

**ROLE OF INTERNATIONAL CELEBRITY EVENT HOSTING ON TOUR
FIRMS PERFORMANCE IN NAIROBI CITY COUNTY, KENYA**

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KENYATTA UNIVERSITY**

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DECLARATION

This research thesis is my original work and to the best of my knowledge has not been presented to any university for academic award.

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DEDICATION

I dedicate this research project to God supreme, almighty father, my strength, my source of wisdom, knowhow and understanding, His grace has been sufficient throughout this research. Further, I dedicate this work in loving memory of my late dad Joseph Kamau Gikuni and my late mum Irene Njoki Mburu, may your souls continue resting in peace and my promise to make you proud continues. Also, I dedicate this to my family and friends who have stood with me with special dedication to my son Raphael Kamau Gikuni whose encouragement kept me going.

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ABBREVIATIONS AND ACRONYMS

ICE	International Celebrity Events
KICC	Kenyatta International Convention Centre
KTB	Kenya Tourism Board
MICE	Meetings, Incentives, Conferences, and Exhibitions
SPSS	Statistical Package for Social Sciences
TD	Tourist Destination
TRI	Tourism Research Institute
TTF	Tourism & Transport Forum
UNWTO	United Nation World Tourism Organization
WTO	World Tourism Organization
WTTC	World Travel & Tourism Council

OPERATIONAL DEFINITION OF TERMS

Profile of International celebrity events:	These are Cultural events; Sport events; Political/state events; Business/trade events; Entertainment events and Education/scientific events
International Celebrity events:	Events that receive high media coverage and are targeted at local and international tourist markets with the participation of celebrity personalities
Celebrity	The state of individuals being popular and well known. In celebrity tourism the main tourist attraction are the celebrities or celebrity activities
Destination Promotion:	Strategy used to publicize and communicate the image and quality of product, service and brand of an event host community as a potential tourist travel destination.
Destination Choice:	Preference of a destination for an event based on various attributes, such as its resources and prevailing security and safety.
Tour Firms' Performance:	A situation where hosting of events in a destination lead to increase in tourist visits, sales growth, and the number of visiting tourists.

ABSTRACT

Events are crucial for development of destinations across different parts of the world since they possess important social, cultural, and economic outputs. International celebrity events provide additional destination attraction and they create a sustainable tourism industry across many parts of the world. Despite research in recent times in events gaining tremendous interest among scholars and emerging as a crucial area of study, little is known on how international celebrity events hosting influences tour firms' performance. In effect, the purpose of the study was to explore the role of international celebrity events hosting on tour firms' performance in Nairobi City County. A cross-sectional descriptive survey design underpinned this study. The target population for the study encompassed managerial employees drawn from tour firms registered with the Kenya Association of Tour Operators and key informants who were drawn from government bodies directly involved in tourism. Proportionate stratified and random sampling approaches were used to sample the managerial employees while purposive sampling technique utilized to select key informants. Questionnaires and interview schedules were used for collection of data. The target population comprised of 2,100 employees drawn 329 tour firms. The sample size of the study constituted of 390 managerial employees who were drawn from all the 329 tour firms registered with the Kenya Association of Tour Operators, as well as 10 key informants. Validity of the instruments was assessed by the specialists in the area and supervisors from the department of Tourism Management, whereas Cronbach's alpha reliability was assessed by use of the test-retest method. Quantitative data was analysed using the Statistical Package for Social Sciences (SPSS) in the form of descriptive and inferential statistics where the former included the standard deviation, mean, frequencies, and percentages while regression and correlation analysis constituted the latter. Data presentation was carried out using of tables. The study recorded a questionnaire return rate and interview response rate of 71.3% and 100% respectively, thus satisfactory for this research work. The results of the study might be useful to tourism stakeholders and will supplement the existing body of knowledge on tourism. Based on the findings of the study, hosting of the profiled international celebrity events ($r=0.269$, $p=0.000$), international celebrity events destination choice ($r=0.531$, $p=0.000$), and international celebrity events destination promotion ($r=0.308$, $p=0.000$) exhibited a positive and statistically significant relationship with tour firms' performance in Nairobi City County. Likewise, the relationship between international celebrity events hosting and tour firms' performance was moderated by technology ($r=0.138$, $p=0.05$) According to the overall results, the study concluded that the all the dimensions of international celebrity events hosting influenced tour firms' performance. The study recommends hosting of different types of international celebrity events in the country as there are more arising every year globally. Further, the study recommends development of destinations where necessary or appropriate event facilities and resources should be made available. There is need to develop and organize special international celebrity events in the country, which will increase the competitiveness of Nairobi City County as a preferred tourist destination.

CHAPTER ONE

INTRODUCTION

1.0 Background to the Study

The benefits of the tourism industry are increasingly becoming monumental across different parts of the globe. In its present form of tourism, it keeps on developing without respite in most areas of the world. The tourism industry is responsible for creation of a significant number of job opportunities, including its role in driving exports and generating wealth (Yilmaz & Aslan, 2017). As noted by World Travel and Tourism Council (WTTC) (2018), this sector was responsible for 9.9% of all employment in 2017 by accounting for 313 million jobs, an equivalent of 10.4% of global GDP.

Increased discretionary income and leisure time constituted some of the core reasons that prompted increase in events (Karl & Schmude, 2017). Realization of events by governments as meaningful activities that had the prospect of producing positive effects became apparent in the 1980s. Consequently, participation and interest in events has developed exponentially over time, peaking at the start of the twenty-first century. Events hosting is becoming more and more crucial since it has demonstrated its ability to develop tourism, education, urban regeneration, arts, and culture.

Growth in international tourism has been made possible by the expanding role of event tourism. Moreover, events contribute to a sustainable tourism sector as well as improve a destination's attraction features (Getz & Page, 2016). Events offer a competitive edge for destinations hosting them and they are necessary for future tourism development plans. Events brand prospective destinations by performing

roles, such as co-branding partner, as a vital component of the brand, or as a brand extension (Getz & Page, 2016). Events, such as sporting, cultural, business, and political, continue to enhance a destination's competitiveness and development through marketing (OECD, 2017).

Research evidence demonstrates that the concept of event hosting has been studied widely within the context of the tourism industry and documented in many publications. In fact, existing scholarship shows that celebrity events have had a substantial influence on the economic performance of different countries. A study carried out in Australia by Fredline and Jin (2017) indicated that events served primarily as image-makers, place marketers, animators, catalysts, and attractions for destinations, more especially the Chinese visitors who attended Australian events. Specifically, hallmark sporting events, cultural events, and festivals were some of the events hosted in Australia that were of interest to the Chinese tourists. It was further revealed that the maturity of the Chinese travel market and travel experience lead to increased interest in events.

In Azerbaijan, Salimova (2021) explored the importance and role of events in the tourism sector where it was established that the European games hosted in the country's capital, Baku, in 2015 created economic, political, and social success. The event tourism of the country was improved by the European games, which equally attracted a large number of tourists. It was noted that satisfaction of the tourists was enhanced by means of addressing technical issues, host country's accommodation, delivery of information to people, and advertisement of events in various places. The

event tourism industry of Azerbaijan emerged a few years ago and thus, it faces a wide range of bottlenecks as it continues to grow.

In continental Africa, the extant strand of literature shows that many countries in continent are leveraging event hosting to boast their social and economic developments. A study by Bob and Potgieter (2018) on the nexus of mega-events and tourism impacts espoused that South Africa continues to takes advantage of sports tourism as an approach towards promoting the country as an important sports events destination. South Africa has been and continues to be a preferred destination for various mega-events in the continent given that it successfully hosted the 2010 FIFA World Cup, which is the first mega-event in Africa, and the positive images and experiences from the foreign visitors during the event have portrayed the country as a good tourism destination.

Batinoluho and Basera (2022) explored the impact of festivals in developing tourism in Tanzania and Zimbabwe by using the two countries' experiences. In the study, it was established that festivals as one of the categories of event tourism contributed enormously to the development and growth of the tourism industry. The local economies perform well since festivals attract tourists who spend money on food, souvenir, and shopping, among other expenditures. Festivals are at the centre of tourism growth and are crucial ingredients to both the society and tourism development.

In Kenya, most of the recent studies have delved into the role of events in economic and community development, including promoting sustainable tourism development.

Wanyonyi, Njoroge, and Otieno (2021) explored the socio-economic usefulness of

hosting sports tourism events as well as factors that motivate holding of such events in Kenya. By seeking to put into the limelight the sports tourism events, it was evident that accommodation facilities, expected benefits, and good infrastructure were some of the factors that motivated the hosting of these events. Increased trade for businesses operating locally and creation of employment opportunities were some of the benefits stemming from hosting of sports tourism events. The study mirrors one of the objectives of the present study regarding the aspects that are necessary for the choice of Kenya, and in particular, Nairobi City County, to host international celebrity events.

Whilst several studies have been carried out globally, regionally, and locally as demonstrated above and the place of event tourism illuminated, the role of hosting international celebrity events on destination performance still remains largely unattended. Celebrity exposure by global media helps to shape the image of the host town or city and hence, aid creation of positive perceptions of destinations. In this context, the current study aimed to find out how international celebrity events' hosting affects tour firms' performance in Nairobi City County.

1.1 Statement of the Problem

Nairobi City County provides a wide range of man-made, natural, ecological and biophysical heritage that form its core tourist attractions. The County is a key destination choice of international events, which directly influence performance of tour firms. Notably, 191 international conference events were held in Nairobi in 2017, whereas 227 took place in 2016 (Economic Survey, 2018). Kenya developed a National Strategy on Meetings, Incentives, Conventions, and Exhibitions (MICE), as

one of the country's vision 2030-flagship projects to offer unique visitor experiences (Kenya Vision 2030, 2018).

In the recent past scholars have developed interest in studying events, which have created numerous opportunities for tourism growth for the last 20 years, and their importance continues to expand everyday (Getz & Page, 2016). Notwithstanding the size of events, they have been acknowledged globally as essential for tourism, and they have become predominantly imperative for both marketing and development of tourism destinations. Destinations use celebrities attending events to promote their domestic and international tourism markets (Lee & Yoo, 2015).

Regardless of studies being undertaken on events, empirical evidence shows that the focus has been on the role of events on tourism development (Oklobdzija, 2015), festivals as a type of event tourism (Komurcu, Boz, & Tukelturk, 2014), and major sport events on performance of tourism (Ulvnes & Solberg, 2016). In this context, the available literature concentrates on events from the economic and social aspect or from the operational and strategic perspective. In view of that, active research linking celebrity events hosting to tour firms' performance in Nairobi City County, Kenya, is therefore worth exploring.

Besides, changes in needs and demands of visitors, including the increasing number of individuals involved in tourism, have made it necessary for diversification of tourism products. Substitute forms of tourism, like mega celebrity events, carry out a significant role in a destination's development (Komurcu, Boz, & Tukelturk, 2014). Kenya's tourism sector has faced challenges because of its over-reliance on wildlife and beach as core attractions, areas that are susceptible to seasonality and constant

competition from other countries and therefore, the need for tourism diversification into events.

Despite the importance of the tourism sector being on the rise as a vital industry, little information is available on how to leverage international celebrity events hosting in a destination as a key enabler for tourism growth and competitiveness. Accordingly, the suggested study aimed to bridge the identified gaps by examining the role of international celebrity events hosting on tour firms' performance in Nairobi City County.

1.2 Purpose of the Study

The purpose of this study was to examine the role of international celebrity events hosting on tour firms' performance in Nairobi City County.

1.3 Objectives of the Study

- i. To profile international celebrity events and their effect on tour firms' performance in Nairobi City County.
- ii. To establish how international celebrity events destination choice influences tour firms' performance in Nairobi City County.
- iii. To investigate how international celebrity events destination promotion affects tour firms' performance in Nairobi City County.
- iv. To examine the moderating role of technology on the relationship between international celebrity events hosting and tour firms' performance in Nairobi City County.

1.4 Hypotheses

H₀₁ There is no significant relationship between the profile of international celebrity events and tour firms' performance in Nairobi City County

H₀₂ There is no significant relationship between international celebrity events destination choice and tour firms' performance in Nairobi City County

H₀₃ There is no significant relationship between international celebrity events destination promotion and tour firms' performance in Nairobi City County.

H₀₄ Technology has no significant moderating role on the relationship between international celebrity events hosting and tour firms' performance in Nairobi City County

1.5 Significance of the Study

Results from this research work offer valuable knowledge that will inform formulation of policies by the Ministry of Tourism and Wildlife and other stakeholders in the tourism sector, particularly in promoting Nairobi City County as tourist destination. Moreover, findings from this study will be useful to stakeholders, such as Kenya Tourism Board (KTB), National Conventions Bureau, KICC, KATO, KAHC, tour operators and hotels, among others, in the formulations of strategies and policies on how to leverage events to enhance the country's image as a preferred tourist travel destination. It is expected that the available body of knowledge on tourism performance, particularly for tour firms, will be supplemented by the results of this study.

1.6 Delimitations of the Study

Specific boundaries of a study constitute its delimitation. The study delved into concepts associated with international celebrity events hosting and tour firms'

performance in Nairobi City County. The research adopted a cross-sectional descriptive survey design. The researcher aimed to carry out collection of data from employees of tour firms and government bodies that were directly involved in tourism.

1.7 Limitations of the Study

Literature on the thematic areas explored by this work was scanty and therefore, the researcher faced difficulties in consolidating extant information. To overcome this limitation, the researcher engaged various stakeholders in the tourism sector to get first-hand knowledge on tour firms' performance from the perspective of international celebrity events hosting. Biasness may have occurred during respondents' filling of questionnaires or responding to interview questions because the researcher was not able to control their attitudes. This limitation was addressed by structuring the questionnaire appropriately to test perceptions of the respondents without requiring them to either agree or disagree with various statements on constructs/dimensions related to international celebrity events hosting and tour firms' performance.

1.8 Assumptions of the Study

The researcher held the assumption that all respondents were available and willing to provide true information regarding celebrity events hosting and tour firms' performance.

1.9 Conceptual Framework and Theoretical Framework

1.9.1 Theoretical Framework

The study adopted the tourism portfolio theory and the resource-based theory.

1.9.1.1 Tourism Portfolio Theory

The portfolio theory was initially developed by Harry Markowitz (1952) to quantitatively show how diversification reduces risks in the financial sector. Board, Sinclair, and Sutcliffe (1987) expanded the application of this theory from financial management to tourism management where they argued that a range of events can achieve additional gains over individual events, and broadening of events portfolio mitigates the risks that come with depending one source of tourism, which might be appealing to only one target group, thus assisting to accomplish the portfolio level goals. Accordingly, event portfolios could be managed in the version similar to ways in which firms generate and control their portfolios (Son, Park, Kim, Koo, & Han, 2020). The implication of this theory is that event managers can address the potential of event portfolios by hosting several events that are emerging every year. The theory further states that a well-balanced portfolio method is one that reflects the usefulness of different events, such mega, hallmark, regional and local events, and the presumption that each of them can attain considerable tourism and economic targets (Board et al., 1987).

The portfolio approach puts much emphasis on a series of events that a destination offers, each with its own profitability, market share, costs, and values. The approach states that expansion of the events portfolio is important in destinations as it ensures that diverse events meet different developmental goals of event tourism. Development of the portfolio approach in destinations should be executed based on attractiveness for the tourist market, season, and type. In this regard, hosting of various events will help to attain specific tourist values. According to Getz and Page (2016) the most critical function of the portfolio approach is attract new tourists.

The tourism portfolio theory is appropriate to this study since it demonstrates that event portfolio strategy is a key ingredient for addressing seasonality through creation of events of diverse types and scales across the year with the aim of improving visitations. All events have both local and tourist value; however, few have the ability to create high tourist demand; hence event diversification to include international celebrity events is paramount towards increasing visitation (Oklobdžija, 2015). Ziakas (2020) stated that development of destinations would be enhanced through integration of sport events. In other words, destinations can leverage event portfolios as the basis of creating sustainable tourism development. Andersson, Getz, and Jutbring (2020) indicated that management of event portfolio is important for tourist destinations, particularly in balancing risk and value. In order to limit any adverse effects associated with dependence on tourism, local areas can encourage diversification within their tourism sectors by, for example, hosting mega and hallmark events, such as international celebrity events as the basis of enhancing the destination attractiveness and image. Hosting of these events will directly benefit different tourism players, tour firms being among them.

1.9.1.2 Resource Based Theory

The resource-based view claims that a company's valued, unique, and unmatched resources and abilities generate increased competitive advantage (Barney, 1991). Further, sustained competitive advantage is created through a rare collection of resources that companies possess (Barney, 1991). The resources are also non substitutable and hard to imitate. Firms are able to attain competitive advantage out of such resources by means of effective planning and administration abilities, implied expertise, investment and recruitment of skilful employees, amongst other aspects

(Wernerfeldt, 1984). Resources are identified as being significant since they are at the centre of fostering organizational performance (Wernerfeldt, 1984).

International events and exhibitions have been taking place in Nairobi, probably because of the available resources in terms of conference facilities at the KICC and the prevailing entrepreneurial activities of the tour and travel firms, which foster transportation of guests to tourist destinations after events. International chain of hotels in the Kenyan Capital offer accommodation and other luxuries. Possession of resources needed for hosting events is important for fostering capabilities of a destination, thus helps to sustain superior performance in the long-term. Given that the resource-based view discusses the resources and abilities of the firms as a fundamental element for performance, the researcher deemed it the appropriate theory to employ in this study.

1.9.2 Conceptual Framework

The framework (Fig. 1.1) highlights the conceptualized view of profile of events; ICE destination choice; ICE destination promotion and intervening role of technology and their influence on tour firms' performance in Nairobi City County.

