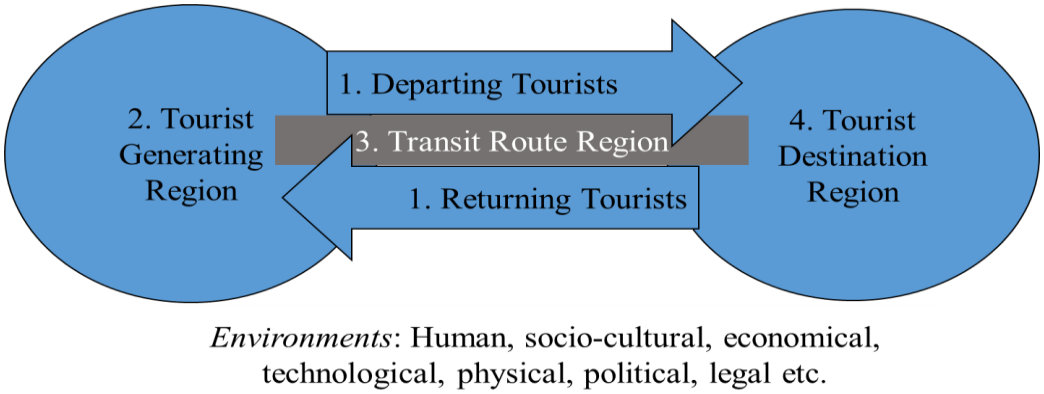

Figure 1. 3 Tourism System Model
Source: Leiper 1995

Understanding the tourism system model will be extremely beneficial to service providers and policy makers and provide a wider view of the issues and challenges within the industry. This will result to more successful tourism if they approach it as a system of interrelated functions, where one element cannot work in isolation (Leiper, 1979). The model was further supported by Varvaressos, (2018) who acknowledged that tourism is a multifaceted industry, which involves many activities that are connected to form a system, and as a result it is important to think of tourism as a system of interconnected aspects that work together. The interrelated functions are divided into two parts that is internal sub-system and external sub-system. The internal sub-system represents the interaction between travel demand, the intermediaries, and the tourism supply. On the other hand the external sub-system represents the environmental factors that affects the relationships in the internal sub-system (Wiweka, Trisna and Arcana, 2019).

The internal sub-system of this model is appropriate for this study as it shows the interrelationship between the travel demand (travel motivation) and travel supply (the amalgam of the tourism product i.e. attractions, accessibility, amenities, activities and

accommodation) and how they are connected by the intermediaries (destination marketing organizations, travel agents, travel wholesalers) and the need for all the three sub-systems which have a major role in the existence of tourism to work together as a system, rather than separately on their own.

1.9.1.3 Stakeholders Theory

According to Donaldson and Preston (1995), Stakeholders theory was intended to guide and explain the structure and operation of the well-known corporations. The theory looked at the corporation as an entity through which several diverse participants accomplish a variety of goals that are not always related. The theory identified three aspects of the stakeholders' theory, which include descriptive/empirical, instrumental, and normative. The Descriptive/empirical aspect defines the corporation as an arrangement of competitive interest having inherent value. Specifically, it describes how managers think about managing, and how organizations are managed. The instrumental aspect examines connections or lack of them, between stakeholder management and achievement of organizational goals and objectives (Profitability and growth). The Normative portion of the theory is the essential component, that interprets the corporation's function, including identifying moral guidelines for running businesses (Donaldson & Preston, 1995).

The three aspects of the theory are seen to be interrelated with each other. The first aspect describes the nature of the organization, the second supports the previous aspect by identifying the task to be done and what is to be achieved, and finally the normative aspect presents the moral guidelines, specifying that stakeholder interests have fundamental value and that they should be viewed as a means of achieving

results (Donaldson and Preston, 1995). The importance of partnering with other stakeholders is that it allows individuals to benefit due to pooling of resources and abilities, and hence enabling organizations to achieve collectively and not as an individual (Quinlan and Marie, 2013).

Byrd (2007) indicated that the theory describes the numerous elements of tourism in a destination, as well as the ties that bind the various tourism-related entities and organizations that are involved in tourism. This theory is relevant to this study as it emphasizes the important place of the stakeholder in an organization, and that stakeholders must collaborate to attain a common aim. Further, the theory was used to focus on the different stakeholders in the tourism industry and how they are managed to ensure sustainable development. Appreciating and understanding stakeholder's interest is key since those who will feel neglected may leave.

1.9.1.4 Hierarchy of Effects Model

This is a market communication model that was created by Robert J Lavidge and Gary A Steiner in 1961. The model proposes six steps through which marketers should encourage customers to go through prior to purchasing the product (Lavidge & Steiner, 1961). The six phases include awareness, knowledge, liking, preference, conviction, and purchase. The model represents a hierarchy of effects since the number of clients decreases from one stage to the next, indicating the need for marketers to aim at retaining more customers to the final stage of purchasing through innovative messages that indicate exactly what the product entails (Lavidge & Steiner, 1961).

Marketers need to first raise awareness of the products existence and provide information on its features and uses. After the second stage, it is assumed that the targeted customers know about the product and hence they will develop a liking for the product. Marketers at this point need to ensure that the features that leave an emotional impact are included in the communication. The next stage requires that marketers clearly indicate unique selling points to make sure that the consumer prefers the brand to others. At the conviction stage, there is need to convert the potential customers doubt about buying the product into action. This can be achieved by giving out free samples etc. At this point, the consumer may buy your product, or switch after testing the sample. The final stage is that of purchase, where the market needs to make the purchase experience easy and enjoyable. This could be accomplished by putting in place different payment options, hence making the product readily available, providing clear usage instructions, and offering offers among other things (Kotler & Armstrong, 2016).

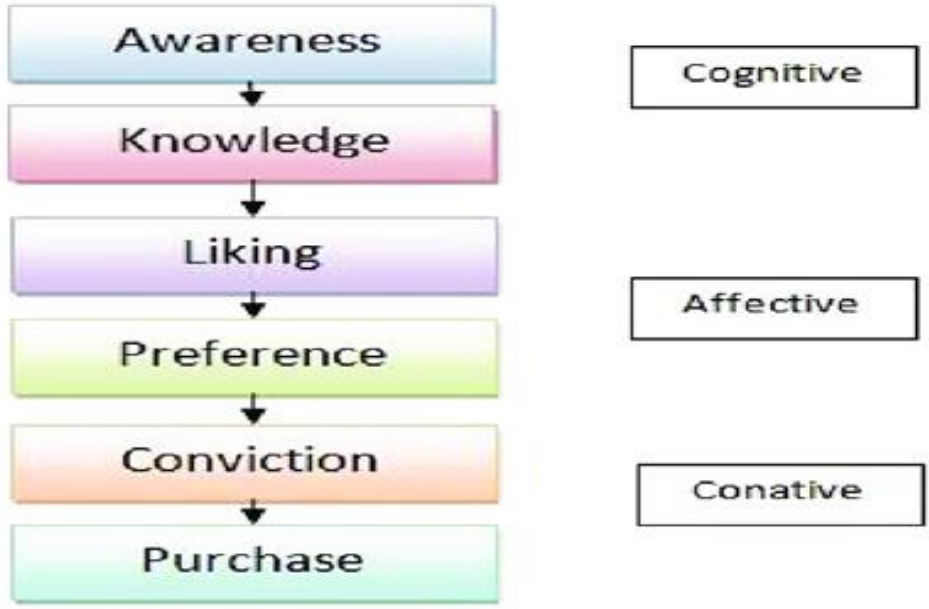

Figure 1. 4 Hierarchy of Effects Model
Source: (Lavidge & Steiner, 1961)

According to Lavidge & Steiner (1961), the six steps can be split into 3 stages of how consumers behave. The first is cognitive behaviour in which the potential customer becomes aware of the product and learns more about it, the next step is affective behaviour, where the consumer starts to like a product and have convictions on it, and finally conative where the consumer makes the purchase decision.

According to Seukindo (2017), the model is important as it provides marketers with a clear picture on what happens once the decision to use a particular market communication tool has been made. Further, it provides marketers with an understanding that not all potential consumers who see the advertisement end up purchasing the product. Hence, there is need to understand the process so that the correct and convincing communication is shared to aid decision making and encourage majority of the potential consumers to make the purchase decision.

Concerning this research, the model shows the stages that tourists go through, from becoming aware of the products existence to making the decisions to purchase. This provides an opportunity for destination marketers to prepare adequately for each stage and use the correct combination of market communication tools to make sure that many potential tourists who become aware of the existence of a product end up making the purchase decision.

1.9.2 Conceptual Framework

The Conceptual framework sought to develop an understanding of the relationship between the study variables, which were destination promotion strategies and performance of domestic tourism in Mombasa County. Figure 1.5 denotes the

hypothesized outlook of the relationship between promotion strategies and performance of domestic tourism in Mombasa County.

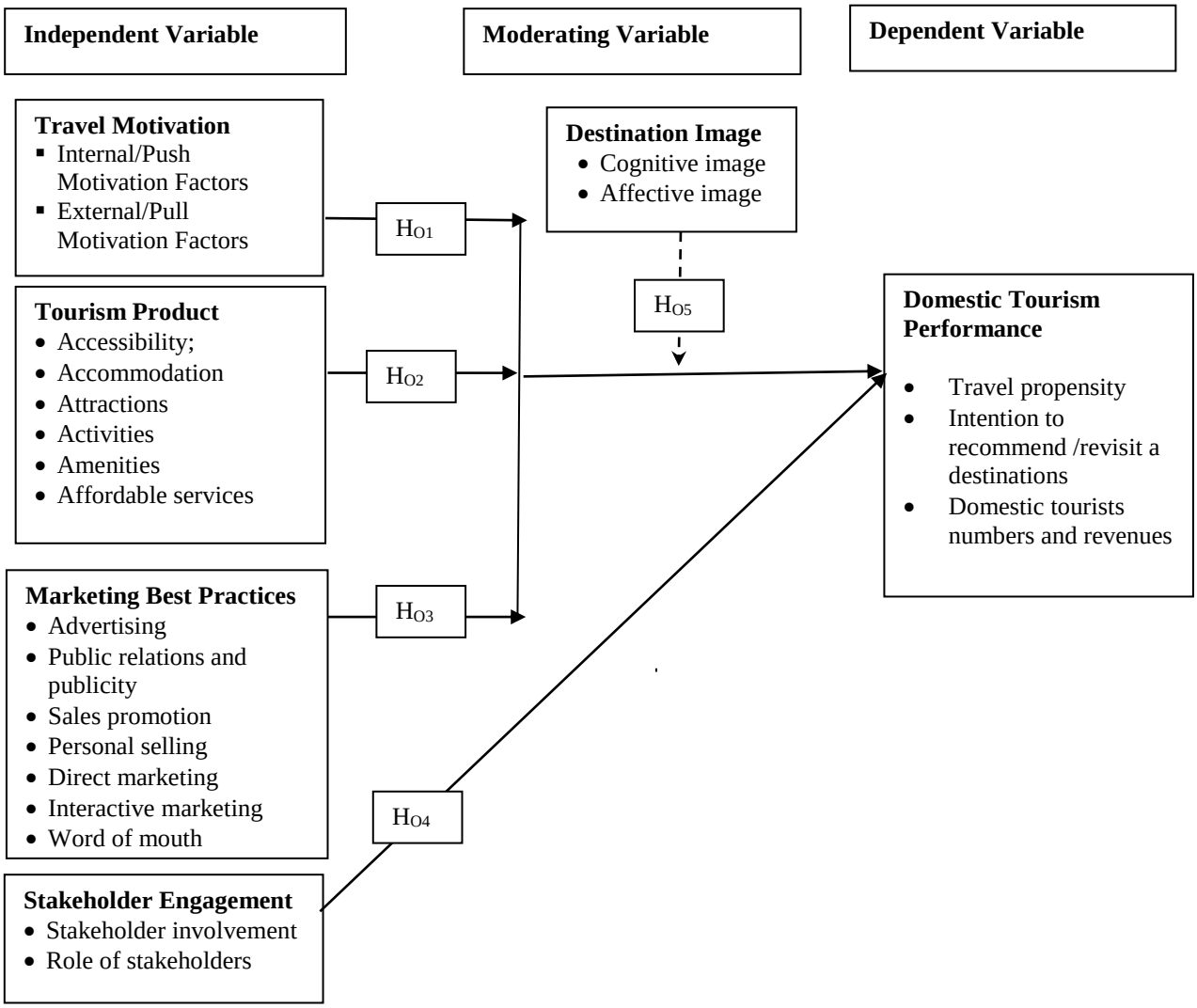

Figure 1. 5 Conceptual framework on the Efficacy of Destination Promotion Strategies on Domestic Tourism Performance in Mombasa County

Source: Adapted from (Byrd, 2007; Camilleri, 2018a; Stylidis et al., 2017; Todorova, 2015; Uysal and Jurowski, 1994)

The framework presupposes that changes within the independent variables including; the travel motivation (Camilleri, 2019); tourism product (Page, 2019); best practices (Todorova, 2015) and stakeholder engagement (Byrd, 2007), influences the dependent

variable, which is domestic tourism performance. The framework also indicates that there may be moderating variables in a destination such as destination image, (Stylidis, Shani and Belhassen, 2017), which are likely to affect the association between the promotion strategies and performance of domestic tourism in Mombasa County either negatively or positively. Understanding these indicators is therefore important in gauging the domestic tourism performance.

CHAPTER TWO : REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter presents empirical literature on destination promotion strategies and their influence on performance of domestic tourism in Mombasa County as well as the research gap.

2.1 Concept of Domestic Tourism

Domestic tourism is defined as travel that is taken within the traveller's native country's national borders. Most nations encourage their residents to take domestic trips in order to help stabilize the economy by improving balance of trade payment and reducing outflow of money (Holloway, 2009). Some countries use domestic tourism as a tool for creation of employment, economic growth, and poverty reduction. A number of factors are key at driving the growth of domestic tourism and they include: the growing size of middle class population, increasing spending power among residents, governments efforts in promoting less visited destinations, and improved transport network within destinations (WTTC, 2018).

Apart from the COVID-19 pandemic, domestic tourism has proved to be resilient in times of crisis in many occasions yet international tourism continues to receive more attention (UNWTO, 2020c). In addition, domestic tourism helps address the issue of tourism seasonality as well as dispersing visitors to less visited destinations which are rarely visited by international travellers (WTTC, 2018). Consequently, some governments have developed domestic tourism strategies with the goal of prioritizing the growth of domestic market in a sustainable and competitive way and hence maximising the benefits (GOK, 2017; WTTC, 2018).

These strategies have seen domestic tourism account for a bigger proportion of visitors in many countries than international tourism. However, domestic tourism data is still scarce (UNWTO, 2020c). Therefore, there is an urgent need to gather and compile more data to better understand the market segment.

2.2 Status of Domestic Tourism

Globally, domestic tourism represents more than half of the tourism expenditure in all G20 economies, with some countries experiencing over 80% expenditure (UNWTO, 2013). In 2017 domestic travel spending report, indicated that 22 of 31 countries, studied accounted for more than half of all spending. Domestic tourism accounted for 94% percent of spending in Brazil, followed closely by 87% in India, Germany, China and Argentina while internal spending accounted for over 80% in Japan, Mexico, the UK and the US (WTTC, 2018). According to U.S. Travel Assosiation, (2019) there was an increase of 9.2% in domestic tourism expenditures from 881.9 billion USD in 2017 to 972 billion USD in 2019, while domestic expenditure/spending was at 86% in 2019. In times of crisis, domestic tourism has proved crucial and resilient as has been seen with the COVID-19. As a result countries have had to reconsider their domestic tourism strategies and establish laws that promote its growth (UNWTO, 2020c). Government support, provision of incentives for small and medium sized enterprises, more targeted marketing efforts by stakeholders and improved quality of services have helped develop domestic tourism in Jordan (Alzboun, 2019).

In Africa, there was a growth rate of 5.6% compared to a global average of 3.9% in 2018, making the region the second fastest growing tourism region. On average domestic tourism contributed 56% to the African tourism industry (ATTA, 2019). For

instance, in South Africa there were 17.7 million domestic tourists in 2018, which was a 2.6% increase as compared to 2017. The proportion of domestic trips in this case was at 62% compared to inbound trips (OECD, 2020b).

According to Kabote, (2020), domestic tourism has contributed to sustainable tourism development in a number of ways. For instance, through exposing the attractions that are little known, assumption of the role of information bureaus, tourism ambassadors and role models. In addition, there is increased tolerance for incoming tourists and increased sense of pride, hence reducing conflicts. Meanwhile, it was noted that without this market segment, Zimbabwe tourism sector would not survive. In South Africa, domestic tourism is considered as the basis of economic development by creating employment opportunities, alleviating poverty, and contribution to the GDP, most especially in Durban. Additionally, domestic tourism ensures that there is all year round tourism hence helping sustain operations of the sector (Makhaola & Proches, 2017).

In Rwanda, domestic tourism brought about economic benefits like creation of employment and stabilizing the industry (Mazimhaka, 2007). In addition social and political benefits are realized through the interactions between local tourists and international tourists enabling the locals to increase their tolerance levels for each other and hence enhancing unity and reconciliation among Rwandese (Mazimhaka, 2007). However, some African countries such as Congo, Guinea, Burundi, Libya, Swaziland, Gabon and Algeria have to rely heavily on domestic tourism in order to boost their Travel & Tourism sector's performance. This is because these countries struggle to attract international tourists because of visa restrictions, geopolitical or

security issues, lack of quality infrastructure and poor transport connectivity. In 2017, domestic travel and tourism spending in these nations accounted for almost 97% of the total consumption (WTTC, 2018).

In Kenya, domestic tourism has created direct and indirect jobs for stakeholders in Nairobi and hence a tool of poverty eradication (Kwoba, 2018). There is potential for further growth of this market segment as domestic tourism is still at the development stage of the destination life cycle. This presents a core opportunity to the industry, because there is a lot of room for growth in this segment as illustrated in Figure 2.1.

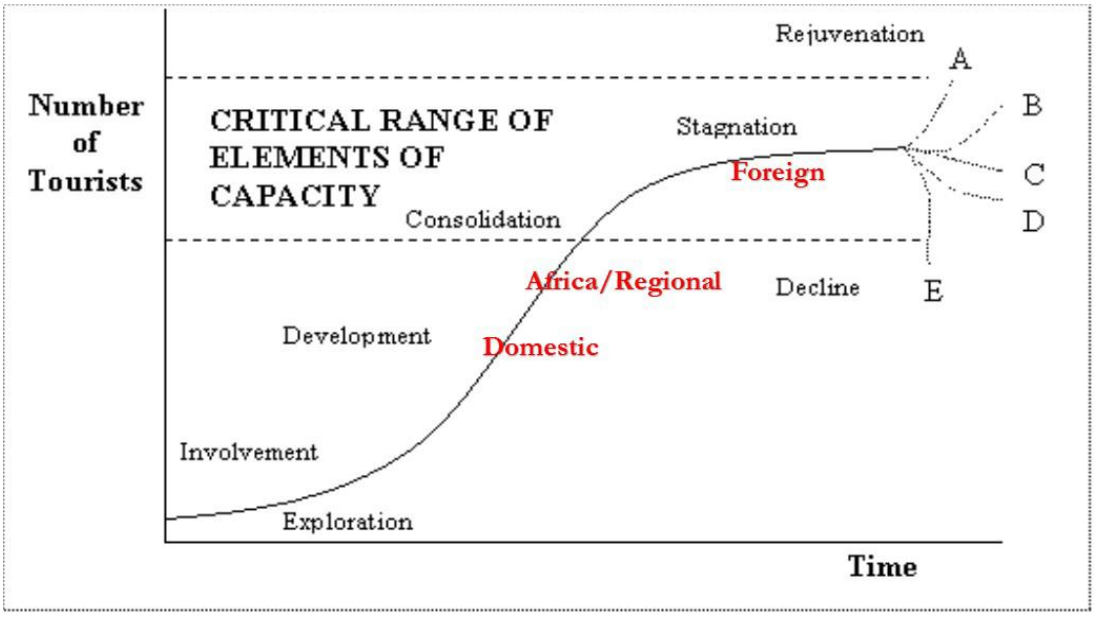

Figure 2. 1 Domestic Tourism status in the destination life cycle
Source: (GOK, 2017)

However, for the growth to be realized several strategies need to be adopted in order to ensure an increase in numbers of domestic tourists. This includes developing new tourism products while maintaining existing products and reaching out to new and existing markets. (GOK, 2017). Osiako & Szente, (2021), reported that there is a gap

in scientific knowledge on domestic tourism, indicating need for further research outside Nairobi. He further proposed that more diverse methodologies including applying mixed methods should be used in order to improve the research quality. In addition, future research should include opinions by the government on policies and strategies to improve domestic tourism, since nothing much can happen if the government as a major stakeholder is not fully involved in the planning for this market segment. This research therefore sought to build on the recommendations above and was specifically carried out in Mombasa County and adopted the mixed method approach as opposed to the above research that adopted a qualitative approach. Further, the reviewed literature was mainly focused on the significance of the domestic market and not on whether the segment is growing or not.

2.3 Travel Motivation

One of the driving elements underlying human behavior is motivation. It usually explains why individuals behave the way they do. Travel motivation is influenced by Push and Pull factors. Tourists travel to destinations because they are either pushed or pulled by forces of motivation and destination attributes (Crompton, 1979; Dann, 1977; Uysal, Li & Sirakaya, 2008; Uysal & Jurowski, 1994). According to Mutinda & Mayaka, (2012), the push and pull concepts indicates that there are internal forces that push people away from their home, and external forces that pull people towards a specific destination. Push factors are intrinsic and they include the desire to escape, rest and relax, enhance kingship, travel for prestige, for health and fitness, adventure, education and social interactions (Uysal & Jurowski, 1994). On the other hand, pull factors are the tangible aspects of tourism and the tourist's impression and expectation of a location's quality, attractions or attributes. They include the resources for

instance the beaches, recreational facilities, cultural attractions, image of the destination ,and so on (Crompton, 1979).

Recognizing the reasons why people prefer to travel and what motivates them to visit a destination is key to tourism planners, developers, and promoters. Furthermore, travel motivation, helps in segmenting the markets thereby allowing tourism stakeholders channel the scarce financial and human resources more effectively while at the same time providing insights that could assist in developing and promoting destinations. The benefit of understanding travel motivation is that it leads to bettering products and increasing customer pleasure with tourism experiences (Camilleri, 2019; Uysal et al., 2008).

Globally, the desire to escape from daily routine, relaxation, the need to explore new cultural experiences, meet new people and the need to acquire new knowledge are some of the main push factors for domestic visitors in Mongolia, India and Medan city (Luvsandavaajav & Narantuya, 2021; V. Pereira et al., 2019; Siregar et al., 2020). Similar factors as above are experienced among international visitors that visit Bali, in addition to the desire to engage in local cultures (Subadra, Sutupa, Artana , yuni and Sudiarta, 2019). On the other hand, the pull factors vary from one destination to another and are also based on the type of activities that are carried out. International travellers to Bali are attracted to the richness in natural and cultural resources. Likewise, domestic tourists in Bali, Mongolia and Medan City are attracted to beautiful natural scenery, atmosphere and climate, security and hygiene (Antara & Prameswari, 2018; Luvsandavaajav & Narantuya, 2021; Siregar et al., 2020; Subadra et al., 2019).

In Africa, novelty, nature seeking, escape and relaxation were among the intrinsic factors that create urge for domestic tourists in Zimbabwe to travel. The least relevant characteristics were prestige and socialisation (Mapingure, Plessis and Saayman, 2019). Similarly push factors as mentioned above have also been noted in South Africa and Ghana in addition to the need for social interactions and visiting friends and relatives, and ego-enhancement, respectively (Ezeuduji & Dlomo, 2020; Preko et al., 2019). The pull factors behind South Africa's domestic tourism include the natural riches, its diverse history and culture and its wonderful recreational areas (Ezeuduji & Dlomo, 2020). Further, the desire to relax physically and mentally is a key motivating factor for domestic tourist in Ethiopia, as is also the case in the previous studies. Other motivating factors include the need to acquire knowledge, find thrills and excitement, and to reconnect with spiritual roots. On the other hand, majority of the domestic tourists are pulled by the weather and climatic conditions, culture and heritage sites, cuisines, and the safety and security of Ethiopia as a destination. The tourists are less motivated by shopping and festivals, events and outdoor activities happening in the destination (Bayih & Singh, 2020).

Based on the reviewed articles, it is evident that both push and pull factors vary from place to place, and from people to people, and in some cases either the push or pull factors are more important than the other. For instance, several studies conducted in Nepal (Baniya and Paudel, 2016), China (He and Luo, 2020), Jordan (Alzboun, 2019) and Vietnam (Khuong *et al*., 2014) showed that pull factors were considered more important motivation factors than the push motives. In Kenya (Njagi, Ndivo, and Manyara, 2017) and Ghana (Preko, Doe and Dadzie, 2019) the push factors were found to be more important motivators of travel than pull factors although they only

focused on youth travellers (15-35 years). Their findings were similar to those of Wong, Musa & Taha, (2017) where push factors influenced majority of tourists satisfaction. However, the focus of this study was on a different target group. Other findings indicated that both the push and pull factors are significant and have a positive image on either choice of destination, perception of a destination and tourists intention to visit (Antara & Prameswari, 2018; Bayih & Singh, 2020; Ezeuduji & Dlomo, 2020; Luvsandavaajav & Narantuya, 2021; Pereira & Gosling, 2019; Salimon et al., 2019; Siregar et al., 2020).

The reviewed studies had varied findings, for instance, there were those that indicated push factors were more significant than pull factors. Others suggest that pull factors are more important than push factors, while other researchers indicate that both the push and pull factors are important. It was therefore difficult to conclude as to which factors were indeed important to all travellers. In addition, the study was done in Kenya, where it involved a small number of respondents (132) and was done on a single park, which may have provided limited information. The current study therefore will seek to determine which factors are indeed important for all age groups of domestic travellers to Mombasa County.

2.4 The Tourism Product

According to UNWTO, (2018), tourism products are a result of a mix of tangible and intangible elements. Tangible elements include natural, cultural, historical. and manmade resources, while intangible elements entail services, which give the tourist product its life, colour and excitement, and generates overall holistic visitor experience for potential customers, including emotional aspects. The product will be

conceptualized as tourism components or elements that are essential to the success of a tourist destination. These are traditionally referred to as the 5A's and they include accessibility, accommodation, attractions, activities and amenities as explained below (UNWTO, 2018; Camilleri, 2018).

2.4.1 Accessibility

The most important factor in the growth of domestic and international tourism is transport. The viability of a destination is dependent on the means of getting there. Transport therefore acts as a link between the tourist's area of origin with the destination area, and also enables tourists to move within the destination (Camilleri, 2018; Page, 2015). Tourists generally use several forms of transportation within destinations because they want to try out different travel options, which enriches their entire experience (Camilleri, 2019). The different modes include air, sea, and land transport.

Air transport can be considered as domestic and international mode of travel, which offers scheduled, chartered, low cost, commuter or regional services. Scheduled services are most preferred for pre-planned trips, which are long distance in nature (Camilleri, 2018). The concept of low-cost carriers (LCC) that provide low fares as a way of enticing local travelers is on the rise. LCC have no add-ons, for instance no inflight entertainment, absence of business-class, cabin interiors with limited comforts, lack of seat-back video screens, and reclining seats (Camilleri, 2018b). According to Page, (2019), land transport includes a variety of modes of transportation, including automobiles, bicycles, buses, coaches and trains. Some of the factors affecting use of road transport by tourists are access, infrastructure quality,

the grades of roads and signs to lead tourists within the destination (Camilleri, 2019). Rail is the most preferred mode that is convenient for short- to long-distance journeys between one city center to another. Destinations should consider flawless transport for tourists where each mode of transport is planned and integrated into a holistic framework (Page, 2019).

2.4.2 Accommodation

Accommodation options vary from five-star luxury establishment that charge a premium for their services to modest bed-and-breakfast establishments with a limited number of beds (Camilleri, 2019). The sector has experienced several changes globally key among them being: Increased competition among accommodation businesses; increased hotel chains and multinational companies; knowledgeable clients who know what they want (especially those who use technology such as the internet) and new trends, such as the emergence of inexpensive hotel chains and their brands (Page, 2019). Tourist accommodation is characterized by several features as shown in Figure 2.2 below.

