

**ROLE OF CONVENTIONS IN INFLUENCING TOURISM
PERFORMANCE IN NAIROBI CITY COUNTY, KENYA**

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DECLARATION

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DEDICATION

I dedicate this work to my family and friends for their endless support throughout my studies.

My special dedication goes to my Father Kariuki-wa-Gakinya and Mother Magdaline Kariuki for their constant prayer and support throughout my education journey.

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OPERATIONAL DEFINITION OF TERMS

Collaboration: Two or more parties coming together to join in a mutual arrangement towards a common goal.

Conference: An event which lasts a few days with a group of talks on a particular subject or where business matters are mostly discussed formally in a meeting.

Convention: An annual event or a gathering of individuals who come together at an arranged place and time in order to discuss or engage in some common interest.

Convention tours: These are travelling activities before or after the convention begin and end.

County: A geographical region of a country used for administrative or other purposes such as conventions, meetings or events.

Influence: The capacity of something like conventions, to have an effect on a particular situation, in this case, performance of tourism.

Marketing: The processes of taking into account the value for customers, clients and society by creating, communicating, delivering, and exchanging offerings.

Meeting: An occasion where a problem, an issue or a special matter is discussed when people come together.

Role: The part played by something or an activity to give a certain outcome.

Stakeholder: It is a person or group that has an interest or concern in an organization and can affect or be affected by the business.

Tourism: Travelling to pristine and usually protected areas for leisure or business purposes.

Tourism Performance: Measure of tourism industry progress in terms of revenue generated from convention tours and visitor stay and spending.

Tourism Satellite Account: Measurement framework for economic contribution of tourism. It is based on the classifications and definitions of the National Accounts System

ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of Variance
CBD	Central Business District
CVB	Convention and Visitor Bureau
DMO	Destination Marketing Organization
EAC	East African Community
GDP	Gross Domestic Product
GoK	Government of Kenya
H1N1	Hemagglutinin 1 Neurominidase 1
ICCA	International Congress and Convention Association
JKIA	Jomo Kenyatta International Airport
KICC	Kenyatta International Convention Centre
KNBS	Kenya National Bureau of Statistics
KTB	Kenya Tourism Board
MC10	Ministerial Conference
MICE	Meetings Incentives Conference Events
NACOSTI	National Commission for Science, Technology and Innovation
TTCI	Travel & Tourism Competitiveness Index
TSA	Tourism Satellite Account
UNWTO	United Nations World Tourism Organization
USA	United States of America
WEF	World Economic Forum
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

ABSTRACT

Research has shown that conventions are a high value-added industry. This can be argued that the outcome of money spent on convention facilities, convention tours, visitor stay and spending and promotion can be quantified and it is possible to see in terms of positive effects of conventions. There has been a continuous growth of convention industry, which has great potential both directly, and indirectly in delivering huge benefits in various areas including, convention center, accommodation, transportation, communications, entertainment, trading, tourism and many more. Therefore, through development of the tourism industry, there is gain of huge economic, political and cultural benefits. However, further research needs to be done to understand the tourism potential of convention delegates. Lack of effective marketing and promotion and inadequate convention facilities makes Kenya lose potential tourists to other competing destinations. Quantity of function space on income management and performance evaluation, have comparatively been neglected despite the growing interest in the expansion of convention centers. The research area identified the gaps in Nairobi City County since it is a capital city and an area that influences conventions largely. The purpose of the study was to establish the role of conventions in influencing tourism performance in Nairobi, Kenya and bridge the gaps. The key objectives of the study were to examine the role of conventions tours, visitor stay and spending, marketing and consumer preferences and their impact on tourism performance in Nairobi, Kenya. The study targeted employees and guests of selected hotels and venues associated with conventions in Nairobi. A total sample size of 384 employees and guests was used as the source of primary data. Descriptive survey design was used for the purpose of this study. Guests were given questionnaires to fill while the practitioners were interviewed one on one to give their opinion of the study on conventions regarding its variables. Reliability and validity of the instruments was determined through pre-testing. Data of research objectives was described and expressed by use of descriptive statistical analysis such as mean scores, percentages, frequency distribution and standard deviations. The relationship between convention tours, marketing of convention facilities, length of visitors' stays and visitor spending in convention facilities was determined by use of linear regression analysis. Results showed that convention tour activities, marketing of convention facilities, visitor stay and spending and consumer preference had a positive and statistically significant relationship with tourism performance in Nairobi. Based on the study findings, the study concluded that the independent variables influence tourism performance. Conventional tourism has contributed annual revenue of Ksh 723M. However, managers of convention facilities have not been able to market intensively in the global market. This study recommends promotion of convention tour activities to attract tourists while implementing policies to extensively market convention facilities. This study also recommends provision of a favourable economic and political environment and diversification of tourism products in order to promote visitor stay and spending.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