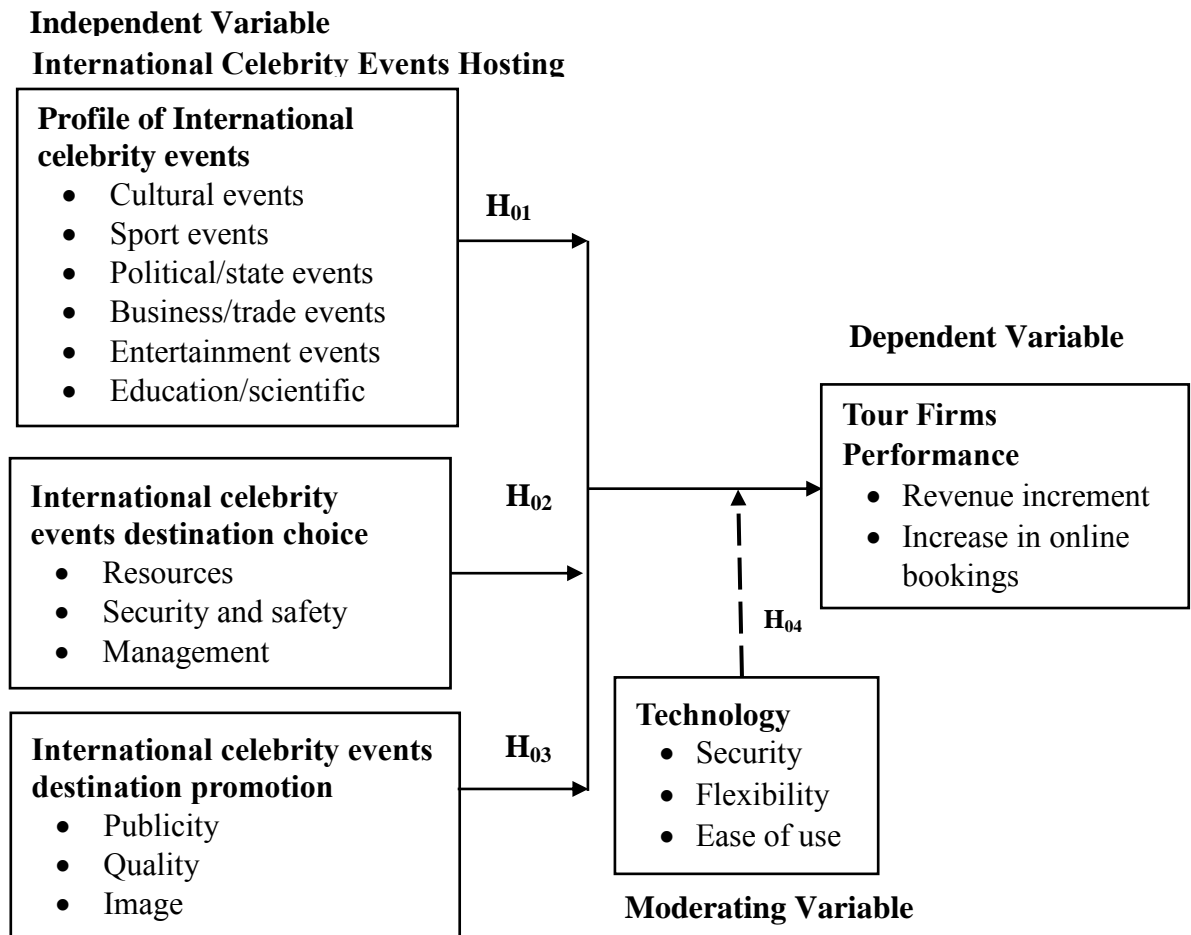


Figure 1.1: Conceptual Framework on the Role of International Celebrity Events Hosting On Tour Firms Performance in Nairobi City County
 Adopted from Karl and Schmude (2017); Oklobdžija (2015); Schwägermann *et al.* (2016).

Contemporary tourism has continued to develop and undergo growth because of the significant contribution made by tourism events. Improvement in the management process directly leads to better quality of events, which are essential for tourism performance in destinations coupled with financial benefits accrued by firms involved in the management of such events (Trendafilova & Daniell, 2014). Schwägermann et al. (2016) stated that a wide range of events affect tourism performance. Events, such as business, consumer, education, sports, cultural, and entertainment, hosted in destinations help to appeal to a greater number of tourists and foster destinations' image.

Destinations with important features, which promote visitors' safety and protection, are more likely to gain from event tourism (Karl & Schmude, 2017). For tourists in search of cultural involvement, presence of events rich in cultural and recreational resources tend to attract more tourists who in most instances extend their stay in destinations and thus, creating opportunities for destinations to maximize returns out of such tourist resources (Hamilton, Tee, & Prideaux, 2015).

Hosting of events in destinations has the potential to attract more event participants and other visitors by positively influencing the image of the destination (Oklobdžija, 2015). The economies in which events are being hosted benefit both from direct investment in tourism as well as the expenditures made by event participants. This suggests that local firms involved in tourism perform better when events are hosted in cities where they operate (Mxunyelwa & Mangisa, 2018). On the other hand, technology has been used by tourism organizations in the management of international events to enhance security and ensure that they operate competitively in

the market. Firms involved in tourism use new generation media and other forms of e-marketing to reach their target audiences globally (Jadhav & Mundhe, 2011).

CHAPTER TWO

2.0 REVIEW OF LITERATURE

2.1 Concept of Tourism Firms' Performance

Tourism has become a tool for harnessing significant economic gains to both tourists' origin countries and host countries. Countries gain from tourism through tax returns, business prospects, employment, foreign exchange incomes, poverty alleviation and sustainable human development (Gupta, 2011). The World Tourism Organization (WTO) states that, "tourism is among the top five export categories for as many as 83% of countries, and is the main source of forex earnings for at least 38% of countries."

Fredline and Jin (2017) indicate that destinations which compete favourably are able to undergo rapid development and in most times, tend to perform better than their rivals. Possession of competitive advantage by tourism destinations is a predictor of underscoring long-term sustainable performance. Possession of rare attributes in a destination yields competitive advantage, which is closely correlated with superior performance, and this translates into improved performance.

The key tenets of the resource-based and structural approaches propose that better performance is a consequence of competitiveness (Hanafiah, Hemdi, & Ahmad, 2016). Destination efficiency and performance is a sharp pointer to evaluation of its competitiveness. Policy makers in the tourism sector develop better future strategies when they gain timely and accurate performance indicators, which originate from the evaluation of tourism activities' performance.

2.1.1 Tourism Firms' Performance and International Celebrity Events

Lee and Yoo (2015) investigated whether the level of loyalty to a pop-star's event and destination were varied based on fanatic segments. The findings from the study showed that fans express varying behaviours at different stages of celebrity adoration, attitudinal and behavioural allegiance, which has an influence on pop-idol event and destination allegiance. The high fanatic level showed the higher degree of allegiance toward a pop-idol event and the destination. Accordingly, there is need for destination marketers to design products through segmentation strategies to fulfil the desires of clients who are determined to travel because of pop-art tourism to promote earnings and bookings.

A study by Fredline and Jin (2017) explored the attractiveness of Australian events to visitors travelling from China. The results of the study showed that tourists from China had preference towards hallmark sporting events as well as cultural events and festivals. In addition, it was evident that experience in travel was an increasing function in interest in events, and this, the authors concluded that it was a good predictor on the growth of event tourism in Australia given the ever maturing of the travel market in China. The events that are preferred by Chinese tourists are cultural events and smaller festivals that do not have enough resources for promoting them in global marketplaces.

Musgrave and Okech (2011) carried out a study in Lamu Kenya with a view to shed light on the importance of hosting sustainable events. In the study, it was noted that cities, villages and towns progressively moved towards promotion of festivals by sharing their environment and culture with visitors. Cultural festivals held in

destinations have fostered regional economies, improved city image, and acted as a springboard towards development of tourism.

2.2 Profile of International Celebrity Events

The event market is a vastly disintegrated trade with many faces. The event value chain has high rate of labor division. Given that the event market is diverse, it is challenging to define the structure of this market (Schwägermann, Mayer, & Yi, 2016). Studies (see, for example, Séraphin & Gowreesunkar, 2017) carried out within the context of event tourism show that hosting of events is a strategic approach, which a wide range of prospective destinations use to market their tourism products in circumstances where the tourism sector is deteriorating. Similarly, event tourism can directly lead to visitors' satisfaction coupled with its useful role on creating destination attractiveness (Waller, Trendafilova & Daniell (2014)

According to Schwägermann *et al.* (2016), events can broadly be classified as business events and consumer events. Business events comprise conferences, seminars, education events, and governmental assemblies; tradeshows and exhibitions; and company events (incentives and management meetings). Consumer events include social events (charity, street festivities, and weddings), ethnic events (religious events, musicals, and art exhibitions), and sport events (competitions, Olympic Games, and championships).

2.2.1 Research on international celebrity events Profiles

Waller et al. (2014) explored the function of major game in Detroit, US, as an instrument for determining the representation of the midtown zone as a tourist destination. Metropolises throughout the world have tactically regarded sport as an

instrument to appeal visitors to the local community, particularly if these events constitute of renowned sports personalities. Results from the study showed the need to improve the range of events the city hosts to appeal more tourists and enhance the image of the midtown zone.

Nadeau, O'Reilly, and Heslop (2013) explored correlation among mega events, brand image, and destinations based on the assessment of each of the constructs. The study delved into host image, which resulted from hosting of the Olympic Games in China. The study found out that mega events facilitate the nation's tourism destination's image by signifying the use of the images as framework for hosting a mega event.

Komurcu, Boz, and Tukelturk (2014) delved into festivals as one of the categories of event tourism by specifically seeking to understand perceptions of local people and tourists on festivals. On study's results, it was noted that festivals produced positive effects that promoted the destination where they were hosted and contributed immensely to the socio-cultural, environmental, and economic wellbeing of local host communities. Nonetheless, from the findings of the study, it became apparent that event activities and the promotional actions of the festivals were not sufficient.

Given that events are varied and based on the tourism portfolio theory, an understanding of the diverse events will help us appreciate how different events influence tour firms' performance. Analysis of profile of events hosted in a destination could help identify key IC events that influence tour firms' performance.

2.3 Concept of International Celebrity Events Destination Choice

The destination choice of any celebrity event helps to create a reputation of a particular place, which promotes and influences possible tourist visits. Hosting of international events profiles a country as a leading meetings, incentives, conferences, and exhibitions (MICE) destination, and encourages repeat visitations by the representatives and their relatives for vacation and even business (Petrović, Lakićević, & Durkalić, 2019). The relevance of planning events is mirrored in the reality that they can considerably affect development of visitor offering from the destination. Karl and Schmude (2017) posited that protection and safety are vital features for the triumph of tourism in each destination.

Zadel (2012) avers that most tourist destinations have significant tourist supplies that provide a wide range of content designed for different segments in the market. In fact, a destination develops its tourism product as the basis of ensuring that expectations and desires of tourists are attained. Modern tourists decide on the choice of tourist destinations, depending on whether the destination will offer a memorable experience, including if it will meet their expectations and needs (Getz & Page, 2016). Tourists' desires and needs are evolving exponentially, they are ever active, as opposed to the tourist product, which is static, and it takes more time to adjust. As a means to developing the quality of product of tourist destinations, these destinations are continually introducing new attractions and content (Allen et al., 2011). Tourist destinations trade in several activities, foster tradition and adapt supply of preferences, interest, and motives of tourists will compete better than other rival destinations.

2.3.1 Research on International Celebrity Events Destination Choice

A study by Guccio, Lisi, Martorana, and Mignosa (2017) delved into the function of cultural involvement in tourism destination production by use of a robust conditional efficiency approach. The findings from the study revealed that a tourist destination with a greater cultural involvement offers higher cultural and recreational supply and, hence, better fits the desires of cultural tourists in pursuit of an integrated encounter. Consequently, such a destination is in a position of having tourists extend their stay, maximizing the returns out of tourist resources.

Hamilton, Tee, and Prideaux (2015) investigated how the behavioral perspectives of incoming event tourists towards an Australian auto racing global event impacted on the destination. The incoming event tourists may culminate in wide-ranging events, comprising of wine and food, culture, arts, rural music, wildlife and nature galas, mountain/beach/site galas, cultural galas, sporting and activities-founded events/galas. Inbound tourists generate considerable economic benefits to destinations, especially external revenue.

Houdement, Santos, and Serra (2017) explored possible factors influencing event destination choice, by specifically looking at the decision-making process. The study comparatively analysed Marbella (Spain) and Vilamoura (Portugal) as destinations. The result from the research work showed that image of destination was the most critical site-selection factor, which influenced the choice of destinations to host events.

The reviewed literature has provided a concrete account of how events destination choice enormously affects performance of tourism. Examining ICE destination choice

and how they affect tour firms' performance was, therefore, important within the Kenyan context.

2.4 Concept of International celebrity Events Destination Promotion

Events have shown a swift rise in terms of extraordinary kind of attraction they cause across potential destinations for tourists. These events possess the capacity of pushing the event hosting destinations' image to unprecedented levels (Mxunyelwa, 2017). Events have been recognized within various destinations as a crucial instrument to induce tourism investing particularly in connection with evolving economies. Oklobdžija (2015) argues that events are important and equally lure visitors and participants to a destination.

Hosting of special events in destinations is important as it serves to attract tourists (Nguyen, 2017). Events enhance the branding and are vital for developing destination images, including improving lives of host communities and bringing prosperity to the economy. Special events promote destination, make them more attractive, and increase their ability to attract visitors, an outcome that increases the chances of tourists revisiting a destination (Hanafiah et al., 2016). Prospective tourists' awareness about destinations continues to rise amidst the monumental success of events attracting visitors.

2.4.1 Research on International Celebrity Events Destination Promotion

Kim, Kang, and Kim (2014) investigated the effect of mega sporting events on the country and destination's image. Mega sporting events are considered to favorably and substantially influence the host country and destination's image. The study established that advancement of the host country's image is vital since it is the

underpinning of many additional results comprising of greater tourist visits, a strengthened host's brand, and its products, that power majority of the economic benefits.

Mxunyelwa and Mangisa (2018) delved into the capacity of sport events tourism as a stimulus for image builders in evolving and promoting tourist destinations. The study findings showed that events within the realm of sports could be applied as a catalyser to advance destinations. Further, results revealed such events are better placed as stimulus in producing encouraging images for the host destinations as they contribute significantly on the role of positioning the destination on the international tourism blueprint.

Candrea and Ispas (2013) examined how sport events promoted tourist destination in Brasov by focusing on the 2013 European Youth Olympic Festival. Results from the study showed that hosting of the Olympic Festival differentiated the tourism product and enhanced destination image. Holding of events, and in particular, sport events contributes enormously to the long-term success of a destination through attracting tourists, promoting destination image, and creating awareness. In this regard, attributes of the events being hosted as well as the events themselves influence the image of destinations.

The above literature shows that hosting of events in destinations attracts tourists and helps to improve the image of a destination and thus, it was worthy to undertake a study to understand how ICE destination promotion affects tour firms' performance in Nairobi City County.

2.5 Concept of Technology and International Celebrity Events Hosting

Latest drifts, for instance, internet of things (IoT), e-business, e-commerce, social context mobile (SoCoMo), global positioning system (GPS), artificial intelligence (AI), business intelligence, machine learning, and other high-tech inventions, provide substantial possibilities for tourism businesses (Piccoli & Lui, 2014). The progress in the advancement of the fourth industrial revolt offering essential substitutes for the tourism business, becoming vital investment and effective control of modern technologies for the positioning of arising tourism markets, across the foundation of a progressively competitive tourism global market.

Technology forms one of the most formidable aspects that promote seamless transfer of information regarding the attributes of a destination often supported by events taking place in that particular destination. Information and communication technology provides a crucial linkage between prospective tourists and a destination (Xiang, Magnini, & Fesenmaier, 2015). In the contemporary business world, tour firms and other stakeholders in the tourism industry are continually leveraging information and communication technology to research and book, and confirm travel online (Xiang, Fesenmaier, & Werthner, 2021). This, therefore, implies that booking, making payments, confirms have become easier to manage online since communication and sharing of information to clients carried out by email and other platforms.

2.5.1 Research on Technology and International Celebrity Events Hosting

Cai, Richter, and McKenna (2019) examined growth on technology usage in tourism. The study intended to generate literature on tourism and technology. On the basis of the outcome, three subjects about technology usage arose, that is, processing

types, organizational users and use of technology. Amongst several technology processing types, online as well as interactive technologies are greatly discussed in the hospitality and tourism scholarly work. The systematic review of literature by the authors arrived at the finding that competitive and strategic use of different technologies provides support for organizational management. In other words, technology usage is a boulevard of great potential that permits easier management of tasks related to tourism.

Jadhav and Mundhe (2011) investigated information technology in tourism by focusing on data technologies accessible to improve the current organization of the tourism industry. Based on the findings, information technology in tourism is important as it is applied in accommodation sector, transportation sector and, attraction sector. Uses of ICT in tourism involves managing tourist statistics, identifying suitable locations for tourist, managing sites and attractions, management of inventory of tourism resources, and managing destination resources.

Untari (2018) examined crucial trends concerning tourism destinations that were presented by international organizations on social media. The new media has emerged as a technological innovation that makes it possible to market destinations because it is less costly, facilitates engagement with a larger audience, and possesses many users who can be communicated to easily. Presence of organizations on social media means that they are able to target and reach a greater number of people and thus, facilitate spreading of information to build awareness related to novel strategies and concepts on development of destinations.

Koba (2020) explored event tourism promotion by taking into account internet marketing communication and noted that technology has supported both direct and indirect communication for the audience of interest. Event organizers use technology to foster relationships with audiences that they target and draw benefits from utilization of technologies, more especially on promotion of events to enhance higher participation in such events. Technological advancement has led to changes in marketing and communication implementation, especially because of the development of social media and the Internet.

Technology has numerous benefits for different organizations and its importance continues to grow each day globally. In this regard, examining the moderating role of technology on the relationship between ICE hosting and tour firms' performance was imperative, hence the purpose of this study.

2.6 Summary of Gaps

Based on the appraised literature on different constructs of event destination hosting, it is evident that several studies have been carried out on the role of events on tour firms' performance. However, studies on performance that focus on ICE hosting are minimal, hence the importance of this study. Analysis of the profile of events hosted in a destination helped to identify key IC events that influenced tour firms' performance, whereas examining ICE destination choice provided an account of how they affected tour firms' performance. The study further addressed the research gaps by analysing the effect of ICE destination promotion on tour firms' performance, as well as the moderating role of technology on the relationship between ICE hosting and tour firms' performance.