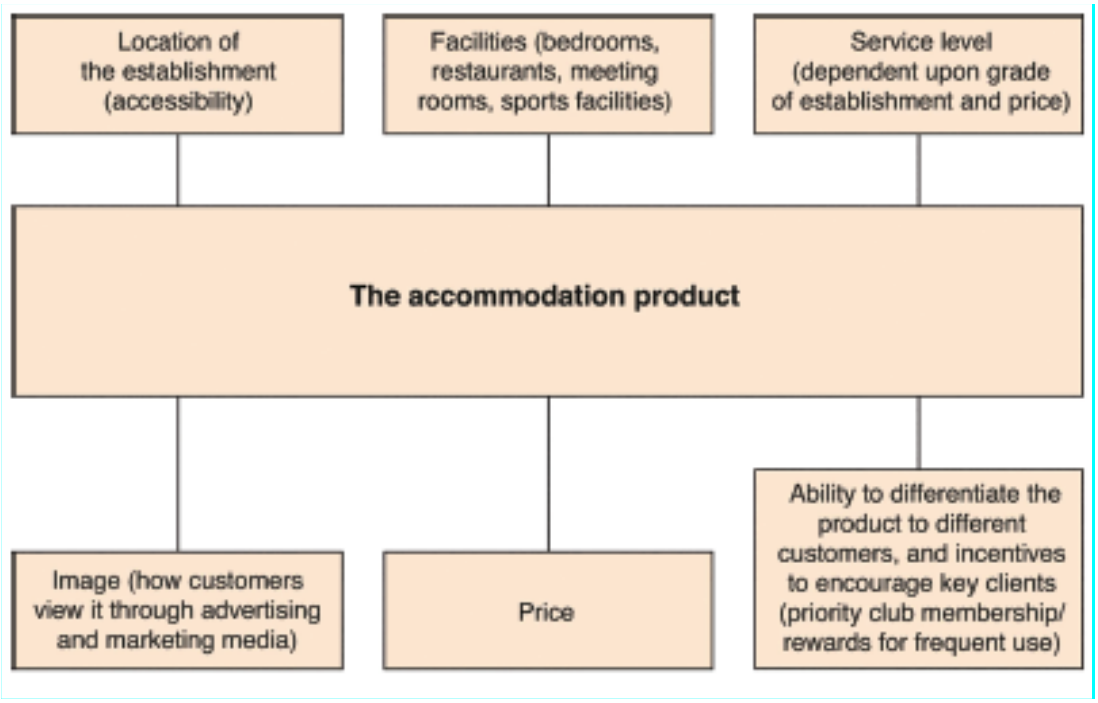

Figure 2. 2 Features of the Tourists Accommodation Product
Source: (Page, 2019)

2.4.3 Attraction

Natural, manmade, events, cultural and historical places, arts and crafts, sports, music and dance, flora and fauna, nightlife and many more types of attractions are available. In cases where there are special events, such as festivals or sporting events such as the Soccer World Cup and/or the Olympic Games, the motivation to travel in such a case is the attraction of the activity, festival, or special event. Apart from travelling for the activity the tourists may decide to extend the holiday after the event. The more diverse these attractions are the more appealing the destination is to tourists, since tourists would in most cases rarely visit destinations just to stay in hotels, but instead would want to visit different areas of interest (Camilleri, 2018; Page, 2019). Destination Touristic Features are what caters for the core needs of the tourists, and hence their provision is key to the success of a destination (Nengovhela, Tshipala & Nyikana, 2017) .

2.4.4 Activities

Attractions are usually enhanced by a variety of activities that enhance tourist's experiences. The more variety of the attractions available at a destination the more the activities that are available to tourists. Some of the activities that tourists can engage in include hiking, biking, trekking among other have the ability to make an ordinary trip to become extra ordinary. (Camilleri, 2018).

2.4.5 Amenities

Electricity and water, sanitary facilities, safe drinking water, roads, police and emergency services, postal and communication facilities, media, and other amenities are provided at destinations. Importantly, these structures are key to ensuring that tourists enjoy themselves while visiting certain destinations. Tourists must have access to basic amenities in order to feel safe and comfortable (Camilleri, 2018).

Tourists travel to areas that are easily accessible by land, sea or air, and they require accommodation while there. Within the destination, both leisure and business travelers will visit attractions and participate in recreational activities within the destination. Therefore, it is important that the destination should have amenities and facilities to cater for the tourists (Camilleri, 2019). Noteworthy, tourists have an expectation of what is to be offered at the destination. They expect that the destination should be easily accessible, with a variety of accommodation options with different price ranges and a wide variety of attractions and activities as people do not travel to only stay in the rooms. In addition, they will require basic facilities in order to feel comfortable and secure(Camilleri, 2019; Page, 2019). Among other factors tourists prefer destinations that can easily be accessed with the available mode of transport in

order to facilitate the movement from their homes to the different attraction sites (Bao & Xie, 2018). Moreover, destinations must be able to match customers' expectations in terms of costs, the kind of facilities (e.g. lodging, transportation, food, restaurants and parks) and, most importantly, the level of quality service provided. This means that, destination managers will need to package their products in ways that satisfy customers' wants and desires from time to time (Khuong et al., 2014; Kifworo, Mapelu & Okello, 2020).

Previous research indicates that tourists are attracted to different aspects of the tourism products. For instance, Kabote, Berthur and Sebastian, (2014), found that Zimbabwe domestic tourists were price sensitive and hence they preferred products that are fairly priced. Similar findings were observed in Kenya, where Omondi, (2017) emphasized on pricing been attractive in order for domestic tourists to buy tourism products. In addition, the products should not only be of good quality but also provide value for money. The findings were similar to Kwoba, (2018), who indicated that price incentives influenced domestic tourists to travel to destinations. In terms of accommodation facilities, domestic tourists are more keen on affordable facilities (Kifworo *et al*., 2020). The pricing aspect of the tourism product is influenced by availability of disposable income, and hence in cases where the levels of unemployment are high, the locals will view tourism products as being expensive, and consequently opt not to engage in it (Basera, 2018).

Concerning the aspects of the destination attributes that matter to tourists, research indicates that local and international tourists are attracted to a destination due to different elements of the tourism product. Attractions, amenities, accessibility and

price are important destination attributes for local tourists looking for a destination to visit locally in Azerbaijan and both local and international tourists visiting Jammu and Kashmir regions, in India, respectively (Seyidov and Adomaitiene, 2017; Sultan, 2018). Similarly the above attributes are seen to have a positive influence on tourists attitude in four Alpine destinations that is Kühtai, Ischgl, Brixental, and Saalbach-Hinterglemm in Austria (Reitsamer, Brunner-Sperdin and stockburger-Sauer , 2016).

While the above research's focused on three out of five elements of tourism products, (Arpornpisal, 2018; Makuzva, 2018), studies done in Phra Pathom Chedi, Nakhon Pathom, Thailand and Victoria Falls, Zimbabwe, focused on all the elements such as the cost of the product, the attractions, activities, accessibility and amenities which were seen to be very important in influencing tourist's decision to travel as opposed to accommodation which was ranked poorly. Furthermore, the nature or type of destination attribute is of great importance when deciding whether or not to travel. This is evident in a study in Bulgaria where the most appealing attribute is culture, followed closely by hospitality related amenities for instance language translation and tour guide services. On the other hand natural attributes were not important to tourists and so were facility related amenities such as shopping centers and night life (Dimitrov, Stankova, Vesenska and Uzunova , 2017).

In Vietnam, food and beverage, entertainment services, price, destination landscape, transport network, perceived price, security and safety are key to domestic tourists satisfaction (Giao, Vuong, Phuong & Dat, 2021). According to Kifworo et al., (2020) the most preferred accommodation option among the domestic tourists in Kenya are lodges / resorts and the most preferred attraction are coastal beaches followed by

game parks, entertainment facilities and sporting/recreational facilities. With regards to accessibility, the importance of transportation has been underlined as a key factor influencing domestic tourism as long as their condition is well maintained, while high pricing remains a barrier for domestic tourists (Kwoba, 2018; Makhaola & Proches, 2017).

According to Herle, (2018) the type of attraction whether historical or cultural, architectural design and food are the main reasons for selection of destinations. Satisfaction in Romania is highly dependent on what the destination offers in the attributes mentioned above. For some destinations like Botswana, their tourism product offering is limited to just wildlife based and is highly priced, leading to a negative impact on domestic tourism, hence the nationals engage in outbound tourism (Morupisi & Mokgalo, 2017). For a successful destination, the tourism products should be distinctive, valuable, rare and also be publicized (Amoako, Darko and Marfo, 2021).

Numerous studies on elements of tourism products have been carried out; however, their focus was mainly on their influence on choice of destinations, decision to travel, and attitude towards destinations. As a result, the current study is necessary to determine the impact of tourism products on domestic tourism performance. Furthermore, the locally done studies have mainly focused on Nairobi County, hence the need to determine the influence of tourism products in other major destinations like Mombasa County.

2.5 Marketing Best Practices

Market communication is an essential element that originates from one of the 4 Ps, that is promotion (Todorova, 2015). Marketing develops communication by creating awareness of products and services and interest among customers (Kim & Lee, 2019). Tourism marketing creates awareness to domestic tourists, creates curiosity and stimulates the demand for the products and hence influencing the performance of domestic tourism (Basera, 2018; Kabeu, 2019; Kamau, Waweru, Lewa and Misiko (2015); Makhaola and Proches, 2017; Wamalwa, 2014). According to Kotler & Keller, (2009), successful marketing communication relies on a mix of several tools as shown in Figure 2.3. These tools include advertisement, sales promotions, events and experiences, public relation and publicity, direct marketing, interactive marketing, word of mouth marketing and personal selling.

Figure 2. 3 Market communication tools (Camilleri, 2019)

2.5.1 Advertising

Advertising is a sort of non-personal communication used to inform and persuade a wide group of individuals. The objective of advertising includes creation of awareness on new products, a description of the product's characteristics and qualities; suggestion of usage situations; differentiate the company product from competitors; directing buyers to the point-of-purchase, and; creating or enhancing brand image etc. Nevertheless, advertising lacks the ability to complete a transaction and conclude a deal. Factors that influence the choice of advertising media include; target market, combination of media that is most effective and finally the advertising budget (Camilleri, 2018b; Goeldner & Ritchie, 2012).

2.5.2 Public Relations and Publicity

Public relations (PR) is a management function that assists businesses in establishing and maintaining communication with the public. PR has traditionally been associated for forging mutually beneficial connections and gaining public understanding and approval. As a result, it is a very important instrument that, when effectively used can assist in improving the company's image boost reputation and stimulates demand. Unlike other forms of communication, PR is conducted through non-commercial channels, which is a distinguishing factor from advertising. Business, on the other hand, has less control over how the PR initiatives will play out. Public relations and publicity support other marketing tools in the promotional mix although their effectiveness could easily be damaged or reduced by negative public relations or poor publicity, which is bad for businesses (Camilleri, 2018b; Goeldner & Ritchie, 2012).

2.5.3 Sales Promotions

Sales promotion can be viewed from two perspectives: consumer and trade-oriented perspectives. Consumer-oriented sales promotions are considered as a demand-creating pull strategy. Trade-oriented sales promotions, on the other hand are geared towards intermediaries and are used to encourage them to promote (and deliver) products and services to the intended audience(s). They are designed to encourage the customer to buy from the business. Sales promotions however are at times not the best for companies with differentiated services (Camilleri, 2018); Goeldner & Ritchie, 2012).

2.5.4 Personal Selling

Marketers engage and interact with potential customers through two-way communication; allowing businesses to gain a better understanding of their customers' opinions and preferences. Personal selling is an interactive, conversational form of marketing, and has the advantage of focusing on specific market segments. This therefore makes the tool quite costly because it is based on a per-contact basis. For successful engagement in personal selling, you require direct marketing and database support. The targeted customer needs to first be aware of the products and services through advertisements before personal selling can take place. (Camilleri, 2018); Goeldner & Ritchie, 2012).

2.5.5 Direct Marketing

According to Camilleri, (2018b) this tool enables companies to engage directly with customers. Direct marketing as opposed to advertising aims at building direct one-to-one personal relationships with clients to elicit a response whereas advertising is a

non-personal communications tool. Information technology advancement has increasingly allowed marketers to know more about their target customers. As a result, businesses are acquiring and storing data from each customer transaction at a low cost. This means that marketers can now use real-time mobile ad-campaigns to hyper-target customers; before, during and after in-store behaviour. As a result, customers receive relevant content on a regular basis. Targeting, segmentation and client identification in order to capture the specific demands of the clients, will provide higher profits for the tourism business. (Camilleri, 2018b; Page, 2019).

2.5.6 Interactive marketing

This strategy enables businesses and potential customers to communicate in both ways. Communication is done through messages that are customized in ways that make them suit the potential client. Companies can develop relevant material that is shared through social networks, or content that has the potential to "go viral" among social media users, thanks to the combination of interactive marketing and content marketing. This tool also allows users to choose what content they want to be exposed to, reply to, and share on the internet. The tourism businesses' web- sites are using social media platforms as well as interactive communications to allow tourists to personalize their sites with previous experiences. In such a circumstance, social media could contribute to the branding of tourist destinations. It is crucial to remember that, potential tourists base their decisions on the experiences of others, therefore, social media could have an impact on the travelers' vacation plans (Camilleri, 2018; Goeldner & Ritchie, 2012).

2.5.7 Word of Mouth

This is defined as personal communication on a product by a friend or relative to a potential buyer. Ideally, this is a kind of marketing where there is free advertising that is influenced by travel experiences. Word of mouth can be positive and negative. The tool triggers companies to give good service and exceed the expectations of tourists in order to ensure positive word of mouth (Kotler & Armstrong, 2016; Švajdová, 2019). Table 2.1 below represents the specific marketing tools under the different categories highlighted above.

Table 2. 1 Market communication tools

Communication Modes	Marketing tools
Advertising	Newspapers, magazines, flyers, brochures, inflight magazine, printed flyers, posters, radio, television, streaming channels, web pop ups, billboards, backs of tickets and supermarket receipts, Online banners, wall paintings, taxi cab doors.
Public Relations	Press releases, speeches by executives and Public service activities
Sales promotions	Customer oriented – redeemable coupons, special offers, free sample, complementary upgrades, contests, competitions, sweep stakes, etc. Trade promotions- trade shows, exhibitions
Personal selling	Personal selling
Direct marketing	Tradeshows, mobile messaging apps, websites, online adverts, fliers, online and offline catalogues, promotional letters, targeted television, as well as outdoor advertising
Interactive marketing	Email, blogs, and social media
Word of Mouth	Information from friends, relatives, and colleagues

Source: (Camilleri, 2018; Goeldner & Ritchie, 2012; Kotler & Keller, 2009; Page, 2019).

Companies with big marketing budgets have the advantage of using several promotional tools. Smaller businesses will on the other hand just focus on one or two promotional tools due to low finances. It's not easy to choose the right marketing tools and identify the right messages to target different market segments. The strategy adopted should provide dependable, and persuasive messages that are tailored to their respective target audiences (Camilleri, 2018).

There is significant potential in domestic tourism if marketing strategies are enhanced by stakeholders since they affect domestic tourism demand (Basera, 2018; Ndlovu et al., 2014). According to Basera (2018), the most strategies used to market tourism in Kariba-Zimbabwe included; advertisements (newspapers, brochures, and internet) and sales promotions (trade shows, events, exhibition, and low-priced packages for locals). Similarly, the most common market communication medium that targets domestic tourists in Durban-South Africa, includes the use of Media, Television, radio, websites and magazines (Makhaola & Proches, 2017).

The above results are comparable to those of Kamau *et al*., (2015) who alludes that market communication channels are crucial in raising awareness in Nakuru and Nairobi. The study indicated that the most essential marketing communication channels used are, advertisements (newspaper, internet, radio, television, yellow pages), personal selling (telephone and direct mail) tour firms and travel agencies, direct marketing (travel diaries show on KTN), and sales promotion (exhibitions). Kwoba, (2018) on the other hand indicated that the most important communication channel for domestic tourists is the tour operator, then websites, online search and radio advertisement, while road shows and sales calls were least important mediums.

Further Al-Badi, Tarhini and Al- Sawaei, (2017) indicated that social media was used widely in order to obtain information about places that people intend to travel to prior to the trip, and to share their experiences mostly through WhatsApp and Instagram. It is a medium that communicates best to a large group of potential travellers (Švajdová, 2019).

Similar research done in Kenya indicated that social media influenced millennials to explore different destinations. This is in addition to other tools, for instance, search engines, online agents, and blogs. Jumia Travel, Bonfire Adventures and Bountiful Safaris are some of the operators exploiting the online space, targeting social media users through digital marketing and increasing brand exposure through initiatives like providing free vacations to outstanding Kenyans and influencers (celebrities) to boost visibility of their brands (Saffir Africa, 2018). Further, Kabeu, (2019) in a study that mainly focused on advertisement in Nakuru County revealed that the advertising budget, numbers and frequency of advertisements affected performance of domestic tourism. Selecting the correct marketing tools and identifying the right messages to target different market segments is not easy. However, Kotler & Armstrong, (2016), indicate that the impact of recommendations from family and friends is more powerful and reliable than all other tools. Nonetheless, the best practice strategy to be adopted should provide dependable and persuasive messages that target specific audiences (Camilleri, 2018).

This study is necessary in Mombasa County, because the reviewed literature has different outcomes in terms of which market communication tool or which combination of tools are effective in influencing domestic tourism performance.

2.6 Stakeholders Engagement in Tourism Planning and Development

Freeman, (1984) defined a stakeholder as any individual or organization that is impacted positively or negatively, or causes an impact on the actions of a business. Donaldson & Preston, (1995) refined stakeholder's definition, and indicated that stakeholders are groups or individuals who have an interest in the outcome of a project. According to (Camilleri, 2019) the government (e.g., national authorities, including tourist offices and agencies) or the commercial sector (direct providers of tourist facilities or services, support organizations or development groups) are all potential stakeholders in the tourism industry.

Effective stakeholder engagement is important for a successful tourism industry as this helps manage complexities of the tourism supply. The public sector aims to organize and manage supply concerns within destinations to give the tourism industry a logical and orientation. This can be done by providing a strategic direction expressed in the form of a 'tourism strategy', with various commercial interests cooperating to further the tourists sector development (G.O.K, 2017; Page, 2019; Siti-Nabiha and Md Saad, 2015). However, Byrd, (2007) indicates that stakeholder engagement is hard to achieve unless stakeholders understand the challenges, barriers and reasons for resistance. Stakeholder participation can be done both formally and informally through public hearings, advisory committees, surveys, focus groups, public deliberation, citizen review panels, collaboration, civic review boards, work groups, implementation studies and written comments. All these varieties do not require the same level of involvement (Byrd, 2007).

The government takes the lead role in tourism as it helps in establishing a framework through setting up laws, plans and developing policies that are supposed to support public – private partnerships. It also markets, carries out product research, regulates the sector, issues licenses, develops infrastructure, collects and publishes statistics (Amoako, Darko and Narfo, 2021; Camilleri, 2018a; Holloway, 2009; Page, 2019). The above mentioned government roles are done by the various departments under the ministry of Tourism, Wildlife and Heritage i.e. Tourism Regulatory Authority, Kenya Tourism Board, Tourism Fund, Kenya Utalii College, and National Conventions Bureau as outlined in the national tourism blue print 2030 (GOK, 2017). Other stakeholders are identified as the employees, local community, and the private sector. The community is expected to be happy about the sites and work together with the other stakeholders to ensure tourism destinations long-term viability. On the other hand the private sector are the promoters of the industry as they are the ones who own and operate tourism businesses (Amoako *et al*., 2021).

Regardless of whether each stakeholder has a role to play, his or her levels of participations varies significantly as is explained by Arnstein, (1969). The theory identified three categories of participation, and these are non-participation, degree of tokenism and degree of citizen power. Non- participation entails manipulation and therapy where planners explain to citizens their decisions and they do not expect any input of the stakeholders. Degree of tokenism entails informing, consultation and placation, where stakeholders can express their concerns, but they have no say in the decisions that are to be made. Degree of citizen power entail partnerships, delegated control and citizen control allows stakeholders to not only express their concerns but to also to have a say on the decisions that are being made (Arnstein, 1969).

Most industrialized countries have created active stakeholder participation in tourism planning and development, even if it is tokenistic in nature (Tosun, 2000). Stakeholder's inclusion affects the progress of sustainable tourism. This is because stakeholders are the main components of implementation, their perceptions and their involvement can facilitate achievement of sustainable tourism objectives (Waligo, Clarke and Hawkins, 2013). If stakeholders are not actively involved in tourism development, decision making and planning, then it will be difficult to achieve sustainable tourism development (Makhaola & Proches, 2017). These findings are similar to those of Rono, Theuri, Ahmen and Kising'u, (2018) where they reported that with good stakeholder management, community based tourism can improve sustainability alternatives.

Likewise in Ghana, the government as the major tourism stakeholder is responsible for infrastructure development and financial assistance. In addition, the local community and the private sector are actively involved in collaborating with all stakeholders to ensure sustainable development (Amoako, Darko and Marfo, 2021). Further Bhote, (2018) indicated that if stakeholders work together to solve issues that affect tourism negatively, then the future of tourism will be bright. In Turkey, the local authorities are tasked with the responsibility of sustainable tourism development by leading the other stakeholders, as their mandate is to preserve heritage and plan for Tourism (Turker, Can and Alaeddinoglu, 2016).

Meanwhile, to ensure destination competitiveness in Chile, different stakeholders have come together to promote tourism related businesses, support innovations and

development of new products. The public sector's main role is the provision of a conducive environment for business (Aqueveque & Bianchi, 2017). Contrary to the above, stakeholders collaborations in Northern Ireland has not been successful due to the lack of some preconditions which are necessary for successful collaboration and hence affecting destinations competitiveness (McComb, Boyd & Karla, 2017). Some of the requirements for successful collaborations include, identifying who are the stakeholders, awareness creation on their role, involvement throughout the process of planning and implementation, and availability of adequate resources.

While there are a lot of studies on the role of stakeholders that have been conducted, their focus has mainly been on sustainable tourism growth, destination competitiveness and management of community-based tourism. As a result, the current study is critical in determining the role of stakeholders on domestic tourism performance.

2.7 The moderating effect of Destination Image

Crompton, (1979) described destination image as the expression of all objective knowledge, impressions, prejudgment, fantasies, and emotional thoughts that a person or group may have about specific". It can further be defined as the tourists perception on specific destination attributes for example the infrastructure, hospitality atmosphere, unique cultural attributes among others (Pereira *et al*., 2019). Tourists views and evaluations of locations are heavily influenced by the image of the destination and hence plays a crucial role in destination selection (Alcocer and Ruiz, 2019; Echtner and Ritchie, 2003).

According to Pereira, Gupta & Hussain (2019), the image potrayed by a destination has an influence on tourists attitude towards a destination. When the image of a destination is good, then this will lead to positive attitude by the tourists. Further, both cognitive and affective factors influence the overall destination image, which affects tourist's behavioural intentions directly. The cognitive image represents a person's beliefs and knowledge about a destination and its qualities, which together help construct an internally accepted mental picture of the place. On the other hand, the affective image represents people's feelings and emotions response towards a destination. Both cognitive and affective components affect tourist's behavioural intentions directly (Stylidis, Shani and Belhassen, 2017). Taking both cognitive and affective components into account allows one to make an overall assessment of a destination on the basis of knowledge and beliefs about the location as well as their feelings about it (Alcocer and Ruiz, 2019). Studies indicate that destination image is key to destination promotion, it influences tourists behaviour and the perceived quality of a place, this is because the way a destination stands out is crucial to its success(Alcocer *et al*., 2019).

According to Alcocer *et al*., (2019), affective image has a stronger impact on the entire image of tourists to Segobriga Archaeological park, hence influencing post visit satisfaction. These findings are similar to those of reviews of major academic databases online by Afshardoost & Eshaghi, (2020), where affective component was found to have a greater influence on overall destination image and intentions to revisit. The feelings are superior predictors of behavioural intentions, according to the research. On the contrary, studies by Basaran, 2016; Michael, James and Michael, (2018) indicated that cognitive destination image has greater influence on behavioural

intentions than affective destination image. Other studies indicated that satisfaction was influenced by both cognitive and affective images (Chiu, Zeng & Cheng, 2016).

Despite the significant effect of destination image on behavioural intention as is indicated by the reviewed studies, there are no studies on the moderating role of destination image yet destination image has been found to affect how tourists perceive a destination and consequently influencing their behaviour and choice of destination (Alcocer and Ruiz, 2019; Echtner and Ritchie, 2003). This suggests that destination image is a potential a moderator variable. As such, this study explored the extent to which the relationship between travel motivations, perceptions of tourism product, marketing best practices and domestic tourism performance are moderated by destination image. In addition to the above, there are limited studies on destination image in Africa and Kenya to be specific.

2.8 Summary of Literature Review and Research Gaps

The reviewed literature shows that whereas domestic tourism performance has been widely studied, there remains some areas that have are yet to be adequately addressed as shown in the table 2.2. Furthermore, the methodologies adopted in all the studies mentioned are different from what the current study has used. The current study utilized mixed method approach.

Table 2. 2 Summary of Literature review and research gaps

Author	Contribution	Methodology	Gap
Domestic Tourism Performance			
(Kabote, 2020; Makhaola & Proches, 2017; Mazimhaka, 2007; Osiako & Szente, 2021)	Domestic tourism contributes positively to tourism development in a number of ways, for example, job creation, increased sense of pride, social interactions leading to tolerance	The studies were done in South Africa, Rwanda, Namibia, Nairobi- Kenya, and Zimbabwe. (Kabote, 2020; Makhaola & Proches, 2017; Mazimhaka, 2007; Osiako & Szente, 2021) studies utilized qualitative methodology, while	Majority of the studies used qualitative research design, and the studies mainly focusing on the contribution of domestic tourism and not on the sector growth.
(Alzboun, 2019; Ndlovu et al., 2014)	There is potential for domestic tourism, if there is support by stakeholders most especially the government.	(Alzboun, 2019; Ndlovu *et al*., 2014) utilized quantitative research design.	One study utilized quantitative design, however, there was only a 15% response rate out of the 200 questionnaires distributed, and hence not a representative sample.
Travel Motivation			
(Alzboun, 2019; Baniya & Paudel, 2016; He & Luo, 2020; Khuong et al., 2014)	Pull factors are important factors than the push factors when selecting destinations.	These studies were carried out in Jordan, Nepal, China and Vietnam.	It is not clear as to which factors among the pull and push factors are important to travellers. In addition, the push and pull factors that are important to a destination vary from place to place.
(Njagi *et al*., 2017; Preko *et al*., 2019; Wong *et al.*, (2017)	Push factors are more important than the pull factors when selecting destinations.	Two of the studies were done in Kenya and Ghana, respectively. However, the sample size for the Kenyan study had only 132 respondents. The third study was done in Malaysia.	
Antara *et al*., 2018; Bayih *et al*, 2020 Pereira *et al*., 2019; Ezeuduji *et al*., 2020; Salimon *et al*., 2019; Siregar *et al*., 2020 Luvsandavaajav & Narantuya, 2021	Both the pull and push factors are important in choosing destinations.	These studies were carried out in Bali, Ethiopia, Brazil, South Africa, Nigeria, Indonesia and Mongolia, respectively.	

Table 2.2 Continued

Tourism Product			
(Reitsamer *et al.*, 2016; Seyidov *et al.*, 2017; Sultan, 2018)	Attractions, amenities and accessibility have a positive influence on tourists' attitude.	The studies were carried out in Austria using interview schedule, in Azerbaijan using a questionnaire and in India using questionnaires respectively.	These studies focused on the influence of the tourism product on either tourist's attitude or the decision to travel. None of the studies focused on Domestic Tourism performance.
(Arpornpisal, 2018; Makuzva, 2018; Herle, 2018)	Attractions, Accessibility, amenities and activities are important in influencing the decision making process.	The studies were done in Thailand, Zimbabwe and Romania Respectively and they both used questionnaires.	
(Giao *et al*., 2021; Makhaola & Proches, 2017; Seyidov & Adomaitiene, 2017)	The price of the tourism product is an important factor influencing decision-making.	The studies we done in Vietnam, South Africa and Azerbaijan	
Marketing Best Practices			
(Basera, 2018; Kabeu, 2019; Kamau, Waweru, Lewa and Misiko (2015); Makhaola and Proches, 2017; Wamalwa, 2014).	Successful marketing communication relies on a combination of tools.	The studies by Basera and Makhaola *et al*., utilized the qualitative research design, while Kamau *et al*. and Lewa *et al*. utilized quantitative research design.	The studies did not show which combination of tools would work well for specific destination.
Stakeholder Engagement			
(Amoako *et al*., 2021; Aqueveque & Bianchi, 2017; Bhote, 2018; Rono *et al*., 2018; Turker *et al*., 2016; Waligo *et al.*, 2013)	Stakeholder involvement is key to sustainable tourism development.	Bhote and Rono *et al*., studies utilized questionnaires to collect data while Turker *et al*. and Waligo, Amoako and Aqueveque used interview schedules	These studies focused on sustainable tourism growth, destination competiveness and community-based tourism. There were no studies on Performance of domestic tourism.
(McComb, Boyd & Karla, 2017)	Stakeholder collaboration cannot be successful without a number of preconditions.	Study utilized mixed method approach.	