According to Lau (2009), a tourism convention is an event that takes place yearly to unite individuals with a common goal to share ideas, network and find solutions. Lau (2009) adds that tourism is a very profitable kind of tourism and is becoming one of the sectors with a continuous growth in the tourism industry. Meeting serves as the primary purpose for travel during conventions. Conventions are a multifaceted event with a fixed time mostly involving speakers who have expertise in various topics addressed at seminars, workshops or classes (Rogers, 2013). The convention sector brings peace in the world, share developing information in the sector and attracts technological development in the sector.

Hanly (2012) adds that hosting conventions enables destinations to establish new business links, get access to new technologies and strengthen existing commercial ties. According to Egon and Douglas (2010), there are many types of conventions including corporate conventions and consumer events. They include workshops, seminars, social events and trade shows. Over the last 20 years, there has been an increase of more than 70 percent of the national supply of convention exhibit space, but the past decade has been bad (UNWTO, 2014).

Franklin and Blyton (2013) adds that there has been fluctuation of convention and exhibition industry in response to the challenge of global meetings facilitation. Conventions contribute to the economy in most developing nations and research has shown that conventions are a high value-added industry (Bureau, 2003). Positive effects of conventions can be quantified in terms of income generated from convention facilities and promotion (Kim & Boo, 2010). For example, between the years 2008 to 2009, the number of tourists coming in the country

increased from 1200 to 1500 thousand. Positive development was attained although there was a decline in the contextual negative economic effects associated with uncertainties brought about by the outbreak of influenza A (H1N1) and the downturn of global economic. The hotels sub-sector in the tourism industry recorded remarkable business where the number of bed-nights occupied increased substantially by 69% from 3,700 in 2008 to 6,300 in 2009. There was an overall increase of bed rate up from 26% to 37% in 2008 and 2009 respectively. Similarly, there was a notable improvement for occupancy bed rate in 2008 from 32% to 39% in 2009. The main source of foreign exchange is tourism earning which increased by 18% to Ksh.73.7 billion from Ksh.62.5 billion in 2010 and 2009 respectively (KNBS, Economic Survey, 2011).

The tourism sector suffered a reduction in the number of international visitor arrivals due to several setbacks in 2013 leading to a decline in tourism earnings. Uncertainties and factors associated with 2013 general elections had a negative impact on visitor arrivals throughout the first quarter (KNBS, Economic Survey, 2014). The situation went back to normal due to the peaceful elections in the second quarter. However, the third quarter, which was August 2013, recorded a decline in visitor arrivals due to the damage done by the fire accident at Jomo Kenyatta International Airport (JKIA). In the fourth quarter, tourism had a growth of 1.6% in the number of visitor arrivals despite the attack on Westgate Mall in Nairobi just before the end of the third quarter (KNBS, Economic Survey, 2014).