2.7 Research Gaps

Table 2.1: Research Gaps

Author(s)	Focus of the Study	Findings	Knowledge Gaps and Focus of the Current Study
Waller et al. (2014)	Sport as a transformative agent in changing images of tourism destinations	The study revealed sport as an instrument to appeal visitors to the local community, particularly if these events constitute of renowned sports personalities.	This study was specific to destination image as the dependent variable and not tour firms' performance. This has been addressed by objective (i)
Nadeau, O'Reilly, and Heslop (2013)	Linking place, mega-event and sponsorship evaluations	The study found out that mega events facilitate a country's tourism destination's image	The study considered destination image as the outcome variable and not tour firms' performance. This has been addressed by objective (i)
Komurcu, Boz, and Tukelturk (2014)	Festivals as a type of event tourism: tenedos local flavours festival sample case.	The study revealed that festivals produced positive effects that promoted the host destination and contributed immensely to the socio-cultural, environmental, and economic wellbeing of local host communities.	The conceptual gap that the current study addresses is on the relationship between international celebrity events hosting and tours firms' performance. This has been addressed by objective (i) and (iii)
Guccio, Lisi, Martorana, and Mignosa (2017)	Role of cultural participation in tourism destination performance: An assessment using robust conditional efficiency approach	The study finds that a tourist destination with a greater cultural involvement offers higher cultural and recreational supply, hence better fits the desires of cultural tourists in pursuit of an integrated encounter.	This study was specific to role of cultural participation as an independent variable instead of role of international celebrity events hosting. This has been addressed by objective (i)
Hamilton, Tee, and Prideaux (2015)	Inbound event tourism attendees: A group qualities-values approach at destination	Inbound tourists generate considerable economic benefits to destinations, especially external revenue.	This study considered events that attract inbound tourists and the corresponding economic value of their visitation and failed to demonstrate destination attributes that

			attract hosting of events. This has been addressed by objective (ii)
Houdement, Santos, and Serra (2017)	Factors affecting the decision-making process when choosing an event destination: A comparative approach between Vilamoura (Portugal) and Marbella (Spain).	The study established that image of destination was the most critical site-selection factor, which influenced the choice of destinations to host events.	This study did not show the aspects that influenced the destination image as an important site selection factor. The current study disentangles aspects that influence the choice of destinations to host international celebrity events This has been addressed by objective (ii)
Kim, Kang, and Kim (2014)	Effect of mega sporting events on the country and destination's image.	The study established that the host country's image was enhanced through hosting of mega sport events	This study considered destination image as the dependent variable instead of performance of tourism organizations. This has been addressed by objective (iii) and (iv)
Mxunyelwa and Mangisa (2018)	Events tourism as catalyst to promote destinations: Event attendees' perceptions of events in East London, South Africa	Study results revealed that events contribute significantly on positioning the destination on the international tourism blueprint.	This study analyzed destination promotion as contributed by event tourism and not the influence of events destination promotion on tour firms performance. The study further did not capture any celebrity events. This has been addressed by objective (iii)
Candrea and Ispas (2013)	Promoting tourist destinations through sport events. The case of Braşov.	Study findings showed that hosting of the Olympic Festival differentiated the tourism products and enhanced destination image.	This study did not show evidence of how events destination promotion influenced performance of destination's tourism organizations. This has been addressed by objective (iii)
Cai, Richter, and McKenna (2019)	Progress on technology use in tourism	The study revealed that competitive and strategic use of different technologies provide support for organizational management	The conceptual gap that the current study seeks to fill is the moderating role of technology on the relationship between international celebrity events hosting and tour firms performance.

			This has been addressed by objective (iv)
Untari (2018)	Tourism Destinations Development Trends through the Social Media Content Perspective	Use of social media as a modern form of technology by tourism organizations enables them to target and reach a greater number of prospective tourists	This study was specific to technology usage for development of tourism destinations instead of the linkage of event hosting and performance of tour firms in destinations. This has been addressed by objective (iv)
Koba (2020)	Internet Marketing Communication in Event Tourism Promotion	Study results reveal that technology has supported both direct and indirect communication for the audience of interest.	This study considered event tourism promotion as the outcome variable as opposed to tour firms performance. There was no evidence of how technology (internet marketing) moderates the relationship between event hosting and performance (tour firms) in the tourism industry. This has been addressed by objective iii) and (iv)

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Research Design

A cross sectional descriptive survey design constituted the primary methodological design of the study. The design encompasses data collection at a specific point in time from one or more populations (Greenfield & Greener, 2016). Whilst a cross-sectional design is majorly quantitative, it can also be qualitative or mixed methods in its design. The study collected and analysed both quantitative and qualitative data, thus the mixed-methods approach was adopted. The design enabled the researcher to establish how international celebrity events hosting influenced tour firms' performance.

3.2 Study Variables

3.2.1 Dependent Variable

The dependent variable of the study was tour firms' performance, which constituted of revenue increment and increase in online bookings as proxy measurements (Gupta, 2011). Increase in revenue and online bookings as measures of tour firms' performance were influenced by dimensions of international celebrity events hosting, which constituted the independent variable. The relationship between international celebrity events hosting and tour firms' performance was moderated by technology.

3.2.2 Independent Variables

The independent variable of the study was international celebrity events hosting, which constituted of three dimensions: Profile of international celebrity events whose indicators were cultural, sport, political, business, entertainment and education events

(Schwägermann *et al.*, 2016); ICE destination choice conceptualized in terms of resources, safety, and management (Hamilton, Tee, & Prideaux, 2015) and ICE destination promotion whose indicators were publicity, quality, and image (Mxunyelwa & Mangisa, 2018). International celebrity events hosting as the independent variable had an influence on dependent variable, tour firms' performance.

3.2.3 Moderating Variables

Technology, which comprised of security, flexibility, and ease of use, Cai, Richter, and McKenna (2019) moderated the relationship between international celebrity events hosting (independent variable) and tour firms' performance (outcome variable).

3.3 Location of the Study

The study area for this research work was Nairobi City County, which is a leading tourism hub in Kenya (GOK, 2017). The area is rich in man-made, natural, ecological and biophysical heritage that form its core tourist attractions. The choice of this area of study was informed by the reason that most of the tour and travel firms have physical locations in Nairobi and they are directly involved in the tourism industry, thereby making it easier to have access to them for collecting data.

Government agencies and other stakeholders in the tourism industry, such as Kenya Tourism Board (KTB), KICC, KATO, tour operators and hotels, are domiciled in Nairobi City County, hence the strategic choice of this particular area of study. In addition, several national parks situated in other counties are also accessible from Nairobi, including Nairobi National Park. In this regard, Nairobi is both a tourism

destination and a conduit that links other safari and beach holiday attractions, such as the Mara and the beaches in the Kenyan Coast. A map of Nairobi City County has been annexed to this study under appendix VIII.

3.4 Target Population

The target population comprised of managerial employees of tour firms registered by KATO in Nairobi City County. Managerial employees are responsible for the execution of management practices and policies in tour firms. Currently, KATO lists tour operators into 5 full membership categories from category A to E depending on their respective financial turnover. Tour firms in category A record the highest financial turnover whereas those in category E report the lowest financial turnover.

Despite limited information on the number of employees per a tour firm, a report by KATO (2019) states that there is an average of 10 managerial employees for category A, B, and C tour companies, whereas category D and E have 5 and 3 managerial personnel respectively. In effect, the target population was 2,100 respondents drawn from all the 329 firms registered by KATO in Nairobi City County as contained in Table 3.1.

Table 3.1: Target Population for Employees of Tour Firms

Category	Number of firms	Managerial Employees	Target Population
A	64	10	640
B	25	10	250
C	50	10	500
D	70	5	350
E	120	3	360
Total	329		2100

Source: Kenya Association of Tour Operators (2019)

In addition, the researcher targeted 10 tourism professionals and experts drawn from the public and the private sector. Specifically, these professionals were drawn from Kenyatta International Convention Center, Kenya Tourism Board (KTB), Kenya Tourism Fund (KTF), Ministry of Tourism and Wildlife, and Kenya Association of Hotelkeepers Caterers (KAHC). Table 3.2 below tabulates the key informants of the study.

Table 3.2: Target Population for Tourism Professionals and Experts

Public/Private Sector	Target Population
Kenyatta International Convention Center	2
Kenya Tourism Board (KTB)	2
Kenya Tourism Fund (KTF)	2
Ministry of Tourism and Wildlife	2
Kenya Association of Hotelkeepers Caterers (KAHC)	2
Total	10

3.5 Sample Size and Sampling Techniques

The study's sample was drawn from 2,100 employees of the 329 tour agencies registered under KATO. The study applied Fischer's formula in determining managerial respondents within the tour firms who were included in the research. The Fischer's et al. formula is presented below.

$$n = \frac{z^2 pq}{e^2}$$

n= sample size, p = proportion of a given category, q = the proportion not belonging to a given category, z = 95% certain= 1.96, e% = margin of error. For a population below 10,000, adjustment of the sample is undertaken using a formula of the minimum sample size stated as follows;

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Where; n = minimum sample size after the adjustment, n₀ = minimum sample size, N = total population

Sample Size Calculation

z=1.96 (95% certain) q=50%, p=50%, e= 5%, N=2100

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 384$$

Since the total target population is less than 10,000, the researcher further applied the finite correction formulae to determine the sample size as indicated below:

$$= \frac{384}{1 + \frac{(384 - 1)}{2100}} = 325$$

Further, a non-response of 20% (65 respondents) was added to the adjusted sample size, making the overall sample size to comprise of 390 respondents.

Table 3.3: Sample Size

Category	Population	Proportion	Sample Size
A	64	20	78
B	25	7.3	28
C	50	15.4	60
D	70	21.3	83
E	120	36.4	141
Total	329	100	390

The first step was to identify the firms based on categorization of the tour firms as registered by KATO. The next stage involved proportionate stratified sampling of KATO registered tour firms since each category has a different number of firms. The use of proportionate stratified sampling involved recruitment of respondents based on the population size where a predetermined number of respondents were selected. Random sampling was then used to identify study respondents (390 managerial

employees). Purposive sampling was used to select all the 10 key informants who had initially been targeted.

3.6 Research Instruments

3.6.1 Structured Questionnaire

To aid the process of data collection, a questionnaire and an interview schedule were employed where the latter supplemented the former. The rationale of using a questionnaire in this type of study is because it allows a researcher to administer it within a shorter time and make it possible for respondents to provide responses based on the thematic areas of a research work (Greenfield & Greener, 2016). The respondents to the questionnaire were managerial employees of tour firms.

3.6.2 Semi-Structured Interview Schedule

A semi-structured interview schedule was used to collect qualitative data from tourism professionals and experts, and it was designed to supplement data collected by questionnaires from employees of tourism organizations. The semi-structured interview employs a blend of closed and open-ended questions, often accompanied by follow-up why or how questions (Newcomer, Hatry, & Wholey, 2015). Respondents to the interview schedule comprised of tourism professionals and experts from public agencies and industry associations.

3.6.3 Secondary Information

Secondary information that informed discussions on the analysed primary data was collected from published and unpublished sources of data, which included reports from Kenya Tourism Board, tour and travel firms, relevant internet websites,

newspaper, articles, and journals. Common sources of secondary information are journal articles, books, websites, and government publications (Ajayi, 2017).

3.7 Pretesting

The wording, content, and language of the questionnaires were pretested using 3 respondents from each of the 5 categories of tour firms, making a total of 15 respondents. 1 key informant from the Ministry of Tourism and Wildlife was used in pre-testing the interview schedule. Pretesting of the research instruments was done in January 2021 after the researcher had acquired a research permit from National Commission for Science, Technology and Innovation (NACOSTI) to carry out field research. The pretested firms were excluded from the sampled tourism organizations, hence actual data to inform subsequent analysis and interpretation for this study was not collected from them. Pretesting ensures that research instruments do not contain ambiguous questions or any mistakes (Greenfield & Greener, 2016). Pretesting contributed to reliability and validity of the tools/instruments of data collection.

3.7.1 Validity of the Instruments

Instruments adopted in research are required to measure specific aspects of a study, which they were designed to gauge, a concept known as validity (Cooper & Schindler, 2006). Content and construct validity techniques provided information on the questionnaire's validity. Supervisor's expert review and judgement enhanced the content validity, which ensured the questionnaire collected the expected data in line with the objectives. The division of the questionnaire into several sections as the basis of ensuring that each of the section assesses information for the specific objective and

is consistent with the conceptual framework enhanced the construct validity of the questionnaire.

The face validity of the interview guide was assessed by ensuring that the schedule captured properly the topic under study. On the other hand, content validity of the interview guide was assessed through checking if the questions in the tool were relevant to the study. The expert review of the interview schedule by the supervisor to this research work helped to improve its validity.

3.7.2 Reliability of the Instruments

Generalizability of a sample statistic to the whole population after analysis of collected data depicts how reliable data is (Cooper & Schindler, 2006). In this context, reliability ensures the verification of results of a research work, hence ensuring its appropriateness in a study. Cronbach’s alpha coefficient helps to determine whether an instrument will generate reliable data for subsequent analysis. Absence of internal reliability is shown by a coefficient value of 0, whereas presence of internal reliability is represented by a value of 1. Most studies have adopted the recommended level of 0.70 and above. The reliability test results are shown in table 3.4.

Table 3.4: Reliability Test Results

Item	Respondents	Alpha	Comment
Profile of international celebrity events	13	0.807	Reliable
International celebrity events destination choice	10	0.796	Reliable
International celebrity events destination promotion	12	0.881	Reliable
Technology	12	0.932	Reliable

Based on the above reliability test results, Cronbach’s alpha coefficients for profile of international celebrity events (0.807), international celebrity events destination choice

(0.796), international celebrity events destination promotion (0.881), and technology were all above 0.7 and thus, signalling presence of internal reliability.

The reliability of the key informant interview schedule was improved through a pilot study. Therefore, the process of pretesting helped the researcher to establish that the manner in which respondents were answering questions was not influenced by the nature of their ordering, including if the respondents were able to understand the questions correctly.

3.8 Data Collection Techniques

The researcher sought a letter of authorization for research from Kenyatta University (see appendix II) and a research permit from NACOSTI (appendix IV) to carry out field data collection in Nairobi City County. A letter of authorization for research from Kenyatta University was given to the researcher on 1st December 2020 while the NACOSTI research permit was granted on 15th December 2020. Research assistants were recruited and trained to help in data collection after which duly completed questionnaires were handed in for analysis. The actual process of data collection in the field was undertaken between 10th January 2021 and 20th February 2021. Before collecting data, a covering letter was used to secure appointments with the respondents. Research assistants administered 390 questionnaires to the respondents through the drop and pick technique, out of which 278 questionnaires were duly filled and returned to the researcher.

Qualitative data from the key informants was collected through face-to-face interactions as well as by means of telephone-based interviews. Telephone based interviews enhanced flexibility in data collection given that some key informants

preferred them, or they were appropriate in instances where respondents were unavailable for face-to-face interviews. Documentation of respondents' opinions and viewpoints was undertaken through tape recording and note-taking as an approach to promote the consistency, efficiency of the collected qualitative data.

Use of good procedures of data collection, including making follow-ups and reminders through phone calls facilitated a fairly higher response rate amidst the novel coronavirus disease that had forced most of tour firms to reduce number of employees that they engage. Tourism organizations also experienced booking cancellations and changes in revenue (Ministry of Tourism and Wildlife, 2020).

3.9 Data Analysis

Quantitative data gathered from tour firms underwent cleaning to guarantee that it was free from anomalies using the Statistical Package for Social Sciences. Inferential (Pearson correlation and simple regression analysis) and descriptive (means, percentage, frequency and standard deviation) statistics were used to analyse objectives of this research work. Qualitative data was analysed through content analysis. The table below summarizes the data analysis plan, which was adopted in the study.

Table 3.5: Data analysis Plan

Research Objectives	Source of Data	Research Design	Method of analysis
To profile international celebrity events and their effect on tour firms' performance in Nairobi City County.	Questionnaire Interview schedule	Quantitative Qualitative	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Multiple Regression Analysis • Content Analysis
To establish how international celebrity events destination choice influence tour firms' performance in Nairobi City County.	Questionnaire Interview schedule	Quantitative Qualitative	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Multiple Regression Analysis • Content Analysis
To investigate how international celebrity events destination promotion affect tour firms' performance in Nairobi City County.	Questionnaire Interview schedule	Quantitative	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Multiple Regression Analysis • Content Analysis
To examine the intervening role of technology on the relationship between international celebrity events hosting and tour firms' performance in Nairobi City County	Questionnaire Interview schedule	Quantitative Qualitative	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Moderated Multiple Regression Analysis • Content Analysis
Hypotheses 1-4			<ul style="list-style-type: none"> • Regression Coefficients

Source (Survey Data, 2021)

3.9.1 Diagnostic Tests

Diagnostic tests were conducted to ascertain whether the data collected met the requirement for correlation and regression analysis.

3.9.1.1 Tests for Normality

Parametric tests, such as linear regression, require normality to be checked because the validity of these statistical methods depends on it (Bilon, 2021). Shapiro-Wilk test was used to check for normality of the data. If the p-value of the Shapiro-Wilk Test is greater than 0.05, the data is normal. If it is below 0.05, the data significantly

deviate from a normal distribution. Table 3.6 presents the findings under this subsection.

Table 3.6: Test of Normality

Variable	Statistic	Sig.
Profile of international celebrity events	.962	.587
International celebrity events destination choice	.926	.130
International celebrity events destination promotion	.946	.316
Technology	.965	.837
Tour firms' performance	.985	.333

Based on the above table on Shapiro-Wilk Test of normality, data on profile of international celebrity events, international celebrity events destination choice, international celebrity events destination promotion, technology, and tour firms' performance was normally distributed. All these variables exhibited p-value greater than 0.05, suggesting that the data did not deviate significantly from a normal distribution and thus, a sharp pointer to the normality of the data.