Table 2.2 Continued

Destination Image			
(Alcocer *et al*., 2019; Basaran, 2016; Iordanova, 2017; Michael *et al*., 2018; Stylidis *et al*., 2017; Woosnam *et al*., 2020)	Destination image plays an important role in destination selection	The studies were done in Spain, Turkey, Austria, Australia, Israel and Greece respectively.	Lack of studies on the moderating role of destination image on the relationship between travel motivation, perception of tourism product and marketing best practices and domestic tourism performance. In addition to the above, there are limited studies on destination image in Africa and Kenya to be specific.
(Afshardoost & Eshaghi, 2020)		Meta-analysis	

CHAPTER THREE : RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

Chapter three provided a blueprint for the research by highlighting the methods and procedures the researcher used to conduct the research. This includes the research design, variables studied, location of the study, target population, sampling technique, research instruments, pretesting, data collection techniques, data analysis and logistical and ethical considerations.

3.1 Research Philosophy and Design

3.1.1 Research Philosophy

The study assumed pragmatism research philosophy, where the reality is constantly negotiated and interpreted in different situations. The focus was on practical approaches and solutions to problems and not just seeking knowledge for the sake of it, instead the researcher sought knowledge to aid action. Pragmatism opposes the rational view that reality is static and fixed. Subjectivity and objectivity of the social actor was considered as important. Objectivism indicates that social entities exist in reality because of external social actors concerned with their existence, whereas subjectivity aspect implies that phenomena are generated as a result of social actors perceptions and subsequent actions of the social actors concerned with existence, which are in a constant state of revision. Deductive and inductive approaches were used to test and apply hypotheses and theories (Saunders, Lewis and Thornhill, 2019). Noteworthy, this philosophy was adopted because pragmatism is the most appropriate paradigm for conducting mixed methods research (Schoonenboom & Johnson, 2017).

3.1.2 Research Design

The study used cross-sectional descriptive research to determine the efficacy of destination promotion strategies on domestic tourism performance in Mombasa County. The design was used to establish an accurate image of the issue under research. It is an appropriate design for research problems that are well structured and understood. The design was selected since it saves the researcher's time and money, while allowing him or her to obtain reliable data. Further, the design allowed the utilization of mixed methods of data collection. (Brotherton, 2015; Ghauri et al., 2020). Mixed research method uses quantitative and qualitative data collection and analysis techniques (Schoonenboom & Johnson, 2017).

The mixed research approach was deemed useful because it provided room for triangulation where several research tools for data collection were used, hence enriching, and confirming the picture gathered of a situation; this enables the researcher to assess the reliability of research findings and the inferences that can be drawn from them. Specifically, concurrent triangulation design was used where quantitative and qualitative approaches were used within the same study (Greener, 2008; Saunders et al., 2019). In addition, the method enhanced complementarity in order to examine the different facets of the research problem and for the purposes of obtaining more meaningful outcome (Schoonenboom & Johnson, 2017). The method was adopted in this study to better address the research problem, as one research type (qualitative or quantitative) was not enough to address the research problem.

3.2 Study Variables

The research study was based on three types of elements which included the independent variable (predictor), the dependent variable and the moderating variable. All the three variables had specific indicators and characteristics that the researcher sought to establish their role.

3.2.1 Dependent Variable

The dependent variable is domestic tourism performance, which was measured by travel propensity, the number of domestic tourists and the revenue collected from domestic tourism. According to Smith, 1998 and Uysal, 1998 the most widely used demand indicators include the number of visitors arrivals or number of participants, tourists expenditures or receipts length of stay, travel inclination indices.

3.2.2 Independent Variables

Independent variable was the destination promotion strategies, which include travel motivation, the tourism product, stakeholder engagement, and marketing best practice. Travel Motivation was referred to as the push factors, which were considered intrinsic and include desire to escape, rest and relaxation, travel for prestige, health and fitness and pull factors are as a result of what is available at the destination (Dann, 1977). Tourism products on the other hand was represented by the tourism components which are known as the 6A's (this includes, accessibility, accommodation, attractions, activities and amenities) and their affordability (Camilleri, 2019; Page, 2019).

Best practice represented the different marketing communication strategies in place to promote domestic tourism. They include sales promotion, direct marketing,

interactive marketing, personal selling, advertising, word of mouth marketing and public relations and publicity and events (Camilleri, 2018). Stakeholders engagement on the other hand entailed the nature of involvement of stakeholders and their roles (Arnstein, 1969; Byrd, 2007).

3.2.3 Moderating Variable

The moderating variable for this study was the destination image, which represented cognitive and affective images. The former represents persons belief and knowledge of destination while the latter represents persons feeling and emotions towards a destination (Stylidis *et al*., 2017). Destination image was used as a moderator as it was likely to affect the direction / or strength of the relationship between the predictor variable and the dependent (criterion) variable.

3.3 Location of the study

The study area was Mombasa County, an attractive commercial and cosmopolitan port town with a population of approximately 1,208,333 as at the 2019 Kenya Population and Housing Census (GOK, 2019a, 2020c). The county lies along the coastline of the Indian Ocean. Part of the county is an Island that is connected to the mainland in the south by the Likoni Channel, in the North by Nyali bridge, and to the west by the Makupa Causeway. The county has a sea port and also an international airport as shown in figure 3.1 (Mombasa County Government, n.d.).

The county has diverse attractions and the residents are very friendly (GOK, 2019a; KTB, n.d.). According to GOK, (2020a), the coast is the most popular tourist destination as is evidenced by the number of bed nights occupied in 2019 at 3,904,000.

Specifically, the north coast was the most preferred in 2019 with an occupancy of 1,736,100. The popularity of the county is mainly because it is endowed with beautiful beaches, and a rich cultural heritage product (GOK, 2021a).

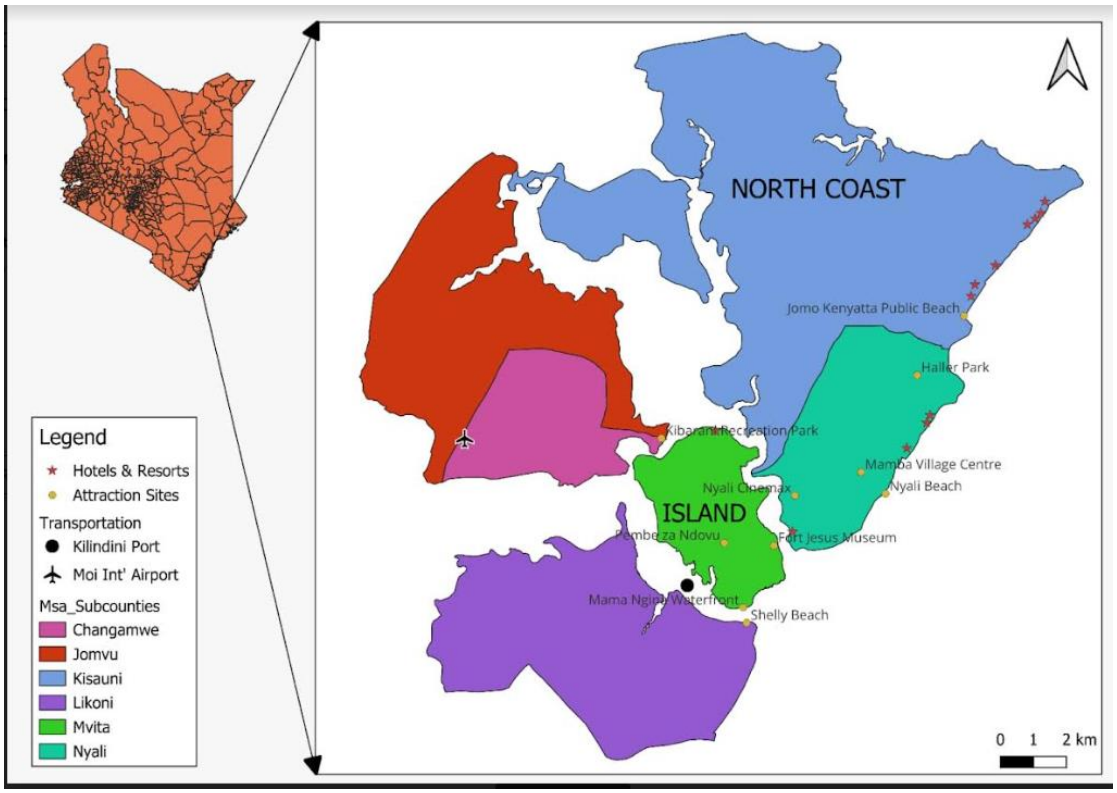

Figure 3. 1 Map of Mombasa County

Further, studies done on the status of tourists attractions in Kenya, indicated that Mombasa was the most popular destination among domestic tourists with over 80% repeat rate compared to other destinations (GOK, 2021a; Ndivo & Waudo, 2012). Specifically, the Jomo Kenyatta public beach, Nyali beach and the Fort Jesus museums were selected since they are areas known to have the highest offering of the beach and cultural products and hence the most popular sites among the domestic (GOK, 2017, 2021b, 2021a).

3.4 Target Population

The study population consisted of domestic tourists in Mombasa County; TRA registered Tour Operators, who are also KATO members; Heads of public institutions at national and county government levels; tourism professionals, practitioners and experts as indicated in Table 3.1.

Table 3. 1 Respondents

	Population	Population	Source
1	Domestic tourists (See appendix 8)	1,062,520	(GOK, 2020c)
2	Kenya Wildlife Service	1	
3	National Museums of Kenya	1	
4	Kenya Tourism Board	1	
5	Ministry of Tourism, Wildlife and Heritage	3	
6	TRA Registered Tour Operators who are KATO members in Mombasa county (See appendix 9)	21	(KATO, n.d.; TRA, n.d.)
7	Mombasa County Tourism executive	1	
8	Mombasa Boat Owners Association	4	
9	Mombasa Old town Tourists Guides Association	7	
10	Mombasa Boat Operators Association	4	
11	Kenya Coast Tourism Association (KCTA)	1	

3.5 Sampling Technique and Sample Size

3.5.1 Sampling Techniques

Sampling technique entailed selecting a subset or sample within a given population to estimate its characteristics and generalize the findings for the entire population. Random Sampling was used to obtain data from domestic tourists in the region. The method was selected because it is not biased for responses from a large sample, and due to the fact that each sample having the same probability of being selected (Ghauri et al., 2020; Mugenda & Mugenda, 2008). On the other hand, purposive sampling was used to collect data from TRA registered Tour Operators who are KATO members;

Heads of Public and County Government institutions; tourism professionals, experts, and practitioners. The method was selected because the researcher perceives that the subject have the information required to meet the objectives of this study (Mugenda, *et al*, 2008).

3.5.2 Sample Size

The sample size for domestic tourists was obtained following the Yamane 1967 formula.

$$n = \frac{N}{(1+Ne^2)}$$

Where, n = Sample size; N = Population size= 1,062,520; e = Margin of error (MoE 5%) = 0.05)

$$n = \frac{1,062,520}{1 + 1,062,520(0.05)^2}$$

n= 400 domestic tourists.

The sample size is summarized in table 3.2.

Table 3. 2 Sample Size

	Population	Sample size
1	Domestic tourists	400
2	Kenya wildlife service	1
3	National Museums of Kenya	1
4	Kenya Tourism Board	1
5	Ministry of Tourism, Wildlife and Heritage	3
6	TRA Registered Tour Operators who are KATO members in Mombasa County	21
7	Mombasa County Tourism Executive	1
8	Mombasa Boat Owners Association	4
9	Mombasa Old Town Tourists Guides Association	7
10	Mombasa Boat Operators Association	4
11	Kenya Coast Tourism Association (KCTA)	1
	Total	**444**

3.6 Research Instruments

To achieve the objectives of this study primary and secondary data were used. Semi structured questionnaires, semi structured interviews and focus group discussions were used to acquire primary data. Quantitative data was collected through close-ended questions, while open-ended questionnaires, interviews and focused group discussion were used to obtain qualitative data. On the other hand, secondary data was obtained from journals and related literature. The tools were designed on the basis of objectives, they were validated and their reliability tested *(*Mugenda *et al* , 2008). The researcher considered three data collection tools for the purposes of triangulation. According to Schoonenboom & Johnson, (2017), triangulation improves the quality of findings by providing a deeper understanding of the research problem.

3.6.1 Semi structured questionnaires

The researcher administered open and close-ended questionnaire to domestic tourists in Mombasa County and the TRA registered KATO members. The questionnaires were preferred because they provided detailed information in respondents own words (Mugenda *et al*, 2008). Further, the use of this tool minimizes biasness and increases confidentiality of respondent's opinions. The questionnaires were formulated for each category of respondents according to the objectives in a systematic manner. The questionnaires for tourists (appendix 4) sought for information on travel motivation, their perception of the tourism product, the most popular market communication tools, and the image that Mombasa County portrays, and how it affects the relationship between the IV and the DV. The questionnaire for the tour operator's (appendix 5) on the other hand sought information on their view of stakeholder engagement and their opinion on the packaging of the tourism product.

3.6.2 Semi structured interview

Interview schedule (appendix 6) was used to collect data from KTB, KWS, MOTW & H, NMK, KCTA officials and Mombasa County Government Tourism officials. These respondents were selected due to their knowledge on subject matter. The schedule sought for information on stakeholder's engagement in Mombasa County. In addition to taking notes on the roles played by the different stakeholders, the information was recorded. This method was preferred because it provided an opportunity to gather in-depth information (Kothari, 2004). The participants for the interview sessions included representatives from NMK, KWS, KTB, Mombasa County Government Tourism officials and KCTA officials. These participants were deemed suitable to participate as key informants since it was perceived that they had knowledge on the subject matter.

3.6.3 Focus Group discussions

Focus group discussions guide (appendix 7) was used to collect data from officials of Mombasa boat owners' association, Mombasa old town tourist's guides association, and Mombasa boat operators' association on the roles played by different stakeholders in Mombasa County. The Focus group discussion took the form of group interviews, which were divided into 2 sessions. The first session was for eight (8) members, that is four (4) officials from the Mombasa boat owners' association and the other four (4) officials from the Mombasa boat operators' association, while the second session was done with seven (7) members from the Mombasa old town tourists guides association, that is four (4) officials and three (3) members). The recommended size for focus group discussion is usually from 6 to 10

participants(Ghauri et al., 2020). The proceedings of this group interview were recorded in an audio tape in addition to taking notes.

This method was selected because it provides an opportunity for gathering people with similar experiences in order to discuss the research problem. In addition, the tool yields very rich detailed data expressed in the participants own words, and this is mainly because it provides room for the moderator to probe the participants further (Ghauri et al., 2020; Saunders et al., 2009).

3.7 Pre Testing

The data collection instruments were pretested in February 2021 on selected respondents to gauge the validity and reliability of study instruments prior to data collection (Kothari, 2004). Pretesting was used to establish the suitability of the research instruments as it was used to check for any inconsistences, vagueness and doubt in the tools which allowed for the improvement of the research instrument before the final test. Further, it helped ensure that the respondents had an easy and good understanding of the final research instrument. Noteworthy, the pretested respondents were not part of the sample that was used for the main study.

3.7.1 Validity of Research Instruments

Validity is the correctness, dependability or effectiveness with which a research instrument can measure what it claims to be able to measure (Kothari, 2004). Content validity, which refers to the extent to which the construct adequately measures all information established through pretesting (Ghauri *et al*., 2020). Content validity was established through pretesting in related environment and from expert opinion. The

responses obtained were checked against specific objectives, conceptual framework, and tourism experts' (including supervisors) input to ensure that the tested variables were relevant.

After pretesting was done, the relevant changes were effected on the data collection tools. Further, the research assistants who assisted in data collection were properly trained on the procedures, which involved making clarification on the study objectives to the participants, making suggestions, undertaking focus group discussions and interviews and other relevant inputs.

3.7.2 Reliability of Research Instruments

This is the degree in which research tools will generate consistent results after multiple trials (Mugenda & Mugenda, 2008). To test the reliability of the scales used to measure various constructs, in this study Cronbach's alpha coefficient was used to determine the internal consistency of the items. The alpha level of each construct was compared with the Cronbach threshold of 0.7. Analyses of reliability were carried out for the constructs in the domestic tourists' questionnaire and the results are presented in Table 3.3. The range (0.72 to .84) of all Cronbach's alpha coefficients was above the 0.70 limit (Table 3.3), indicating the reliability of the instrument used in the study.

Table 3. 3 Reliability Analysis of the Constructs used in the Domestic Tourists' instrument

Construct	Scale Used	No. of Items	α
Travel motivations:			
Push Factors	5-point Likert [SD – SA]	14	.84
Pull Factors	5-point Likert [SD – SA]	9	.84
Perceptions of tourism products	3-point Likert [Not at all – Entirely]	6	.72
Marketing best practices	5-point Likert [NI – VI]	7	.82
Destination image:			
Cognitive image	5-point Likert [SD – SA]	10	.78
Affective image	Semantic differential [Very Much– Very Much]	4	.73
Domestic tourism performance	5-point Likert [SD – SA]	5	.82

Note. SA = Strongly agree.SD = Strongly disagree. NI = Not important. VI = Very Important.

Source: Field survey 2021

In addition, three separate reliability analyses were conducted for the constructs used in the tour operator's questionnaire and the results are shown in Table 3.4. As indicated, the range (0.84 to 0.89) of all Cronbach's alpha coefficients was above the cut-off of 0.70, demonstrating reliability.

Table 3. 4 Reliability analysis of the constructs used in the Tour Operators instrument

Construct	Scale Used	Items	α
Perceptions of tourism products	3-point Likert [1 = Not at all to 3 = Entirely]	6	.85
Stakeholder engagement	5-point Likert [1= NI to 5 = VI]	10	.89
Domestic tourism performance	5-point Likert [1 = SD to 5 = SA]	7	.84

Source: Field survey 2021

3.8 Data Collection Procedure

The researcher was provided with a letter of introduction from Graduate School, Kenyatta University, on 3rd February 2021 (Appendix 1 and 2), which facilitated

application for a research permit from NACOSTI (appendix 3) that was granted on 9th March, 2021. The research permit and introduction letter were presented to the respondents for consent to collect data from them.

Data collection exercise was carried out for a duration of close to 8 months (between 10th March 2021 to 29th October 2021) with help of three research assistants. The questionnaires for domestic tourists and tour operators, interviews with the different government officials and focused group discussions with the different associations were conducted on different dates. The timelines allowed maximum data collection as the availability of respondents was limited due to the Covid 19 pandemic that resulted into periodic cessation of movements and lockdowns, resulting to few people engaging in local travel.

Closed and open-ended questionnaires were used to collect both qualitative and quantitative data from 400 domestic tourists and 21 tour operators. In both cases, the researcher and the assistants collected data face to face. To eliminate residents of Mombasa from being respondents, the domestic tourists research instrument was structured in a way that only non – residents of Mombasa County would be able to complete the questionnaire. For the respondents who were not able to respond immediately, the drop and pick method was used. However, there was continuous follow up to ensure a high return rate.

Interview schedules were used to generate qualitative data. Majority of the targeted respondents were available for a face-to-face interview at their offices, and for those not were not available, online interviews were conducted. Further, two (2) focused

group discussions were conducted at Jomo Kenyatta Beach and in Fort Jesus Museums. Initial contacts were made with the groupings via email and through phone and a date was agreed on in advance for the focus group discussion. The focus group discussions generated qualitative data.

3.9 Data Analysis Technique

Quantitative and qualitative analysis techniques were employed since the data collected comprised of numeric and non-numeric data.

3.9.1 Qualitative Data Analysis

Qualitative data analysis techniques were used to gain an understanding of the meaning of people's emotions, behaviour, experiences, and perspectives. The technique was deemed appropriate as it focuses on understanding from the respondents' point of view (Ghauri *et al*., 2020). Data collected through interviews and focus group discussions comprised of opinions as heard and understood by the researcher. The qualitative data was grouped into themes based on the study objectives, then categorized and ordered. The ordered data was summarized then used in the interpretation of results and writing of the final report as recommended by (Mugenda & Mugenda, 2008).

3.9.2 Quantitative Data Analysis

Descriptive and inferential statistics were used for quantitative data analysis using Statistical Package for Social Sciences (SPSS) software (Version 20). Only correctly filled and complete questionnaires were considered, checked, verified, and analysed.

Before data analysis was carried out, a number of diagnostic tests were carried out to ensure that the data collected is satisfactory.

Descriptive statistics were used to summarize and organize data on demographic factors, travel motivation, tourism product, stakeholder engagement, best practice and on destination image variable. The descriptive statistics involved the computation of actual numbers, percentages, means and standard deviation. The data was then presented using charts, graphs, and tables. Inferential statistics was used to draw conclusions about respondents. Regression analysis was preferred to test and interpret the relationship between the independent, dependent and moderation variables further indicating the independent variables that had the most impact. Multiple regression analysis was used to test research hypothesis and to measure the predictive strength of the multiple regression model (Ghauri *et al*., 2020).

3.9.2.1 Diagnostic tests

Prior to carrying out regression analysis diagnostic tests were carried out to ensure that there were no violations of the assumption of linear regression as suggested by Cohen et al.'s (2003). Six assumptions of multiple linear regression were examined in this study as shown .

3.9.2.1.1 Linear relationship between the predictor and the outcome variables.

Multiple linear regression requires the existence of a linear relationship between the dependent variable and each predictor variable. To verify the existence of the linear relationship, a scatter diagram of the regression residuals was used in this study.

Visual inspection of the graph showed linearity of the study variables as shown in the Figure 3.2.

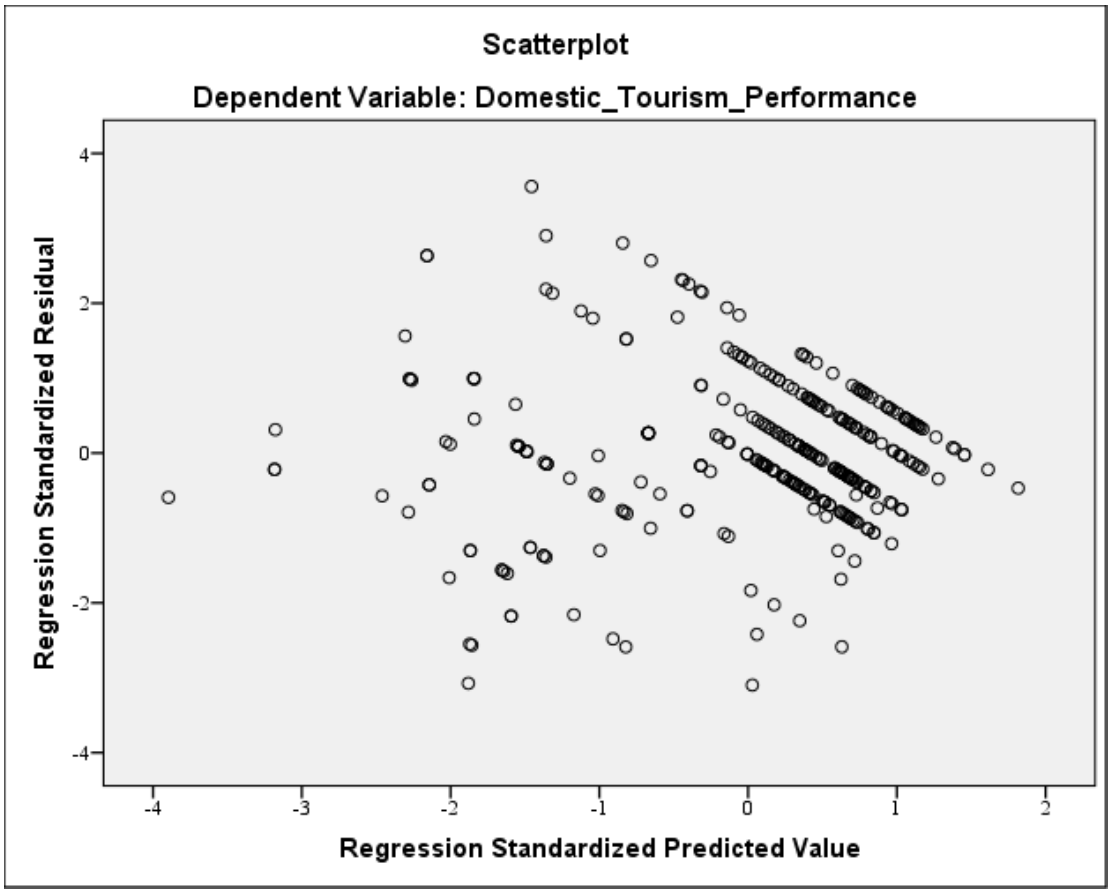

Figure 3. 2 Scatter Diagram of the Regression Residuals

3.9.2.1.2 Absence of multicollinearity

Regression analysis requires that the data does not exhibit multicollinearity (a situation that occurs when the independent variables have a high degree of correlation). If the independent variables are highly correlated, it is impossible to determine which specific variable contributes to the dependent variable's variation. In this study, variance inflation factors (VIF) was used to test for multicollinearity. The results of the collinearity diagnosis did not show reservations about performing a multiple linear regression on the study data. The VIF values ranged from 1.24 to 1.71, and the tolerance values ranged from 0.58 to 0.81. According to Cohen et al. (2003),

VIF values higher than 10 and tolerance values lower than 0.10 indicate multicollinearity problems with the data. In this study, VIF and tolerance scores were within the thresholds, and thus multicollinearity was not a problem with the data.

3.9.2.1.3 Multivariate normality.

To examine this assumption in this study, the normal probability plot for standardised residuals was used to examine the normality of the regression residuals. A visual examination of the graph showed that regression residuals were closer to the linear line, showing that they did not vary from normalcy as shown in figure 3.3 below.

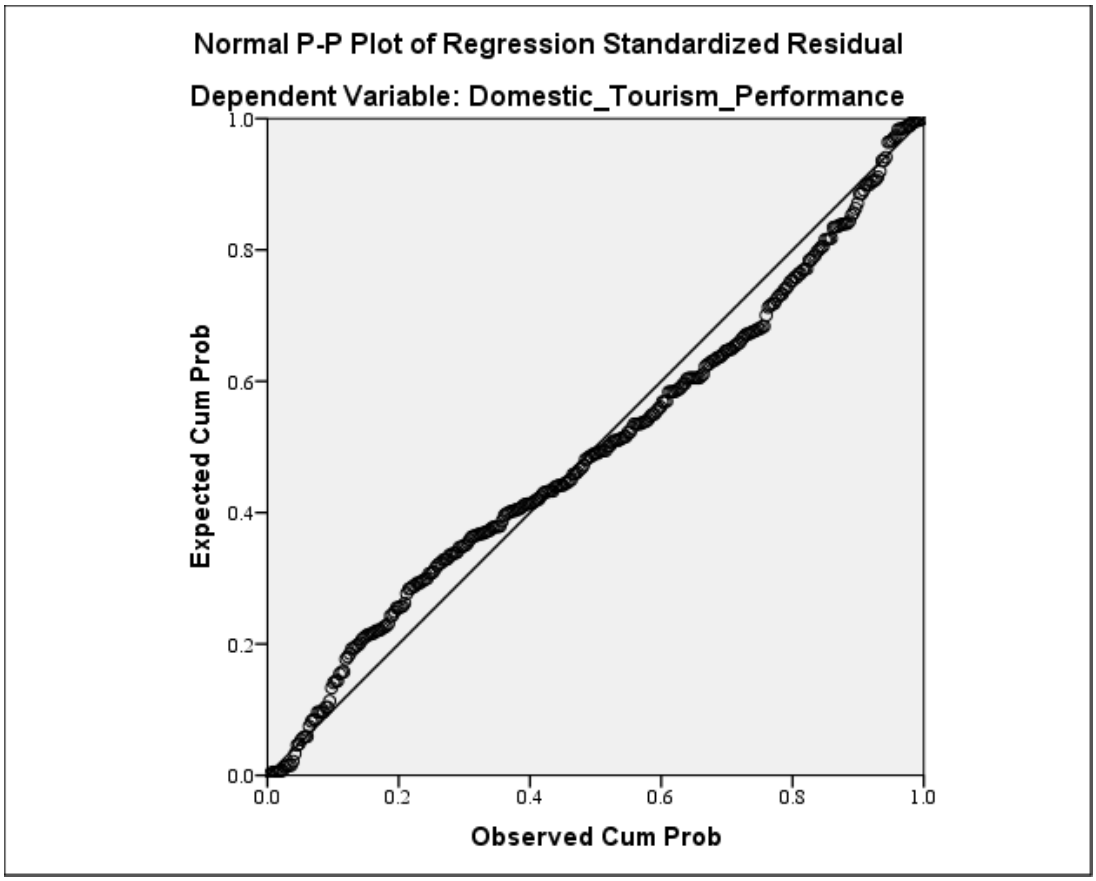

Figure 3. 3 Normal Probability Plot for Standardised Residuals

3.9.2.1.4 Homoscedasticity.

Multiple linear regression analysis assumes that the amount of error in the residuals is similar across all points in the linear model. To establish the presence of homoscedasticity, this study used a scatter plot of standardised residuals plotted against the standardised predicted residuals to ascertain if errors are fairly distributed across all the values of the predictor variables. A visual examination of the scatterplot revealed that the standardised regression residuals were evenly distributed across all points of the predicted values, confirming homoscedasticity.