There was a negative impact on the performance of tourism sector as the visitors from European countries were unhappy. There was 11% decrease in the number of international visitor arrivals from 1,710 thousand in 2012 to 1,519 thousand in 2013. Tourism earnings declined by 2% between the years 2012 to 2013 from Ksh.96 billion to Ksh.94 billion. In addition, there was a decline in bed-nights occupancy by 4% between 2012 and 2013 from 6,860 to 6,596 (KNBS, Economic Survey, 2014). The number of local conventions declined

by 15% from 3,338 to 2,849 in 2012 and 2013. Similarly, international conventions held in Kenya also declined by 9% from 328 to 299 in the same phase (KNBS, Economic Survey, 2014). The number of local conventions and delegates rose by 8% from 3,077 to 547,262 in 2014. However, during the same period, international conventions and delegates decreased by 19% and 27%, respectively. The average rate of occupancy of convention facilities dropped by 0.7% to 6% in 2014. The National Treasury Circular restricting the public service from holding conventions and other meetings in private hotels was revoked by the Government. This was done to ensure that the tourism players in the private sector enjoyed the involvement of the public sector equally. Tourism is highly ranked as the main source of foreign exchange earnings in the Kenya. There was a drop in tourism earnings to Ksh.84.6 billion in 2015 from Ksh.87.1 billion in 2014 (KNBS, Economic Survey, 2015).

According to KNBS (2016), there was a decline in international visitor arrivals by 13% to 1,200 in 2015. Negative travel advisories from some European source markets and security concerns, particularly in the coastal region inhibited tourism performance. There was also slow arrival of international visitors in 2015 due to the outcome of Ebola outbreak in West Africa in 2014. The Government increased its budgetary allocation to the State Department of Tourism in an effort to resuscitate the tourism sector. This was from Ksh.5.6 billion in 2014 and 2015 to Ksh.10.7 billion in 2015 and 2016, in order to market Kenya as an ideal tourism destination. However, there was a decline in bed-nights occupancy by 6.4% from 6,300 thousand in 2014 to 5,900 in 2015 (KNBS, Economic Survey, 2016).

There was a 4% increase in the number of local conventions held from 3,077 in 2014 to 3,199 in 2015. Although there was a 9.5% contraction in the number of international conventions in 2015, a number of high profile conferences including the 10th World Trade Organization (WTO) Ministerial Conference (MC10) and the Global Entrepreneurship Summit were hosted in Kenya. Travel for business purposes is largely associated with convention tourism

which is one of the fastest growing segments in the tourism industry (KNBS, Economic Survey, 2016).

The number of international arrivals went up in all the quarters in 2017 compared to 2016. This growth was more evident in the second quarter, increasing by 15% in 2017. In the fourth quarter, arrivals rose by 6.8% from 343 thousand in 2016 to 367 thousand in 2017. A decline was recorded during the third and fourth quarters of 2017 for visitors who came for business, holiday and transit. This was attributed to uncertainties associated with the 2017 general elections (KNBS, Economic Survey, 2018). Business declined in recent years, after expansions were completed in the tourism industry leaders such as Las Vegas, Orlando, Atlanta and Chicago (Bureau, 2003).

During a recession, some opened up their expanded facilities, but they all saw business drop. There is blame by many industry insiders about the recession on room shortages adjacent to convention centers. Moderately rated convention planners find this more and more difficult to finance especially with large hotels (Kim & Boo, 2010). The response has been a series of publicly preserved or endowed hotel development (Bhargava R. Kotur, 2014). Performance of convention center is measured by the number of nights spent on hotel room and the number of nights people stay in hotels due to conventions.

The greater the duration of stay, the greater the expenditure. Conventions differ in their duration. In Las Vegas, the estimated average duration of conventions was four days in 2000. In Hong Kong, conventions lasted on average three days with convention delegates' average length in the city being five days in 1999. In Africa, various tourism bodies of the leading tourism destination countries like South Africa, Egypt, Tunisia, and Morocco assert that average length of stay, visitor spending behavior and various other determinants play a big role in tourism performance. Rogers (2013) argues that, Africa has a relatively small share on the growing global convention and conference demand.

Kenyatta International Convention Center is the largest convention facility in East Africa. It is able to hold up to 5,000 attendees in its newly modernized facility. This segment is bolstered by the fact that Kenya is center for international airline with uninterrupted access that beats the capacity of any other country in East Africa. According to Fred Simiyu (2015), independent business travelers originate from domestic, intraregional and international source markets are drawn to major meetings typically hosted at the Kenyatta International Convention Center (KICC) in Nairobi. Simiyu (2015) adds that, business and conference travelers can be tempted to stay longer and spend more, for example, taking a weekend on the coast or taking a safari package hence promoting tourism within Kenya. Convention facilities include; events and exhibition centers, lodges and hotels. These convention facilities are all over the country and concentrated in the major towns and along the coast (Maingi, Nthinga, Belsoy, & Odunga, 2009).