3.9.1.2 Multicollinearity Tests

Multicollinearity test establishes if the independent variables are correlated (Friday & Emenonye, 2012). Multicollinearity affect regression model and its lack, thereof, is a key assumption for regression. Multicollinearity increases standard errors of the regression coefficient decreasing the reliability of the results. The study used formal detection-tolerance or the variance inflation factor (VIF) for multicollinearity to establish if there was a correlation between the independent variables. For the tolerance part, value less than 0.1 infer multicollinearity whereas values of variance inflation factor more than 10 are often regarded as indicating multicollinearity.

Table 3.7: Collinearity Statistics

Independent Variables	Tolerance	VIF
Profile of international celebrity events	.708	1.412
International celebrity events destination choice	.660	1.515
International celebrity events destination promotion	.853	1.172

Based on the above table on multicollinearity, the tolerance values were more than 0.1 and those of variance inflation factor were less than 10. This indicates lack of multicollinearity between the variables and thus, the independent variables of the study were not correlated.

3.9.1.3 Heteroscedasticity Test

Heteroskedasticity refers to the state of systematic changes in the spread of residuals or the error term of the model (Tovohery, Totohasina, & Rajaonasy, 2020). Residual variance in a regression model means that the scattering of the model is more dependent on one specific predictor variable. In this regard, the model fails to generate actual results. In the study, Breusch-Pagan test was used to establish presence of heteroskedasticity in the dataset generated from tourism organizations. Data is homoscedastic (null hypothesis) when $p > .05$ whereas $p < .05$ indicates heteroskedasticity in the data. The table below presents the findings of the study.

Table 3.8: Heteroskedasticity Test

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity	
Ho: Constant variance	
Variables: Role Destination_Choice Destination_Promotion Technology	
F(4 , 301) =	1.35
Prob > F =	0.252

The findings detailed above show that the p-value was greater than the level of significance, that is; $0.252 > 0.05$, the null hypothesis of the study is not rejected and thus, the data is said to be homoscedastic and not heteroskedastic.

3.9.2 Descriptive Analysis

Descriptive statistics, such as mean, percentage, frequency and standard deviation were used to describe data collected from tour firms in Nairobi City County. Data culled from the interviews that were administered to tourism professionals and experts was thematically analysed through narrative description and reported verbatim.

3.9.3 Inferential Data Analysis

Inferential data analysis was utilized in the determination of the relationship between international celebrity events hosting and tour firms' performance. Specifically, Pearson correlation and simple regression were used for inferential data analysis to establish the relationship between the predictor and outcome variables and test the research hypotheses of this study.

3.10 Logistical and Ethical Considerations

3.10.1 Logistical Considerations

The process of data collection from the field is complex, requires resources, people and time. Proper logistical planning is a precursor for ensuring that reliable data has been collected from the field (Greenfield & Greener, 2016). The researcher recruited research assistants who aided the process of data collection from respondents. Before the commencement of data collection, research assistants were recruited and trained between 18th December 2020 and 20th December 2020 on various aspects related to

data collection, such as confidentiality and informed consent of the participants, including the data collection techniques adopted in the study.

A budget schedule for data collection was developed that outlined the costs involved in data collection, such as printing, remuneration and travel expenses for the data collectors. Thereafter, scheduling was done on the time within which data would be collected from respondents. The actual process of data collection in the field was undertaken between 10th January 2021 and 20th February 2021 under the ethical considerations highlighted in this study.

3.10.1 Ethical Considerations

To gain consent, an explanation was given to respondents on the purpose and importance of this research work. Any actions deemed as inappropriate, for instance, data falsification and fabrication were avoided by the researcher. Responses gathered from respondents remained confidential, as questionnaires had study codes instead of recording identifying information. Moreover, respondents were assured that the study was not to attract any monetary gain, as it was purely academic. The researcher further got approval from the university's graduate school (appendix II) and NACOSTI (appendix IV) for subsequent data collection.

CHAPTER FOUR: FINDINGS

4.0 Introduction

This chapter presents findings and discussions on the role of international celebrity events hosting on tour firms' performance. Findings and discussions are carried out systematically based on each of the objectives of the study. Diagrams and tables have been used to aid the presentation of the results.

4.1 Response Rate

4.1.1 Questionnaire Return Rate

The sample size of the study comprised of 390 employees of tour firms in Nairobi City County. The questionnaires that were duly filled by the respondents and given back to the researcher were 278 out of a possible sample size of 390. Accordingly, this suggests that the response rate was 71.3% while the non-response rate was 28.7% as depicted by a non-response sample of 112 (see table 4.1).

Table 4.1: Questionnaire Response Rate

Category	Frequency	Percent
Response	278	71.3
Non-Response	112	28.7
Total	390	100.0

While there is no general consensus on the specific standard level of response rate to inform subsequent analysis of collected data, scholars (see, for example, Kothari, 2004; Mugenda & Mugenda, 2003; Babbie, 2004) have recommended a 50% and above response rate as satisfactory for studies that are descriptive in nature. Moreover, scholars, such as Babbie (2004), posit that a return rate of 70% is excellent while that of 60% is adequate for analysis and publication. Therefore, these recommendations

imply that a response rate of 71.3% is suitable and can support generalization of the study findings.

4.1.2 Interview Response Rate

The researcher interviewed 10 tourism professionals and experts that were drawn from the public and private sectors. The interview guide was designed to collect diverse viewpoints, experiences, beliefs, perspectives, and opinions from the professionals in relation to the role of international celebrity events hosting on tour firms' performance. Specifically, tourism experts provided responses in regards to the kinds of international celebrity events that take place in Nairobi City County and how they impacted on tour firms' performance. There was a 100% response rate from the 10 experts and professionals in the tourism industry who had initially been targeted. Content analysis aided analysis of the qualitative data collected from the interviews, which was presented through narrative descriptions.

Table 4.2: Interview Response

Respondents	Target	Achieved	Percent
Tourism Professionals and Experts	10	10	100

4.2 Background Data

This section of the chapter presents individual demographic information of the study's participants, like position/designation held and duration worked in years. Further, the section highlights organizational demographics like tour firms' complete years of operation, ownership structure, type of ownership, number of employees, scope of operation, and the average annual turnover. Organizational demographics were reported in terms of the number of tour firms as a percentage of years of operation, ownership structure, type of ownership, number of employees, and the scope of

operation. Discussions on organizational demographics considered 71 tourism organizations from which responses from respondents were submitted to the researcher.

4.2.1 Position of the Respondents

The first demographic data collected from respondents was on the position that they held in their tourism organizations. Based on the results contained in table 4.3 below, majority (51.4%) of respondents were head of departments whereas slightly above a third (34.5%) were general managers. Moreover, the findings indicated that the Chief Executive Officers (7.2%) and safari specialists (1.4%) as respondents of the study were less than a tenth. The other results on the positions held by the respondents of the study are collated in the table 4.3. The implication of these findings is that the composition of tour firms' performance positions among majority of the tour operators in Nairobi City County, Kenya, is top managerial. Top level management determines strategy, efficiency and performance of tourism industry firms (Cheng & Lok, 2015).

Table 4.3: Position of the Respondents

Position	Frequency	Percent
Head of Department	143	51.4
General Manager/Functional Head	96	34.5
Chief Executive Officer	20	7.2
Safari Specialist	4	1.4
Tours Consultant	2	0.7
Office Manager	2	0.7
Supervisor	3	1.1
Safari Consultant	2	0.7
Sales Consultant	2	0.7
Contracts and Database Administrator	2	0.7
Operations Manager	2	0.7
Total	278	100.0

4.2.2 Duration Worked by the Respondents

The second background data collected from the respondents was on the duration that they had worked for their respective tour firms. The results of the study contained in figure 4.1 below indicate that majority (33%) of the employees had worked in the tourism industry for a period of 11-15 years while 28% and 24% of the respondents had been in the sector for 6-10 years and over 16 years respectively. In addition, 14% employees had worked for a period of 1-5 years whereas only 1% had been in the tourism sector for less than 1 year. Accordingly, this suggests that a higher percentage of employees had actively been involved in the tourism industry for a considerable amount of time, and therefore, possesses relevant experience and expertise in the sector.

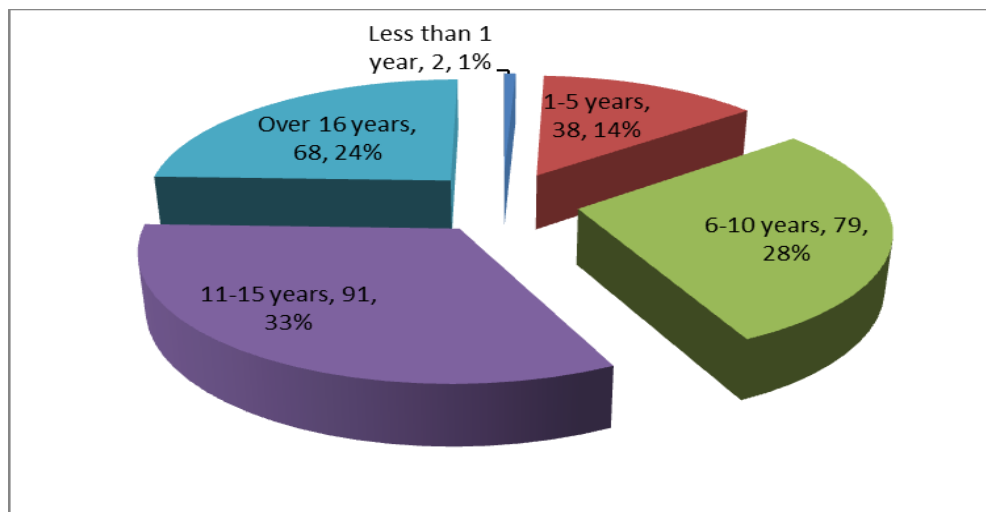


Figure 4.1: Duration Worked by the Respondents

4.2.3 Tour Firms Years of Operation

Tour firms' age was determined by the number of years in operation. In this organizational demographic, years of operation was measured in categories wherein the highest range was 40 years and above. The other ranges were 31-40 years, 21-30

years, 11-20 years, and 10 years and below. Given that this was an organizational demographic, it was expressed in terms of the number of tour firms as a percentage of years of operation. Years of operation were determined from 71 tour firms from which data was collected. According to the results contained in figure 4.2, over a third (33%) of the organizations had operated for 11-20 years, slightly below a third (27%) of the firms had been in operation for 21-30 years, whereas almost two-tenths (19%) have been in the tourism sector for 31-40 years. Equally, 15% and 6% of the firms had actively participated in tourism for up to 10 years and above 40 years respectively.

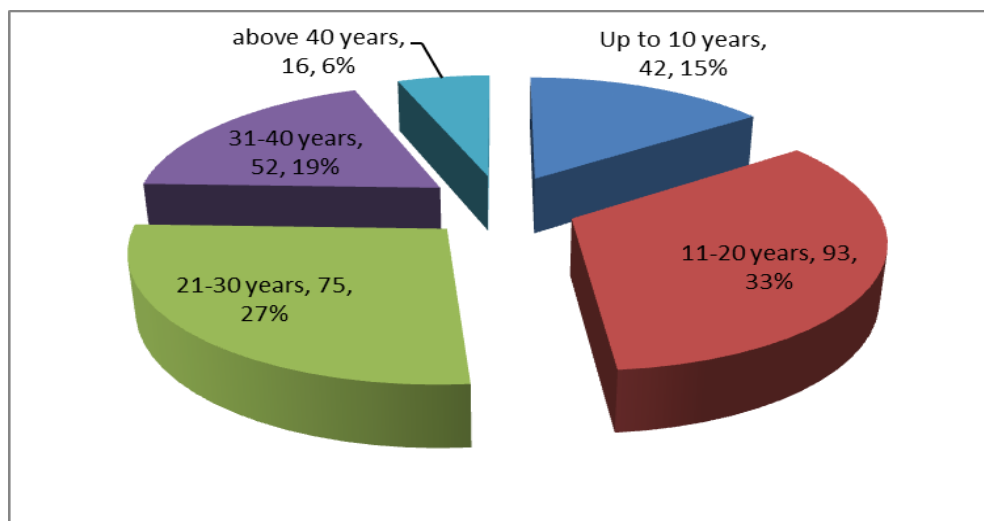


Figure 4.2: Number of Tour Firms as a Percentage of Years of Operation

4.2.4 Ownership Structure by Nationality

The ownership structure of tourism firms can be foreign, local and foreign, or just local. Understanding the ownership structure of organizations helps to decipher whether there might be global influence on strategies adopted regionally, nationally, or locally.

Table 4.4: Number of Tour Firms as a Percentage of Ownership Structure

Ownership structure	Number of Companies (n = 71)
Foreign only	14.0% (10)
Local and Foreign	38.5% (30)
Local	47.5% (37)

The results collated in table 4.4 above indicate that majority (47.5%) of the firms were locally owned whereas the ownership structure of 38.5% of the firms was both foreign and local. 14% of the tour firms were owned by foreigners. The implication of this finding is that most of the tour firms in Nairobi City County are locally owned, suggesting that they are accustomed with the nature of international celebrity events taking place locally and the role they play towards performance in the context of events' destination choice and destination promotion.

4.2.5 Type of Ownership

The ownership of tour firms can be in the form of sole proprietorship, limited liability partnership, limited partnership, and limited liability. Type of ownership assumed by tourism organizations presents a wide range of opportunities for growth and sustainability where firms may start out as sole partnerships and eventually upgrade to limited liability companies as their business volumes grow (Kallmuenzer, Kraus, Peters, Steiner, and Cheng, 2019).

Table 4.5: Number of Tour Firms as a Percentage of Type of Ownership

Type of ownership	Number of Companies (n = 71)
Sole proprietorship	3.6% (3)
Limited liability partnership	6.8% (5)
Limited partnership	17.3% (12)
Limited liability company	72.3% (51)

The results presented in table 4.5 indicate that almost three quarters (72.3%) of the tour firms in Nairobi City County operated as limited liability companies whereas 17.3% and 6.8% of tour operators assumed limited partnership and limited liability partnership as the type of ownership. Only 3.6% of firms had their type of ownership being sole proprietorship. In this regard, most of the tourism organizations are limited liabilities that are under obligation to provide information about their financial performance and must have a management structure. Accordingly, data collected from these tour firms was instrumental towards understanding their performance in terms of revenue.

4.2.6 Number of Employees

The number of employees in each of the category of tour operators was measured in the ranges of 10 and below, 11 to 20, 21 to 30, and above 30. The number of employees in a firm determines its size. Tour firms were grouped based on the range of their workforce as illustrated in the table below.

Table 1.6: Number of Companies as a Percentage of Employees

Number of Employees	Number of Companies (n = 71)
1-10	4.3% (3)
11-20	25.2% (18)
21-30	48.6% (35)
above 30	21.9% (16)

Results contained in table 4.6 demonstrate that almost a half (48.6%) of the firms had an average of 21-30 employees, 25.2% of them had 11-20 employees whereas tour operators whose workforce ranged 10 and below were 4.3%. Slightly above two-tenths (21.9) of the tour firms had 30 and above employees. This is an indicator that majority of the companies in the study had 21-30 employees who were

knowledgeable about the interplay between hosting of international celebrity events and their performance based on the responses they provided.

4.2.7 Scope of Operation

The market reach of tour firms is established from their scope of operation and it often represents their operation size. In effect, respondents were asked to state the scope of operation of their respective tourism organizations in terms of whether it was in international, regional or national areas. This was expressed in terms of the number of tour firms as a percentage of scope of operation from the 71 tourism organizations from which data was collected.

Table 4.7: Number of Tour Firms as a Percentage of Scope of Operation

Scope of operation	Number of Companies (n = 71)
International	18.3% (13)
Regional	28.8% (20)
National	52.9% (38)

Findings illustrated in table 4.7 are in regards to the scope of operation of tour firms in Nairobi City County. More than a half (52.9%) of the tour firms operated nationally whereas slightly less than a third (28.8%) and less than two-tenths had their scope of operation being regional and international respectively. In effect, the results of the study point out that most tourism organizations are accustomed to the national and regional areas where this research work was been carried out and understand the role of international celebrity events hosting and their performance.

4.2.8 Annual Turnover

Annual turnover refers to sales that tour firms make every year and it often helps to measure the performance of an enterprise. In effect, the researcher sought to establish

the annual turnover of firms involved in tourism entrepreneurial activities in Nairobi City County. Data on annual turnover of the sample tour firms was continuous, suggesting that the standard deviation, mean, range, sum, maximum, and minimum values were generated.

Table 4.8: Annual Turnover

Mean	30,888,489.21
Std. Deviation	17,082,676.762
Range	82,000,000
Sum	8,587,000,000
Minimum	2,000,000
Maximum	84,000,000

Results collated in table 4.8 above show that the mean annual turnover for the tour firms considered in the study was 30.8 million Kenyan Shillings whereas the highest turnover was 84 million with the lowest being 2 million Kenyan Shillings. In addition, the standard deviation in annual turnover was 17 million; the range was 82 million while the consolidated annual turnover for the 71 tour firms was about 8.5 billion. This finding of the study revealed that the annual turnover of tourism organizations was satisfactory and would provide opportunities for firms to plan and secure investments for future growth.

4.3 Tour Firms' Performance

The rationale of this study was to examine the role of international celebrity events hosting on tour firms' performance in Nairobi City County. While the constructs of international celebrity events hosting will be addressed in the sections below and their relationship with tour firms' performance addressed, it is imperative to give a snapshot of performance of these tourism organizations. In effect, respondents to the

study were provided with statements related to tour firms' performance and were expected to indicate the extent to which they agreed with each of them on a 5-point likert scale. The results are collated in table 4.9.