3.9.2.1.5 Independence of regression residuals.

Multiple linear regression assumes that values of regression residuals are independent of one another. To examine the independence of regression residuals, this study used the Durbin Watson test. The test usually shows values ranging from 0 to 4. A value between 0 and 2 indicates positive autocorrelation, and values ranging from 2 to 4 indicate negative autocorrelation. Thus, any Durbin Watson scores closer to 2 indicate the absence of autocorrelation in the regression residuals. The results of the Durbin Watson test in this study revealed a value of 1.26, suggesting that the regression residuals were independent. This eliminated any doubts that the residuals could not be independent.

3.9.2.1.6 Absence of Outliers.

Cook's Distance test was used to establish influential outliers in the study predictor variables. In this study, the minimum and maximum values of Cook's Distance values were .000 and .115, respectively. Therefore, no case had a Cook's Distance value eclipsing the critical value of 1.00, demonstrating the absence of outliers in the

study's predictor variables that would have otherwise exerted undue influence on the dependent variable. The coefficient (R^2) helped to establish the extent of independent (Predictors) variables contribution to the dependent variable. Statistical levels of significance for the hypotheses testing were considered with an established limit point of $p < 0.05$, (95%) significance and confidence levels. The studies interpretation was based on the significance of the beta values obtained. As such, coefficients table was generated to provide information that assisted in predicting the variables relationship and statistical significance.

The following regression equation for the model showing the relationship between study variables, $Y=\beta 0+\beta 1X1+\beta 2X2+\beta 3X3+\varepsilon$, was presented as posited by Kothari (2004). The summary test of hypothesis is shown in the table 3.5.

Table 3. 5: Summary test for Hypothesis

Hypothesis	Statistical Model(s)	Interpretation of Statistical Results
H_{01}: There is no significant relationship between determinants of travel and domestic tourism performance in Mombasa County	**Model 1: Composite Score of Travel Motivation:** Domestic Tourism Performance (DTP) = B_0 + B_1(Travel Motivation) + $\mathcal{E}$ **Model 2: Components of Travel Motivation:** DTP = B_0 + B_1(Pull Motivation) + B_2(Push Motivation) + $\mathcal{E}$ **Model 3: Relative Importance of Push Travel Motivation:** DTP = β_0 + β_1(Relaxation/Health) + β_2(Adventure and Novelty) + β_3(Gaining Knowledge) + β_4(Socializing) + β_5(Prestige) + $\mathcal{E}$	Reject the H_{01} if $p < .05$ for the Coefficient (B_1). Otherwise, fail to reject H_{01}
H_{02}: There is no significant relationship between the perceptions of the tourism product and domestic tourism performance in Mombasa County.	**Model 1: Composite Score of Perceptions of Tourists' Products:** DTP = B_0 + B_1(Tourists' Product Perception) + $\mathcal{E}$ **Model 2: Relative Importance of Perception of Tourists' product** DTP = β_0 + β_1(Diverse tourists attraction) + β_2(Diverse Activities) + β_3(Accessibility) + β_4(Accommodation) + β_5(affordability of services) + β_6(Amenities)+ $\mathcal{E}$	Reject the H_{02} if $p < .05$ for the Coefficient (B_1). Otherwise, fail to reject H_{02}
H_{03}: There is no significant relationship between the marketing best practices adopted and domestic tourism performance in Mombasa County.	**Model 1: Composite Score of Marketing Best Practice:** DTP = B_0 + B_1(Marketing Best Practice) + $\mathcal{E}$ **Model 2: Relative Importance of Marketing Best Practices:** DTP = β_0 + β_1(Interactive Marketing) + β_2(Advertisement) + β_3(Sales Promotion) + β_4(Public Relations) + β_5(Direct Marketing)+ β_6 (Personal Selling) + β_7(Word-of-Mouth) + $\mathcal{E}$	Reject the H_{04} if $p < .05$ for the Coefficient (B_1). Otherwise, fail to reject H_{01}
H_{04}: There is no significant relationship between Stakeholder engagement and performance of domestic tourism in Mombasa County	**Model 1: Composite Score of Stakeholders' Engagement:** DTP = B_0 + B_1(Stakeholder engagement) + $\mathcal{E}$	Reject the H_{03} if $p < .05$ for the Coefficient (B_1). Otherwise, fail to reject H_{03}
H_{05}: There is no significant moderating effect of destination image on the relationship between destination promotion strategies and domestic tourism performance in Mombasa County	**Model 1: Composite scores of destination promotion strategies and destination image:** DTP = B_0 + B_1(Destination Promotion Strategies) + B_1(Destination Image) + B_3(Destination Promotion Strategies × Destination Image) + $\mathcal{E}$	Reject the H_{05} if $p < .05$ for B_3 associated with the interaction term (destination promotion strategies × destination Image). Otherwise, fail to reject H_{05}
H_{06}: There is no significant effect of destination promotion strategies on domestic tourism performance in Mombasa County	**Model 1: Composite score of destination promotion strategies:** DTP = B_0 + B_1(Destination Promotion Strategies) + $\mathcal{E}$ **Model 2: Relative importance of destination promotion strategies:** DTP = β_0 + β_1(Travel Motivations) + β_2(Tourists' Products Perceptions) + β_3(Marketing Best Practice + $\mathcal{E}$	Reject the H_{06} if $p < .05$ for the Coefficient (B_1). Otherwise, fail to reject H_{06}

Source: Author (2020)

3.10 Logistical and Ethical Considerations

3.10.1 Logistical Considerations

Before commencement of data collection, the researcher sought for several approvals. Upon the acceptance of the proposal, a research approval letter and authorization letter were obtained from Kenyatta University which, then facilitated the process of obtaining a research permit from the National Council for Science, Technology and Innovation authorizing data collection. The investigator visited the study area to familiarize with the study environment and plan on how to assign duties to the research assistants. This visit also involved creation of rapport with the interviewees and the focus group discussion participants.

3.10.2 Ethical Considerations

This study adhered to several ethical issues. These included briefing respondents and informing them of their voluntary participation before data collection, and ensuring privacy, confidentiality, and anonymity of the respondents' information before, during and after data collection. In addition, integrity was upheld by following objectives, and being open. The respondents were also assured that the research findings would only be used for academic purposes only. The research approval and authorization documents were attached to and presented alongside data collection tools for verification by the respondents.

CHAPTER FOUR: FINDINGS

4.0. Introduction

This chapter presents the results obtained from the data collected according to the objectives. The study aimed at examining the effectiveness of destination promotion strategies in the performance of domestic tourism in Mombasa County. The study aimed at addressing five specific objectives. First, the study sought to establish the influence of travel motivation on performance of domestic tourism in Mombasa County. Second, the study attempted to evaluate the contribution of the perceptions of the tourism products to the performance of domestic tourism in Mombasa County. Third, the study aimed at evaluating the adopted marketing best practices and their impact on the performance of domestic tourism in Mombasa County. Fourth, the study aimed at exploring the contribution of stakeholder engagement on the performance of domestic tourism in Mombasa County. Finally, the study attempted to determine the moderating influence of destination image on the relationship between destination promotion strategies and domestic tourism performance in Mombasa County. The results of the data analysis are organised according to the specific objectives of the study.

4.1 Response Rate

Quantitative and qualitative data were collected using questionnaires, interview schedules, and a focus group discussion guide. A total of 400 questionnaires were distributed to domestic tourists in Mombasa County, of which 375 were returned representing a response rate of 93.8%. Nonetheless, 52 questionnaires were discarded due to missing data, resulting in 323 useful ones for data analysis.

In addition, 21 questionnaires were distributed to tour operators of which 15 questionnaires were returned representing a return rate of 71.4%. Non-response rate was attributed to the closure of some companies due to the effect of the COVID-19 pandemic. The response rates in both cases were adequate and consistent with Kothari (2004) who posited that any response rate greater than 50% is adequate for analysis and would give reliable findings and conclusions.

To gather information from the public sector and Kenya Coast Tourists Association in Mombasa County eight interviews were conducted of which seven were completed successfully yielding a completion rate of 87.5%. Furthermore, this study conducted two separate focus group discussions (FGDs) targeting boat owners and operators and tour guides at the Fort Jesus. Table 4.1 shows the study response rates.

Table 4. 1 Response Rate

Data Collection Tool	Respondents or Participants	Target	Returned/ Completed	Rejected/ Unsuccessful	Completion Rate (%)
Questionnaires	Domestic tourists	400	375	52	80.8
	Tour operators	21	15	6	71.4
Interview schedules	Public Sector and KCTA	8	7	1	87.5
FGD	Boat operators/owners and tour guides	2	2	-	100

4.2 Demographic Characteristics for Domestic Tourists

Table 4.2 shows the results of the analysis of the characteristics of the study sample: sex, age, marital status, educational level, occupation, and income.

Table 4. 2 Sample Characteristics for Domestic Tourists

Variable	*Frequency*	Percentage
Gender		
Male	142	44.0
Female	181	56.0
Age of Respondents (years)		
20 and below	14	4.3
21-30 years	100	31.0
31-40 years	139	43.0
41-50 years	53	16.4
50 years and above	17	5.3
Marital Status		
Single	115	35.6
Married	181	56.0
Divorced	14	4.3
Widowed	13	4.1
Level of Education		
Primary	2	0.6
Secondary	27	8.4
Certificate	70	21.7
Bachelor's degree	157	48.6
Postgraduate	67	20.7
Occupation		
Businessman/lady	74	22.9
Civil servant	93	28.8
Private sector employees	102	31.6
Farmer	10	3.1
Student	26	8.0
Housewife	9	2.8
Retiree	9	2.7
Income in Kshs. Per Month.		
<15,000	41	12.7
15,000-40,000	111	34.4
40,001-65,000	99	30.7
65,000-80,000	21	6.5
80,001-105,000	11	3.4
>105,000	15	4.6
No income	25	7.7

There was a higher proportion of female respondents (56%) when compared to male respondents (44%). This suggests that more females selected Mombasa County as their domestic travel destination as compared to their male counterparts. Meanwhile, most of the respondents were between the age of 21 and 40 years (74.0%). The 41 to 50 age group represented 16.4%, followed by the 50 and over cohort, which represented 5.3%. The fewest respondents were 20 years old or younger (4.3%). These findings implied that the majority of the respondents are relatively young, which is due to the fact that the young generation is highly likely to engage in tourism

activities than the aged. In addition, the respondents aged below 18 years may not travel on their own to engage in tourism unless when accompanied by adults. The results further indicated that most of those surveyed were married (56.0%), followed by those who were single (35.6%). These findings can be explained by the fact that those married have double income, while those single, divorced and widowed rely on a single source of income, limiting availability of disposable income.

Regarding the level of formal education completed, most of those surveyed had undergraduate qualifications (48.6%), followed by those with certificates or diplomas (21.7%). The sample also included respondents with post-graduate degrees (20.7%). Respondents with secondary and primary school qualifications accounted for 8.4% and 0.6%, respectively. The results imply that the majority of the travellers to Mombasa County have access to information about what is available at the destination. The more one is educated the more knowledgeable they become, hence the reason for low numbers among those in primary and secondary education.

Concerning employment status, the majority of employees were in the private sector (31.6%), followed by those in the public sector (28.8%). Respondents who were entrepreneurs accounted for 22.9%, while 8.6% of those surveyed were students. These results imply that majority of those who travelled to Mombasa County have a source of livelihood and hence can afford to finance a tourism trip. Regarding the income of the respondents, the results showed that the majority earned between 15,000 and 40,000 shillings per month (34.4%), followed by those whose income was between 40,001 and 65,000 (30.7%).

4.3 Domestic Tourists County of Residence

Table 4.3 presents the counties of residence of the domestic tourists in Mombasa County.

Table 4. 3 Respondents' County of Residence

County	Frequency(f)	Percentage (%)
Bomet	1	0.3
Bungoma	5	1.5
Busia	1	0.3
Homabay	6	1.9
Kajiado	12	3.7
Kajiado	1	0.3
Kakamega	1	0.3
Kericho	5	1.5
Kiambu	13	4.0
Kilifi	16	4.9
Kisii	4	1.2
Kisumu	18	5.3
Kitui	8	2.5
Kwale	18	5.6
Laikipia	1	0.3
Lamu	1	0.3
Machakos	21	6.5
Makueni	10	3.1
Marsabit	1	0.3
Meru	3	0.9
Migori	1	0.3
Murang'a	8	2.5
Nairobi	103	31.9
Nakuru	20	6.2
Nandi	2	0.6
Narok	2	0.6
Nyandarua	2	0.6
Nyeri	7	2.2
Siaya	2	0.6
Taita Taveta	12	3.7
Tanariver	1	0.3
Tharaka Nithi	1	0.3
Transzoia	6	1.9
Uasin Gishu	6	1.9
Vihiga	2	0.6
Wajir	1	0.3
West Pokot	1	0.3
Total	**323**	**100.0**

Nairobi County was reported as the major source market of domestic tourists to Mombasa County and accounted for 31.9% of all domestic tourists. The second and third source markets for domestic tourists for Mombasa County were Machakos and Nakuru Counties accounting for 6.5% and 6.2%, respectively. Eleven counties (West Pokot, Wajir, Tharaka-Nithi, Tanariver, Migori, Marsabit, Lamu, Laikipia, Kakamega, Kajiado, Busia, and Bomet) registered the lowest number of domestic tourists to Mombasa County. The results indicate that majority of the respondents who visited Mombasa County were mainly from urban centres where there are more opportunities for income in comparison to rural areas. Source market data is key as it helps in directing the marketing efforts to areas that generated large numbers of tourists as opposed to areas with low numbers.

4.4 Domestic Tourists' Numbers and Revenues

Table 4.4 presents the results of the analysis of domestic tourism performance from the perspective of the tour operators in Mombasa County in terms of the number of domestic tourists and revenues generated in the past five years. As shown, the tour operators indicated that the number of domestic tourists had increased (M = 4.40, SD = 0.74). The respondents also indicated that there had been several repeat domestic tourists over the last years (M = 4.60, SD = 0.83). In addition, the respondents reported that the number of domestic tourists was more than the international visitors (M = 3.67, SD = 1.29).

Regarding the revenues generated for the past five years, the tour operators operating in Mombasa County indicated that revenues collected had increased due to domestic travellers (M = 3.73, SD = 1.03). The respondents further reported that, compared

with international tourism, revenues collected from the domestic travellers were spread throughout the year (M = 3.60, SD = 1.24).

Table 4. 4 Domestic Tourists and Numbers

Variables	*M*	*SD*	*Remarks*
Number of Domestic Tourists			
There has been growth in domestic tourists' numbers for the last five years	4.40	0.74	*Strongly Agree*
There have been several repeat domestic clients over the last five years	4.60	0.83	*Strongly Agree*
There have been more domestic tourists than international visitors for the past five years	3.67	1.29	*Strongly Agree*
Domestic Tourists' Revenue			
The revenue collected has been increasing for the last five years due to domestic travel	3.73	1.03	*Strongly Agree*
There has been more revenue from domestic tourists than international tourists for the last five years	2.27	1.28	*Disagree*
Domestic tourist revenues have been enough to cater for our expenses for the past five years	2.07	1.33	*Disagree*
Domestic tourist revenues are spread out throughout the year compared to revenues from international tourists	3.60	1.24	*Agree*

Note. N = 15. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = *Strongly Disagree* [*1.00-1.80*], 2 = *Disagree* [1.80-2.60], 3 = *Neutral* [2.60-3.40], 4 = *Agree* [3.40-4.20], 5 = *Strongly Agree* [4.20-5.00]

However, revenues from domestic travellers were not more than that collected from the international travellers (M = 2.27, SD = 1.28). Additionally, it was reported that revenues collected from domestic travellers were not adequate to meet their expenses (M = 2.07, SD = 1.33). The results indicate that the domestic tourist's numbers have been growing and that the resulting revenues have also been on the rise. However, the revenues collected were not enough to sustain the businesses.

4.5 Influence of Travel Motivation on Domestic Tourism Performance

The purpose of objective one was to establish the influence of travel motivation on domestic tourism performance in Mombasa County. The study objective was realized

through answering the research questions on the data collection instruments and analysis of the resulting hypothesis.

4.5.1 Descriptive results of the Push and Pull factors of Destination Choice

In this study, the travel motivation factors of were separated into internal and external factors. The respondents were asked to record their perceptions regarding various reasons they considered important when selecting Mombasa County as their preferred tourism destination. The responses were placed on a 5-Point Likert Scale ranging from 5 (strongly agree) to 1 (strongly disagree).

4.5.1.1 External (Pull) Factors Influencing the Choice of Mombasa County

Table 4.5 shows the respondents' responses on the external factors that influenced their choice of Mombasa County as a tourist destination.

Table 4. 5 Descriptive results of Pull Motivation factors

Statements	M	SD	Remarks
Availability of diverse attractions	4.24	0.92	*Strongly Agree*
Beautiful natural attractions	4.44	0.82	*Strongly Agree*
The history and culture of the area	4.17	0.96	*Agree*
Destination image	4.10	0.99	*Agree*
Ease of access to and within the Destination	4.01	0.97	*Agree*
Festivals/ special events and activities taking place in the area	3.75	1.14	*Agree*
Affordable tourist attraction	3.91	1.06	*Agree*
Safety and security	3.90	1.08	*Agree*
Recommendation by others	3.97	1.13	*Agree*

Note. *N* = 323. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = S*trongly Disagree* [1.00-1.80], 2 = D*isagree* [1.80-2.60], 3 = *Neutral* [2.60-3.40], 4 = *Agree* [3.40-4.20], 5 = *Strongly Agree* [4.20-5.00]

In particular, most respondents indicated that they chose Mombasa County as a tourist destination because of its beautiful natural attractions (*M* = 4.44, *SD* = 0.82). The second external motivating factor influencing respondents' choice of Mombasa as a

tourist destination was the availability of various attractions (*M* = 4.24, *SD* = 0.92). The history and culture (*M* = 4.17, *SD* = 0.96) and image (*M* = 4.10, *SD* = 0.99) were the third and fourth factors that the respondents considered when choosing Mombasa County as their vacation destination. In addition, ease of access to and within the vacation destination was cited as the fifth factor that influenced respondents to consider Mombasa County for their vacations (*M* = 4.01, *SD* = 0.97).

Moreover, respondents indicated that recommendation from friends was the sixth factor that led them to choose Mombasa County as a vacation destination (*M* = 3.97, *SD* = 1.13). The affordability of tourist attractions was ranked as the seventh factor contributing to respondents choosing Mombasa County as a travel destination (*M* = 3.91, *SD* = 1.06). Finally, safety (*M* = 3.90, *SD* = 1.08) and the availability of special events (*M* = 3.75, *SD* = 1.14) were rated as the eighth and ninth extrinsic motivational factors contributing to the choice of Mombasa County as a travel destination. Given that the means of tested pull factors ranged between 3.75 and 4.44, this suggests that all the pull (extrinsic) factors influence the choice of Mombasa County as domestic tourists' destination.

4.5.1.2 Internal (Push) Factors Influencing the Choice of Mombasa County

Table 4.6 shows the descriptive results of the intrinsic motivators that influenced the respondents' choice of Mombasa County as a travel destination.

Table 4. 6 Descriptive Results of Push Motivational Factors

Variable	*M*	*SD*	*Remarks*
Relaxation and Health			
Relieving stress and tension	4.20	1.04	*Strongly Agree*
Relaxing physically and mentally	4.32	0.93	*Strongly Agree*
Escaping daily routine	3.71	1.38	*Agree*
Adventure and Novelty			
To find thrills and excitement	4.10	1.02	*Agree*
Appreciating natural beauty	4.27	0.93	*Strongly Agree*
Visiting places I have never been to before	4.14	1.11	*Agree*
Knowledge			
Acquiring knowledge	3.70	1.20	*Agree*
Experiencing different cultures and ways of life	4.04	1.06	*Agree*
Social			
To meet new people and socialise	3.91	1.19	*Agree*
To visit friends and relatives	3.36	1.37	*Neutral*
To attend events	3.37	1.35	*Neutral*
Prestige			
Going to places my friends/have never been to	3.54	1.46	*Agree*
To impress my friends/relative	2.82	1.49	*Disagree*
To be like my friends/relatives/colleagues	2.66	1.51	*Neutral*

Note. *N* = 323. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = S*trongly Disagree* [1.00-1.80], 2 = D*isagree* [1.80-2.60], 3 = *Neutral* [2.60-3.40], 4 = *Agree* [3.40-4.20], 5 = *Strongly Agree* [4.20-5.00]

With respect to relaxation and health, most respondents indicated that physical and mental relaxation (*M* = 4.32, *SD* = 1.04) was the first factor they considered when choosing Mombasa County as a vacation destination. Additionally, relieving stress and tension (*M* = 4.20, *SD* = 1.04) and escaping from everyday life (*M* = 3.71, *SD* = 1.38) were the second and third relaxation and health factors that were considered when choosing the county of Mombasa for their vacation.

Table 4.6 also shows that appreciation for natural beauty was the highest rating factor under the adventure and novelty category that respondents had considered when choosing Mombasa County for their vacations (M = 4.27, SD = 0.93). Furthermore, visiting places one had never been before (M = 4.14, SD = 1.11) and finding thrills and excitement (M = 4.10, SD = 1.02) were ranked as the second and third factors that

were considered by respondents when selecting Mombasa County for their vacations. Knowledge was another factor that had influenced the respondents' decision to choose Mombasa County for their vacations. Table 4.6 shows that most respondents cited the drive to experience different cultures and ways of life as the knowledge factor that influenced their decision to choose Mombasa County as a vacation destination (*M* = 4.04, *SD* = 1.06). Respondents also indicated that they selected Mombasa County as their Destination to learn new things (*M* = 3.70, *SD* = 1.20).

Regarding the social category of the intrinsic motivators, respondents reported that meeting new people and socialising were high on the list of factors they had considered when choosing Mombasa County for their vacations (*M* = 3.91, *SD* = 1.19) (Table 4.6). In addition, participation in events (*M* = 3.37, SD = 1.35) and visiting friends and family (*M* = 3.36, *SD* = 1.37) were given as the second and third factors in the social category, which had influenced the decision of respondents to choose Mombasa County for their vacations. The results in Table 4.6 show that most respondents agreed that their choice of Mombasa County was primarily influenced by the need to go places their friends had never been to before (*M* = 3.54, *SD* = 1.46). However, respondents were neutral as to whether the needed to impress their friends and family (*M* = 2.82, *SD* = 1.49) and to be equal to their friends, colleagues, or close relatives (*M* = 2.66, *SD* = 1.51) had influenced their decision to choose Mombasa County for their vacations. It was found that domestic tourists to Mombasa County are pushed by the need to satisfy their own personal needs as opposed to being influenced by other factors.

4.5.2 Results of H_{01}: Effect of the Composite Score of Travel Motivation on Domestic Tourism Performance

A simple linear regression was carried out to investigate whether travel motivation (comprising both push and pull factors) as a composite score could significantly predict the level of domestic tourism performance in Mombasa County. The results of the model summary are presented in Table 4.7

Table 4. 7 The effect of the Composite Score of Travel Motivations on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2_{Change}	F_{Change}	df1	df2	p
1	.470[a]	.221	.219	.78222	.221	91.149	1	321	.000

a. Predictors: (Constant), Travel Motivations

b. Dependent Variable: Domestic Tourism Performance

b) ANOVA

Model		SS	df	MS	F	p
1	Regression	55.771	1	55.771	91.149	.000[b]
	Residual	196.407	321	0.612		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Travel Motivations

c) Regression Coefficients

Model		B	SE	β	t	p
1	(Constant)	4.988	.111		44.909	.000
	Travel Motivations	.457	.048	.470	9.547	.000

a. Dependent Variable: Domestic Tourism Performance, Travel Motivation is a Composite Score

As shown in Table 4.7 a, the regression results revealed that travel motivations explained 22.1% (R^2 = 0.221) of the variance in the domestic tourism performance in Mombasa County. The analysis of variance (ANOVA) was presented in Table 4.7 b to assess whether travel motivation was a significant predictor of domestic tourism performance. The results indicated that travel motivation was a significant predictor of domestic tourism performance, ($F_{1,321}$ = 91.2, p = .000). The results of the regression weight of the predictor variable (travel motivation) on domestic tourism

performance are presented in Table 4.7 c. As indicated, this study found that travel motivations positively and significantly predicted domestic tourism performance (β = 0.470, p = .000). Thus, H_{01} was rejected. The final predictive model is:

Domestic Tourism Performance = 4.988+0.457 (Travel Motivation)

4.5.3 Multiple Linear Regression of the influence of Travel Motivation on Domestic Tourism Performance

Multiple linear regression was used to investigate whether travel motivation (push and pull) factors could separately and significantly predict the level of domestic tourism performance in Mombasa County. The results of the multiple linear regression analysis are presented in Table 4.8.

Table 4. 8 Influence of Travel Motivation Factors on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2_{Change}	F_{Change}	df1	df2	p
1	.508[a]	.258	.254	.88567	.258	55.793	2	320	.020

a. Predictors: (Constant), Push Motivators, Pull Motivators

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	65.167	2	32.583	55.793	.020[b]
	Residual	187.011	320	0.584		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Push Motivators, Pull Motivators

c) Regression Coefficients[a]

Model		B	SE	β	t	p	Tolerance	VIF
1	(Constant)	3.923	.318		12.324	.000		
	Pull Motivators	.211	.097	.083	2.148	.003	.765	1.307
	Push Motivators	.397	.092	.077	4.315	.000	.586	1.708

a. Dependent Variable: Domestic Tourism Performance

The results of the regression analysis in Table 4.8a indicate that push and pull motivators explained 25.8% (R^2 = .258) of the variance in domestic tourism performance. Additionally, the results revealed a direct and significant influence of pull and push motivators on domestic tourism performance, $F_{2,320}$ = 55.793, p = .020 (Table 4.8b). Hence, the pull and push travel motivation factors were both found to significantly predict domestic tourism performance, (β = 0.083, p = .003) and (β = 0.077, p = .000), respectively (Table 4.8 c). The fitted regression model is:

Domestic Tourism Performance = 3.923+0.083(Pull Motivation) + 0.077(Push Motivation)

4.5.4 Relative Effect of Push Travel Motivations on Domestic Tourism Performance

The study further sought to establish the relative contribution of each push motivational factor on domestic tourism performance. A multiple linear regression analysis was carried out to examine whether push motivational factors could significantly predict domestic tourism performance and the results were presented in Table 4.9.

Results in Table 4.9b revealed a significant influence of the regression model with relaxation and health, adventure and novelty, knowledge, socialising, and prestige as predictors on domestic tourism performance, $F_{5,317}$ = 16.746, p = .000. Moreover, the regression results in Table 4.9a indicated that 20.9% (R^2 = .209) of variance in the domestic tourism performance in Mombasa County was accounted for by relaxation and health, adventure and novelty, knowledge, socialising, and prestige.

Table 4. 9 Regression of Push Travel Motivators on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2 Change	F Change	df	df2	P
1	.457[a]	.209	.196	.18719	.209	16.746	5	317	.000

a. Predictors: (Constant), Prestige, Relax, Knowledge, Adventure, Socialization

b) ANOVA[a]

Model		SS	df	MS	F	P
1	Regression	52.663	5	10.533	16.746	.000[b]
	Residual	199.515	317	0.629		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Prestige, Relax, Knowledge, Adventure, Socialization

c) Statistical Significance of the Predictors[a]

	Model	B	SE	β	t	p	Tolerance	VIF
1	(Constant)	3.991	.293		13.639	.000		
	Relaxation and Health	.411	.060	.407	6.853	.000	.805	1.242
	Adventure and novelty	.384	.074	.376	5.189	.022	.615	1.625
	Knowledge	.312	.059	.327	5.288	.031	.654	1.529
	Socializing	.275	.058	.263	4.741	.962	.606	1.650
	Prestige	.523	.045	.532	11.622	.020	.721	1.386

a. Dependent Variable: Domestic Tourism Performance

Considering the unique effect of each predictor in the model as indicated by the standardized beta scores (β), prestige was the most popular push factor followed by relaxation and health, (β = 0.532, p = .020) and (β = 0.407, p = .000) respectively (Table 4.9c). Moreover, adventure and novelty (β = 0.376, p = .022) was found to be the third-most influential factor in the regression model followed by acquiring knowledge (β = 0.327, p = .031). Nevertheless, socializing was found to have a positive effect on domestic tourism performance, but was statistically insignificant (β = 0.263, p = .962). The predictive model is:

Domestic Tourism Performance = 3.991 + .532(Prestige) + .407 (Relaxation and Health) + .376(Adventure and Novelty) + .327(Acquiring Knowledge)

4.6 Contributions of the perceptions of the tourism products on Domestic Tourism Performance

The purpose of objective two was to analyse the contribution of the perceptions of the tourism product on domestic tourism performance in Mombasa County. The tourism product was represented by the tourism components, which included accessibility, accommodation, attractions, activities, amenities and the affordability of the product.