1.2 Problem statement

In Africa, Kenya is the second country with the highest number of convention facilities according to the data from the International Congress and Convention Association (ICCA, Statistics Report, 2014). Out of Africa's sixteen convention venues, which are members of the ICCA, four are from Kenya, constituting 25% of the venues in Africa (ICCA, Statistics Report, 2014). In 2012, incoming visitors participating in Meetings, Incentives, Conventions and Exhibitions activities constituted 3% of all tourist arrivals in Kenya.

Although Kim and Boo (2010) suggest that positive effects of conventions can be quantified in terms of income generated from convention facilities and promotion, Mair (2013) argues that there is uneven distribution of revenue generated by conventions hence a challenge and an area that needs further research. Mair (2013) suggests further research needs to be done to understand the tourism potential of convention delegates. Areas such as the effect of the quantity of function space on income management and performance evaluation, have

relatively been neglected despite the growing interest in the expansion of convention centers. Lack of effective marketing and promotion and inadequate convention facilities makes Kenya lose potential tourists to destinations such as Dubai, China and South Africa. This also makes Kenya a less competitive destination for business conferencing and exhibitions (Hall, Gossling, Hall, & Scott, 2015).

Nairobi is the capital city of Kenya and has the largest airport in East Africa, serving over 30 airlines. These airlines links Africa to the rest of the world. However, Kenyatta International Conference Centre (KICC) is the only purpose built Convention and meeting Centre in Kenya whose size is currently small. There are no purpose built convention centers in resort cities of Mombasa, Kisumu and Eldoret hence, hotels whose capacity is small conduct most meetings held within these regions (Simiyu, Lewa, Ouma, & Ndwiga, 2016).

1.3 Purpose of the Study

In order to solve the existing problem, this study purposes to establish the role of conventions in influencing tourism performance in Nairobi, Kenya and bridge these gaps.

1.4 Objectives of the study

1.4.1 General objective

The main objective of the study was to examine the role of conventions in influencing tourism performance in Nairobi, Kenya.

1.4.2 Specific objectives

The specific objectives of the study were:

1. To determine how convention tour activities influences tourism performance in Nairobi County, Kenya.

2. To find out the influence of marketing of convention facilities on tourism performance in Nairobi County, Kenya.
3. To determine how visitors' stay and spending on conventions influences tourism performance in Nairobi County, Kenya.
4. To analyze the influence of consumer preference for conventions on performance of tourism in Nairobi County, Kenya.
5. To establish the moderating effect of government policies on the relationship between conventions and tourism performance.

1.5 Research hypothesis

The study was guided by the following research hypothesis:

H0₁: There is no significant relationship between convention tour activities of conventions and performance of tourism in Nairobi County, Kenya.

H0₂: There is no significant relationship between marketing of convention facilities and resultant performance of tourism in Nairobi County, Kenya.

H0₃: There is no significant relationship between visitor average length of stay and spending and performance of tourism in Nairobi County, Kenya.

H0₄: There is no significant relationship between consumer preference for conventions and performance of tourism in Nairobi County, Kenya.

H0₅: The relationship between conventions and tourism performance is not influenced by government policies in Nairobi County, Kenya.

1.6 Significance of the study

The findings of the research shall be relevant to all stakeholders as well as the tourism and Meetings Incentives Conventions Exhibitions (MICE) industries. The findings shall also

develop the tourism industry by providing market strategy. The findings shall also help the Government in policy making which will be helpful in advanced tourism and by providing recommendation for further research. The findings shall prove substantial to Ministry of Tourism and Wildlife by providing satisfactory policies regarding conventions to be put in place. In addition, Kenya Tourism Board [KTB] shall also use the study findings in its measures for convention classification. The tourism institutions shall benefit from the knowledge gained in this area of study so that provision can be made for teaching conventions management in Kenya colleges. Future investors in tourism sector in Kenya may also be directed on areas to invest in, with regard to convention and tourism performance.