Table 4.9: Tour Firms' Performance

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD
Business is profitable and has generated a high volume of sales	4.3%	27.3%	4.0%	23.7%	40.6%	3.69	1.356
Tourism expenditures increase during ICE hosting	2.2%	18.3%	5.4%	22.3%	51.8%	4.03	1.227
International conferences increase revenues for our firm	6.8%	9.0%	3.2%	35.3%	45.7%	4.04	1.212
Business revenue has increased due to ICE hosting	2.2%	12.2%	5.8%	12.9%	66.9%	4.30	1.150
Special offers and complementary products offered during ICE have raised revenue	0.4%	38.8%	2.9%	17.3%	40.6%	3.59	1.364
There has been an increase in online bookings due to ICE hosting	0.4%	6.8%	6.1%	16.2%	70.5%	4.50	.910
Online customer acquisition improves before and after ICE	4.0%	19.8%	3.6%	20.1%	52.5%	3.97	1.309
Average						4.0171	1.2182

The results detailed in table 4.9 demonstrate that 64.3% (23.7%+40.6%) of the employees agreed that their business had been profitable and generated high volume of sales while 74.1% (22.3%+51.8%) were of the opinion that tourism expenditures increased during ICE hosting. Similarly, 81% (35.3%+45.7%) of the respondents

acknowledged that international conferences increased revenues for their tour firms, 79.8% (12.9%+66.9%) of them stated that business revenue had increased due to ICE hosting whereas 57.9% (17.30%+40.60%) noted that special offers and complementary products offered during ICE raised revenue. Respondents also opined that there was an increase in online bookings due to ICE hosting (86.7%) and online customer acquisition improved before and after ICE (72.6%). The average likert scale mean of 4.0171 showed that most of the respondents were satisfied with performance of their organizations since they agreed to statements that related to performance of their firms. The standard deviation of 1.2182 indicated that there were variations in responses.

4.4 Results for Objective One - Profile of International Celebrity Events and their effect on Tour Firms' Performance in Nairobi City County

The first objective of the study was to profile international celebrity events and their effect on tour firms' performance in Nairobi City County. In this objective, both inferential and descriptive statistics were utilized where the former aided in the test of hypothesis one.

Events can broadly be classified as business events and consumer events. Business events comprise conferences, seminars, education events, and governmental assemblies; tradeshows and exhibitions; and company events (incentives and management meetings). Consumer events include social events (charity, street festivities, and weddings), ethnic events (religious events, musicals, and art exhibitions), and sport events (competitions, Olympic Games, and championships) (Schwägermann *et al.*, 2016).

4.4.1 Descriptive Statistics

In the first objective of the study, respondents were presented with various categories of events and were required to indicate the extent to which each of them influenced tour firms' performance in Nairobi City County. The events were ranked on a 5-point likert scale to establish the category that most influenced performance of tourism organizations. The findings of the study are contained in table 4.10 below.

Table 4.10: Category of Events

Category of event	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. D.
Cultural events	0.0%	0.0%	4.0%	30.2%	65.8%	4.6187	.56230
Sport events	0.0%	2.9%	2.5%	30.2%	64.4%	4.5612	.68628
Political/state events	3.2%	2.9%	8.6%	34.9%	50.4%	4.2626	.96478
Business/trade events	0.0%	5.8%	12.6%	28.4%	53.2%	4.2914	.89805
Entertainment events	0.0%	5.4%	10.1%	24.5%	60.1%	4.3921	.87538
Education/scientific events	4.3%	7.9%	9.7%	31.3%	46.8%	4.0827	1.12583
Average						4.3681	0.85210

The results detailed above demonstrate that 96% (30.2%+65.8%) of the respondents agreed that cultural events influenced tour firms' performance in Nairobi City County. Further, respondents to the study agreed that sport events (94.6%, 30.2%+64.4%), political/state events (85.3%, 34.9%+50.4%), business/trade events (81.6%, 28.4%+53.2%), entertainment events (84.6%, 24.5%+60.1%), and education/scientific (78.1%, 31.3%+46.8%) events influenced performance of tourism organizations. The average mean of 4.3681 implies that majority of the respondents were of the view that, cumulatively, all the categories of events affected performance of tour firms

ticket sales and revenue. The standard deviation of 0.85210 points out to the fact that there were variations in responses.

Besides, respondents were provided with various statements that described international celebrity events hosting and were expected to indicate the extent to which they agreed with each of them. The statements were in relation to hosting of all types of events provided that there was participation of celebrity personalities in such events in Nairobi City County. Results on this subsection are illustrated below.

Table 4.11: Role of International Celebrity Events Hosting

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. D.
Events enhance the image of the county	0.7%	12.6%	6.5%	15.5%	64.7%	4.3094	1.09048
Events bolster visitation outside peak holiday seasons	15.8%	22.3%	2.9%	24.1%	34.9%	3.3993	1.53030
Events act as catalysts for increasing destination visitation	0.7%	6.1%	7.9%	24.1%	61.2%	4.3885	.92312
Events communicate content and attractions	0.7%	20.9%	2.5%	16.9%	59.0%	4.1259	1.22636
Events market a tourist destination	0.4%	39.2%	0.7%	13.7%	46.0%	3.6583	1.39950
Average						3.9762	1.23395

Findings contained in table 4.11 above show that 80.2% (15.5%+64.7%) of the respondents agreed to the statement that events enhance the image of the county, 59% (24.1%+34.9%) of the tour firms employees agreed that events bolster visitation outside peak holiday seasons whereas 85.3% (24.1%+61.2%) agreed that events act as catalysts for increasing destination visitation. In addition, 75.9% (16.9%+59%) of respondents were of the view that events communicate content and attractions while 59.7% (13.7%+46%) acknowledged that events market a tourist destination. Overall,

the computed mean of 3.9762 shows that a greater number of respondents agreed with the questionnaire statements on the role of international celebrity events hosting and tour firms' performance. The overall standard deviation of 1.23395 explains that there were variations in responses from employees.

4.4.2 Relationship between Profile of International Celebrity Events and Tour Firms' Performance

To determine the relationship between the profile of international celebrity events and tour firms' performance, a regression model was fitted to the data on the respective predictor and outcome variables. Based on the model fit statistics shown in table 4.12, the value of the R-square (R^2) of 0.101 suggests that hosting of the described international celebrity events accounted for 10% variation in tour firms' performance. Other factors outside the scope of this research work would explain 90% of the variation in tourism organizations' performance.

Table 4.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.317	.101	.097	.96091

Analysis of variance statistics shown in table 4.13 reveal that the model used to establish the relationship between international celebrity events (predictor variable) and tour firms' performance (outcome variable) was statistically significant as highlighted by the F-statistic of 30.883 and the corresponding probability value of 0.00 ($p < 0.05$).

Table 4.13: ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	28.516	1	28.516	30.883	.000
Residual	254.843	276	.923		
Total	283.359	277			

Table 4.14 provides the regression coefficients of the model. Based on the analysis, the international celebrity events and tour firms' performance exhibited a positive and significant relationship ($r=0.269$, $p=0.000$). The results from the regression coefficients imply that a unit change in international celebrity events will cause 0.269 unit increase in tour firms' performance.

Table 4.14: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.938	.203		14.489	.000
Profile of ICE	.269	.048	.317	5.557	.000

The model for this relationship was as follows:

$$\text{Tour firms' performance} = 2.938 + 0.269X_1$$

Where;

X_1 = Profile of international celebrity events

4.4.3 Test of hypothesis for profile of international celebrity events and tour firms' performance

The first null hypothesis (H_{01}) of the study was specified as follows:

H₀: There is no significant relationship between the profile of international celebrity events and tour firms' performance in Nairobi City County.

To test this hypothesis, simple linear regression analysis was used and the set decision rule for rejecting the stated null hypothesis was if the calculated t value was greater than the critical value of 1.96. The findings in table 4.14 were used to conclude whether the null hypothesis would be rejected or not. Accordingly, the outcome results revealed that the calculated t-value of 5.557 was greater than the critical value of 1.96 and thus, the rejection of the null hypothesis. In this regard, there is a significant relationship between the profile of international celebrity events and tour firms' performance in Nairobi City County.

From the interview sessions, tourism professionals and experts acknowledged that international celebrity hosting brought tremendous benefits to the country, particularly for tourism organizations that were provided with opportunities to showcase their tour and travel products. Further, some tourism practitioners posited that hosting of events locally allowed tour operators to showcase new and improved tourism products that existed in the county.

Hosting of events in Nairobi City County helps tour firms to showcase new and improved tourism products. (K.I. 1, 2021)

Event hosting enables players in the tourism sector showcase tour and travel products Kenya has to offer. (K.I. 3, 2021)

It was further noted that events hosting brought awareness about Kenya, and specifically, Nairobi City County, as a potential destination and thus, leading to an increase in visitations. There are those experts who hinted that events created direct revenue to tour firms and contributed, to a great extent, to economic growth of the country. This appears to suggest that hosting of different events in the country has the prospect of bringing on board significant positive impacts in terms of revenue.

Hosting of events contributes to event hosting in terms of revenue, destination marketing, product diversification, and employment creation. (K.I. 5, 2021)

Marketing of the destination is the key function of event hosting in destinations. (K.I. 4, 2021)

Events influence performance of tour firms through destination awareness, economic growth and increase in revenue (K.I. 2, 2021)

In summary, these narrative descriptions generated from qualitative responses from tourism professionals and experts have supported quantitative findings from the questionnaires, which were administered to employees of tour firms. Indeed, data culled from the interviews has brought rigor to the intersection between event hosting and tour firms' performance.

4.5 Results for Objective Two - International Celebrity Events Destination Choice and Its Influence on Tour Firms' Performance in Nairobi City County

The second objective of the study was intended to establish how international celebrity events destination choice influences tour firms' performance in Nairobi City County. Accordingly, it was imperative to undertake an empirical investigation geared towards understanding whether international celebrity events destination choice influenced performance of tourism organizations in Nairobi City County, Kenya. To achieve this aim, inferential and descriptive statistics were used where percentage, mean, and standard deviation were used to describe data. Hypothesis two was tested using simple linear regression analysis. The various subsections under the second objective of this research work are presented below.

4.5.1 Descriptive Statistics

In the second objective, respondents to the study were provided with statements that described various aspects of international celebrity events destination choice and were required to rate each of them on a 5-point likert scale. In this regard, they were expected to state the extent to which they agreed or disagreed with each of the statements. Table 4.15 summarizes the descriptive statistics results.

Table 4.15: International Celebrity Events Destination Choice

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. D.
Convention and exhibition centers are important for holding international celebrity events	0.0%	23.7%	4.0%	14.7%	57.6%	4.0612	1.25166
Meeting and banqueting facilities within hotels/resorts facilitate choice of a destination for event	14.0%	10.8%	7.2%	12.9%	55.0%	3.8417	1.51650
A safe and secure environment determines ICE destination choice	6.1%	28.4%	6.8%	16.5%	42.1%	3.6007	1.42271
Political stability predicts the intention to recommend ICE destination choice	0.0%	8.6%	11.5%	14.0%	65.8%	4.3705	.99246
Suitable environment and quality delivery of a destination promotes ICE destination choice	0.4%	8.6%	9.7%	26.6%	54.7%	4.2662	.97681
Quality of services of a destination enhances ICE destination choice	0.7%	7.2%	4.0%	17.6%	70.5%	4.5000	.92205
Average						4.1067	1.1803

Based on the results displayed on table 4.15, 72.3% (14.7%+57.6%) of the respondents agreed that that convention and exhibition centers were important for holding international celebrity events, 67.9% (12.9%+55%) of them reported that meeting and banqueting facilities within hotels/resorts facilitated choice of a destination for event, while more than a half (58.6%) were of the view that a safe and secure environment determined ICE destination choice. Moreover, 79.8% (14%+65.8%) of the respondents agreed that political stability predicted the intention to recommend ICE destination choice whereas 81.3% (26.6%+54.7%) agreed that a suitable environment and quality delivery of a destination promotes ICE destination choice. Lastly, 88.1% (17.6%+70.5%) of the respondents acknowledged that quality of services of a destination enhances ICE destination choice.

The overall computed mean for all the statements on a 5-point likert scale was 4.1067, which implies that respondents agreed to the various aspects contained in the statements relating to international celebrity events destination choice. Further, the standard deviation of 1.1803 is a sharp pointer to the fact that there were variations in responses.

4.5.2 Relationship between international celebrity events destination choice and tour firms' performance

A regression model was fitted to the data on international celebrity events destination choice (predictor/independent variable) and performance of tour firms (dependent variable) to determine the relationship between these variables of the study. The model fit statistics indicated in table 4.16 show that international celebrity events

destination choice caused 15.8% ($R^2=0.158$) variation in tour firms' performance while 84.2% of the variation resulted from factors not included in this study.

Table 2.16: Model Fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.397	.158	.155	.92985

Statistics on ANOVA presented in table 4.17 show that the model used to predict the relationship between international celebrity events destination choice and tour firms' performance was statistically significant as supported by the F-statistics equal to 51.729 and the p-value equal to $0.00 < 0.05$.

Table 4.17: ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	44.726	1	44.726	51.729	.000
Residual	238.633	276	.865		
Total	283.359	277			

Regression coefficients presented in table 4.18 demonstrate that international celebrity events destination choice and tour firms' performance depicted a positive and significant relationship ($r=0.531$, $p=0.000$). These results infer that a unit change in international celebrity events destination choice will lead to 0.531 unit increase in tour firms' performance.

The following is the specific model for this relationship:

$$\text{Tour firms' performance} = 1.839 + 0.531X_2$$

Where;

X_2 = International celebrity events destination choice.

Table 4.18: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.839	.308		5.971	.000
Destination choice	.531	.074	.397	7.192	.000

4.5.3 Test of hypothesis for international celebrity events destination choice and tour firms' performance

The second null hypothesis (H_{02}) of the study was stated as follows:

H₀: There is no significant relationship between international celebrity events destination choice and tour firms' performance in Nairobi City County.

This null hypothesis was tested using simple linear regression analysis where the basis for rejecting the specified premise was set at the calculated t value being greater than the critical value of 1.96. According to results presented in table 4.18, the calculated t-value of 7.192 was greater than the critical value of 1.96, and as such, rejection of the null hypothesis, concluding that there is a significant relationship between international celebrity events destination choice and tour firms' performance in Nairobi City County.

Qualitative responses from tourism professionals and experts provided significant insights into the specific conditions and measures, which were important for international celebrity events destination choice of Nairobi City County. It was noted during the interviews that a secure environment accompanied by a stable political system fostered client confidence, thus contributed to a longer stay by participants even after events were over.

Available and adequate resources, political stability, technology and adequate security are possible factors that influence the choice of destinations to host international events (K.I. 5, 2021)

Destination resources foster client confidence and thus more likely to affect its choice to host an event (K.I. 6, 2021)

Another professional noted that the choice of a destination to host events culminated in repeat future visits by event participants, leading to increased revenue for tour firms that are at the centre of tourism activities.

Events have enhanced the choice of destination by clients, supported repeat visits and this has led to increased revenue (K.I. 5, 2021)

4.6 Results for Objective Three - International Celebrity Events Destination Promotion and Its Effect on Tour Firms' Performance in Nairobi City County

The third objective of the study investigated how international celebrity events destination promotion affected tour firms' performance in Nairobi City County. To address this objective, data was described by use of descriptive statistics, such as percentage, mean, and standard deviation. Inferential statistics were used to establish the relationship between the variables and test the third hypothesis of the study.

4.6.1 Descriptive Statistics

Under the third objective of this research work, respondents to the study were provided with statements, which described international celebrity events destination promotion and were required to indicate the extent to which they agreed or disagreed with each of them on a 5-point likert scale. Results under this subsection are summarized and highlighted in table 4.19.

Table 4.19: International Celebrity Events Destination Promotion

Statement	S.D	Disagree	Neutral	Agree	S.A	Mean	SD
Events are important catalysts for creating a positive perception of a destination	5.8%	24.8%	2.2%	24.1%	43.2%	3.7410	1.37978
Events have a lasting effect and can continue attracting visitors to a destination for several years after the first event	21.6%	6.5%	7.9%	20.5%	43.5%	3.5791	1.59620
Value attached to events in a destination affect behavioural intentions post-consumption	16.9%	28.8%	1.1%	17.3%	36.0%	3.2662	1.58547
Events can draw the interest of visitors at any time and at all seasons	8.3%	9.0%	4.3%	20.1%	58.3%	4.1115	1.31301
Events are a source of rich knowledge of the attributes of a destination	2.9%	15.8%	0.7%	28.8%	51.8%	4.1079	1.18773
Events improve the image of a destination and attract more visitors	7.2%	8.3%	7.9%	32.4%	44.2%	3.9820	1.22682
Events attract the interest of people and supports both economic and tourism impacts	0.0%	18.3%	3.2%	24.5%	54.0%	4.1403	1.13610
Events increase awareness of a place as a travel destination	2.2%	6.8%	6.5%	24.8%	59.7%	4.3309	1.01176
Events shape viewer attitude towards and intention to visit a place.	5.4%	17.3%	4.7%	17.6%	55.0%	3.9964	1.33408
Average						3.9172	1.3078

According to results collated in table 4.19, 67.3% (24.1%+43.2%) of the respondents agreed that events are important catalysts for creating a positive perception of a destination, 64% (20.5%+43.5%) of them were of the opinion that Events have a lasting effect and can continue attracting visitors to a destination for several years

after the first event while slightly above a third (53.3%) stated that value attached to events in a destination affect behavioural intentions post-consumption. Similarly, 78.4% (20.1%+58.3%) of the respondents indicated that events can draw the interest of visitors at any time and at all seasons whereas 80.6% (28.8%+51.8%) of them agreed that events were a source of rich knowledge of a destination's attributes. Further, 76.60% (32.4%+44.2%) of respondents agreed that events improved the image of a destination and attracted more visitors, 78.5% (24.5%+54%) of them acknowledged that events attracted the interest of people and supported both economic and tourism impacts, 84.5% (24.8%+59.7%) were of the view that events increased awareness of a place as a travel destination while 72.6% (17.6%+55%) indicated that events shaped viewer attitude towards and intention to visit a place.

The overall mean of 3.9172 means that most of the respondents agreed with the statements on international celebrity events destination promotion. The standard deviation of 1.3078 is indicative of the clustering of respondents' views around the overall mean response.

4.6.2 Relationship between International Celebrity Events Destination Promotion and Tour Firms' Performance

To determine the relationship between international celebrity events destination promotion (predictor variable) and tour firms' performance (outcome variable), a regression model was fitted to the data on these two variables. The model fit statistics indicated in table 4.20 indicate that international celebrity events destination promotion accounted for 8.3% ($R^2=0.083$) variation in tour firms' performance

whereas 91.7% of the changes were caused by factors outside the scope of this research work.