4.6.1 Tourism product components

To understand the tourism product components utilized by domestic tourists in Mombasa County, the respondents were asked to highlight the activities they engaged in, preferred accommodation and means of transport used to and within Mombasa County. The results are presented in Table 4.10

Table 4. 10 Tourism product components preferred by domestic tourists

Variable	*f*	%
Accommodation during holiday		
Staying with friends and relatives	70	21.7
Hotel/tented camp/lodge	140	43.3
Self-catering cottages/apartments	102	31.6
Campsite	11	3.4
Mode of Transportation to the Destination	***f***	**%**
Airline	55	17.0
Standard Gauge Railway	100	31.0
Public transport	90	27.9
Self-drive	51	15.8
Tour-vans	16	5.0
Car-hire	11	3.4
Mode of Transportation within the Destination	***f***	**%**
Motorbike/bicycle	7	2.2
Public transport	128	39.6
Self-drive	62	19.2
Tour vans	27	8.4
Car-hire	99	30.7
Activities while at the destination	***f***	**%**
Wildlife safari	52	16
Beach Safari	142	44
Cultural Safari	90	28
Sporting	39	12

***Note. N* = 323.**

As indicated in table 4.10, most respondents (43.3%) stayed in hotels, tented camps, and lodges, followed by those who stayed in self-catering cottages and apartments (31.6%). The respondents' who stayed with friends and family accounted for 21.7%, whereas those who stayed in campsites accounted for 3.4%. Regarding the means of transport to Mombasa, majority of respondents (31.0%) had used the standard gauge railway (SGR), followed by those who had used public transport (27.9%). The smallest number of respondents had rented a car to travel to Mombasa (3.4%). Within the Destination, the majority (39.6%) of those surveyed depended on public transport for their travel. Concerning the tourism activities done while at the destination, majority of the respondents (44%) engaged in beach activities, followed by those who engaged in cultural activities (28%). Only a small proportion engaged in wildlife related activities (16%) and sporting activities (12%) as indicated in table 4.10.

4.6.2 Domestic Tourists' Perceptions of the Tourism Product Components

To determine domestic tourists' perceptions of the tourism product in Mombasa County, the respondents were asked their views on what they thought of accessibility, accommodation, activities, amenities and attractions in Mombasa County. Table 4.11 shows the results of the respondents' opinions about the destination's products.

Table 4. 11 Domestic Tourists perception of the Tourism Product Components in Mombasa County

Variables	*M*	*SD*	*Remarks*
It is easy to move from one attraction to the other within the Destination	2.44	0.59	*Entirely*
Variety of accommodation options make this Destination unique	2.65	0.52	*Entirely*
The Destination offers diverse and unique attractions	2.71	0.50	*Entirely*
The Destination has several leisure activities for all age groups	2.64	0.57	*Entirely*
Mombasa county provides diverse tourism services at affordable prices	2.71	0.52	*Entirely*
Availability of basic amenities like availability of electricity, phone network, safe parking, etc., makes this a preferred destination	2.68	0.54	*Entirely*

Note. *N* = 323. MR = Mean Ranking. Scale [mean range of interpretation]: 1 = *Not at All* [1.00-1.66], 2 = *Partially* [1.67-2.33], 3 = *Entirely* [2.34-3.00]

As shown in table 4.11, respondents indicated that Mombasa as a tourist destination offers diverse and unique attractions (*M* = 2.71, *SD* = 0.50) and provided diverse tourism services at affordable prices (*M* = 2.71, *SD* = 0.52). The third reason that influenced the choice of Mombasa as a vacation destination was the availability of essential services such as electricity, telephone networks, and secure parking (*M* = 2.68, *SD* = 0.54). The destination also offers a variety of accommodation options that make it unique (*M* = 2.65, *SD* = 0.52) and a range of leisure activities to suit all age groups (*M* = 2.64, *SD* = 0.57). Additionally, the results showed that respondents felt it was easy to switch from one attraction to another within the travel destination (*M* = 2.44, *SD* = 0.59), making it a preferred travel destination. The above results indicate that all the five elements of the tourism product (that is accommodation, attractions, activities, amenities and accessibility) in Mombasa County were appealing to domestic tourist.

4.6.3 Tour operators Perceptions of the Tourism Product Components

To get the tour operators opinion of the tourism product in Mombasa County, the respondents were asked about their views on the tourism product (accessibility, accommodation, activities, amenities and attractions) in Mombasa County

Table 4.12 shows the results of the Tour operators' opinions about the destination's products.

Table 4. 12 Tour Operators Perception of the Tourism Product Components in Mombasa County

Variables	*M*	*SD*	*Remarks*
Domestic tourists are able to move from one attraction to the other within the Destination	2.47	0.51	*Entirely*
There is quite a number of accommodation options that appeals to domestic tourists	2.73	0.46	*Entirely*
The Destination offers diverse and unique attractions that are attractive to domestic tourists	2.73	0.46	*Entirely*
There is quite a number of leisure activities that can be enjoyed by domestic tourists for all age groups	2.93	0.26	*Entirely*
The Destination provides diverse tourism services at affordable prices	2.73	0.46	*Entirely*
Availability of basic amenities like electricity, phone network, safe parking, etc., makes destination attractive to domestic tourists	2.67	0.49	*Entirely*

Note. *N* = 15. MR = Mean Ranking. Scale [mean range of interpretation]: 1 = *Not at All* [1.00-1.66], 2 = *Partially* [1.67-2.33], 3 = *Entirely* [2.34-3.00]

These results indicate that the tour operators based in Mombasa County agree that Mombasa County as a destination has quite a number of leisure activities that can be enjoyed by domestic tourists for all age groups (M=2.93, SD=0.26). The results further showed that the variety of accommodation options, diverse unique attractions and affordable services were appealing to domestic tourists (M=2.73, SD=0.46). Tour Operators also agreed that availability of basic amenities like electricity, phone network, safe parking etc., and the ease of movement from one attraction site to the other makes the destination attractive to domestic tourists. Mombasa County as a destination was found to have all the elements of the tourism products (accessibility, accommodation, activities, attractions and amenities) necessary to lure domestic tourists intending to visit Mombasa County.

4.6.4 Results of H_{02}: Effect of the perceptions of the Tourism Products on Domestic Tourism Performance

A simple linear regression was carried out to examine whether the composite score of the perceptions of tourism products by the local tourists could significantly predict the

level of domestic tourism performance in Mombasa County. The results of the regression analysis are presented in Table 4.13.

Table 4. 13 Effect of Tourism Products on Domestic Tourism Performance in Mombasa County

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2_{Change}	F_{Change}	df1	df2	*p*
1	.622[a]	.387	.385	.69404	.387	202.521	1	321	.000

a. Predictors: (Constant), Perception of Tourism Products

b) ANOVA[a]

Model		SS	Df	MS	F	*p*
1	Regression	97.553	1	97.553	202.521	.000[b]
	Residual	154.624	321	.482		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Perception of Tourism Products

c) Coefficients[a]

Model		B	SE	β	t	p
1	(Constant)	1.042	.212		4.907	.000
	Perception of Tourism Products	.768	.054	.622	14.231	.000

a. Dependent Variable: Domestic Tourism Performance

A simple linear regression was carried out to investigate whether tourism product as a composite score could significantly predict the level of domestic tourism performance in Mombasa County. The results of the model summary are presented in Table 4.13. As shown in Table 4.13a, regression analyses indicated that the perceptions of the tourism product explained 38.7% (R^2 = 0.387) of variance in the domestic tourism performance of Mombasa County. To assess whether the model was a significant predictor of domestic tourism performance, analysis of variance (ANOVA) was performed and the results were presented in Table 4.13b. These results indicated that the perception of Tourism Products was a significant predictor of domestic tourism performance, ($F_{1, 321}$ = 202.521, p = .000). The results of the regression weight of the predictor variable (perceptions of the tourism product) on domestic tourism performance are presented in Table 4.13c. The perceptions of tourism product

significantly predicted domestic tourism performance (b = 0.768, p = .000) positively. Thus, H_{02} was rejected. The final predictive model is as follows:

Domestic tourism performance = 1.042 + 0.768(Perception of Tourism Products

4.6.5 Relative Effect of the perceptions of Tourism Products on Domestic Tourism Performance

A multiple linear regression analysis was performed to establish the relative influence of the perceptions each component of the 6A's of tourism products (attraction, activities, accessibility, accommodation, amenities, and affordability) on domestic tourism performance. The results of this regression analysis were presented in Table 4.14

Table 4. 14 Regression results on the relative effect of the Tourism Products on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2 Change	F Change	df_1	df_2	p
1	.546[a]	.298	.285	.89196	.298	21.861	6	309	.000

a. Predictors: (Constant), Availability of Amenities, Diverse Tourist Attractions, Accessibility, Affordable Services, Availability of Accommodation Units, Diverse Tourist Activities

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	74.765	6	12.461	21.861	.000[b]
	Residual	175.838	309	.570		
	Total	250.603	315			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Availability of Amenities, Diverse Tourist Attractions, Accessibility, Affordable Services, Availability of Accommodation Units, Diverse Tourist Activities

c) Coefficients[a]

Model		B	SE	B	t	p
1	(Constant)	2.397	.393		6.099	.000
	Accessibility	.520	.096	.531	5.417	.001
	Availability of Accommodation Units	.486	.114	.477	4.263	.003
	Diverse Tourist Attractions	.613	.120	.624	5.108	.000
	Diverse Tourist Activities	.603	.110	.589	5.482	.000
	Affordable Services	.420	.109	.412	3.853	.000
	Availability of Amenities	.208	.108	.199	1.926	.088

a. Dependent Variable: Domestic Tourism Performance

As shown in Table 4.14a, perceptions of tourism product accounted for 29.8% (R^2 = .298) of variance in domestic tourism performance and was a significant predictor of domestic tourism performance, $F_{6, 309}$ = 21.861, p = .000 (Table 4.14b). Considering the unique effect of each predictor variable in the model (Table 4.14c), availability of diverse tourist attractions in Mombasa County had the highest positive effect on domestic tourism performance (β = .624, p = .000) followed by the availability of diverse tourist activities (β = .589, p = .000). In addition, accessibility was the third most influencing predictor (β = .531, p = .001) followed by availability of accommodation units (β = .477, p = .003) and affordability of services (β = .412, p = .000), respectively. However, availability of amenities was found to have a non-significant positive effect on domestic tourism performance (β = .199, p = .088). The final predictive model was as follows:

Domestic Tourism Performance = 2.397 + .624(diverse tourist attractions)
+ .589(availability of diverse tourist activities + .531(accessibility) + .477(availability of accommodation) + .412(affordability of services)

4.6.6 Qualitative results for the Tourism Product

Qualitative results indicate that domestic tourists prefer the traditional beach product as opposed to international tourists whose preferences are more diverse as was reported by stakeholder no 2 who indicated that "*Domestic tourists have different tastes though they cling more to the traditional beach and bush. International guests prefer experiences other than visits and that is why we project and package our experiences to end up being memorable*". These results confirm the status on product preferences as was seen with the descriptive results on the tourism product. Further, a new trend was noted in selection of accommodation where tourists preferred self-

catering accommodation as was reported by Stakeholder no. 2 that" *domestic tourists are now choosing to do Airbnb and villas as opposed to the regular accommodation*".

With regards to the pricing of the tourism products, the interview results indicate that there are special packages/rates and flexible prices for domestic tourists as is explained by stakeholder no 5 that " *Our boat charges for domestic tourists are very flexible*". Further stakeholders are at the fore front in ensuring that products are affordable through different ways. Stakeholder no 7, indicated that "*We are working with licencing operators to reduce huge levies in order to make the product affordable*".

On the same note it was noted that tourism in Mombasa County is well packaged nonetheless, there is more that can be done to make it even better. This was reported by stakeholder no 2 who indicated "*The product is well packaged in terms of bed capacity and attractions. However, it needs more well packaged night life especially making use of water-based activities and use of the port as an attraction".* For the destination to enhance its product-offering stakeholders proposed diversification in order to have different products that appeal to domestic tourist. For instance, Stakeholder no 3, indicated "*County governments were requested help identify new products that are unique to the county that can be packaged for the domestic market*"

4.7 Influence of Marketing Best Practice on Domestic Tourism Performance

Objective three sought to evaluate the influence of marketing best practices on domestic tourism performance in Mombasa County. The marketing best practices were conceptualized as the market communication tools which included Interactive

marketing, advertisement, Sales promotion, public relations, direct marketing, events and experiences, personal selling and word of mouth

4.7.1 Descriptive results of Marketing Best Practices

In order to find out the importance of the marketing best practices on domestic tourism performance, domestic tourists were asked the level of importance of the different market communication tools namely; interactive marketing, advertisement, sales promotion, public relations, direct marketing, events and experiences, personal selling and word of mouth in shaping their views about the destination. The results were presented in Table 4.15.

Table 4. 15 Marketing Best Practices Influencing Domestic Tourism Performance in Mombasa County

Marketing practice	M	SD	Remarks
Interactive marketing (i.e., social media [Twitter, Facebook, Instagram, etc.], online search engines, and online catalogues)	4.27	1.09	*Very Important*
Advertisements (i.e., newspaper and magazine advertisements, banners, brochures and flyers, outdoor billboards, sing boards, press release, TV, Radio adverts, and posters)	4.71	0.97	*Very Important*
Sales promotions (i.e., redeemable coupons, special offers, complementary upgrades, trade shows, and exhibitions)	4.69	0.99	*Very Important*
Public relations and publicity (i.e., press releases, speeches by executives and public service activities)	3.68	0.98	*Important*
Direct marketing (i.e., electronic newsletters, mobile messaging apps, websites, online adverts, fliers, promotional letters)	4.17	1.01	*Important*
Personal selling (i.e., personal selling by employees of tourism service providers	3.38	1.02	*Moderately Important*
Word-of-mouth (i.e., information from friends, relatives, and colleagues)	3.71	1.04	*Important*

Note. *N* = 323. *MR* = Mean Ranking. Scale [range of mean interpretation]: 1 = *Not Important at All* [1.00-1.80], 2 = *Slightly Important* [1.80-2.60], 3 = *Moderately Important* [2.60-3.40], 4 = *Important* [3.40-4.20], 5 = *Very Important* [4.20-5.00]

As shown in table 4.15, advertisements were reported as vital sources of information used to promote the performance of domestic tourism in Mombasa County (*M* = 4.71,

SD = 0.97). The results further revealed that sales promotions (*M* = 4.69, *SD* = 0.99), interactive marketing (*M* = 4.27, *SD* = 1.09), and direct marketing (*M* = 4.17, *SD* = 1.01) were all rated as important marketing best practices promoting domestic tourism growth in Mombasa County. Word-of-mouth (*M* = 3.71, *SD* = 1.04) and public relations and publicity (*M* = 3.68, *SD* = 0.98) were also found to be important marketing best practices fuelling the growth of domestic tourism in Mombasa County. However, personal selling (*M* = 3.38, *SD* = 1.02), and events and experiences (*M* = 3.33, *SD* = 0.98) were rated as moderately important marketing best practices promoting domestic tourism in Mombasa County.

4.7.2 Results of H_{03}: Effect of Marketing Best Practices on Domestic Tourism Performance

Simple linear regression was done in order to investigate the influence of marketing best practices as a composite score of interactive marketing, advertisements, sales promotions, public relations and publicity, direct marketing, personal selling, and word-of-mouth on the domestic tourism performance in Mombasa County. The results were presented in Table 4.16. As shown in Table 4.16a, marketing best practice accounted for 46.9% of the variance in domestic tourism performance, R^2 = .469. In addition, marketing best practices was a significant predictor of domestic tourism performance, $F_{1,321}$ = 283.870, p = .000 (Table 4.16b).

Table 4. 16 The Effect of the composite score of Marketing Best Practice on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2_{Change}	F_{Change}	df1	df2	p
1	.685[a]	.469	.468	.64569	.469	283.870	1	321	.000

a. Predictors: (Constant), Marketing Best Practice

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	118.349	1	118.349	283.870	.000[b]
	Residual	133.829	321	.417		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Marketing Best Practice

c) Coefficients[a]

Model		B	SE		t	p
1	(Constant)	1.446	.157		9.238	.000
	Marketing Best Practice	.688	.041	.685	16.848	.000

a. Dependent Variable: Domestic Tourism Performance

Moreover, marketing best practices were found to have a positive significant effect on domestic tourism performance, b = .688, p = .000 (Table 4.16c). Thus, H_{03} was rejected. The final predictive model was as follows:

Domestic Tourism Performance = 1.446 +0 .688(marketing best practices)

4.7.3 Relative Effect of Marketing Best Practices on Domestic Tourism Performance

Multiple linear regression was done in order to investigate the relative contribution of each component of marketing best practice on the domestic tourism performance To establish the relative importance of each of the component of marketing best practice, standardised beta scores (β) were considered. The overall results were presented in Table 4.17.

Table 4. 17 Regression results for the effect of Marketing Best Practices on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2_{Change}	F_{Change}	df1	df2	P
1	.389[a]	.151	.132	.82444	.151	8.002	7	315	.000

a. Predictors: (Constant), Word-of-Mouth, Personal Selling, Sales Promotions, Public Relations, Direct Marketing, Advertisements, Interactive Marketing

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	38.071	7	5.439	8.002	.000[b]
	Residual	214.107	315	.680		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

c. Predictors: (Constant), Word-of-Mouth, Personal Selling, Sales Promotions, Public Relations, Direct Marketing, Advertisements, Interactive Marketing

c) Coefficients[a]

Model		B	SE	β	t	p
1	(Constant)	2.944	.227		12.987	.000
	Interactive Marketing	.202	.072	.295	2.806	.005
	Advertisements	.330	.076	.438	4.342	.000
	Sales Promotions	.105	.069	.151	1.522	.000
	Public Relations	.065	.072	.079	0.903	.366
	Direct Marketing	.094	.064	.126	1.469	.144
	Personal Selling	.070	.060	.088	1.167	.244
	Word-of-Mouth	.100	.043	.131	2.325	.019

a. Dependent Variable: Domestic Tourism Performance

As shown, together, marketing best practices accounted for 15.1% of the variance in the domestic tourism performance, R^2 = .151 (Table 4.17a). In addition, the results indicated that marketing best practices influenced domestic tourism performance significantly, $F_{7,315}$ = 8.002, p = .000 (Table 4.17b). Considering the unique contribution of each component of marketing best practices, advertisements on average was the most significant predictor of domestic tourism performance (β = .438, p = .000), holding other predictors constant (Table 4.17c). This was followed by interactive marketing and sales promotions accounting for β = .295 (p = .005) and β = .151 (p = .000), respectively. The fourth predictor in terms of relative importance was word-of-mouth (β = .131, p = .019). Nevertheless, holding other predictors constant,

public relations, direct marketing, and personal selling had positive albeit insignificant effects on domestic tourism performance accounting for β = .079 (p = .366), β = .126 (p = .144), and β = .088 (p = .244) respectively. The final regression model was:

Domestic Tourism Performance = 2.944 + .438(Advertisements) + .295(Interactive Marketing) + .151(Sales Promotions) + .131(Word-of-Mouth)

4.7.4 Qualitative results for Marketing Best Practices

Qualitative results indicate that stakeholders are utilizing a variety of marketing communication channels to market the destination as is reported by stakeholder no 4 and 2 respectively: "*we are working on destination marketing videos that will be broadcasted on Netflix, YouTube, comprising accommodation experiences, attractions, to name a few., for different travellers with different budgets*"; "*We have continued to market domestic tourism and even hyped it more. If we have a fledged department that focuses on domestic tourism that means, we are keen on domestic tourism'*

4.8 Contribution of Stakeholders' Engagement on Domestic Tourism Performance

The purpose of objective four was to analyse the contribution of stakeholder engagement on domestic tourism performance in Mombasa County.

4.8.1 Descriptive results of stakeholder engagement

To understand the importance of the different stakeholders on domestic tourism performance, domestic tourists were asked the level of importance of the different stakeholders in Mombasa County and the results shown in table 4.18.

Table 4. 18 Tour Operators perception of the importance of Tourism Stakeholders in promoting Domestic Tourism Performance in Mombasa County

Tourism Stakeholders	*M*	*SD*	*Remarks*
The Local Media (TV and Radio)	4.13	1.13	*Important*
Hotels, Lodges, and Camps	4.67	0.49	*Very Important*
Mombasa County Tourism Department	3.87	1.55	*Important*
Mombasa Boat Owners Association	3.47	0.92	*Important*
Mombasa Old Town Tourists Guides Association	3.60	1.12	*Important*
Mombasa Boat Operators Association	3.33	0.98	*Moderately Important*
Kenya Coast Tourism Association (KCTA)	4.00	1.07	*Important*
Kenya Association of Hotel Keepers and Caterers - Coast Region	4.27	0.80	*Very Important*
Kenya Wildlife Service	4.64	0.63	*Very Important*
Kenya Tourism Board	4.00	1.18	*Important*

Note. *N* = 15. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = *Not Important at All* [1.00-1.80], 2 = *Slightly Important* [1.80-2.60], 3 = *Moderately Important* [2.60-3.40], 4 = *Important* [3.40-4.20], 5 = *Very Important* [4.20-5.00]

The results represent the views of tour operators on the importance of every stakeholder involved in tourism activities in the County. As shown in Table 4.18, respondents ranked hotels, lodges, and camps as number one on the list of vital key players in promoting domestic tourism in Mombasa County (*M* = 4.67, *SD* = 0.47). The respondents also viewed the Kenya Wildlife Service as the second most important entity promoting domestic tourism in Mombasa County (*M* = 4.64, *SD* = 0.63). The Kenya Hotel and Catering Owners Association (Mombasa Chapter) ranked third on the important actors in promoting domestic tourism performance (*M* = 4.27, *SD* = 0.80). Additionally, local media (*M* = 4.13, *SD* = 1.13), the Kenya Tourism Board (*M* = 4.00, *SD* = 1.18), the Kenya Coastal Tourism Association (*M* = 4.00, *SD* = 1.07), Mombasa County Department of Tourism (*M* = 3.87, *SD* = 1.55), Mombasa Old Town Tour Guides Association (*M* = 3.60, *SD* = 1, 12), and the Mombasa Boat Owners Association (*M* = 3.47, *SD* = 0.92.) were all rated as important in the promotion of domestic tourism in Mombasa County. Meanwhile, the Mombasa Boat

Operators Association (*M* = 3.33, *SD* = 0.98) was the only moderately important organisation promoting domestic tourism in Mombasa County. These results show that all the stakeholders identified in this study are important in tourism. However, the level of importance seemed to vary with the existing relationship between the tour operator and the stakeholder.

4.8.2 Results of H_{04} : Influence of Stakeholders' Engagement on Domestic Tourism Performance

Simple linear regression was done to find out the contribution of stakeholder engagement on domestic tourism performance in Mombasa County. To address this objective, a simple linear regression analysis was used on data collected from tour operators in Mombasa County as shown in table 4.19.

Table 4. 19 Contribution of Stakeholders' Engagement on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2	F	df1	df2	p
1	.565[a]	.319	.267	.03855	.319	16.897	1	13	.000

a. Predictors: (Constant), Stakeholder Engagement

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	2.298	1	2.298	16.897	.000[b]
	Residual	1.770	13	0.136		
	Total	4.068	14			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Stakeholder Engagement

c) Coefficients[a]

Model		B	SE	β	t	p
1	(Constant)	2.613	.864		3.026	.010
	Stakeholder Engagement	.215	.103	.270	2.087	.000

a. Dependent Variable: Domestic Tourism Performance

The regression analyses indicated that stakeholder engagement was a significant predictor of domestic tourism performance, $F_{1,13} = 16.897$, $p = .000$ (Table 4.19b)

and explained 31.9% of the variance in the domestic tourism performance (Table 4.19a).

As shown in Table 4.19c it was also revealed that stakeholders' engagement contributed significantly to domestic tourism performance (b = .215, p = .000). Thus, H_{04} was rejected. The final projecting model was as follows:

Domestic Tourism Performance = 2.613 + .215(Stakeholders' Engagement)

4.8.3 Qualitative results for Stakeholder Engagement

In line with the level of importance of the different tourism stakeholders in Mombasa County, different stakeholder roles have been identified that is; product improvement, regulation, destination marketing, provision of incentive and capacity Building. Under product improvement, the research identified several ongoing initiatives that have been undertaken in order to improve the product in Mombasa County. Stakeholder 4 reported that "*plans are underway to upgrade Jomo Kenyatta Beach to state of the art waterfront for people to visit*" Additional, a number of recommendations have been highlighted to improve the product as reported by stakeholder no. 13, "*the government needs to invest more on tourism related infrastructure in order to enhance the tourism*" , these sentiments were also supported by Stakeholder no 20 who indicated "*the government should build more tourism related infrastructure".*

With regards to destination marketing, there is evidence that stakeholders are actively engaged in destination marketing as is reported by Stakeholder no. 2 "*If we have a fully-fledged department that focuses on domestic tourism that means we are keen on domestic tourism marketing".* However, the marketing agency was accused of not being creative enough to adopt new marketing ideas as is reported by stakeholder no 7

"*the marketing agency is running out of ideas doing the same thing time and time again, making tourism look as an event*". Further, the results also indicated that the marketing agency only markets products that are ready for the market as is reported by stakeholder no 2 "We cannot market a product that is not market ready.

The results further indicate that different stakeholders provide incentives to tourism businesses in order to make them competitive and affordable as stakeholder no. 4 reported "*We have waived major fees, for instance hotel levy fees to accommodate the residents of Mombasa especially the tourism industry*". The findings also revealed that some stakeholders play a critical role in legislation with an aim of encouraging growth of domestic tourism, for instance stakeholder no 4. Indicated "*a Beach Management bill that is the process of being passed in the county assembly that will put laws in to place to make the beach more sustainable and cater to domestic tourism. The Bill will create a system and order in the beach*".

Further, stakeholders are also actively engaged in capacity building, as reported by stakeholder no 7. "*as part of the Beach management program stakeholder are training beach boys to be beach operators so that they sell their product in a professional way, strengthen their association and have self-regulation this supports and helps growth of tourism*". Based on the above mentioned, stakeholders have played a critical role in promoting domestic tourism, however, there are still other areas where they could improve their performance as has been identified in this study. Stakeholder no. 11 indicated the need "to *create more awareness on the tourism product at the coast"*. Stakeholder 4 indicated, "*the beach management program is*

underway in order to strengthen experience and to train beach operators on how to sell their product".

4.9 Relative Importance of Destination Promotion Strategies on Domestic Tourism Performance

Analyses were conducted to explore the overall impact of the independent variables on the study dependent variable. Multiple linear regression analysis was conducted to establish the relative effect of destination promotion strategies (travel motivations, perception of tourism products, and marketing best practices) separately on domestic tourism performance in Mombasa County.

Table 4.20 displays the results of the regression analysis. As shown in Table 4.20 (a and b), travel motivations, perceptions of tourism products, and marketing best practices were significant predictors ($F_{3,319} = 162.6$, $p < .001$) and accounted for 60.5% ($R^2 = .605$) of variance in the domestic tourism performance. The results also indicated that travel motivations, perceptions of tourism products, and marketing best practices were all significant predictors of domestic tourism performance (Table 4.20c). Specifically, marketing best practice was on average the model's most significant predictor ($\beta = .432$, $p = .000$) followed by perceptions of tourism products ($\beta = .311$, $p = .000$), holding other predictors in the model constant. Travel motivation was found to be the third most influential factor of domestic tourism performance ($\beta = .245$, $p = .000$), holding other predictor variables constant.

Table 4. 20 Results of the Effect of Destination Promotion Strategies on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2	F_{Change}	df1	df2	p
1	.778[a]	.605	.601	.55904	.605	162.631	3	319	.000

a. Predictors: (Constant), Marketing Best Practice, Travel Motivations, Perception of Tourism Products

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	152.481	3	50.827	162.631	.000[b]
	Residual	99.697	319	.313		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Marketing Best Practice, Travel Motivations, Perception of Tourism Products

c) Coefficients[a]

Model		B	SE	β	t	p
1	(Constant)	1.419	.224		6.339	.000
	Travel Motivations	.238	.036	.245	6.552	.000
	Perception of Tourism Products	.383	.053	.311	7.241	.000
	Marketing Best Practices	.434	.044	.432	9.940	.000

a. Dependent Variable: Domestic Tourism Performance

The final predictive model was as follows:

Domestic Tourism Performance = 1.419 + .245(Travel Motivations) + .311(Tourism Products) + .432(Marketing Best Practices)

4.10 Regression Results for the Effect of Destination Promotion Strategies on Domestic Tourism Performance

To establish the relative effect of destination promotion strategies (travel motivations, perception of tourism products, and marketing best practices), a multiple linear regression analysis was conducted (Table 4.21).

As shown in Table 4.21a, destination promotion strategies had a significant influence on domestic tourism performance ($F_{1,321} = 210.24$, $p = .000$) and accounted for

39.6% (R^2 = .396) of the variance in the domestic tourism performance. Moreover, the composite score of destination promotion strategies was a significant predictor of domestic tourism performance, b = 2.535, p = .000 (Table 4.21c).