1.7 Delimitations and Limitations of the study

The study was delimited to guests in ten major hotels and venues in Nairobi associated with conventions since Nairobi is the center of conventions in Kenya. The role of conventions in influencing tourism performance in Kenya was addressed during the study period. Any future changes in the choice made outside the scope might therefore not be considered. There is need to understand the tourism potential of convention delegates as it is now that convention tourism is growing in the country.

The perceived study limitations were that the respondents might not cooperate during the study period as expected and they might not give true and honest information to the data collection research instruments used, hence there is a problem of results not being entirely true as is the accuracy expectations. The researcher addressed this problem and requested the respondents to give true information of what they knew in the research instrument used. Moreover, the researcher engaged with the respondents freely and this created confident to give honest response during the interview and answering questionnaires as data collection process.

1.8 Assumptions of the study

The respondents cooperate during the study period to help the researcher complete the research as expected and they gave true and honest information to instruments of research used in collecting data to help bridge the study gaps.

1.9 Conceptual Framework

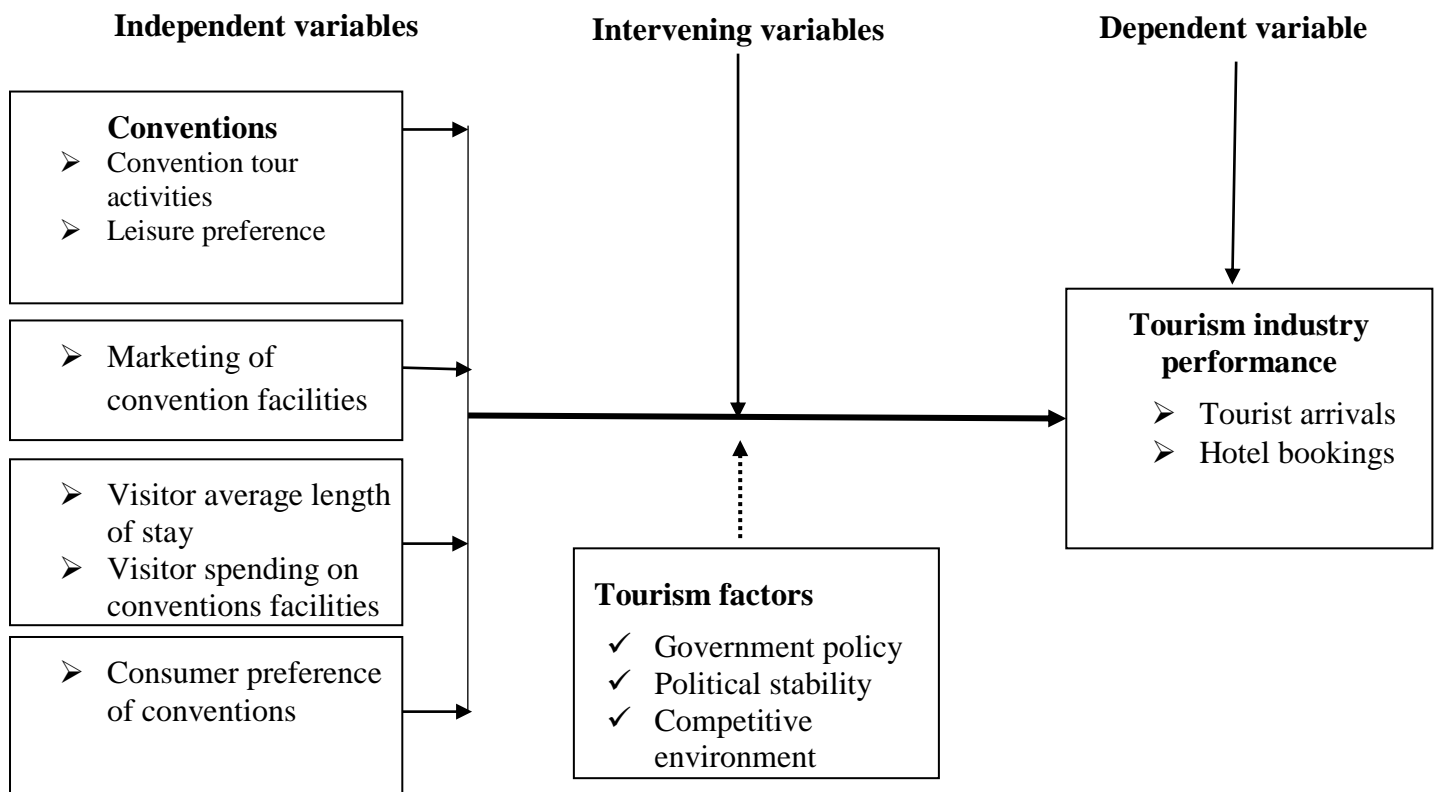


Figure 1.1 Conceptual Framework

Source: (Researcher, 2016)

This study highlighted the key variables that were used in the study. These variables included, convention tours, marketing of convention facilities, visitor length of stay and spending, consumer preference and moderating factors; government policies, political instability and competitive environment. Convention attendees tend to look for tours before or after their business trip, hence promoting tourism (Kumar & Narendra, 2014). As part of

leisure, attending a convention may be a one-time trip for long distance visitors in particular, which gives an opportunity to have fun and enjoy the attractions that the destination has to offer. Length of stay for convention delegates is influenced by income level. A particular choice of destination or a holiday's length can be explained by economic variables, such as delegate level of income (Rogers, 2013). Consumers may differ in terms of personal characteristics and preferences.

Tourism performance of a particular destination is influenced by government policy and regulation in terms of generating the conditions that lead to the development of a successful convention as an essential stakeholder (Hanly, 2012). Tourism development is negatively affected directly and indirectly by political instability. In addition, tourism performance has also been greatly influenced by competitive environment. In order for tourism to thrive and survive, appropriate competitiveness is required (Ritchie, 2003). Strong determinants of tourism performance were found to be factors such as political, social, environmental, technological and economic.