Table 4.20: Model Fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.288	.083	.079	.97040

ANOVA statistics in table 4.21 show that the model used to establish the relationship between international celebrity events destination promotion and tour firms' performance was statistically significant as supported by the F-statistics equal to 24.907 and the p-value equal to $0.00 < 0.05$.

Table 4.21 ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.455	1	23.455	24.907	.000
Residual	259.904	276	.942		
Total	283.359	277			

Based on the findings in table 4.22, international celebrity events destination promotion and tour firms' performance showed a positive and significant relationship ($r=0.308$, $p=0.000$). These results imply that a unit change in international celebrity events destination promotion will cause a 0.308 unit increase in tour firms' performance.

The specific model for this relationship was;

$$\text{Tour firms' performance} = 2.813 + 0.308X_3$$

Where;

X_3 = International celebrity events destination promotion.

Table 4.22: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.813	.248		11.324	.000
Destination Promotion	.308	.062	.288	4.991	.000

4.5.3 Test of Hypothesis for International Celebrity Events Destination Promotion and Tour Firms' Performance

The third null hypothesis (H_{03}) of the study was specified as:

H₀: There is no significant relationship between international celebrity events destination promotion and tour firms' performance in Nairobi City County.

Simple linear regression analysis was used to test the above specified null hypothesis where the criterion for rejecting it was set at the calculated t value being greater than the critical value of 1.96. The findings in table 4.22 showed that the calculated t-value of 4.991 was greater than the critical value of 1.96 and thus, rejection of this hypothesis. In effect, there is a significant relationship between international celebrity events destination choice and tour firms' performance in Nairobi City County.

From the interviews, tourism experts and professionals noted that international celebrity events promoted the profile of Nairobi City County as a potential destination and indirectly generated interest among the prospective tourists. Moreover, there are those who hinted that events shaped the attitude of viewers about host countries and thus, prompted the intention to visit by communicating the image of destinations.

Events influence the image of the destination, generate pre and post event demand and support a wide variety of products. (K.I. 7, 2021)

Events help in marketing destination products and the general visibility of that particular destination. (K.I. 5, 2021)

Events raise the profile of destination and directly or indirectly generate interest. (K.I. 4, 2021)

Events bring in tourists who have never visited a region, and this helps to generate interest to revisit or travel to destinations again. (K.I. 8, 2021)

According to another tourism expert who was interviewed, international celebrity events destination promotion created opportunities for tour firms to undertake product innovations to match with those in other destinations across the globe. The interviewee recounted that international celebrity event destination promotion led to economic growth of the country by first generating income for tour firms.

International celebrity events destination promotion supports product innovations by tour firms. They promote growth and income generation for the tour firms. (K.I. 1, 2021)

4.7 Results for Objective Four – Moderating Role of Technology on the Relationship between International Celebrity Events Hosting and Tour Firms’ Performance in Nairobi City County

The fourth objective of the study was to examine the moderating role of technology on the relationship between international celebrity events hosting and tour firms’ performance in Nairobi City County. All the dimensions of international celebrity events hosting, which included profile of international celebrity events, international celebrity events destination choice and international celebrity events destination promotion were moderated by technology and thus, forming an interaction term. Both descriptive and inferential statistics were used to address the fourth objective and test the corresponding hypothesis.

4.7.1 Descriptive Statistics

Respondents who took part in this research work were provided with statements that best described the role of technology on international celebrity events hosting and tour firms' performance and were expected to indicate the extent to which they agreed with each of them. The statements were evaluated on a 5-point likert scale where the choice of 1 and 5 meant that respondents strongly disagreed and strongly agreed respectively. The findings are collated in table 4.23 below.

Table 4.23: Moderating Role of Technology

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD
Technology provides a ticketing and registration solution that allows for proper management of IC events	3.6%	4.0%	4.7%	37.4%	50.4%	4.2698	0.9813
Technology supports flexible access control across teams managing IC events	0.7%	11.9%	10.4%	14.4%	62.6%	4.2626	1.0978
Technology improves safety of IC events	5.0%	10.4%	6.8%	36.3%	41.4%	3.9856	1.1649
Technology allows better communication for efficient management of ICE	6.5%	11.2%	5.0%	18.3%	59.0%	4.1223	1.2884
Technology improves check-in during IC events	6.8%	13.3%	7.9%	19.4%	52.5%	3.9748	1.3257
Technology enables customer feedback and stakeholder interactions	8.6%	8.3%	10.1%	32.7%	40.3%	3.8777	1.2658
Technology allows for efficient payments by clients attending IC events	6.5%	11.5%	10.8%	17.6%	53.6%	4.0036	1.3012
Technology improves remote customer reservations	4.3%	22.7%	6.5%	16.9%	49.6%	3.8489	1.3564
Technology enhances attendees data management and reporting	2.2%	8.3%	5.0%	22.7%	61.9%	4.3381	1.0410
Average						4.0759	1.2025

Results detailed in table 4.23 espouse that 87.8% (37.4%+50.4%) of the respondents agreed that technology provides a ticketing and registration solution that allows for

proper management of IC events, 77% (14.4%+62.6%) of the respondents stated that technology supports flexible access control across teams managing IC events while 77.7% (36.3%+41.4%) agreed that technology improves safety of IC events. Further, it was established that technology allows better communication for efficient management of ICE as averred by 77.3% (18.3%+59%) of the respondents, 71.9% (19.4%+52.5%) of them agreed that technology improves check-in during IC events whereas almost a third (73% , 32.7%+40.3%) agreed that technology enables customer feedback and stakeholder interactions. In addition, results showed that technology allows for efficient payments by clients attending IC events as demonstrated by 71.2% of the respondents whereas there are those who acknowledged that technology improves remote customer reservations (66.5%) and enhances attendees' data management and reporting (84.6%).

The overall mean of all the responses on a five point scale was 4.0759, suggesting that a greater number of respondents agreed with statements related to the role of technology on international celebrity events hosting and tour firms' performance. Nonetheless, a standard deviation of 1.2025 shows there were variations in answers from the respondents.

4.7.2 Test for Moderating Role of Technology on the Relationship between International Celebrity Events Hosting and Tour Firms' Performance

Technology as a variable was tested to establish whether it moderated all the dimensions of explanatory variables, which were tied to international celebrity events hosting to generate an interaction term. A regression model was fitted to the data on the composite (X), moderator (M), interaction term between the composite

representing all the dimensions of the predictor variable and the moderating variable (X*M), and tour firms' performance.

The results contained in table 4.24 below demonstrate that there were variations in tour performance occasioned by international celebrity events hosting (X) and technology (M). The combined dimensions of international celebrity events hosting accounted for 18.1% ($R^2=0.181$) variation in tour firms performance. The R^2 of 0.258 explains that 25.8 % of the variations of tour firms' performance are as a result of the joint effect of international celebrity events hosting (X), technology (M), and the interaction of international celebrity events hosting and technology (X*M). Accordingly, the performance variation of 74.2% was caused by others outside the scope of this study.

Table 4.24: Model Fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425 ^a	.181	.178	.91713
2	.498 ^b	.248	.242	.88031
3	.508 ^c	.258	.250	.87576

a. Predictors: (Constant), X

b. Predictors: (Constant), X, M

c. Predictors: (Constant), X, M, X*M

The R^2 after moderation was 25.8% while before moderation it was 18.1%, suggesting that the value of the R^2 increased significantly and thus, a sharp pointer to the fact that technology plays an important function in international celebrity events hosting and tour firms' performance in Nairobi City County ($p<0.05$). The implication of this result is that technology mediated the entire relationship between international celebrity events hosting and tour firms' performance in Nairobi City County.

Table 4.25: ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.207	1	51.207	60.879	.000 ^b
	Residual	232.152	276	.841		
	Total	283.359	277			
2	Regression	70.249	2	35.125	45.325	.000 ^c
	Residual	213.110	275	.775		
	Total	283.359	277			
3	Regression	73.212	3	24.404	31.819	.000 ^d
	Residual	210.147	274	.767		
	Total	283.359	277			

b. Predictors: (Constant), X

c. Predictors: (Constant), X, M

d. Predictors: (Constant), X, M, X*M

The ANOVA findings detailed in table 4.25 represent the overall regression model after mediation. In this regard, the ANOVA statistics and the regression coefficients are based on the overall model. The overall model used to determine the role of international celebrity events hosting on tour firms' performance in Nairobi City County was statistically significant as depicted by the F statistic of 31.819 and the p-value equal to 0.000. The findings in table 4.26 contain regression coefficients after moderation.

Table 4.26: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.705	.302		5.654	.000
	X	.577	.074	.425	7.802	.000
2	(Constant)	1.173	.309		3.802	.000
	X	.404	.079	.298	5.115	.000
	M	.300	.061	.289	4.957	.000
3	(Constant)	-.844	1.071		-.788	.431
	X	.958	.292	.706	3.276	.001
	M	.815	.269	.784	3.033	.003
	X*M	.138	.070	.775	1.976	.050

The specific model for this relationship was as follows;

$$Y = -0.844 + 0.958X + 0.815X_4M + 0.138X * M$$

Where;

Y = Tour firms' performance

X = Composite (Profile of international celebrity events, international celebrity events destination choice, international celebrity events destination promotion)

M = Moderator (Technology)

X*M = Interaction term

4.7.3 Hypothesis Testing For Moderating Variable

The fourth hypothesis of the study was stated as:

H₀: Technology has no significant moderating role on the relationship between international celebrity events hosting and tour firms performance in Nairobi City County

The above null hypothesis was tested using simple linear regression where the decision rule for its rejection was set at the calculated t value being greater than the critical value of 1.96. Based on results presented in table 4.26, the calculated t-value of 1.976 was slightly greater than the critical value of 1.96 and therefore, rejection of the null hypothesis. Accordingly, technology moderates the relationship between international celebrity events hosting and tour firms' performance in Nairobi City County.

Qualitative responses from tourism experts and professionals showed that most of tour firms in Kenya used social media and other forms of e-marketing to reach their target audiences globally. In this respect, it was noted that information and

communication technology aided provision of relevant information on products and attractions that the country offered.

Social media and e-marketing have emerged as new forms of technology developments that tour firms use to relay important information on products that Kenya offers. (K.I. 4, 2021)

Technology aids in making reservations for tourists. It enables tour firms to reach out to as many people as possible to create awareness about product offerings (K.I. 9, 2021)

In terms of international celebrity events hosting, tourism professionals gave an account of how technology ensures smooth and fast buying and selling of various products, which were found in Nairobi City County. Moreover, technology enhanced online bookings, data management and revenue collection during hosting of international events in the country, including promoting security and reservation and check-in processes during events. Specifically, tourism practitioners stated that reservation systems, fleet management systems, security systems, and entertainment systems were types of technologies used for event management in the Kenyan tourism sector.

Technology has enhanced data management, security, marketing, and revenue collection. Technology also controls destination access and improves reservation and check-in processes (K.I. 5, 2021)

Reservation systems, fleet management systems, security systems, and entertainment systems are technological innovations that have improved the general management of events in Kenya. (K.I. 3, 2021)

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.0 Introduction

This chapter discusses the results from each of the hypotheses of the study. Findings from the study are compared with literature and consequently, conclusions are explained. The discussions include the profile of international celebrity events and tour firms' performance; international celebrity events destination choice and tour firms' performance; international celebrity events destination promotion and tour firms' performance; and the moderating role of technology on the relationship between international celebrity events hosting and tour firms' performance.

5.1 Profile of international celebrity events and tour firms' performance

The overall results from the study showed that the profile of international celebrity events had a significant relationship with tour firms' performance. The study revealed that international celebrity events have a significant effect on revenue and online bookings. The correlation between different categories of events (cultural, sport, political, business, entertainment, and education events) and the indicators used to measure tour firms' performance was moderately weak, but the relationship was positive and statistically significant.

These findings herein concur with other extant empirical studies conducted within the context of event hosting. For instance, a scholarly inquiry into the functions of major World Series sport events in Detroit, US, by Trendafilova and Daniell (2014) showed that urban places have traditionally regarded sport events as crucial instruments of appealing visitors into local communities, especially if these events constituted renowned sport personalities. This, therefore, suggests that augmentation of the scope

of events hosted in a destination is a mechanism through which countries improve their images and attract more visitors. Similarly, the findings of the present study have shown great uniformity with those arrived in a study by Nadeau et al. (2013) who established that the Olympic Games held in Beijing, China, events act as image makers and promote the image of a country.

Further, the results of the study are comparable to a study by Séraphin and Gowreesunkar (2017). The study found out that event tourism, and in particular, hosting of events, is an important tourism strategy of many destinations, as it has the potential to boost the marketability of a declining tourism industry and can contribute to the attractiveness of destinations and satisfaction levels of visitors. Schwägermann *et al.* (2016) stated that events can be classified as business events and consumer events. Business events comprises of conferences, seminars, education events, tradeshows and exhibitions and company events (incentives and management meetings). Consumer events include street festivities, weddings, and sport events (competitions, Olympic Games, and championships). Hosting of these events brings economic benefits to host destinations (Schwägermann *et al.*, 2016).

Other studies whose results are consistent with this study include Komurcu et al (2014), Karl and Schmude (2017), and Fredline and Jin (2017). In fact, findings from a study by Komurcu et al (2014) showed that festivals as a type of event tourism produced positive effects that promoted Tenedos, Turkey, the destination where they were hosted, and contributed immensely to the environmental, socio-cultural and economic wellbeing of local host communities. Fredline and Jin (2017) indicated that events, such as sports and cultural events, brand prospective destinations by

performing roles, such as co-branding partner, as a vital component of the brand, or as a brand extension. Event hosting has the ability to develop tourism, education, urban regeneration, arts, and culture (Karl & Schmude (2017). Accordingly, tourist product diversification continues to expand owing to the change in demands and the increasing number of tourists taking part in tourism.

There are studies whose results contradict those of the present study. Studies done by Seraphin, Gowreesunkar, and Platania (2019) and Shi and Li (2017) generated results that were inconsistent with this study. Seraphin et al. (2019) found out that hosting of events in Winchester (UK) would not automatically translate into growth in tourism events, but the resilience of local communities hosting such events was critical towards the growth and sustainability of the tourism sector. Shi and Li (2017) found out that arrival of inbound tourists from China was not significantly affected by business events hosted in the Middle East.

5.2 International celebrity events destination choice and tour firms' performance

The overall results from the study revealed that international celebrity events destination choice had a positive and statistically significant relationship with tour firms' performance. International celebrity events destination choice has a moderate correlation with tour firms' performance. From the proxy measurements of international celebrity events destination choice, resources, security, and the management of a destination hosting events all enabled tour firms' performance. This implies that the choice of a destination to host an event is contingent upon a wide range of factors, such as the safety, security and resources (for example: conference facilities).

A growing wave of empirical studies has given more light on the concept of event destination choice and its relationship with tourism performance. Findings from such studies seem to agree with the results of the present study. For instance, a study conducted in Malaysia by Nwobodo (2016) revealed that availability of destination information, extra-conference opportunities, event facilities, local support, and accessibility were some of the factors, which affected selection of a destination to host business events. In addition, findings from a study by Hamilton et al. (2015) established that behavioural perspectives of incoming event tourist would impact positively on the host destination where visitors might be involved in other forms of event events, such wildlife and nature galas, arts, culture, and culinary/food festivals. Events are known worldwide to create reputation of host destinations, which can potentially trigger more tourist visits (Petrovic et al., 2019).

On top of the above, results from studies carried out by Zadel (2012), Allen et al. (2011), and Terzi et al. (2013) converge in a clear picture with the findings of this study. A study by Terzi et al. (2013) revealed that the decision making process of prospective participants is shaped by the destination in which events, conferences, and exhibitions take place. Thus, this appears to suggest that there exist necessary conditions, which are likely to influence the choice of a given destination to host events. Destinations develop their tourism products to ensure that the expectations and needs of tourists are met (Zadel, 2012). A study by Allen et al. (2011) arrived at a conclusion that destinations continually design new attractions and content as the basis of developing the quality of product of tourist destinations. Scholars (for example, Karl & Schmude, 2017) aver that the choice of destinations to host events

depend largely on available resource, safety and security. Destinations hosting events accrue financial gains as well undergo development.

There are studies that seem to disagree with the results of this research work where they demonstrate that other factors apart from the attributes of prospective destinations might influence the choice of a destination to host an event. A study carried out among British residents by Ahn, Ekinici, and Li (2013) revealed that a tourist's destination choice is influenced strongly by functional congruence. A study undertaken by Houdement et al. (2017) in Marbella (Spain) and Vilamoura (Portugal) to understand factors that influence decision making when selecting events' destination showed that image of destination was the most significant site-selection factor, which influenced the choice of destinations to host events. This study did not show any connection to safety and security, management, and resources as crucial antecedents for event destination choice. Accordingly, it is important to undertake a dedicated grounded theory, which should seek to unravel concise factors that affect events' destination choice.

5.3 International celebrity events destination promotion and tour firms' performance

The overall results revealed that international celebrity events destination promotion depicted a positive and statistically significant relationship with tour firms' performance. Image, publicity, and quality of international celebrity events had a positive and statistically significant correlation with the indicators used to measure tour firms' performance. However, it is worth noting that this correlation was weak as depicted by a correlation value of 0.288.

Many tourism boards across the world are increasingly using celebrities as strategic means of promoting their countries and cities as potential tourist destinations (Oklobdžija, 2015). Celebrities attending events promote cities by personifying them with the intent of influencing tourist visits. Starting the 1980s, events emerged as one of the promising activities that had the prospect of producing positive effects in destinations (Karl & Schmude, 2017). The results from the current study are in tandem with much of the extant literature on events' destination promotion and sustainable tourism development. For instance, Kim et al. (2014) averred that mega sport events affected the image of destinations and argued that the host country's image was important for influencing greater tourist visits and strengthening of its brand and product offering, two critical components that culminated in economic benefits. Equally, Mxunyelwa and Mangisa (2018) viewed sport events as incentives for image building and promotion of South Africa where the country is positioned an international tourism hub

Hanafiah et al. (2016) averred that special events promote destination, make them more attractive, and increase their ability to attract visitors, an outcome that increases the chances of tourists revisiting a destination. Results from a study by Candrea and Ispas (2013) showed that hosting of the Youth Olympic Festival in Brasov differentiated the tourism product and enhanced the image of the destination. Thus, this implies that hosting of sport events in destinations creates awareness, improves image with visitors and attracts tourism business. Consequently, destination images can be influenced by the hosting of events and the positive and quality attributes associated with this event.