Table 4. 21 Simple linear regression results of the effect of Destination Promotion Strategies on Domestic Tourism Performance

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2 Change	F Change	df1	df2	p
1	.629[a]	.396	.394	.79389	.396	210.24	1	321	.000

a. Predictors: (Constant), Destination Promotion Strategies

b) ANOVA[a]

Model		SS	df	MS	F	p
1	Regression	99.863	1	99.863	210.24	.000[b]
	Residual	152.315	321	.475		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Destination Promotion Strategies

c) Coefficients[a]

Model		B	SE	β	t	p
1	(Constant)	1.271	.311		4.080	.000
	Destination Promotion Strategies	2.535	.285	.445	8.895	.000

a. Dependent Variable: Domestic Tourism Performance

The resultant regression model is represented by the following equation:

Domestic Tourism Performance = 1.271 + 2.535(Destination Promotion Strategy)

4.11 Moderation role of Destination Image on the relationship between Destination Promotion Strategies and Domestic Tourism Performance

4.11.1 Descriptive results of Respondents' Perceptions of Cognitive Image of Mombasa County as a Destination

Table 4.22 shows the results of the respondents' beliefs and knowledge about the characteristics of Mombasa County as a tourist destination.

Table 4. 22 Descriptive results of Cognitive Image

Variables	M	SD	Remarks
The destination has natural beautiful scenery and landscape	4.31	0.94	*Strongly Agree*
There is a conducive climate that favours travelling	4.19	0.97	*Agree*
Diverse nightlife and entertainment options are available	4.22	0.96	*Strongly Agree*
Locals here are friendly and hospitable	4.31	0.94	*Strongly Agree*
There is a quality of services in restaurants, accommodation and attractions areas	4.25	0.93	*Strongly Agree*
The destination offers a good value for money	4.12	0.95	*Agree*
There are a variety of historical and cultural experiences that can be sampled	4.38	0.92	*Strongly Agree*
This is generally a safe place to visit	4.15	0.95	*Agree*
It is easy to access different attractions and accommodation	4.25	0.88	*Strongly Agree*
There are a variety of tourism activities for all age groups	4.31	0.92	*Strongly Agree*

Note. *N* = 323. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = S*trongly Disagree* [1.00-1.80], 2 = D*isagree* [1.80-2.60], 3 = *Neutral* [2.60-3.40], 4 = *Agree* [3.40-4.20], 5 = *Strongly Agree* [4.20-5.00]

As shown, respondents strongly believed that Mombasa County has a wealth of traceable historical and cultural experiences (*M* = 4.38, *SD* = 0.92). In addition, three characteristics were ranked in the second place as features describing Mombasa County as a tourist destination: (i) the travel destination has a beautiful natural landscape (*M* = 4.31, *SD* = 0.94), (ii) the locals are hospitable and friendly (*M* = 4.31, *SD* = 0.94), and (iii) availability of a variety of tourist activities for all age groups (*M* = 4.31, *SD* = 0.92).

In addition, the respondents agreed with the quality of the services in restaurants, accommodation, and attractions (*M* = 4.25, *SD* = 0.93). Respondents also agreed that Mombasa was a safe vacation destination (*M* = 4.15, *SD* = 0.95) and that there was a conducive atmosphere that favoured travel (*M* = 4.19, *SD* = 0.97). Mombasa as a travel destination also guaranteed respondents a good value for money of products and services (*M* = 4.12, *SD* = 0.95). All attributes studied were found to be key in the creation of the image of Mombasa County as a destination among domestic tourists.

4.11.2 Descriptive results of the Respondents' Perceptions of Affective Image of Mombasa County as a Destination

The respondents' opinions on the affective image of Mombasa County as a travel destination were presented in Table 4.23.

Table 4. 23 Attributes of Affective Image for Mombasa County

Scale Attributes	M	SD	Remarks
Sleepy – Arousing	3.46	0.71	*Much Arousing*
Boring – Exciting	4.24	0.92	*Very Much Exciting*
Unpleasant – Nice	3.79	0.89	*Much Nice*
Distressing - Relaxing	4.26	0.94	*Very Much Relaxing*

Note. N = 323. Scale: Semantic differential negative and positive attributes on the left and right side of the scale respectively [Coding; 1 = *Very Much*, 2 = *Much*, 3 = *Neither*, 4 = *Much*, 5 = *Very Much*]. Range of mean interpretation: 1.00-1.80 [*very much*], 1.80-2.60 [*much*], 2.60-3.40 [*neutral*], 3.40-4.20 [*much*], 4.20-5.00 [*very much*]

The respondents reported that Mombasa County is a destination that arouses domestic tourists' interests (M = 3.46, SD = 0.71), and also an exciting vacation destination (M = 4.24, SD = 0.92). Additionally, Mombasa was an enjoyable place to visit (M = 3.79, SD = 0.89), since it provided an opportunity for relaxation (M = 4.26, SD = 0.94). Overall, domestic tourists visiting Mombasa County had positive feelings towards all the affective attributes studied.

4.11.3 Results of H_{04} : Moderation effect of Destination Image on the Relationship between Destination Promotion Strategies and Domestic Tourism Performance

A hierarchical multiple linear regression was conducted to investigate the moderation role of the destination image on the relationship between destination promotion strategies and domestic tourism performance in Mombasa County. To accomplish this goal, composite average scores of destination image (a blend of cognitive and

affective images) and destination promotion strategies (combination of travel motivations, perceptions of tourism products, and marketing best practices) were computed. The results were presented in Table 4.24.

Table 4. 24 Hierarchical Regression results for investigating the Moderation role of Destination Image

a) Model Summary

Model	R	R^2	Adj. R^2	SE	Change Statistics				
					R^2 Change	F Change	df1	df2	p
1	.536[a]	.287	.283	.74942	.287	64.506	2	320	.000
2	.570[b]	.325	.319	.73025	.038	18.021	1	319	.000

a. Predictors: (Constant), Destination Promotion Strategies, Destination Image

b. Predictors: (Constant), Destination Promotion Strategies, Destination Image, Destination Promotion Strategies X Destination Image

b) ANOVA[a]

Model		SS	df	MS	F	P
1	Regression	72.457	2	36.229	64.506	.000[b]
	Residual	179.721	320	.562		
	Total	252.178	322			
2	Regression	82.067	3	27.356	51.299	.000[c]
	Residual	170.111	319	.533		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Destination Promotion Strategies, Destination Image

c. Predictors: (Constant), Destination Promotion Strategies, Destination Image, Destination Promotion Strategies X Destination Image

c) Coefficients[a]

Model		B	S.E	β	t	p
1	(Constant)	.359	.390		.920	.358
	Destination Image	1.205	.190	.322	6.343	.000
	Destination Promotion Strategies	1.852	.290	.325	6.394	.000
2	(Constant)	.128	2.100		0.061	.000
	Destination Image	3.796	1.097	1.551	3.461	.000
	Destination Promotion Strategies	2.617	1.084	1.863	2.414	.000
	Destination Promotion Strategies X Destination Image	3.550	1.072	1.305	3.312	.000

a. Dependent Variable: Domestic Tourism Performance

In block 1 of the hierarchical multiple regression, destination promotion strategies and the destination image accounted for a significant 28.7% (R^2 = .287) of the variance in domestic tourism performance (Table 4.24a). Results in Table 4.24b show that

destination promotion strategies and destination image were significant predictors of domestic tourism performance in Mombasa County ($F_{2,320}$ = 64.506, p = .000_.

When an interaction term (destination promotion strategies x destination image) was entered in block 2 of the hierarchical multiple regression analysis, it accounted for an additional and statistically significant 3.8% of the variance in the domestic tourism performance, R^2 change = .038, p = .000 (Table 4.24a). Results in Table 4.24b also indicate that destination image moderated the relationship between destination promotion strategies and domestic tourism performance ($F_{3,319}$ = 51.299, p = .000). Thus, H_{05} was rejected. In total, the three predictors accounted for a significant 32.5% of the variance in domestic tourism performance, R^2 = .325, p = .000 (Table 4.24a). Meanwhile, all the three predictors accounted for a significant proportion of the variance in the domestic tourism performance in the final regression model (Table 4.23c). Specifically, the interaction term was found to have a significant effect on domestic tourism performance, b = 3.550, p = .000.

4.12 Moderation effect of Cognitive Destination Image on the relationship between Destination Promotion Strategies and Domestic Tourism Performance

This study further examined whether cognitive destination image moderates the relationships between domestic tourism performance in Mombasa County and each dimension of destination promotion strategies (travel motivations, tourism products perceptions, and tourism sources of information). To accomplish this task, this study used a hierarchical multiple regression analysis to test the sub-moderation hypotheses stemming from H_{05}. The first set of hypotheses involved assessing the moderation

effects of cognitive destination image on the relationship between domestic tourism performance and each dimension of tourism promotion strategies. Thus, three hypotheses involving travel motivations, tourism products, and marketing best practices were tested. The moderation hypotheses in this study were tested using hierarchical multiple regression analysis.

The moderation analysis was performed using SPSS PROCESS Macro 4.0 (Hayes, 2021). The PROCESS macro was used to establish the significance of the interaction term ($p < .05$). It was also used to determine the 95% confidence intervals around scores of the moderator at which the effects of each main predictor (travel motivation, perceptions of tourism products, and marketing best practices) related with the criterion variable (domestic tourism performance) were statistically significant. The conditional effects of the moderator variable across the three hypotheses were assessed at low (one standard deviation below the mean of the moderator), average (at the mean of the moderator), and high (one standard deviation above the mean of the moderator).

4.12.1 Moderation effect of Cognitive Image on the relationship between Travel Motivations and Domestic Tourism Performance

Table 4.25 presents the results of the moderated regression analysis involving the predictor variables (travel motivation and cognitive destination image).

Table 4. 25 Moderating effect of Cognitive Image on the relationship between Travel Motivation and Domestic Tourism Performance

Model	B	SE	t	p
(Constant)	4.034	0.038	107.18	.000
Travel Motivation (TM)	0.325	0.042	***7.76	.000
Cognitive Image (CI)	0.500	0.054	***9.27	.000
TM*CI	0.113	0.045	**2.53	.012

Note. N = 323. Interaction Term = TM × CI. R^2 = .450. $F_{3,319}$ = 87.12, p < .001. R^2_{Change} = .011. $F_{1,319}$ = 6.40.

**p < .05. ***p < .001.

To create an interaction term (travel motivations × cognitive destination image), the predictor variables were mean centred to enhance interpretation of the moderation effect of the cognitive destination image. Travel motivation and cognitive destination image explained 45.0% of the variance in domestic tourism performance in Mombasa County (Table 4.25). The interaction term accounted for an additional 1.1% of the variance in domestic tourism performance. The interaction between travel motivation and cognitive destination image was statistically significant (b = 0.11, p < *.05*).

In this study, the significance of the interaction term was further probed using the PROCESS macro, and the results revealed the strengthening of the effect of cognitive destination image at higher scores of travel motivation. At low scores of the cognitive image, the effect of travel motivation was statistically significant, b = 0.41, p < .001. Similar results were found at the mean and high scores of cognitive image, b = 0.50, p < .001 and b = 0.58, p < .001 respectively. This effect was illustrated in Figure 4.1.

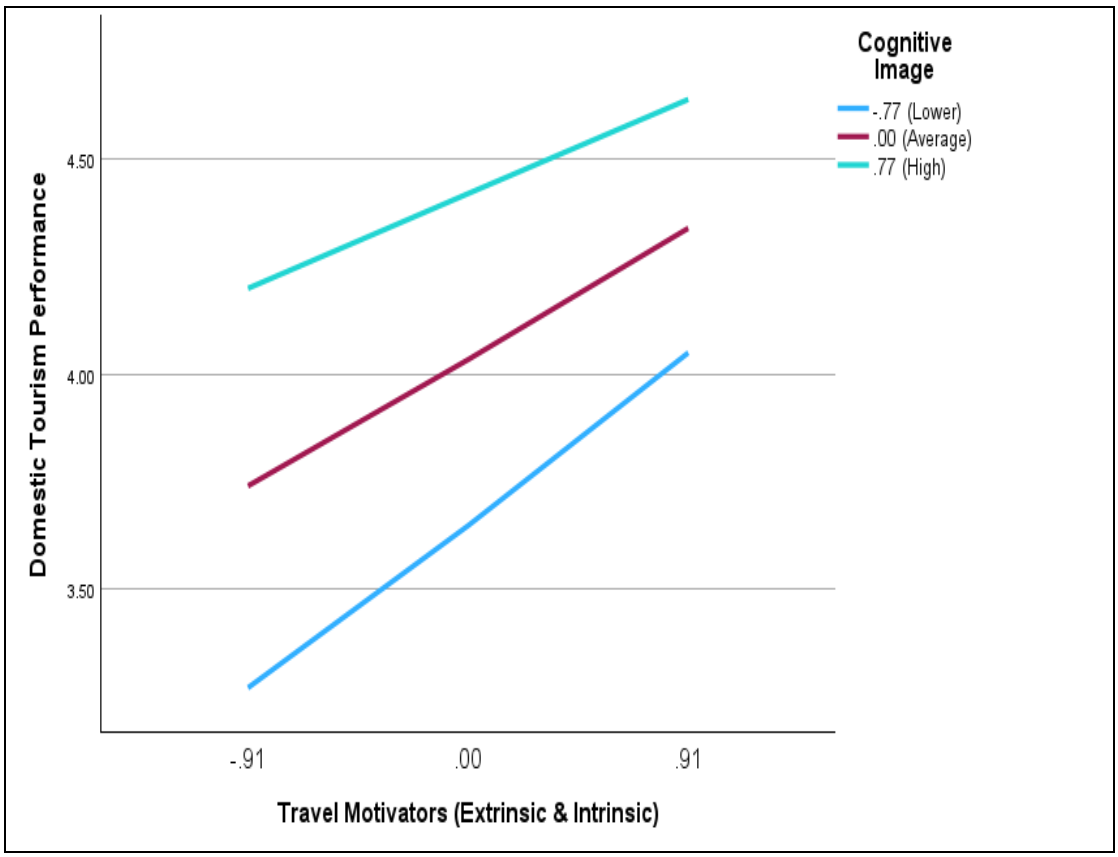

Figure 4. 1 Conditional regression of Domestic Tourism Performance on Cognitive Image at low, average, and high scores of Travel Motivation (±1 SD from the mean of centred Travel Motivation for domestic tourists (*N* = 323).

4.12.2 Moderation effect of Cognitive Image on the relationship between Perception of Tourism Products and Domestic Tourism Performance

Table 4.26 displays the results of the moderated regression analysis involving the predictor variables (perceptions of tourism products and cognitive destination image). The focal and moderator variables were mean centred to create the interaction term (perceptions of tourism products × cognitive destination image).

Table 4. 26 Moderating effect of Cognitive Image on the relationship between Perceptions of Tourism Product and Domestic Tourism Performance

Model	B	SE	T	p
(Constant)	4.040	0.038	106.71	.000
Tourism Products (TP)	0.539	0.057	***9.54	.000
Cognitive Image (CI)	0.354	0.061	***5.82	.000
TP*CI	0.102	0.053	**1.92	.045

Note. N = 323. Interaction Term = TP × CI. R^2 = .494. $F_{3,319}$ = 103.78, p < .001. R^2_{Change} = .006. $F_{1,319}$ = 3.70, p = .054.
**p < .05. ***p < .001.

As shown in Table 4.26, perceptions of tourism products and cognitive destination explained 49.4% of the variance in domestic tourism performance in Mombasa County. The interaction term accounted for an extra 0.6% of the variance in domestic tourism performance. Similar to the previous results, the interaction between perceptions about tourism products and cognitive destination image was statistically significant (b = 0.10, p < *.05*).

The significance of the interaction term was further examined using the PROCESS macro, and the results revealed a strengthening of the effect of cognitive destination image at scores of domestic tourists' perceptions of destination products. At low scores of cognitive image, the effect of perceptions of tourism products was statistically significant, b = 0.46, p < .001. Similar statistically significant results were found at the mean and high scores of cognitive image, b = 0.54, p < .001 and b = 0.62, p < .001, respectively. This effect was illustrated in Figure 4.2.

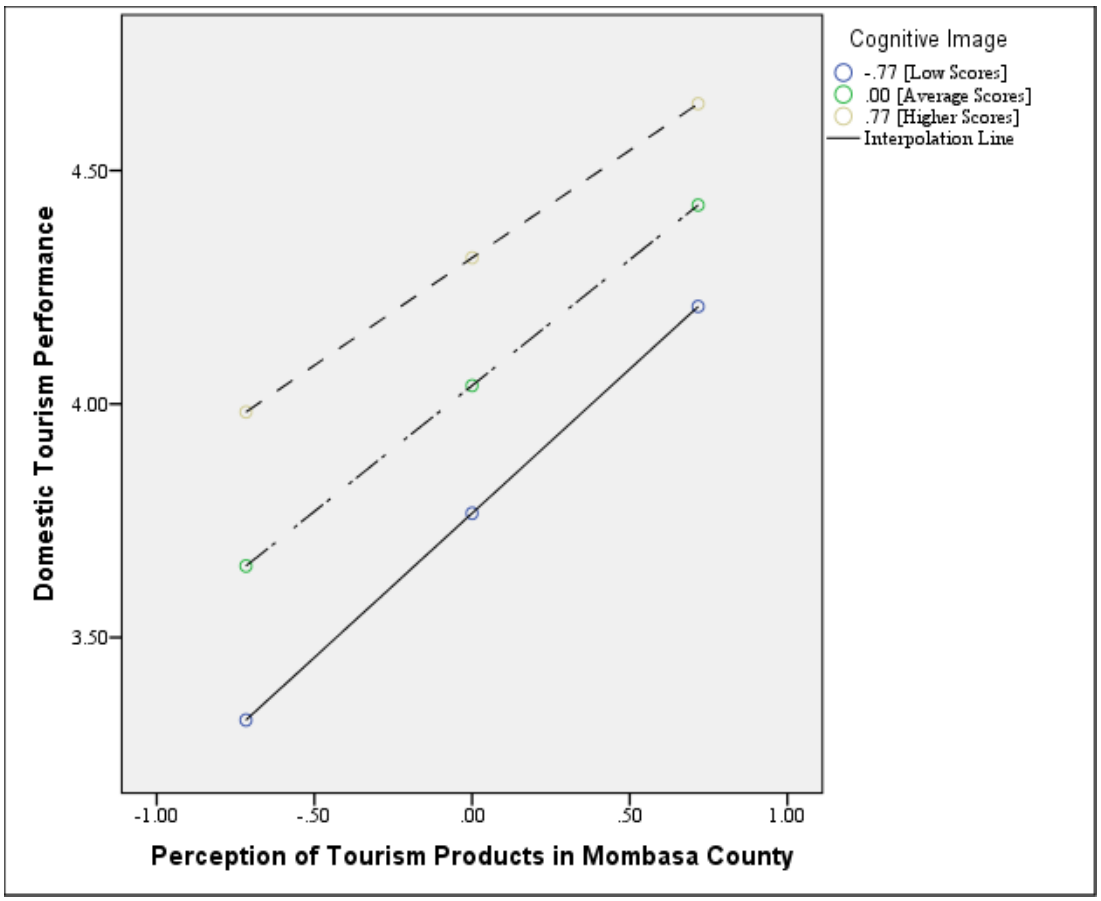

Figure 4. 2 Conditional regression of Domestic Tourism Performance on Cognitive Image at low, average, and high scores of Perceptions of Tourism Products (±1 SD from the mean of centred Perceptions of Tourism Products for domestic tourists (*N* = 323).

4.12.3 Moderation effect of Cognitive Image on the relationship between Marketing Best practices and Domestic Tourism Performance

Table 4.27 shows the results of the moderated regression analysis involving the predictor variables (Marketing Best practices and cognitive destination image). The focal and moderator variables were mean centred to create the interaction term (Marketing best practices × cognitive destination image).

As shown in Table 4.27, marketing best practices and cognitive destination accounted for 55.4% of the variance in domestic tourism performance in Mombasa County. The interaction term accounted for an additional 0.7% of the variance in domestic tourism

performance. Similar to the previous results, the interaction between Marketing best practice and cognitive destination image was statistically significant (b = 0.09, $p < .05$).

Table 4. 27 Moderation effect of Cognitive Image on the relationship between Marketing Best Practices and Domestic Tourism Performance

Model	B	SE	t	p
(Constant)	4.044	0.036	111.952	.000
Marketing Best Practice (MBP)	0.523	0.043	***12.098	.000
Cognitive Image (CI)	0.299	0.058	***5.162	.000
MBP*CI	0.095	0.044	**2.147	.033

Note. N = 323. Interaction Term = MBP × CI. R^2 = .554. $F_{3,319}$ = 131.97, p < .001. R^2_{Change} = .007. $F_{1,319}$ = 4.61, p = .033. $^{**}p$ < .05. $^{***}p$ < .001.

The significance of the interaction term was further investigated using the PROCESS macro, and the results revealed a strengthening of the effect of cognitive destination image at scores of marketing best practices. At low scores of cognitive image, the effect of marketing best practice was statistically significant, b = 0.449, p < .001. Similar statistically significant results were found at the mean and high scores of cognitive image, b = 0.523, p < .001 and B = 0.596, p < .001, respectively. This effect was illustrated in Figure 4.3.

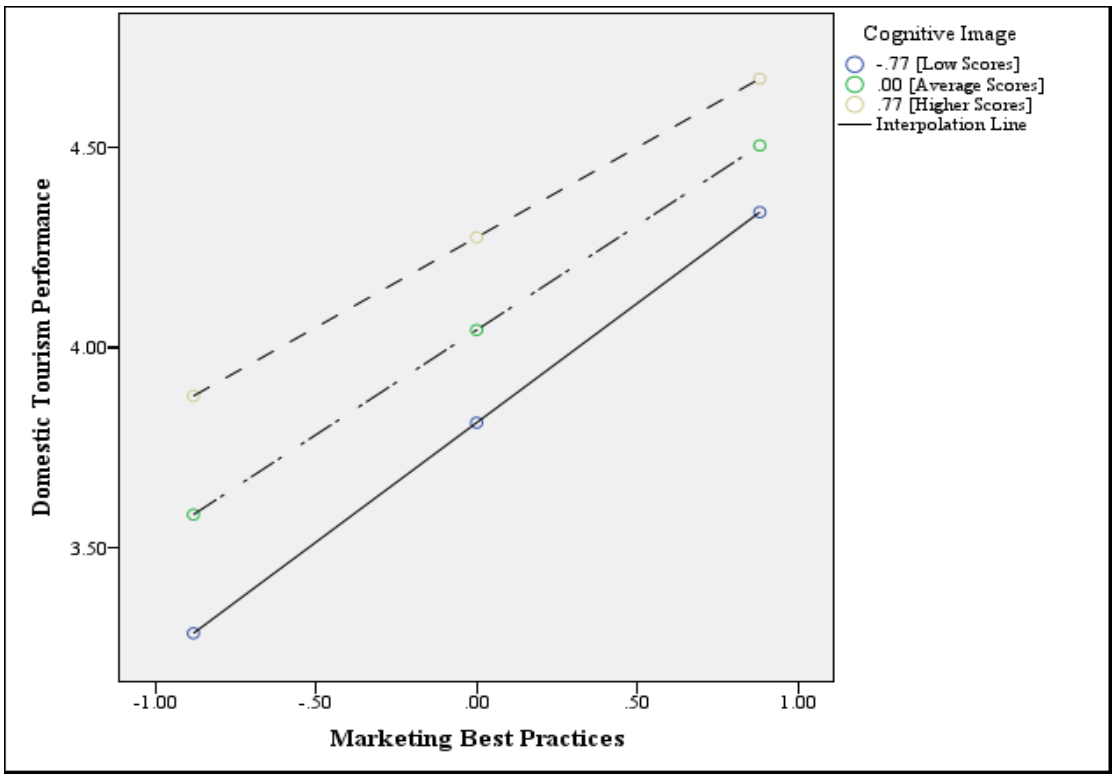

Figure 4.3 Conditional regression of Domestic Tourism Performance on Cognitive Image at low, average and high scores of Marketing Best Practices (±1 SD from the mean of centred Marketing best practice (N = 323).

4.13 Moderation effect of Affective Image on the relationship between Destination Promotion Strategies and Domestic Tourism Performance

This study further examined whether affective destination image moderates the relationships between domestic tourism performance in Mombasa County and each dimension of destination promotion strategies (travel motivations, tourism products perceptions, and tourism sources of information). Here, the hierarchical multiple regression analysis was used to test the sub-moderation hypotheses stemming from H_{05}.

4.13.1 Moderation effect of Affective Destination Image on the relationship between Travel Motivations and Domestic Tourism Performance

Table 4.28 exhibits the results of the moderated regression analysis involving the predictor variables (travel motivations and affective destination image). The focal and moderator variables were mean centred to create the interaction term (travel motivations × affective destination image).

Table 4. 28 Moderating effect of Affective Image on the relationship between Travel Motivation and Domestic Tourism Performance

Model	B	SE	t	p
(Constant)	4.023	0.043	93.366	.000
Travel Motivation (TM)	0.451	0.047	***9.524	.000
Affective Image (AI)	0.041	0.080	0.514	.608
TM × ADI	0.294	0.092	**3.205	.001

Note. N = 323. Interaction Term = TM*AI. R^2 = .246. $F_{3,319}$ = 34.63, p < .001. R^2_{Change} = .024. $F_{1,319}$ = 6.40, p = .0015. $^{**}p$ < .05. $^{***}p$ < .001.

As indicated in Table 4.28, travel motivation and affective destination image accounted for 24.6% of the variance in domestic tourism performance in Mombasa County. The interaction term accounted for an additional 2.4% of the variance in domestic tourism performance. In addition, the interaction between travel motivation and affective destination image was statistically significant (b = 0.294, p < *.05*).

The significance of the interaction term was further inspected using the PROCESS macro, and the results revealed a reinforcement of the effect of the affective destination image at low, average, and high scores of travel motivation. At low scores of affective destination image, the effect of travel motivation was statistically significant, b = 0.294, p < .001. Similar statistically significant results were found at

the mean and high scores of affective destination image, b = 0.451, $p < .001$ and B = 0.611, $p < .001$ respectively. Figure 4.4 demonstrates this effect.

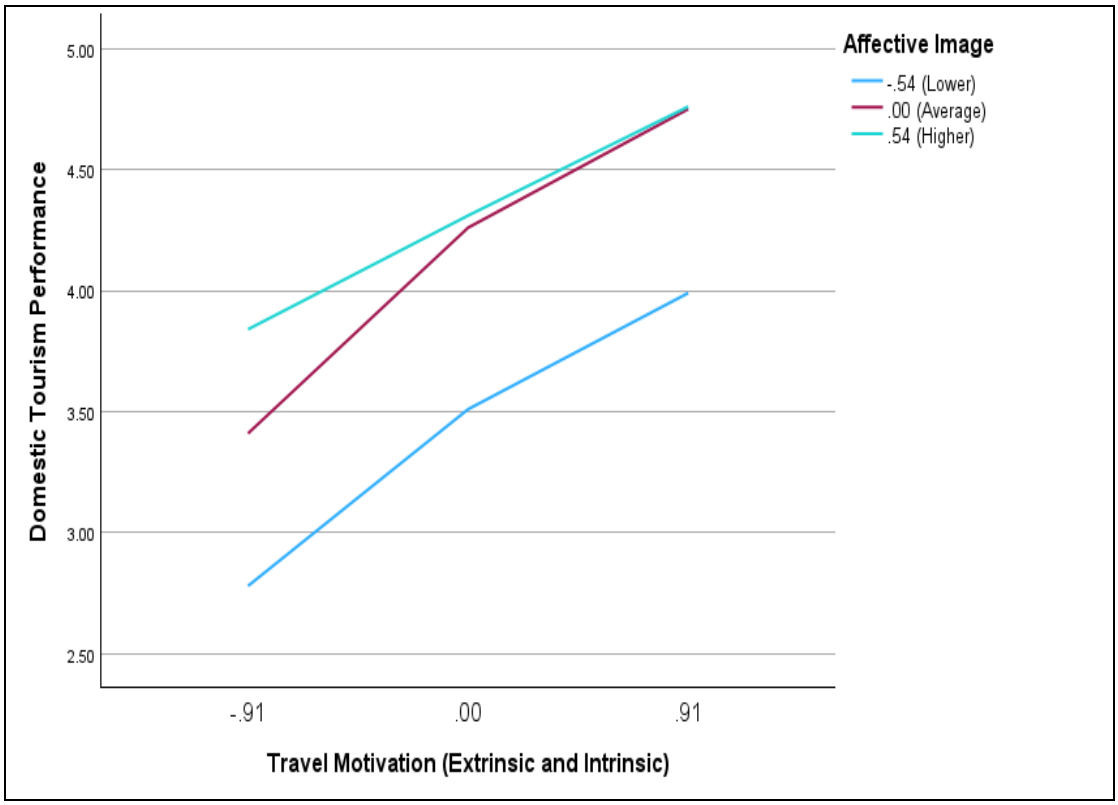

Figure 4. 4 Conditional regression of Domestic Tourism Performance on Affective Image at low, average, and high scores of Travel Motivation (±1 SD from the mean of centred Travel Motivation for domestic tourists (N = 323).