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The literature review in this chapter covers the existing and documented literature on conventions tour activities, marketing on convention facilities and visitor stay and spending on convention facilities. The theoretical framework and conceptual framework enabled the researcher to cover the literature in Kenya and stressing on gaps in knowledge and the major objectives of this study.

2.2 Conventions

2.2.1 The concept of convention Tours

Convention tour activities are the leisure activities that the convention attendees look for before and after their business trip. Convention attendee becomes a leisure tourist once a working day is over (Kumar & Narendra, 2014). Business travelers, delegates and visitors should find themselves spare time to visit after spending time conferencing, negotiating and generally getting the job done (Cope & Davidson, 2003). According to Kumar and Narendra (2014), attendees may consider the tour activities if their employers have sponsored them to attend the conventions.

It is reasonable for these attendees to cater for pre and post tour activities with their own money, since they have not paid for the convention from their own pockets. Attending a convention may be a one-time trip for long distance visitors in particular, which gives an opportunity to have fun and enjoy the attractions that the destination has to offer (Khunou, Reynish, Pawson, Tseane, & Ivanovic, 2012). It is important to know how much money the convention brings since it attracts funding from local and national government and to obtain permission to expand or build convention facilities. Convention visitors are concentrated in

urban areas and the economic benefits collected from the high spenders do not trickle down to all areas in the country. Little research has been carried out examining how such dispersal can be encouraged, regardless of the importance of this issue to the tourism industry and the government (ICCA, Statistics Report, 2017). Research by Mair (2013) found that less than 80% of attendees were adding tour activities to their convention trip.

2.2.2 Marketing of convention facilities

According to Larsen and Haldrup (2009), economic impact in a particular city or region was generated through constructing and conducting operations in most convention centers in North America. Among the popular convention destinations in Asia, Thailand devoted considerable marketing resources in 2008 to target the meeting and convention market segment. These efforts, with approximately US\$25 million, aimed to attract more convention business and stimulate the tourism industry of the country. Globally, promoting a country as a tourist destination for holiday travel can be enhanced by the meeting and convention industry (Buhalis, 2000). During the last decade, Thailand's meeting and convention industry has developed dramatically with the growth of participants and the expansion of related facilities.