Whilst no systematic study has shown that events destination promotion has no role in sustainable tourism development and the overall performance of tourism organizations, some studies seem to have arrived at inconclusive results on this thematic area. Hemmonsbey and Tichaawa (2019) analysed the implication of using non-mega events for destination branding and concluded that challenges exist in the objectives of the stakeholders to leverage sport events in branding destinations. In fact, ineffective partnerships among private and public entities acted as bottlenecks towards effective collaboration to take advantage of sport events in destination branding. Moreover, Heere et al. (2019) stated that the effect of events was different from country to country, depending on the popularity of the event or sport in the specific nation, and whether the nation itself offered similar events.

5.4 Moderating role of technology on the relationship between international celebrity events hosting and tour firms' performance.

The overall results of the study showed that the relationship between international celebrity events hosting and tour firms' performance was moderated by technology. The correlation between international celebrity events hosting and tour firms' performance as moderated by technology was moderate as supported by a correlation value of 0.5. This relationship was positive and statistically significant, implying that technology had a profound effect on international celebrity event hosting and tour firms' performance as shown by the variation of the r-square value after the inclusion of the moderating variable.

The findings above mirror key expositions of tourism literature on this thematic area and appear to agree largely with results generated previously from other empirical

studies on the imperatives of technology in the tourism and hospitality industry. Some of these studies include Cai et al. (2019), Jadhav and Mundhe (2011), Piccoli and Lui (2014), Xiang et al. (2015), Untari (2018), and Koba (2020). A study by Cai et al. (2019) found out that technology was essential within the tourism sector since it offered management support for tour firms coupled with those technologies that facilitated easier processing of customers' data and enhanced online interactions between tourism organizations and prospective tourists. Technology provides a significant competitive advantage for tourism organizations by making it possible to manage a wide range of businesses processes, especially those related to transportation, accommodation, and enhancement of destination brand equity (Jadhav & Mundhe, 2011).

Similarly, Jadhav and Mundhe (2011) posited that the use of information and communication technology in tourism involved management of tourist statistics and proper supervision of destination resources. Xiang et al. (2015) expanded the role of technology in the tourism industry by stating that information and communication technology provided a crucial linkage between prospective tourists and destinations. Results from a study by Untari (2018), which utilized social media data revealed that firms in the tourism sector leveraged the new media as a form of technology to enable them reach their audience easily and make it easy to spread information and to create awareness about new concepts and strategies concerning destination development. Event organizers use technology to foster strong ties with the target audience, benefit from technology as it helps to promote the event and motivate people to participate in it (Koba, 2020).

Besides, findings of the present study partly contradict empirical studies carried out by Aramendia Muneta and Ollo López (2013) and Buted et al. (2014) who established that technology did not necessarily translate into competitive advantage among tourism organizations. Results from a study carried out by Buted et al. (2014) in Batangas Province, Philippines, revealed that when firms use social media to communicate tourism products, they might not present well their expressions, thoughts, and opinions, a situation that leads to guests and customers experiencing negative effects of social media. In terms of leveraging technology for market share expansion, productivity, innovation, and competitiveness of firms, Aramendia Muneta and Ollo López (2013) found out that the use of diverse ICTs has little effect on the level of competition as well as on increasing productivity; while in general; they have a positive effect on increasing the market share of the firms.

CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.0 Introduction

The overall outcome of the study was evaluated in this chapter. The chapter entails the summary, conclusion, recommendations and suggestions for further research.

6.1 Summary of Findings

The purpose of this study was to examine the role of international celebrity events hosting on tour firms' performance in Nairobi City County. The study was grounded on the key expositions of the tourism portfolio theory and the resource-based theory. The explanatory variables of this research were profile of international celebrity events, international celebrity events destination choice, and international celebrity events destination promotion. On the other hand, technology moderated the relationship between international celebrity events hosting and tour firms' performance in Nairobi City County. Data was collected from tour firms' employees using questionnaires while interview schedules facilitated collection of data from tourism professionals and experts. The summary of findings has been undertaken systematically based on specific objectives of the study.

6.1.1 Profile of international celebrity events

The first objective was to profile international celebrity events and their effect on tour firms' performance in Nairobi City County. Based on the results of the correlation analysis, hosting of the categories of international celebrity events profiled in this study exhibited a positive and statistically significant correlation with tour firms' performance. Results from regression analysis revealed that international celebrity

events identified in the study depicted a positive and statistically significant relationship with tour firms' performance.

6.1.2 International celebrity events destination choice

The second objective was to establish how international celebrity events destination choice influences tour firms' performance in Nairobi City County. The findings from the study showed that international celebrity events destination choice had a positive and significant correlation with tour firms' performance. In addition, there was a positive and statistically significant relationship between international celebrity events destination choice and tour firms' performance as supported by the regression analysis results under this objective.

6.1.3 International celebrity events destination promotion

The third objective of the study was to investigate how international celebrity events destination promotion affects tour firms' performance in Nairobi City County. The results of the correlation analysis revealed that international celebrity events destination promotion depicted a positive and statistically significant correlation with tour firms' performance. Results from regression analysis showed that the international celebrity events destination promotion depicted a positive and statistically significant relationship with tour firms' performance.

6.1.4 Technology

The fourth objective was to examine the moderating role of technology on the relationship between international celebrity events hosting and tour firms' performance in Nairobi City County. The results showed that the relationship between international celebrity events hosting and tour firms' performance was moderated by

technology. In addition, the overall model used to predict the aforementioned relationship was statistically significant.

6.1.5 Tour firms' performance

The findings of the study demonstrated that the profile of international celebrity events, international celebrity events destination choice, and international celebrity events destination promotion as moderated wholly by technology influenced tour firms' performance by explaining 25.8% of the changes in the latter as espoused by the R^2 value of 0.258. The overall regression model used to predict the influence of the selected dimensions of the explanatory variable on tour firms' performance as moderated by technology was statistically significant.

6.2 Conclusion

Based on the results of the study, the study concluded that tour firms' performance in Nairobi City County was significantly influenced by the different categories of international celebrity events, international celebrity events destination choice, and international celebrity events destination promotion. According to the results, there was a positive and statistically significant relationship between hosting of the various international celebrity events profiled in the study and tour firms' performance. In effect, the study concluded that diversification into different types of international celebrity events would cause a unit increase in tour firms' performance in Nairobi City County.

The study findings revealed that international celebrity events destination choice exhibited a positive and statistically significant relationship with tour firms' performance in Nairobi City County. In this regard, the study concluded that a unit

increase in international celebrity events destination choice would account for a unit increase in tour firms' performance in Nairobi City County. In addition, the study established that international celebrity events destination promotion showed a positive and statistically significant relationship with tour firms' performance in Nairobi City County. Accordingly, the study concluded that a unit increase in international celebrity events destination promotion would cause a unit increase in tour firms' performance in Nairobi City County.

Overall, the study concluded that the profile of international celebrity events, international celebrity events destination choice, and international celebrity events destination promotion as independent variables coupled with the moderating role of technology, affected tour firms' performance in Nairobi City County. However, it is worth noting that other factors outside the scope of this study influenced tour firms' performance as demonstrated by the linear regression model.

6.3 Recommendations for Policy

6.3.1 Profile of international celebrity events

The study recommends hosting of different types of international celebrity events in the country as there are more arising every year globally. Hosting of these events in the country will require stakeholder engagement and proper strategic planning to ensure that the outcomes, impacts, tourist value, classification, and origins are clearly outlined.

6.3.2 International celebrity events destination choice

Development of destinations should be encouraged where necessary event resources and facilities; including protection and safety features that affect the decision making

processes when choosing destinations by event organizers should be made available. The government and tour firms should benchmark with global competitive destinations to understand specific event site selection factors as well as concern and motivational factors, which affect evaluation criteria in decision making by event participants.

6.3.3 International celebrity events destination promotion

There is need to develop and organize special international celebrity events in the country by event organizers, which will increase the competitiveness of Nairobi City County as a preferred tourist destination. Hosting of special events will improve the image of Nairobi City County as a destination and influence the perception of visitors and thus, boost travel to the country, which will culminate in huge benefits.

6.3.4 Moderating Role of Technology

The study recommends use of technologies by tour firms and other organizations involved in tourism to bolster planning and management of multiple aspects of large-scale events like trade shows, festivals, and conferences. Event management technologies are used for planning and managing of events from the onset to the end with tools that offer functionality for attendee engagement, event marketing, agenda development, payment processing, and exhibitor/attendee registration.

6.4 Recommendations for Further Research

The study recommends the following future scientific inquiry;

- i. Site selection factors, motivation and other attributes that influence choice of destinations for international event hosting. While this study has elucidated a few of these factors, a more concise study should be carried out to shed more light

into this area so that such findings will provide more innovative mechanisms and insights into attraction of international events in Kenya.

- ii. Future studies should focus on specific components of events destination choice and events destination promotion that affect tourism performance
- iii. A systematic research should be carried out within the Kenyan context to understand the perceptions and extent of technology adoption by tour firms.

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APPENDICES

Appendix I: Approval of Research Proposal Letter



**KENYATTA UNIVERSITY
GRADUATE SCHOOL**

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100

Website: www.ku.ac.ke

NAIROBI, KENYA
Tel. 020-8704150

Internal Memo

FROM: Dean, Graduate School

DATE: 1st December, 2020

TO: Mr. George Gikuni Kamau
C/o Department of Hospitality &
Tourism Management

REF: T128/OL/CTY/25252/18

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

=====
This is to inform you that Graduate School Board, at its meeting on **18th November, 2020**, approved your Research Proposal for the M.Sc. Degree entitled, "**Role of International Celebrity Event Hosting on Tour Firms Performance in Nairobi City 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 per semester. The forms are available at the University's Website under Graduate School webpage downloads.

Thank you.

EDWIN OBUNGU

FOR: DEAN, GRADUATE SCHOOL

CC. Chairman, Hospitality and Tourism Management Department

Supervisors:

1. Dr. Jane Jebet Bitok
C/o Department of Hospitality and Tourism Management
Kenyatta University
2. Dr. Edgar Otsembo Ndubi
C/o Department of Hospitality and Tourism Management
Kenyatta University

Appendix II: Research Authorization Letter



KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 020-8704150

Our Ref: T1289/OL/CTY/25252/2018

DATE: 1st December, 2020

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

Dear Sir/Madam,

**RE: RESEARCH AUTHORIZATION FOR MR. GEORGE GIKUNI KAMAU –
REG. NO. T127/OL/CTY/25252/18**

I write to introduce Mr. George Gikuni Kamau who is a Postgraduate Student of this University. He is registered for M.Sc. degree programme in the **Department of Hospitality and Tourism Management**.

Mr. Kamau intends to conduct research for a M.Sc. thesis Proposal entitled, **“Role of International Celebrity Event Hosting on Tour Firms Performance in Nairobi City County, Kenya.”**


Any assistance given will be highly appreciated.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'E. Kimani'.

PROF. ELISHIBA KIMANI
DEAN, GRADUATE SCHOOL

Appendix III: NACOSTI Research Approval Letter

RESEARCH LICENSE GRANTED  Inbox x



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION <nacostilicens...  Dec 15, 2020, 4:35 PM  
to me ▾

Hello George Gikuni Gikuni

Your Research License 769572 has been approved.

Attached , find your Research License .


You can also download your NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION Research License from your Portal. click here <https://research-portal.nacosti.go.ke/researcher/ApplicationsList/viewref/769572/?email=georgekamaug@gmail.com>

Best regards NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

This message was sent to georgekamaug@gmail.com

From: NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Appendix IV: NACOSTI Research Permit

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 769572	Date of Issue: 15/December/2020
RESEARCH LICENSE	
	
This is to Certify that Mr.. George Gikuni Kamau of Kenyatta University, has been licensed to conduct research in Nairobi on the topic: ROLE OF INTERNATIONAL CELEBRITY EVENT HOSTING ON TOUR FIRMS PERFORMANCE IN NAIROBI CITY COUNTY, KENYA for the period ending : 15/December/2021.	
License No: NACOSTI/P/20/8162	
769572 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 V: Letter of introduction

Dear Respondent,

I am in the process of carrying out a study titled, “**role of international celebrity events hosting on tour firms’ performance in Nairobi City County.**” This thesis is part of a requirement for the Award of the Degree of Masters of Science in Tourism Management of Kenyatta University.

For the purpose of gathering data to address the research objectives and benefit from your vast knowledge/experience, your firm has been chosen to take part in this study.

I have attached a questionnaire, which requires you to provide honest and accurate answers to the questions outlined. Confidentiality as an ethical requirement in data collection shall apply accordingly.

Your participation is highly valued



Yours sincerely,

George Gikuni Kamau

Appendix VI: Questionnaire for Managerial Employees of Tour Firms

SECTION A: DEMOGRAPHIC INFORMATION

INDIVIDUAL DEMOGRAPHICS

1. Please state your position

Head of Department

General Manager/Functional Head

Chief Executive Officer

Other (specify)

2. Specify the duration you have worked for this tour firm

Less than 1 year 1-5 years 6-10 years 11-15 years Over 16 years

ORGANIZATIONAL DEMOGRAPHICS

3. Complete years of operation

Up to 10 years 11-20 years 21-30 years 31-40 years above 40 years

4. Ownership structure by nationality

Foreign only

Local and Foreign

Local

5. Type of ownership

Sole proprietorship

Limited liability partnership

Limited partnership

Limited liability company

General partnership

6. Number of employees

1-10 [] **11-20** [] **21-30** [] **above 30** []

7. Scope of operation

International	[]	Regional	[]	National	[]
---------------	-----	----------	-----	----------	-----

8. State your firm’s average annual turnover

.....

SECTION B: PERFORMANCE OF TOUR FIRMS

9. With regard to international celebrity events hosting which statement best represents tour firms’ performance outcomes in Nairobi City County? (For each statement, please indicate the extent you agree with it where **1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree**).

Statement						
	Revenue Increment	1	2	3	4	5
i.	Business is profitable and has generated a high volume of sales					
ii.	Tourism expenditures increase during ICE hosting					
iii.	International conferences increase revenues for our firm					
iv.	Business revenue has increased due to ICE hosting					
v.	Special offers and complementary products offered during ICE have raised revenue					
	Statement-Online Bookings	1	2	3	4	5
vi.	There has been an increase in online bookings due to ICE hosting					
vii.	Online customer acquisition improves before and after ICE					

SECTION C: PROFILE OF INTERNATIONAL CELEBRITY EVENTS

10. How do each of the categories of events listed below influence tour firms’ performance in Nairobi City County? (For each statement, please indicate the extent you agree with it, where **1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree**).

Category of event		1	2	3	4	5
i.	Cultural events					
ii.	Sport events					
iii.	Political/state events					
iv.	Business/trade events					
v.	Entertainment events					
vi.	Education/scientific events					
vii.	Others (Please Specify)					

11. The following statements describe the role of international celebrity events hosting and tour firms’ performance in Nairobi City County. For each statement, please indicate the extent you agree with it, where **1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree**.

Statement	1	2	3	4	5
i. Events enhance the image of the county					
ii. Events bolster visitation outside peak holiday seasons					
iii. Events act as catalysts for increasing destination visitation					
iv. Events communicate content and attractions					
v. Events market a tourist destination					

SECTION D: INTERNATIONAL CELEBRITY EVENTS DESTINATION CHOICE

12. The statements below describe international celebrity events destination choice.

For each statement, please indicate the extent you agree with it, where **1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree.**

Statement					
Resources	1	2	3	4	5
i. Convention and exhibition centers are important for holding international celebrity events					
ii. Meeting and banqueting facilities within hotels/resorts facilitate choice of a destination for event					
Security and safety	1	2	3	4	5
iii. A safe and secure environment determines ICE destination choice					
iv. Political stability predicts the intention to recommend ICE destination choice					
Management	1	2	3	4	5
v. Suitable environment and quality delivery of a destination promotes ICE destination choice					
vi. Quality of services of a destination enhances ICE destination choice					

SECTION E: INTERNATIONAL CELEBRITY EVENTS DESTINATION PROMOTION

13. The following statements relate to international celebrity events destination promotion, please indicate the extent to which each of them affects tour firms' performance in Nairobi City County, where **1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree.**

Statements						
	Publicity	1	2	3	4	5
i.	Events are important catalysts for creating a positive perception of a destination					
ii.	Events have a lasting effect and can continue attracting visitors to a destination for several years after the first event					
	Quality	1	2	3	4	5

iii.	Value attached to events in a destination affect behavioural intentions post-consumption					
iv.	Events can draw the interest of visitors at any time and at all seasons					
v.	Events are a source of rich knowledge of the attributes of a destination					
	Image	1	2	3	4	5
vi.	Events improve the image of a destination and attract more visitors					
vii.	Events attract the interest of people and supports both economic and tourism impacts					
viii.	Events increase awareness of a place as a travel destination					
ix.	Events shape viewer attitude towards and intention to visit a place.					

SECTION F: ROLE OF TECHNOLOGY ON INTERNATIONAL CELEBRITY EVENTS HOSTING AND TOUR FIRMS' PERFORMANCE

14. Evaluate the following statements on the intervening role of technology on the relationship between international celebrity events hosting and tour firms' performance. (For each statement, please indicate the extent you agree with it, 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree).

Statement						
Security		1	2	3	4	5
i.	Technology provides a ticketing and registration solution that allows for proper management of IC events					
ii.	Technology supports flexible access control across teams managing IC events					
iii.	Technology improves safety of IC events					
Flexibility		1	2	3	4	5
iv.	Technology allows better communication for efficient management of ICE					
v.	Technology improves check-in during IC events					
vi.	Technology enables customer feedback and stakeholder interactions					
Ease of use		1	2	3	4	5
	Technology allows for efficient payments by clients attending IC events					
	Technology improves remote customer reservations					
	Technology enhances attendees data management and reporting					

END

Appendix VII: Interview Guide for Tourism Experts and Professionals

The interview guide is designed to gather data about the role of international celebrity events hosting on tour firms' performance in Nairobi City County. Please provide appropriate responses to the questions contained in the interview guide. Please do not write your name.