4.13.2 Moderation effect of Affective Destination Image on the Relationship between Tourist Products and Domestic Tourism Performance

Table 4.29 shows results from moderated regression analysis involving the predictor variables (tourism products perceptions and affective destination image). The focal and moderator variables were mean centred to create the interaction term (tourism products perceptions × affective destination image).

Table 4. 29 Moderating Effect of Affective Image on the relationship between Tourism Products Perceptions and Domestic Tourism Performance

Model	B	SE	T	p
(Constant)	4.012	0.039	103.994	.000
Tourism Products (TP)	0.777	0.055	***14.251	.000
Affective Image (AI)	0.120	0.072	1.671	.095
TM*CI	0.080	0.106	0.762	.447

Note. N = 323. Interaction Term = TP × AI. R^2 = .393. $F_{3,319}$ = 68.79, p < .001. R^2 Change = .001. $F_{1,319}$ = 0.58, p = .447

As shown in Table 4.29 tourism product perceptions and affective destination image accounted for 39.3% of the variance in domestic tourism performance in Mombasa County. However, this relationship was not statistically significant (p > .05). The interaction term accounted for an additional 0.1% of the variance in domestic tourism performance, but it was also not statistically significant (b= 0.08, p > *.05*). Hence, no further examination of the interaction was conducted using the PROCESS macro.

4.13.3 Moderation effect of Affective Image on the relationship between Marketing Best practices and Domestic Tourism Performance

Moderated regression analysis was performed and it involved the predictor variables (Marketing Best practice and affective destination image) and the results are presented in Table 4.30.

Table 4. 30 Moderating Effect of Affective Image on the Relationship between Marketing Best Practices and Domestic Tourism Performance

Model	B	SE	t	p
(Constant)	4.012	0.036	112.072	.000
Marketing Best practice (MBP)	0.696	0.041	16.990	.000
Affective Image (AI)	0.166	0.066	2.518	.012
MBP*ADI	0.008	0.078	0.108	.914

Note. N = 323. Interaction Term = MBP*AI. R^2 = .480. $F_{3,319}$ = 98.02, p < .001. R^2 Change = .000. $F_{1,319}$ = 0.01, p = .914.

The focal and moderator variables were mean centred to create the interaction term (Marketing Best practice × affective destination image). As displayed in Table 4.30, Marketing Best practice and affective destination image accounted for 48.0% of the variance in domestic tourism performance in Mombasa County. However, this relationship was not statistically significant ($p > .05$). The interaction term accounted for 0.1% variance in domestic tourism performance and was not statistically significant (b = 0.008, $p > .05$). Therefore, no further examination of the interaction was conducted using the PROCESS macro.

4.13 The Study Outcome Model

The study outcome model was derived from various regression analyses based on the study objectives (Table 4.31).

Table 4. 31 Study Overall Model

Multiple Regression Analysis - Travel Motivations

	Model	B	SE	β	t	p
1	(Constant)	3.923	.318		12.324	.000
	Extrinsic Motivators	.211	.097	.083	**2.148	.003
	Intrinsic Motivators	.397	.092	.077	***4.315	.000

a. Dependent Variable: Domestic Tourism Performance

Multiple Regression Analysis – Intrinsic Motivational Factors

	Model	B	SE	β	t	p
1	(Constant)	3.991	.293		13.639	.000
	Relaxation and Health	.411	.060	.407	***6.853	.000
	Adventure and novelty	.384	.074	.376	**5.189	.022
	Gaining Knowledge	.312	.059	.327	**5.288	.031
	Socializing	.275	.058	.263	4.741	.962
	Prestige	.523	.045	.532	**11.622	.020

a. Dependent Variable: Domestic Tourism Performance

Simple Regression Analysis – Perceptions on Tourism Products

Model		B	SE	β	t	p
1	(Constant)	1.042	.212		4.907	.000
	Perception of Tourism Products	.768	.054	.622	***14.231	.000

a. Dependent Variable: Domestic Tourism Performance

Multiple Regression Analysis - Perception on Tourism Products

Model		B	SE	β	t	p
1	(Constant)	2.397	.393		6.099	.000
	Accessibility	.520	.096	.531	**5.417	.001
	Availability of Accommodation Units	.486	.114	.477	**4.263	.003
	Diverse Tourist Attractions	.613	.120	.624	***5.108	.000
	Diverse Tourist Activities	.603	.110	.589	***5.482	.000
	Affordable Services	.420	.109	.412	***3.853	.000
	Availability of Amenities	.208	.108	.199	1.926	.088

a. Dependent Variable: Domestic Tourism Performance

Simple Regression Analysis - Stakeholder Engagement

Model		B	SE	β	t	p
1	(Constant)	2.613	.864		3.026	.010
	Stakeholder Engagement	.215	.103	.270	***2.087	.000

a. Dependent Variable: Domestic Tourism Performance

Multiple Regression Analysis - Marketing Best Practices

Model		B	SE	β	t	p
1	(Constant)	2.944	.227		12.987	.000
	Interactive Marketing	.202	.072	.295	**2.806	.005
	Advertisements	.330	.076	.438	***4.342	.000
	Sales Promotions	.105	.069	.151	***1.522	.000
	Public Relations	.065	.072	.079	0.903	.366
	Direct Marketing	.094	.064	.126	1.469	.144
	Personal Selling	.070	.060	.088	1.167	.244
	Word-of-Mouth	.100	.043	.131	**2.325	.019

a. Dependent Variable: Domestic Tourism Performance

Regression Results of the Moderation Effect of Destination Image on the Relationship between Destination Promotion Strategies and Domestic Tourism Performance

Model	B	S.E	β	t	p
(Constant)	.128	2.100		0.061	.000
Destination Image	3.796	1.097	1.551	***3.461	.000
Destination Promotion Strategies	2.617	1.084	1.863	***2.414	.000
Destination Promotion Strategies X Destination Image	3.550	1.072	1.305	***3.312	.000

a. Dependent Variable: Domestic Tourism Performance
Note. ***p <.001, **p < .05

From Table 4.31, the statistical outcome model for domestic tourism performance is illustrated in Figure 4.5. The model depicts the significant predictors of domestic tourism performance.

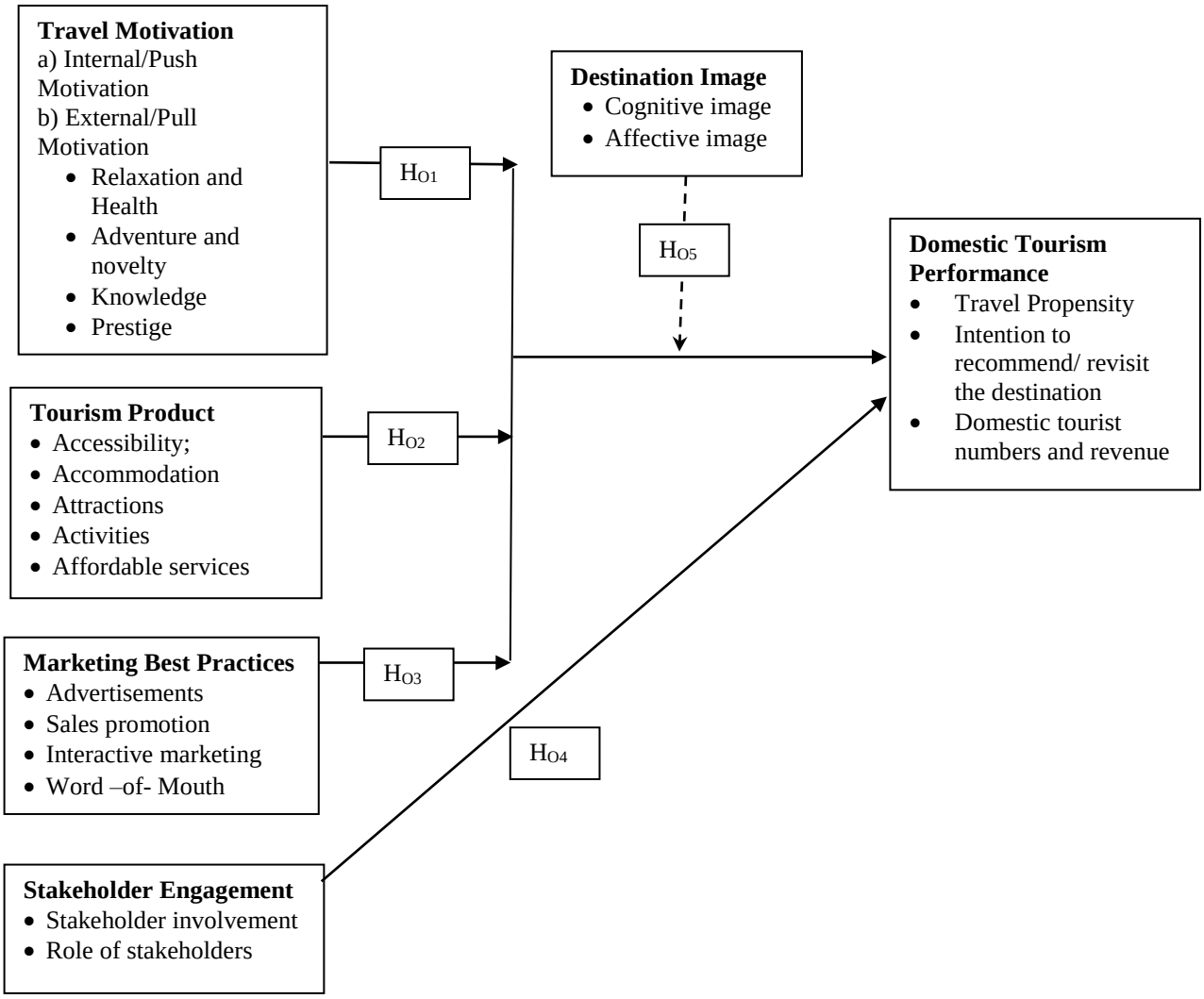

Figure 4. 5 Study statistical model outcome for Domestic Tourism Performance

As depicted in the study statistical outcome, only predictors with significant regression weights are included. From the regression results, the results of extrinsic and intrinsic travel motivation were significant ($p< .05$ and $p <.001$) respectively. Thus, they are included in the outcome model. In addition, results of the multiple regression analysis of the individual components of intrinsic travel motivation show

that relation and health ($p < .001$), adventure and novelty ($p < .05$), gaining knowledge ($p < .05$), and prestige ($p < .05$) were all significant predictors of domestic tourism performance, socializing was not ($p > .05$), thus it was excluded from the final model.

Multiple regression results on the perceptions of tourism products in Mombasa County by the domestic tourists show that accessibility ($p<.05$), availability of accommodation ($p<.05$), diverse attractions ($p<.001$), diverse activities ($p<.001$), Affordable services ($p<.001$), were all significant predictors of domestic tourism performance hence were included in the final model. Availability of amenities ($p >.05$) was excluded from the final model because of insignificant results. Further stakeholder engagement results ($p < .001$) indicated statistically significant results and hence inclusion in the outcome model.

Further, multiple regression analysis of marketing best practices indicated that interactive marketing ($p < .05$), advertisements ($p < .001$), sales promotions ($p < .001$), and Word-of-Mouth ($p < .05$) were significant predictors of domestic tourism performance in Mombasa County, hence, included in the outcome model. Nevertheless, the same analysis found insignificant results in public relations and publicity, direct marketing, and personal selling (all with $p > .05$). These marketing practices were therefore not included in the final model. Finally, regression results of the moderation effect of destination image on the relationship between destination promotion strategies and domestic tourism performance ($p<.001$) indicated positive significant results and hence included in the model.

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.0 Introduction

This chapter presents the discussion of the study's findings in chapter four. The main purpose of the study was to determine the efficacy of destination promotion strategies on Domestic Tourism Performance in Mombasa County. The specific objectives of the study were to: establish the influence of travel motivation on domestic tourism performance in Mombasa County; determine the contributions of the tourism products on Domestic tourism performance in Mombasa County; explore the contribution of stakeholder engagement on domestic tourism performance in Mombasa County; evaluate the marketing best practices strategies adopted and their influence on domestic tourism performance in Mombasa County, and finally to establish the moderating influence of destination image on the relationship between destination promotion strategies and Domestic tourism performance in Mombasa County. The discussion of findings was based on the aforementioned objectives.

5.1 Influence of Travel Motivation on Domestic Tourism Performance in Mombasa County

Establishing the influence of travel motivation on domestic tourism performance in Mombasa County was the first objective of the present study. Understanding the motivating factors behind domestic tourists decision to travel to various destinations is important as it assists in the provision of information to tourism product producers on the creation of customized products and services that can meet the needs of the potential tourists, and subsequently enhance the satisfaction levels (Mapingure *et al*., 2019). In this study, motivation was related to the push and pull factors that affect

behaviour of people. Push factors (intrinsic) are socio-psychological visitor aspects and pull (extrinsic) are the quality of the setting that attract people to a destination. These include tangible and intangible resources in a destination (V. Pereira *et al.*, 2019; Said & Maryono, 2018).

The study established that domestic tourists' were attracted to the destination by a number of factors such as the beautiful natural attractions, other diverse attractions, culture of the area, image, ease of access, events taking place, affordability, safety and security, and recommendations by others. The results were consistent with those of a study conducted in Mongolia, where a number of related factors like the presence of natural scenery, sightseeing, diverse attractions (i.e. cultural, sporting and entertainment); wide open space and good natural atmosphere pulled domestic tourists to destinations (Luvsandavaajav & Narantuya, 2021). Similarly, in Bali and Ladakh, tourists are attracted to the destination by factors ranging from natural attractions, the atmosphere and climate, security/safety and hygiene and an opportunity for outdoor activities (Antara & Prameswari, 2018; V. Pereira et al., 2019; Subadra et al., 2019).

With respect to the push motives, the study revealed that tourists were motivated by the desire to be away from home in order to get away from their monotonous and hectic schedule. Additionally, they were motivated by the need to acquire prestige as the most influential factors, followed by the need to relax, adventure and novelty, and the need to acquire knowledge. On the other hand, socialization was not statistically significant in influencing domestic tourism performance. These findings were concordant with those of Luvsandavaajav & Narantuya, 2021 and Mapingure et al., 2019, in Mongolia and Zimbabwe respectively where domestic tourists were pushed

by the desire for novelty, nature seeking, the need to relax, and escape daily routine. Meanwhile, the study results differed with those of Subadra et al., (2019) in Bali and Mapingure et al., (2019) in Zimbabwe, where the desire to escape daily routine and prestige were not perceived as important push factors. Other previous researches have also identified social achievement and togetherness as important push factors contrary to this study (Luvsandavaajav & Narantuya, 2021).

The study results further indicated a significant positive relationship between travel motivation (i.e. both push and pull factors) and domestic tourism performance. However, these two factors did not influence performance the same way as the pull motives were more powerful predictors of travel motivation than the push factors. These findings are similar to those of Alzboun, 2019; Baniya & Paudel, 2016; He & Luo, 2020 and Siregar et al., 2020 in Jordan, Nepal, China and Indonesia respectively, where the pull factors played significant role influencing both satisfaction and destination image more that the push factors. The results further support the Dann's theory of Push and Pull motivations, that indeed the push and pull factors are key at driving more tourists to destinations, hence the need to understand them.

5.2 Contributions of the Perceptions of the Tourism Products on Domestic Tourism Performance in Mombasa County

The second objective of this study analyzed the contribution of tourism products on domestic tourism performance in Mombasa County. Tourists have expectations of what is to be offered at a destination. The expectations are that the destinations should be easily accessible, have wide accommodation options with wide range of prices and numerous attractions and activities to be undertaken. A distinctive, valuable and rare

tourism product that is well publicized ensures successful destinations (Amoako *et al*., 2021). This study considered the attractions, accessibility, activities, amenities, accommodation and the affordability of the product.

According to Herle, (2018), the type of attraction whether historical or cultural, architectural or food related, influences the choice of destinations and satisfaction in Romania. This study established that Mombasa as a destination offers diverse and unique attractions and activities that are affordable as the most important product elements for selecting Mombasa as a travel destination. These findings were similar to those of Herle, (2018) where results indicated that destinations with numerous accommodation option, and other basic services were more attractive than those that lacked. Further, it was noted that domestic tourists in Mombasa County preferred to engage in beach tourism than all other forms of tourism activities. The other preferred activities albeit with less preference included game drives, entertainment activities (clubbing and dancing), culture and sporting activities, with the least preferred being health and wellness activities. Qualitative results indicated similar results where domestic tourists still preferred the traditional beach product and wildlife safaris. The results are similar to those reported in other studies where the most preferred activities included game drives, beach tourism, dancing/clubbing and shopping (GOK, 2021b, 2021a; Kifworo *et al*., 2020).

However, the results differed with those of a study conducted in Botswana where the destination had limited and expensive product offers which hindered the growth of domestic tourism, and resulted to the locals opting for outbound tourism (Morupisi & Mokgalo, 2017). Furthermore, a positive and significant effect of affordability of

services on domestic tourism performance was also revealed in this study. Correspondingly, findings from Dimitrov et al., (2017); Giao *et al*., (2021); Makhaola & Proches, (2017); Makuzva, (2018); Seyidov & Adomaitiene, (2017) support the results as they suggest a positive association between the pricing of the product and domestic tourism performance.

With regards to the choice of accommodation, the study established that most domestic tourists in Mombasa preferred to stay in Hotels/tented camps or lodges, followed by self-catering cottages/apartments. Only a few chose to stay with friends and relatives, and the least in campsites. The findings were similar to those of Kifworo et al., (2020) where lodges were most preferred followed by self-catering accommodation and budget hotels, while the least preferred options were staying with friends and relatives, luxury and high cost hotels. This is also in accordance with the findings of Saffir Africa, (2018) where millennials preferred to stay more in Resorts, Lodges on a bed and breakfast meal plan, as opposed to their choice of self-catering villas and camping. A domestic tourism survey report done by the Government of Kenya and released in May 2021 also supports these findings, and this represented the situation pre and post COVID (GOK, 2021a). Qualitative data on tourism product further indicated that there is a new trend among domestic tourists towards selecting Airbnb and villas.

Players in the tourism industry have alluded to the fact that accessibility, good infrastructure and transportation are key in domestic travel (Chan, 2021). In this study, the most preferred mode of transport to Mombasa was through the standard gauge railway, and within Mombasa majority preferred to use public transport. These

findings differed from those of a study conducted in Zimbabwe that indicated that the most preferred mode of transport was Air and road, while rail transport was considered as not important. Travellers near attraction sites have also been found to prefer to travel using their personal cars (Kabote et al., 2014, 2019). Similarly, domestic tourists in Jordan preferred the use of personal cars (Alzboun, 2019). In this study majority of the respondents had used SGR to travel from Nairobi, Nakuru and Machakos counties, which are far apart from Mombasa County. Therefore, SGR was their main mode of transport as opposed to use of personal cars and taxis due to the long driving distance to the Mombasa. Meanwhile, these results differed from those of the Kenyan domestic tourism survey report where private transport was the most preferred mode of transport pre and post Covid-19 (GOK, 2021a).

The other product elements that influenced choice of Mombasa as a destination included availability of basic amenities, a variety of accommodation options, range of leisure activities and the ability to switch from one attraction to the other. The results were in agreement with those of Seyidov & Adomaitiene, (2017), who reported that destinations with a variety of attributes like attractions, varied amenities, and easy accessibility were more appropriate for tourists. In Thailand, tourists expressed high levels of opinions on the attractions, accessibility, activity, accommodation and amenities in that order, and that the attributes influenced their decision in selection of the destination. The results also correspond with those of Makuzva, (2018), who indicated that destinations that are easily accessible and are attractive enhanced tourists visitations. The findings further indicate that facilities present in a destination are a crucial aid in attraction sites and would create a great displeasure if absent.

The results on the contribution of the tourism product revealed that the tourism product affected domestic tourism performance in Mombasa County, and hence the second hypothesis "There is no significant relationship between the perceptions of the tourism product and domestic tourism performance in Mombasa County" was rejected. These results were similar to those of Kifworo et al., 2020 who noted that availing products that cater for tourists preferences, significantly increased participation in domestic tourism. Analysis of the interview and focus group discussion data revealed that perceptions of tourism stakeholders in Mombasa County were consistent with those of the local tourists regarding tourism products. The results of this study validate the Leipers' tourism system that tourism is a system where one element cannot work in isolation but has to be integrated as a system with all other elements in order to make the destination attractive.

5.3 Influence of Marketing Best Practice on Domestic Tourism Performance in Mombasa County

The third objective was to evaluate the influence marketing best practices strategies adopted on domestic tourism performance in Mombasa County. Successful marketing communication depended on a mix of tools, which range from advertisement, sales promotion, events, public relations, direct marketing, interactive marketing, word of mouth and personal selling. The results revealed a positive and significant influence between the marketing best practices and domestic tourism performance. Interactive marketing, Advertisement, and sales promotions were identified as the most important market communication channels, while public relations and publicity, word of mouth and direct marketing were relatively important, while events and personal selling were considered as moderately important. The marketing best practices also had a positive

and significant effect on domestic tourism performance. Specifically, the use of advertisement, interactive marketing, sales promotions and word of mouth had significant effect on domestic tourism performance, while public relations, direct marketing and personal selling had insignificant effect on domestic tourism performance.

These results were similar to those of previous researchers who found that market communication channels were significant in creating awareness but the tools used vary from destination to destination and from one market segment to the other. For instance, in Zimbabwe, the most used strategies to reach domestic tourists are advertisement and sales promotion, just as in the case of Mombasa. In South Africa advertisement and direct marketing have been found to be the most used strategies to reach domestic tourists (Basera, 2018; Makhaola & Proches, 2017). Similarly, even within the same country the market communication tools varies from area to area as indicated by Kamau et al., (2015), who reported the use of advertisement, personal selling, direct marketing and sales promotions as the most important market communication tools. Elsewhere, Kwoba, (2018) indicated that marketing and advertisements are the most important communication tools for domestic tourists in Kenya, while Ndlovu *et al*., (2014), indicated that advertisement, word of mouth and direct marketing are the most used tactic by domestic tourists in Namibia. On the contrary, Kotler & Armstrong, (2016) indicated word of mouth was a more powerful tool than any other market communication tool, since majority of the customers trusted recommendations from friends and relatives than they would any of the other tool.

The results of this study validate the Hierarchy of effects model, that there is need to use different market communication tools, since consumers go through several stages from becoming aware of the existence of a product to the point where the purchase decision is made. For this reason, stakeholders need to understand which combination of the market communication tools will work out for them in order to ensure as many potential customers who get to know of the product end up buying.

5.4 Contribution of Stakeholders' Engagement on Domestic Tourism Performance in Mombasa County

The fourth objective of the study examined the contribution of stakeholder engagement on domestic tourism performance in Mombasa County. Effective stakeholder engagement is important for a successful tourism industry as this helps manage complexities of the tourism supply. In the present study, all stakeholders were found to play a key role in promoting domestic tourism, and hence the study rejected the hypothesis that stakeholders' engagement does not have a significant relationship with domestic tourism performance. Specifically, Kenya tourist board, Hotels, lodges and camps, Ministry of Tourism, Wildlife and Heritage and the media among other stakeholders played a key role in promoting domestic tourism in Mombasa County. These findings differ to those of Kwoba, (2018) where KTB was seen to play a more significant role that the other agencies as opposed to the current study where hotels, lodges and camps were rated highly.

The results also correspond to reports of studies done in Ghana and South Africa where it was noted that there was a working relationship among tourism stakeholders ranging from private, national, regional and local level (Amoako et al., 2021; Sifolo et

al., 2017). Turker *et al*., (2016), further indicated that different stakeholders were aware of their importance in the industry but recommended that local government should instead take a lead role in sustainable tourism development – because they are responsible for what happens in the city. On the contrary, a study done in West Pokot, showed that there was no coordination between KTB, hotels and lodges in the area. The respondents however were aware that for tourism sustainability, there was need to incorporate all sectors in decision making (Patricia et al., 2019). Further in Nepal it was noted that there was a general negative perception on the role of tourism-association and public agencies in contributing to growth of the tourism industry and also poor coordination between the stakeholders (Bhote, 2018).

This study's results further highlighted numerous issues ranging from inadequate funding, negligence of the tourism sector by the parliament, and lack of innovations in product packaging and promotions. These issues indicate gaps in effective stakeholder collaborations, which in turn affect domestic tourism performance. The results were inconsistent with McComb *et al*., (2017), who indicated that stakeholder collaboration must be done effectively, positively affects the success of destinations. The above results support the use of stakeholder theory as a mean to understand stakeholders' point of view, goals, and issues in the implementation of sustainable tourism development. They also portray a general agreement that diverse stakeholders groups must be consulted for successful tourism development.

5.5 Moderating role of Destination Image on the relationship between Destination Promotion Strategies and Domestic Tourism Performance in Mombasa County

The fifth objective sought to identify the moderating effect of destination image on the relationship between the independent and dependent variables. Destination image plays a critical role in influencing the tourists perception and selection of destinations (Alcocer & Ruiz, 2019). Overall destination image is influenced by cognitive and affective evaluations, where cognitive image represents a person's belief and knowledge about a destination, which provide a mental picture of the destination. Affective image on the other hand represents a person's feeling and emotion towards a destination.

Cognitive image results from the present study indicate that majority of the respondents had a favourable image of Mombasa County in terms of its wealth of historical and cultural experiences, beautiful scenery and landscape, friendly and hospitable people, diversity of nightlife and entertainment options, quality of service in different facilities and ease of access within the destination. Concerning affective image, respondents felt that Mombasa is a very relaxing, exiting, nice and an arousing destination to visit.

Additionally, cognitive destination image had a significant moderating relationship between travel motivation, perception of the tourism product, information sources and domestic tourism performance. On the other hand, affective destination image had a significant moderating effect on the relationship between only the travel motivation and domestic tourism performance. This means that domestic tourist's feelings do not

moderate the relationship between perception of the tourism product, marketing best practices adopted, and domestic tourism performance. Therefore, it can be implied that cognitive image has a greater moderating influence on the relationship between destination promotion strategies and domestic tourism performance than effective image. These findings differ with those of Alcocer & Ruiz, 2019; Iordanova, 2017; Stylidis *et al.*, 2017; Woosnam *et al.*, 2020 who used destination image as a predictor variable, while Pereira *et al*., 2019 used destination image as a mediator variable and not as a moderating variable as is the case in this study.

CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.0 Introduction

This final chapter presents the summary based on the literature reviewed and the data analysed. The conclusions and recommendations provided in this section were based on policy areas, practice, and areas for further studies.

6.1 Summary

The main objective of this study was to determine the efficacy of destination promotion strategies on Domestic tourism Performance in Mombasa County. Specifically, the purpose was to establish the influence of travel motivation, tourism product, stakeholder engagement, marketing best practices on domestic tourism performance in Mombasa County and the moderating effect of destination image on domestic tourism performance. Data was collected from different groups of participants who were key informants in the study. The involvement of multiple key respondents from varied categories in data collection was to enhance triangulation, which increased the credibility and validity of research findings. In this regard, data was collected from domestic tourists, Tour operators, KTB, MoT, County Government, NMK and relevant associations in Mombasa County.

The data analysis revealed several travel motivation factors that influenced domestic tourism performance. These factors included pull and push factors, where the pull factors were found to attract tourists to Mombasa County, without which the destination will not appeal to potential tourists. The pull factors identified include beautiful natural attractions, diverse attractions, culture of the area, image, ease of access, the events taking place, affordability, the safety and security, and

recommendations by others. On the other hand, the study also highlighted a number of push factors the push tourists to go to Mombasa County, which included escaping the normal/usual environment, the need to relax after a busy schedule, for prestige, adventure and novelty, and to acquire new knowledge. The results further indicated that travel motivation was an important predictor of domestic tourism performance. The push and pull factors influence on domestic tourism performance varied, as it was noted that pull motives influenced domestic tourism performance more that the push factors.

Regarding the tourism product, the study identified a number of elements that are key to a successful destination. They included variety and unique attractions, affordable service, variety of activity options, ease of accessibility, accommodation options, and varied amenities. It was found that destinations that have limited product offering or lack diversity and are expensive in what they offer, is likely not to attract tourists. About the type of attraction, results indicated that domestic tourists were still inclined to the traditional beach product and wildlife safari in comparison to international tourists who were keen on the experiences other than the product itself. It was also revealed that most domestic tourists preferred hotels/lodges than the other types of accommodation options, however there was a shift to Airbnb and hence the reason why apartments were the second in the list of preferred accommodation. Concerning transport, the tourists in Mombasa preferred to use road transport as opposed to other available modes of transport. The results further indicated that the tourism product in Mombasa County is well packaged and hence a good predictor of domestic tourism performance in Mombasa County.