Today, there is an abundance of supply in Thailand to serve the market, with over 3 million square feet of meeting and convention space and more than 10,000 hotel rooms. However, attracting more convention business to the destination is a challenging task with today's intensified competition in the region. Previous studies have indicated that the effective use of the internet will assist tourism marketing promotions (Bhargava R. Kotur, 2014). Effective websites can serve as online advertising channels to market destinations for searchers who are interested in meetings and conventions. As the competition increases, Kenya has become more aggressive in its efforts to attract convention business through online marketing which enhances economic impact (Egon, 2010).

Events attracting the largest number of international and regional visitors are prioritized by maximizing economic impact. The first forty years, research has shown lack of literature on Africa's destination marketing that addresses the question: To what extent are Destination Marketing Organizations (DMOs) responsible for increase in visitor arrivals, length of stay and spending? Economic impact is significantly generated by convention visitors on overnight business than classic overnight visitors (Pike & Page, 2014). Marketing of regional tourism is centralized by Destination Marketing Organizations. The DMOs fulfill several roles, including product development, offering their services to visitors, operating as link between public sector tourism enterprises and bringing tourism businesses to the private sector businesses.

Attraction of visitors to the destination and marketing of communities is done by Convention and Visitor Bureaus (CVBs). Links between the meeting managers and service suppliers of the meeting industry are established by the CVBs which are non-profit organizations (National Crime Prevention Council (U.S.), 2013). A CVB can help in selecting a site in several ways. The CVB gives the meeting professionals valuable destination information that helps in soliciting services through the lead process. CVB is the best agency for coordination between the hospitality and tourism business and those who desire to use their services, since it represents all constituents of the hospitality and tourism industry in a given area (Hanly, 2012).

Several factors contribute to the increase of conventions in the country. These factors include, new markets promotion, political stability, repositioning the country as a high value destination like the Brand Kenya Initiative and enhanced security and infrastructure (KNBS, Economic Survey, 2011). According to Kotur (2014), expansion of convention facilities has led to increase in the number of conventions as well as putting in place market resources. However, in Kenya there is lack of enough resources put in place for marketing and

convention visitor bureau which is not effective, hence a gap between public and private sector in tourism marketing (Maingi, Nthinga, Belsoy, & Odunga, 2009). The authors acknowledge the need for collaboration between all key stakeholders in tourism marketing.

2.2.3 Visitor average length of stay on convention facilities

Economic variables of a person such as the level of income or the price of the holiday can be interpreted as constraint to take a trip or a particular choice of destination. These economic variables enables the traveler to be able to make definite decision on the length of a holiday (Rogers, 2013). The average daily convention expenditures and length of stay for convention delegates is supplemented by the spending of convention exhibitors and companies associated with an event (National Crime Prevention Council (U.S.), 2013). According to KNBS (2007), there was an increase in tourism earnings by 15% from Ksh.49 billion to Ksh. 56.2 billion between 2005 and 2006.

Conventions led to an increase in international arrivals by 8.2 %from 1.5 million in 2005 to 1.6 million in 2006. A growth of 32.3% was recorded by the number of hotel bed-nights occupied from 4,500 bed-nights in 2005 to 5,922 in 2006. The number of inbound and outbound conventions rose by 37% and 12% respectively in 2006 (KNBS, Economic Survey, 2007). Consequently, there was a sharp decline in international arrivals by 34% from 1,817 to 1,203 in 2007 and 2008. There was a drop in tourism earnings due to the decline in the number of tourist arrivals between 2007 and 2008 from Ksh.65 billion to Ksh.52 billion. There was a significant decrease in the number of bed-nights occupied by 47% from 6,940 in 2007 to 3,699 in 2008.

Throughout the year under review, the number of local and international conventions held declined by 17% and 19% respectively, in the convention sub-sector (KNBS, Economic Survey, 2009). According to Kenya National Bureau of Statistics (2010), uncertainties related

to the post-election violence led to a 58% decline in business tourists' length of stay. For the past five years, visit of tourists to more than one attraction in one trip is a factor that has been upheld in line with the deteriorating average length of stay. The outcome was in the average length of stay being smaller by 13% in 2008 when compared to 2007.