1. What kinds of international celebrity events take place in Nairobi City County?

.....

In order of priority, which ones impact on tour firms' performance in Nairobi City County?

.....

In your opinion, what role does hosting of these events play on tour firms' performance?

.....

2. What measures and conditions are sufficient for the hosting of international celebrity events in a destination? (Please comment on resources, security, and safety measures)

.....

Please elaborate how these specific resources, security and safety measures, and management of events in Nairobi City County have contributed to tour firms' performance

.....

3. In your opinion, explain how events are important catalysts for promoting a destination

.....

Please explain how international celebrity events promotion affects tour firms' performance in Nairobi City County

.....

4. What kind of technology is used for event management in the Kenyan tourism sector?

.....

Describe usefulness of technology in the management of international celebrity events

.....

How does the use of technology during international celebrity events hosting impact tour firms' performance

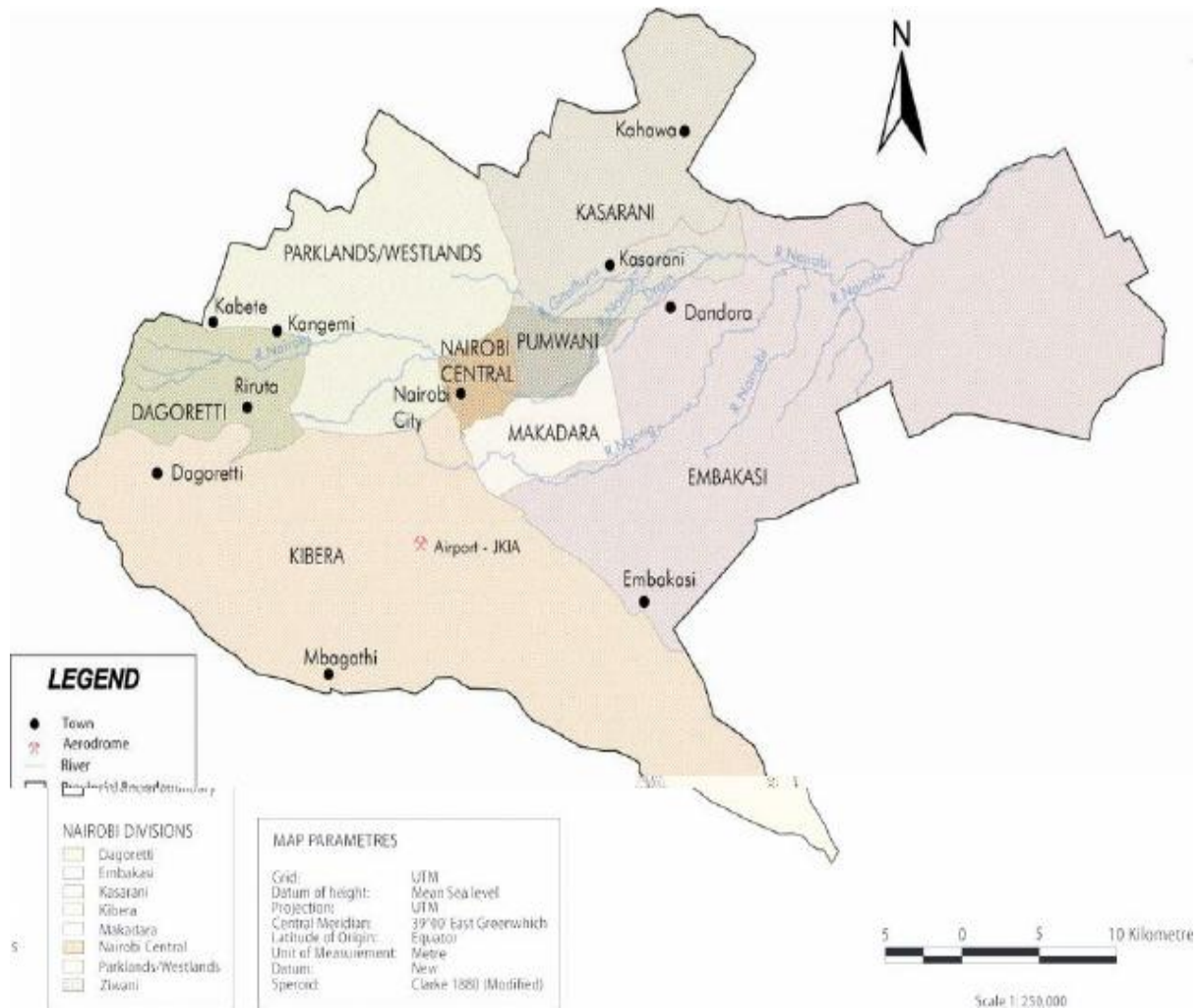
.....

5. Overall, how do international celebrity events hosting influence tour firms

.....

END

Appendix VIII: Map of Nairobi City County



Appendix IX: List of Tour Firms

1. Aardwolf Africa Adventure Safaris Ltd	2. Abercrombie & Kent Ltd	3. Absolute Adventures Africa Safaris Ltd
4. Acacia Holidays Ltd	5. Access Africa Safaris Ltd	6. Adventure Cross Tours Ltd
7. Affable Tours & Safaris (E.A)	8. Africa Calling Safaris Ltd	9. Africa Celebrity Tours & Travel Ltd
10. Africa Events & Incentives Ltd	11. Africa Flash Mc Tours and Travel	12. Africa Journeys Escapes
13. Africa Last Minute Ltd - Msa	14. Africa Safari Discovery Ltd	15. Africa Travel Consultants Ltd
16. Africa Untamed Wilderness Adventures Ltd	17. Africa Visa Travel Services Ltd	18. African Dew Tours & Travel Ltd
19. African Eco-Safaris Ltd	20. African Eden Ltd	21. African Grand Expeditions Ltd
22. African Hartebeest Safaris Ltd	23. African Home Adventure Ltd	24. African Horizons Travel & Safaris Ltd
25. African Mosaic Tours Ltd	26. African Quest Safaris Ltd	27. African Road Safaris
28. African Route Safaris	29. African Safari Destinations Ltd	30. African Sermon Safaris
31. African Springs Safaris Ltd	32. African Touch Safaris Ltd	33. African Trotter Expeditions
34. Afriqueen Adventure Ltd	35. All Time Safaris Ltd	36. Aloha Tours & Safaris
37. Amazing Memories Safaris	38. Animal World Safaris Ltd	39. Anste Tours & Travel Limited
40. Apex Photos Safaris Ltd	41. Apollo Tours & Travel	42. Aramati Safaris
43. Archers Tours & Travel Ltd	44. Arabuko Tours Ltd	45. As You Like It (Safaris) Ltd
46. AsaRay Tours Ltd - Msa	47. Asili Adventure Safaris	48. Asilia Kenya Ltd
49. Aslan Adventure Tours & Travel Ltd	50. Australken Tours & Travel Ltd	51. Aventure Safaris Ltd
52. Avananda Tours & Travel Ltd	53. Avenue Car Hire & Leasing Ltd	54. Baboon Budget Safaris
55. Balloon Safaris Ltd	56. Bamboo Africa Travel Ltd	57. BCD Travel
58. Benroso Safaris Ltd	59. Bequem Travel Ltd	60. Big Five Tours & Safaris Ltd
61. Big Foot Adventures Ltd	62. Big Safari Services Ltd	63. Bill Winter Safaris
64. Bongo Asili Cultural	65. Bunson Travel Service	66. Bush and Beyond Ltd

Travels	Ltd	
67. Bush Company Ltd	68. Bushbuck Adventures Ltd	69. Bushtroop Tours & Safaris
70. Buymore Adventures	71. Call of Africa Safaris	72. Camp Kenya Ltd -
73. Campofrio Safaris Ltd	74. Capture Kenya Expeditions Ltd	75. Catalyst Travels Ltd
76. Centurion Travel & Tours Ltd	77. Chameleon Tours	78. Charleston Travel Ltd
79. Cheetah Tours Ltd	80. Cheli & Peacock Ltd	81. Chehela Tours K Ltd
82. CKC Tours & Travel	83. Classic Safaris	84. Concorde Car Hire & Safaris Ltd
85. Conqueror Tours & Safaris Ltd	86. Continental Travel Group	87. Cosmic Safaris Ltd
88. Cottars Safaris Services Ltd	89. Craters of Africa Safaris	90. Cruzeiro Safaris Ltd
91. Custom Safaris	92. Dallago Tours Kenya-Tanzania Ltd	93. David Tours & Car Hire
94. Deans Travel Centre Ltd	95. Designer Tours & Travel	96. Destination Africa dmc Ltd
97. Destination Kenya Ltd	98. Destination Mombasa	99. DikDik Adventures Ltd
100. Discover Kenya Safaris Ltd	101. Diwaka Tours & Travel Ltd	102. DK Grand Safaris & Tours Ltd
103. Domino Di Dorian	104. Dream Kenya Safaris	105. East Africa Adventures Tours & Safaris
106. East African Eagle (K) ltd	107. East African Shuttles & Safaris	108. Eastern Vacations Tours Ltd
109. Easy Go Safaris Ltd	110. Eco Adventures Limited	111. Elida Tours & Safaris
112. Elite Travel Services Ltd	113. Enchanting Africa Ltd	114. Essenia Safari Experts Ltd
115. Exclusive African Treasures	116. Expedition Kenya Safaris	117. Explore Safaris by Tufayn Ltd
118. Explorer Kenya Tours & Travel	119. Express Travel Group (Hemingways)	120. Explore Kenya and Beyond Tours
121. Eyes on Africa Adventure Safaris Ltd	122. Fairways Solutions Tours & Travel Ltd	123. Favour Tours & Safaris
124. Fidex Car Hire Ltd	125. Flight & Safaris International Ltd	126. Flying Dove Tours & Travel Ltd
127. Four by Four Safaris Ltd	128. Frate Tours Ltd	129. Game Viewers Adventures Limited
130. Gametrackers (K) Ltd	131. Gamewatchers Safaris Ltd	132. GAT Safaris
133. Global Star Tours & Travels	134. Glory Car Hire Tours & Safaris Ltd	135. Go Africa Safaris and Travel
136. Go Africa Travel	137. Gofan Safaris	138. Golden Holidays &

Ltd		Travel Company
139. Good Hope Travel & Tours Ltd	140. Grand Voyage Travel Agency Ltd	141. Helinas Safaris Ltd
142. Hirola Tours & Safaris	143. Holiday Bazaar Ltd	144. Holidee in Africa Consulting Ltd
145. Ibis Tours and Travel Ltd	146. Ideal Tours & Travel Ltd	147. Imagine Africa Safaris & Adventure Ltd
148. Impact Adventure Travel	149. Imperial Air Services	150. Incentive Travel Ltd
151. Inclusive Holidays Africa	152. Incredible Kenya Adventures Tours	153. Intra Safaris Ltd
154. Jade Sea Journeys Ltd	155. Jambo Travel House Limited	156. Jet Travel (Trading as Raptim Humanitarian Travel)
157. Jowamu Tours & Safaris	158. Jungle Beach Safaris Ltd	159. Kairi Tours & Safaris
160. Karisia Limited	161. Keigee Mountain Expeditions	162. Kenan Travel & Tours
163. Kenia Tours & Safaris	164. Kenor Safaris Ltd	165. Kent Tours & Travel Ltd
166. Kenya Beach Travel Ltd	167. Kenya Espresso Tours & Safaris	168. Kenya Tulia Safari Holiday Arcade
169. Kenya Utalii College	170. Ker & Downey Safaris Ltd	171. Ketty Tours Travel & Safaris Ltd
172. Kibo Slopes & Safaris Ltd	173. Kichaka Tours & Travel Ltd	174. Kimbla Mantana (K) Ltd
175. King Simba Kenya Tours Ltd	176. Kudu Travels Ltd	177. Kuldips Touring Company
178. Leboo Safari Tours Ltd	179. Lets Go Travel	180. Liberty Africa Safaris
181. Lifestyle Travel Ltd	182. Linderberg Holidays & Safaris	183. Location Africa Films Ltd
184. Long Ren Tours & Travel Ltd	185. Lowis & Leakey Ltd	186. Luca Safari Ltd
187. Magical Skies Ltd	188. Magical Spots Tours	189. Makuti Africa Tours Ltd
190. Maniago Safaris Ltd	191. Mantra Booking Agencies Ltd	192. Mama Africa Kenya Tours Ltd
193. Mara Gates Safaris Ltd	194. Marble Travel	195. Masikio Ltd
196. Mathews Safaris	197. Mighty Tours and Travel Ltd	198. Migrants Safaris (East Africa) Ltd
199. Mini Cabs and Tours Co. Ltd	200. Mlilo Community Tours & Safaris	201. Mombasa Air Safari Ltd
202. Moto Gari Ltd	203. Msafiri Africa Travel and Safaris Ltd	204. Mtana Safaris Ltd
205. Muthaiga Travel Ltd	206. Nahdy Travel & Tours	207. Naked Wilderness Africa

208. Napenda Africa Safaris Ltd	209. Nappet Tours & Travel Ltd	210. Natural World Kenya Safaris
211. Nature Expeditions Africa	212. Natures Wonderland Safaris	213. New African Territories
214. New Kenya Travel And Tours Safaris Ltd	215. Ngurumah Tours & Travel Ltd	216. Nigel Archer Safaris Ltd
217. Offbeat Safaris Holdings Ltd	218. Old Boma Ltd	219. On Safari (K) Ltd -
220. Oranje Exclusive Safaris Ltd	221. Origins Safaris	222. Palbina Travel Ltd
223. Papa Musili Safaris LTD	224. Paws Africa Safaris Ltd	225. PEAK East Africa Ltd
226. Peaks & Safaris Africa	227. Penfam Tours & Travel	228. Phoenix Safaris (K) Ltd
229. Pollman's Tours & Safaris Ltd	230. Presto Travel & Tours (k) LTD	231. Private Safaris (EA) Ltd
232. Raydoll Tours & Travel	233. Real Africa LTD	234. Reny Safaris Ltd
235. Rhino Safaris Ltd	236. Rickshaw Travels (Kenya) Ltd	237. Right Choice Tours & Safaris
238. Robin Hurt Safaris Ltd	239. Safari Mania Ltd	240. Safari Services East Africa ltd
241. Safari Trails Limited	242. Safaris Unlimited (Africa) Ltd	243. Saleva Africa Tours Ltd.
244. Sangalai Ltd	245. Savage Wilderness Safaris	246. Savannah Adventure Ltd
247. Sawa Sawa Africa Ltd	248. Scenic Treasures Ltd	249. Selective Safaris
250. Sentinel Safaris Ltd	251. Serene East Africa Safaris Ltd	252. Shades of Africa Tours & Safaris Ltd
253. Shanzu Kenya Super Safaris	254. Sher Safari Services Ltd.	255. Shian Tours & Travel Ltd
256. Silver Africa Tours & Safaris Ltd.	257. Silverbird Adventure Tours & Travel Ltd	258. Silverbird Travel Plus Ltd
259. Sir Michaels Tours & Safaris Ltd	260. Skyview Of Africa ltd	261. Skywide Tours & Travel Ltd
262. Soin Africa Safaris	263. Somak Travel Ltd	264. Sophiarose Ltd
265. Southern Cross Safaris (Mombasa)Ltd	266. Southern Cross Safaris Limited	267. Spaniora Expedition Ltd
268. Speedbird Travel & Safaris Ltd	269. Spero Africa Ltd	270. Sportsmen's Safaris & Tours
271. Spot Kenya Safaris	272. Spurwing Travel & Tours Ltd	273. Star Travel & Tours Ltd
274. Steenbok Safaris & Car Hire	275. Sunworld Safaris Ltd	276. Supreme Safaris Ltd

277. Tano Safaris Ltd	278. Tekko Tours Ltd	279. The Best of Africa Safari Company
280. The Exclusive Portolio Ltd	281. The Safari and Conservation Co. Ltd	282. The Safari Collection Ltd
283. The Safari Company Management Ltd	284. The Scott Travel Group Ltd	285. The Specialized Safari Co. Ltd
286. Timeless Tours & Travels Ltd	287. Tobs Kenya Golf Safaris	288. Top Notch Luxury Safaris
289. Tour Africa Safaris	290. Trails of Africa Tours & Safaris	291. Trailsoff Kenya Tours Ltd
292. Transworld Safaris (K) Ltd.	293. Travel Affairs Ltd	294. Travel Care Ltd
295. Travel Connections Ltd	296. Travel Creations Ltd -	297. Travel 'n Style
298. Travel Shoppe	299. Travel Waves Ltd	300. Travel Wild East Africa Ltd
301. Trevaron Travel & Tours Ltd	302. Tropical Ice Ltd	303. Twiga Car Hire & Tours Ltd
304. Ultimate Africa Expeditions Ltd	305. Umbato Safaris Ltd	306. Valentin Investment Co (MSA) Ltd
307. Vintage Africa Ltd (Trading as Sense of Africa)	308. Visit Africa Ltd	309. Waymark Safaris Ltd.
310. Wild Destinations Ltd	311. Wild of Choices Tours & Travel Ltd	312. Wild Times Ltd
313. Wild Trek Safaris Ltd	314. Wild Vision Adventures Ltd	315. Wildebeest Travels ltd
316. Wildlife Safari (K) Ltd	317. Wildlife Sun Safaris	318. Woni Safaris & Travel Ltd
319. Wonder Travel and Tours Ltd	320. World Explorer Safaris Ltd	321. WT Safaris Ltd
322. Xcellent Wildlife Paradise - Holiday and Safaris	323. Zoar Tours and Safaris	324. Zablon Akale Tours Ltd
325. Zaira Tours & Travel Co. Ltd	326. Zakale Expeditions Ltd	327. Zoujin Africa Safaris Ltd
328. Zoom Wildlife Tours Ltd	329. Zunguka Tours Kenya Ltd	