With regards to marketing best practices, market communication channels played a key role in creating awareness, hence it is important that destinations adopt a mix of market communication tools as opposed to one tool. The tools used varied from destination to destination, making it important for a destination to select what will work for them. Results further indicated that marketing best practices had a positive significant influence on domestic tourism performance. Meanwhile, a number of stakeholders were found to be actively involved in promoting growth of tourism in Mombasa County. The stakeholders were engaged in tourism in different roles, with the public sector being the main stakeholder with the responsibility to legislate, provide infrastructure and promote destinations. However, the results revealed that some stakeholders had not fully fulfilled their mandate for instance MOTW & H / central government; lack of creativity in promotion of destinations, inadequate funds for marketing in comparison to income, while the county government was more focused in revenue collection as opposed to investing in the tourism products. Ideally, the county government is expected to support local businesses and empower players in the sector, but this had not been done.

The moderating variable results on the other hand indicated that destination image plays a critical role in the selections of destinations. This study revealed that destination image was influenced by both cognitive and affective evaluations. Cognitive image results indicated that majority of domestic tourists to Mombasa County had a positive-favourable image on the destination. Additionally, cognitive destination image had a significant moderating effect on travel motivation, tourism product perceptions, tourism best practices and their influence on domestic tourism performance. On the other hand, the affective image did not influence the relationship

between tourism product perceptions, marketing best practices and domestic tourism performance but only moderated the relationship between travel motivation and domestic tourism performance.

6.2 Conclusion

Based on the findings of this study the following conclusions can be made.

Travel motivation factors (push and pull factor) have a positive influence on domestic tourism performance in Mombasa County, with pull motives being stronger predictors of performance in comparison to the push factors. This implies that tourism stakeholders in the destination should first strive to ensure that the destination has diverse beautiful and cultural attractions, is easily accessible, has a number of events and activities, is affordable, safe and secure and has a positive image for it to attract domestic tourists. Further, it is important that stakeholders understand the push motives of their potential clients so that they can match the clients' desires and the destination offering. In this study travelling for prestige, for relaxation and health, for adventure and novelty and to seek knowledge were key in influencing domestic tourists to travel to Mombasa County.

The tourism product was significant in influencing domestic tourism performance in Mombasa County. Therefore, tour operators, attractions, hoteliers and other stakeholders should ensure that the tourism product is affordable and well packaged by ensuring availability of a variety of leisure activities, availability of accommodation's options, diverse and unique attractions and ease of access if the product is to appeal to domestic tourists. Further, the stakeholders need to understand what the tourists prefer in terms of the type of attractions, activities and accommodation, the modes of travel and the support services required. It is also

important that the tourism elements are packaged together to produce a competitive tourism product.

Marketing best practices represented in this study as the different marketing communication channels were found to be important in influencing domestic tourism performance. A number of market communication channels were identified as being important, however, it was noted that there was need to combine several of them in order to create awareness as different tools work differently. Additionally, the results indicated that the destination had indeed been marketed by different stakeholders through several channels.

Concerning the stakeholder's engagement, there was a positive and significant relationship between stakeholders and domestic tourism performance. This indicates the importance of stakeholders, making it important for relevant stakeholders to work in partnership since tourism is a system that engages many players that need to work together. However, the level of importance varies as is identified by Tour operators where Hotels, lodges, camps, Kenya Wildlife Service and KAHC were identified as the most important stakeholders.

The moderating variable destination image was influenced by cognitive and affective evaluations. Cognitive destination image was found to have a significant moderating effect on the relationship between travel motivations, perceptions of the tourism product, marketing best practices respectively and domestic tourism performance. This implies that the above-mentioned destination promotion strategies cannot be

treated in isolation as cognitive destination image plays a role in influencing their effect on domestic tourism performance.

On the other hand, affective image affective image had a significant moderating effect between travel motivation and domestic tourism performance. This suggests that affective image plays a role in influencing the contribution of the push and pull factors to domestic tourism performance. On the same note, the contribution of tourism product perceptions and marketing best practices to domestic tourism performance is not influenced by affective evaluations. Therefore, the players in the tourism industry need to pay attention to the image portrayed in a destination and the variables it influences.

6.3 Recommendations

The research has major implications on stakeholders like tourism researchers, government agencies responsible for tourism development, tour operators, hoteliers, and marketers. In line with the conclusions above, this study puts forward the following recommendations.

6.3.1 Recommendation for policy and practice

1. There is need for MOTW & H to develop a domestic tourism strategy that will help provide a basis for proper planning and development.

2. All stakeholders in Mombasa County need to first understand the factors that push or pull domestic tourists in order to come up with appropriate strategies for improving performance of domestic tourism. In addition, there is need to package tourism products in a way that they reflect the tourists' desires, or else the products may not be purchased. It is also necessary to diversify the product

offering within the destination in order to enhance destination offer and tourists experiences, which could lead to improved pull factors. If the above is achieved, there will be diverse travel activities, ease of accessibility, reasonable pricing and an attractive environment, leading to overall competitive destination. The combination of these factors is key since the decision to visit one destination over the others is not centred on one element but the combination of all the elements that need to operate in together.

3. Destination marketers need to adopt the use of multiple market communication tools namely; sales promotion, interactive marketing, advertising, and word of mouth marketing, in order to reach more tourists since each tool is designed to reach a specific target market, hence if only one is used, the target market will be limited. Combining the various tools will help in reaching more tourists. On the same note, players in the sector need to have specific marketing strategies for targeting domestic tourists since their product preferences are different from those of international tourists. Furthermore, there is need to avoid the overreliance of marketing the destination for the traditional beach and bush, and instead embrace marketing experiences.

4. The study recommends that all stakeholders need to be engaged in tourism development as their roles are crucial regardless of their level of engagement. In addition, the government needs to clearly specify the functions that are devolved and those that still remain with the central government in order to avoid conflicts and confusion at destinations. It is also necessary to identify

the legitimate stakeholders, and provide training to those who lack knowledge on how to be engaged.

5. The county government of Mombasa needs to take up their devolved role in tourism and be actively engaged in product development within the county rather than just focusing on tax collection and bench marking. The county further needs to give stimulus packages to stakeholders within the county to improve their businesses in addition to mapping out all the tourism products in the county.

6. Stakeholders in Mombasa County need to strive to ensure a positive image of the destination, in order for travel motivation, tourism product perception and marketing best practice to have an impact on domestic tourism performance. Negative destination image means negative impact on performance even if the travel motivations are correctly identified, the product is correctly packaged and correct market communication tools are adopted. To achieve positive destination image, marketers need to make efforts to enhance the pull factors in order to create a favourable attitude of tourists.

7. Due to the inadequate data on domestic tourism, the central government should not only focus on recording data in registered accommodation facilities, but should instead find ways of collecting data in Airbnb and villas.

6.3.2 Recommendations for further research

The study recommended the following areas for further research.

1. The study found out that destination promotion strategies studied explained 60.5% of domestic tourism performance in Mombasa County. This implies that there are other factors that were not studied in this research, and they contributed to 39.5% in domestic tourism performance. Therefore, there is need to study these other factors and their contribution to domestic tourism performance.

2. The study was limited to Mombasa County, and hence the need to have similar or related studies in other counties in order to compare and contrast the dimensions and factors affecting domestic tourism performance. This will assist in having findings that are more conclusive and further reveal differences if any.

3. The study used cross sectional research design. Therefore, future studies could be done using longitudinal research designs to determine whether their results will still be the same or will vary.

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LIST OF APPENDICES

Appendix 1: Approval of research proposal letter

KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: kubps@yahoo.com
dean-graduate@ku.ac.ke
Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 810901 Ext. 57530

Internal Memo

FROM: Dean, Graduate School

DATE: 3rd February, 2021

REF: T130/38605/17

TO: Ms. Stella M Mshai
C/o Department of Hospitality & Tourism Mngt.
KENYATTA UNIVERSITY

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

This is to inform you that the Graduate School Board at its meeting 27th January, 2021 approved your Ph.D. Research Proposal **entitled "Efficacy of Destination Promotion Strategies on Domestic Tourism Performance in Mombasa County, Kenya".**

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

As you embark on your data collection, please note that you will be required to submit to Graduate School completed supervision Tracking and Progress Report Forms. The Forms are available at the University's Website under Graduate School webpage downloads.

By copy of this letter, the Registrar (Academic) is hereby requested to grant you substantive registration for your Ph.D. studies.

Thank you.

REUBEN MURIUKI
FOR: DEAN, GRADUATE SCHOOL

c.c. Chairman, Department of Hospitality & Tourism Management
Registrar (Academic) Att; Mr. Richard Chweya

Supervisors:

1. Dr. Albert Kariuki
C/o Department of Hospitality & Tourism Mngt.
KENYATTA UNIVERSITY

2. Dr. Edgar Ndubi
C/o Department of Hospitality & Tourism Mngt.
KENYATTA UNIVERSITY

Appendix 2: Research Authorization Letter

KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: kubps@yahoo.com
dean-graduate@ku.ac.ke
Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: T130/38605/17 **Date:** 3rd February, 2021

The Director General,
National Commission for Science, Technology & Innovation,
P.O. Box 30623-00100,
NAIROBI

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION FOR MS. STELLA M. MSHAI - REG. NO. T130/38605/17

I write to introduce Ms. Mshai who is a Postgraduate Student of this University. She is registered for a Ph.D. degree programme in the **Department of Hospitality & Tourism Mnagement in the School of Hospitality & Tourism.**

Ms. Mshai intends to conduct research for Ph.D. thesis entitled, **"Efficacy of Destination Promotion Strategies on Domestic Tourism Performance in Mombasa County, Kenya".**

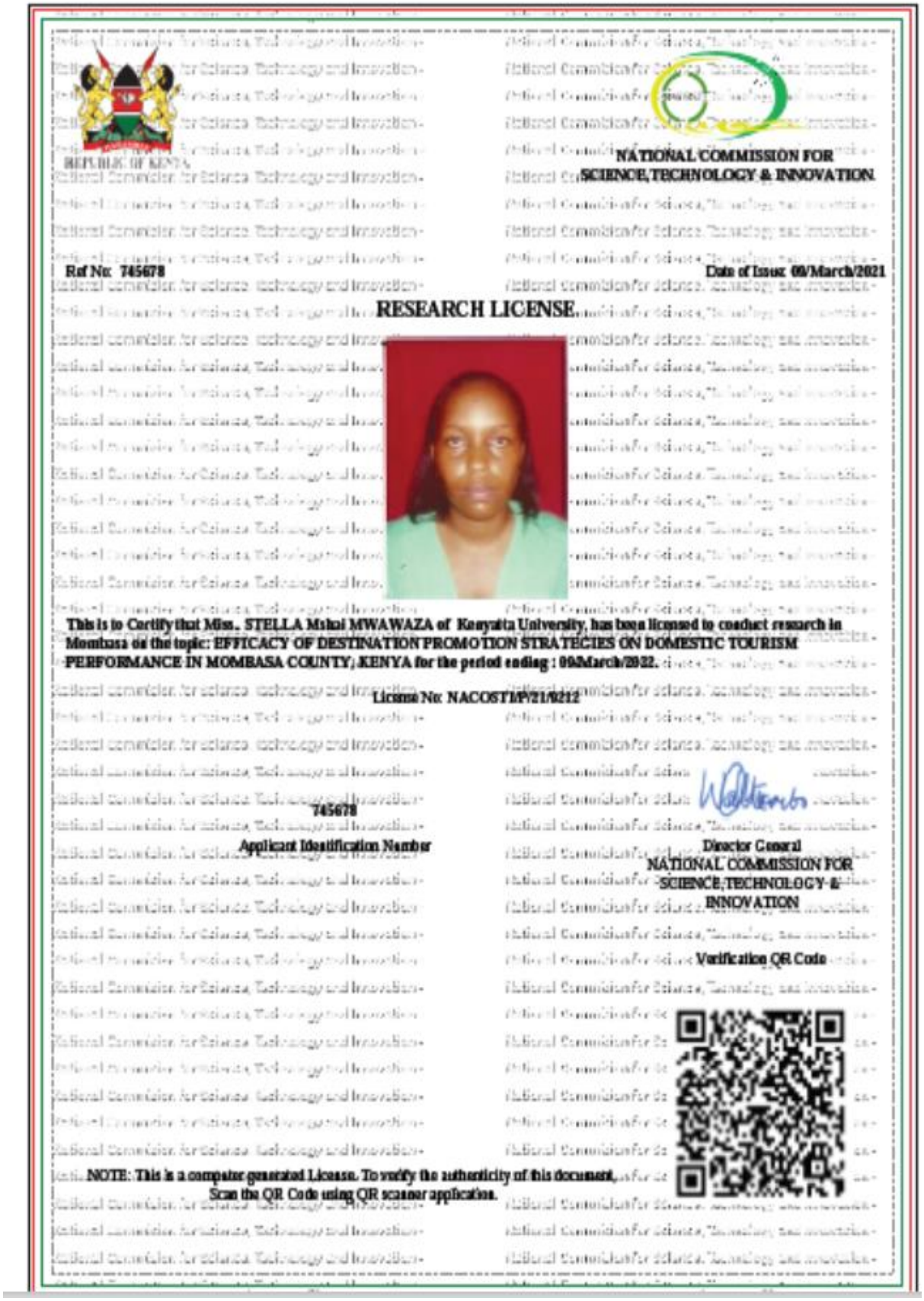
Any assistance given will be highly appreciated.

Yours faithfully,

PROF. ELISHEBA KIMANI
DEAN, GRADUATE SCHOOL

RM/cao

Appendix 3: NACOSTI Research Permit



REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Ref No: 745678

Date of Issue: 09/March/2021

RESEARCH LICENSE

This is to Certify that Miss.. STELLA Mshai MWAWAZA of Kenyatta University, has been licensed to conduct research in Mombasa on the topic: EFFICACY OF DESTINATION PROMOTION STRATEGIES ON DOMESTIC TOURISM PERFORMANCE IN MOMBASA COUNTY, KENYA for the period ending : 09/March/2022.

License No: NACOSTI/P/21/9212

745678

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code

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

Appendix 4: Questionnaire for Domestic Tourists in Mombasa County

The purpose of this questionnaire is to collect data that will assist in evaluating the efficacy of destination promotion strategies on domestic tourism performance in Mombasa County. Please note that the information provided will be used for academic purposes only and will be treated with utmost confidentiality.

If you are not a resident of Mombasa County and you have been here for more that 24hours kindly answer the following questions by ticking (√) in the appropriate box or by giving the necessary details in the space provided.

SECTION A: RESPONDENTS BACKGROUND INFORMATION

1) Gender:
[ ] Male [ ] Female

2) Age :
[ ] 20yrs and below [ ] 21 to 30yrs [ ] 31 to 40yrs [ ] 41-50yrs [ ] 50yrs and above

3) Marital status:
[ ] Single [ ] Married [ ] Divorced/separated [ ] widowed

4) Highest level of Education:

[ ] Primary [ ] Secondary [ ] Certificate/diploma

[ ] Bachelor's Degree [ ] postgraduate

5) Which is your County of residence?…….

6) What do you do for a living:
[ ] Business man/trader [ ] Civil servant [ ] Private sector employees
[ ] Farmer [ ] Student [ ] Housewife
[ ] Retired [ ] Others. (Please specify)……

7) What is your approximate gross income range in Kshs. per month?
[ ] Less than 15,000 [ ] 15,000 – 40, 000 [ ] 40,001 – 65,000
[ ] 65,001 – 80,000 [ ] 80,001 – 105,000 [ ] Above 105,00
[ ] No income

SECTION B: TRAVEL MOTIVATIONS FACTORS

8) Using a scale of 1-5 where 1= strongly disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree; which of these factors have influenced your choice of this destination.

	External /Pull motivation factors	**1**	**2**	**3**	**4**	**5**
1	Availability of diverse attractions					
2	Beautiful natural attractions					
3	The history and culture of the area					
4	Destination image					
5	Ease of access to and within the destination					
6	Festivals/ special events and activities taking place in the area					
7	Affordable tourist attraction					
8	Safety and security					
9	Recommendation by others					

9) Using a scale of 1-5 where: where 1= strongly disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree Which of these internal factors have influenced your choice of this destination.

	Internal /Push motivation factors	**1**	**2**	**3**	**4**	**5**
1.	**Relaxation & health**					
	Relieving stress and tension					
	Relaxing physically and mentally					
	Escaping daily routine					
2.	**Adventure and Novelty**					
	To find thrills and excitement					
	Appreciating natural beauty					
	Visiting places I have never been to before					
3.	**Knowledge**					
	Acquiring knowledge					
	Experiencing different cultures and way of life					
4.	**Social**					
	To meet new people and socialize					
	To visit friends and relatives					
	To attend events					
5.	**Prestige**					
	Going to places my friends/ have never been to					
	To impress my friends/relative					
	To be like my friends/relatives/colleagues					

SECTION C: Tourism Product

10) What activities have you or are planning to engage in while at this destination?

[ ] Wildlife safari [ ] Beach Safari [ ] Visiting cultural centres [ ] Sporting events

[ ] Others If others Please specify)……

11) Where are you staying during this holiday?

[ ] With friends and relatives [ ] Hotel/ tented camp/lodge [ ] self-catering cottages /Apartments

[ ] campsite [ ] Others: (Please specify)……..

12) What means of transport did you use to reach this destination?
[ ] Airplane [ ] Standard railway gauge (SGR) [ ] public transport [ ] Self-drive [ ] Tour vans [ ] Car hire [ ] Others: Please specify…….

13) What means of transport are you using within Mombasa county?
[ ] Motorbike /bicycle [ ] public transport [ ] Self-drive [ ] Tour vans [ ] Car hire [ ] if others please specify……

14) To what extent are the following statements true about the Tourism Product in this destination?

	Statement	**Not at all**	**Partially**	**Entirely**
1.	It is easy to move from one attraction to the other within the destination			
2.	Variety of accommodation options make this destination unique			
3.	The destination offers diverse and unique attractions			
4.	The destination has quite a number of leisure activities for all age groups			
5.	Mombasa county provides diverse tourism services at affordable prices			
6.	Availability of basic amenities like availability of electricity, phone network, safe parking etc., makes this a preferred destination			

SECTION D: BEST PRACTICE

15) Please rate the level of importance of the following sources of information in shaping your views towards Mombasa County as a destination. Use a scale of 1-5 where **1- Not at all important; 2-Slightly important; 3= Moderately Important; 4= important; 5= Very important**

	Source of information	**Not at all important**	**Slightly important**	**Moderately important**	**Important**	**Very important**
1.	Interactive marketing (i.e., Social media [Twitter, Facebook, Instagram, etc.], online search engines, and online catalogues)					
2.	Advertisements (i.e., newspaper and magazine advertisements, banners, brochures and flyers, outdoor billboards, sing boards, press release, TV, Radio adverts, and posters)					
3.	Sales promotions (i.e., redeemable coupons, special offers, complementary upgrades, trade shows, and exhibitions)					
4.	Public relations and publicity (i.e., press releases, speeches by executives and public service activities)					
5.	Direct marketing (i.e., electronic newsletters, mobile messaging apps, online adverts, fliers, promotional letters)					
6.	Events and experiences					
7.	Personal selling (i.e., personal selling by employees of tourism service providers					
8.	**Word-of-mouth** (i.e., information from friends, relatives, and colleagues;					

SECTION E: DESTINATION IMAGE ATTRIBUTES

16) State your level of agreement with the following statement about this destination. Use scale of 1-5 where 1- Strongly Disagree; 2-Disagree; 3= Neutral/not sure; 4= agree; 5= strongly agree

	Statement	**1**	**2**	**3**	**4**	**5**
1.	The destination has natural beautiful scenery and landscape					
2.	There is conducive climate that favours travelling					
3.	Diverse nightlife and entertainment options are available					
4.	Locals here are friendly and hospitable					
5.	There is quality of services in restaurants, accommodation and in attractions areas.					
6.	The destination offers a good value for money					
7.	There are a variety of historical and cultural experiences that can be sampled					
8.	This is generally a safe place to visit					
9.	It is easy to access different attraction and accommodation					
10.	There are a variety of tourism activities for all age groups					

17) Using the Bipolar (this is a bipolar semantic differential scale) scale below please rate Mombasa's Image with the following Adjectives.

	Very Much	**Somewhat**	**Neither**	**Somewhat**	**Very Much**	
Sleepy	1	2	3	4	5	**Arousing**
Boring	1	2	3	4	5	**Exciting**
Unpleasant	1	2	3	4	5	**Nice**
Distressing	1	2	3	4	5	**Relaxing**

SECTION F: DOMESTIC TOURISM PERFORMANCE

18) State your level of agreement with the following statement about this destination. Use scale of 1-5 where 1- Strongly Disagree; 2-Disagree; 3= Neutral/not sure; 4= agree; 5= strongly agree

	Statements	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
1)	When travelling again for a holiday, my first choice will be Mombasa					
2)	I will revisit Mombasa in the future					
3)	The likelihood that I will visit Mombasa again for holidays is high					
4)	I will say positive things about Mombasa as a tourist destination to other people					
5)	I will recommend Mombasa as a tourist destination to colleagues/ friends/relatives					

Appendix 5:- Questionnaire for TRA registered KATO members

The purpose of this questionnaire is to collect data that will assist in evaluating the efficacy of destination promotion strategies on domestic tourism performance in Mombasa County. Please note that the information provided will be used for academic purposes only and will be treated with utmost confidentiality. Kindly answer the following questions by ticking (√) in the appropriate box or by giving the necessary details in the space provided

SECTION A: Tourism Product

1. To what extent are the following statements true about the tourism product in Mombasa County.

	Statement	**Not at all**	**Partially**	**Entirely**
1.	Domestic tourists are able to move with ease from one attraction site to the other within this destination			
2.	There is quite a number of accommodation options that appeal to domestic tourists			
3.	The destination offers diverse and unique attractions that are attractive to domestic tourists			
4.	The is quite a number of leisure activities that can be enjoyed by domestic tourists of all age groups			
5.	Mombasa county provides diverse tourism services at affordable prices			
6.	Availability of basic amenities like availability of electricity, phone network, safe parking etc, makes the destination attractive to domestic tourists			

SECTION B: STAKEHOLDER ENGAGEMENT

2. Are there players in the tourism industry that you work with?
   [ ] Yes [ ] No
   If yes: Name them
   ……..
   ……..……
   ……..
3. For the above mentioned briefly highlight their roles in promoting domestic tourism? ……
   ……
   ……
4. In your own opinion is the national government doing enough to promote domestic tourism?
   [ ] Yes [ ] No
   If **yes**: Kindly highlight what has been done……
   If **No**: What would you recommend that they do?
   (Indicate the public entity and what should be done) …….....
   .....
5. Is the County government of Mombasa actively involved in encouraging domestic tourism?
   [ ] Yes [ ] No

If **yes**, What has the County government done ……..
……
……

If **No**, what do you think the county government should do to encourage domestic tourism uptake…….
……..

6. Please rate the level of importance of the following bodies in promoting domestic tourism. Use a scale of **1- Not at all important; 2-Slightly important; 3= Moderately Important; 4= important; 5= Very important**

	1	**2**	**3**	**4**	**5**
The local media (Tv and Radio)					
Hotels lodges and camps					
Mombasa County Tourism Department					
Mombasa Boat Owners Association					
Mombasa Old town Tourists Guides Association					
Mombasa Boat Operators Association					
Kenya Coast Tourism Association (KCTA)					
Kenya Association of Hotel Keepers & Caterers-Coast Region					
Kenya Wildlife Service					
Kenya Tourism Board					

7. As a stakeholder in the tourism sector state your contribution to the growth of domestic tourism in this destination.
……
……

SECTION C: DOMESTIC TOURISM PERFORMANCE

8. How long they have you been operation?.....
9. Do you have special packages for domestic tourists?
[ ] Yes [ ] No
10. If Yes, what is the average cost of your packages for domestic tourists visiting Mombasa county?
……

11. Indicate the extent of agreement with the following Domestic Tourism Performance Statements. Use a scale of 1-5 where: 1- Totally disagree, 2- Disagree, 3- Neither agree/Disagree, 4- Agree, 5- Strongly agree

	Domestic Tourism Performance	**1**	**2**	**3**	**4**	**5**
	Numbers on Domestic Tourists prior to Covid 19					
1.	There has been a growth in domestic tourists' numbers for the last five years					
2.	There has been quite a number of repeat local clients over the last five years					
3.	There have been more domestic tourists than international visitors for the past five years					
4.	Others (Please Specify)					
	Domestic Tourists Revenue Prior to Covid 19					
1.	The revenue collected has been increasing for the last five years due to domestic travel					
2.	There has been more revenue from the domestic tourists than international tourists for the last five years					
3.	Domestic tourist revenues have been enough to cater for our expenses for the past five years					
4.	Domestic tourist revenues are spread out throughout the year compared to revenues from international tourists					

Appendix 6:- Interview Schedule KTB, KWS, MOTW & H, NMK, KCTA-Mombasa chapter officials and Mombasa County Government Tourism officials

SECTION A: STAKEHOLDER ENGAGEMENT

1. What is the Ministry/KTB/County Government doing in order to encourage domestic tourism growth?
2. Are there specials incentives for investors investing in products best suited for the local market?
3. Do you have specific strategies that target the growth of the domestic tourism segment under the following headings?
    i. Product Development, improvement and Diversification (infrastructure , accommodation, attractions, amenities)
    ii. Destination marketing,
    iii. Image building
    iv. Stakeholder partnership
    v. financial
4. Are there players in the tourism value chain that you work with? (The Ministry of Tourism, Wildlife and Heritage, Kenya Tourism Board, airlines, tour operator's etc.). List the partners.
5. For those mentioned above. What business relationship do you have with them?
6. Do you think the government is doing enough to encourage domestic travel?
7. What can the government through the Ministry of Tourism Wildlife & Heritage do to increase travel among locals?

SECTION B: BEST PRACTICE

8. Which form of marketing communication tools do you mostly use?
9. Are there specific campaigns you have been running that target the locals?
10. Which campaign was the most effective?
11. Do you have a pricing structure to accommodate domestic tourists?
    IF NO: Would you be willing to implement one?
    IF YES: What does it entail? (Specific price ranges/discounts)

SECTION C: TOURISM PRODUCT

12. Are their special activities that you organize for the domestic tourists?
13. Do you have special products for the domestic tourists?

Appendix 7 : Focus Group Discussion Boat Operators, Tour Guides, and Boat Owners

SECTION A: STAKEHOLDER ENGAGEMENT

1. Are there players in the tourism value chain that you work with? (The Ministry of Tourism, Wildlife and Heritage, Kenya Tourism Board, airlines, tour operator's etc.). List the partners.
2. For those mentioned above. What business relationship do you have with them?
3. Do you think the government is doing enough to encourage domestic travel?
4. What can the government through the Ministry of Tourism Wildlife & Heritage do to increase travel among locals?

SECTION B: BEST PRACTICE

5. Which form of marketing communication tools do you mostly use?
6. Are there specific campaigns you have been running that target the locals?
7. List the specific market campaigns that you have used for the last five years.
8. Which campaign was the most effective?
9. Do you have a pricing structure to accommodate domestic tourists?

   IF NO: Would you be willing to implement one?

   IF YES: What does it entail? (Specific price ranges/discounts)

SECTION D: TOURISM PRODUCT

10. Are their special activities that you organize for the domestic tourists?
11. Do you have special products for the domestic tourists?

Appendix 8:-Bed Nights Occupancy at the coast in 2019

	2019
North Coast	1,736,100
Mombasa Island	283,900
Total Occupancy In Mombasa County	2,020,000

NB: The Figure 2,020,000 is for total bed nights occupied in Mombasa County.

Therefore: Domestic tourists bed nights in Mombasa County was obtained as follows;

Total Number of domestic tourists to Kenya in 2019=4,818,600

Total occupancy for 2019 = 9,160,800

The percentage occupancy for domestic tourists therefore is

$$= \frac{4,818,600}{9,160,800} \times 100 = \mathbf{52.6\%}$$

Domestic tourists to Mombasa County therefore= 52.6% X 2,020,000 = 1,062,520

Appendix 9 : 2019 TRA registered KATO members

NO	NAME	County
	Somak Safaris Ltd	Mombasa
2.	Southern Cross Safaris	Mombasa
3.	African Quest Safaris	Mombasa
4.	Glory Car Hire	Mombasa
5.	Ideal Travel Ltd	Mombasa
6.	African Mosaic Tours	Mombasa
7.	Deans Travel Centre Ltd	Mombasa
8.	Pollmans Safaris	Mombasa
9.	New Kenya Travel Ltd	Mombasa
10.	Rhino Safaris	Mombasa
11.	Fidex Car Hire	Mombasa
12.	Private Safaris Ltd	Mombasa
13.	Flying Dove Tours	Mombasa
14.	Bunson Travel	Mombasa
15.	Valentine Investment (Lofty)	Mombasa
16.	Kuldip's Touring Company	Mombasa
17.	Mantra Travel Ltd	Mombasa
18.	Asaray Tours And Safaris	Mombasa
19.	Paws Africa Safaris	Mombasa
20.	Shanzu Kenya Super Safaris	Mombasa
21.	Helinas Safaris Ltd	Mombasa