According to Larsen and Haldrup (2009), several factors affect the performance of a convention center, mostly demand of hotel room night. These factors are: expedient transportation in and out of the city, adequacy of hotel rooms and other unique attractions like the sandy beaches. Avital factor to accomplish delegates selection process is the number of hotel room rates. Due to high prices on hotel room rates, a negative impact is created on the number of hotel room nights that are booked in convention cities like Boston, New York and Washington. Furthermore, Kim & Boo (2010) found that the number of hotel room nights booked might be affected by the percentage of inbound convention attendees. In 1993, Rhode Island Convention Center opened its doors but it generated fewer hotel bookings than projected bookings because most of the convention attendees travelled short distances (Brent Ritchie J.R, 2011).

Larsen & Haldrup (2009) argues that, a lot of positive economic benefits to the local economy are not provided by the local convention attendees since they do not stay at hotels to attend conventions. Delegates to conventions stay longer in most destinations and spend more per day compared with tourists. This generates more hotel occupancy and restaurant sales and retail (Schechner, 2006). According to Lau (2009), convention center performance is measured through the number of nights' people stay in hotels and hotel room nights during conventions. According to Kim and Boo (2010), there is a gap between measures implemented for performance of convention center and hotel room nights' demand.

2.2.4 Visitor spending on convention facilities

According to Mair (2013), further research needs to be done to understand the tourism potential of convention delegates. Kim and Boo (2010) argues that surveys are the best in measuring the effect of visitor spending by determining the quantity and quality of goods that travelers tend to purchase, and then to estimate the share of output visitors support in key industries. The most direct method to obtain visitor-spending data is by surveying authentic visitors. However, Tourism Satellite Accounts (TSAs) or other accounting models that can produce an estimate of spending indirectly is used many times to obtain visitor spending (Frechtling, 2010).

According to Wang (2006), delegates spend extra than the average leisure tourist as a nations' economy is significantly contributed to by Meetings Incentives Convention Events (MICE) tourism. For instance, other tourism sectors in Thailand's generated less revenue as compared to MICE industry which generated two to four times more (Sangpikul & Kim, 2009)

Dwyer (1997) argues that, in order for each delegate to generate the equal level economic activity, a MICE destination would need to attract at least two leisure tourists. According to Wang (2006), there is a significant variance in the spending patterns of men and women. However, according to several studies, tourism expenditures is not significantly affected by gender since much of travel activities is a group activity and not individual in nature. Nonetheless, different purposes may be the reasons to travel for men and women. Collins and Telfer (2002) determined from a USA study that with leisure market, women take many and occasionally even more holidays than men even though men still dominate the business travel market.

Liu (2003) argues that big gaps remain in understanding tourist spending behavior. In order to understand better on the economic benefits of tourism to given communities, there is need to have quality information about tourist expenditures (Larsen & Haldrup, 2009).

Successive economic impact analysis can be done using visitor spending report as described by the visitors themselves hence providing an accurate basis as well as evaluation against other industries. It is often emphasized that the length of stay and the number of hotel room nights booked would likely be positively affected by public events created by conventions (Lau, 2009).

2.2.5 Consumer preference on conventions

According to Cope and Davidson (2003), to develop brand strategy for a new foreign market it is extremely important to understand local conventions. Consumers are unwilling to accept an alternative when a local convention is satisfactory. This leads to adaptation of a particular aspect of branding convention (Kumar & Narendra, 2014). A convention undergoes development or erosion in the minds of the consumers when it is flexible. Hence, such a convention is challenged, in order to distinguish brand from competitors and also to give new values to delegates. Carrying out competitive analysis and consumer research gauges the satisfaction of a convention (Mair, 2013). The most vital consideration is whether sufficient additional value to consumers will be provided through observing or challenging a convention.

Adapting the brand to new markets is less important than giving consumers new and worthy experiences (Rogers, 2013). From a macroeconomic point of view, Fish and Waggle (1996) stated that, higher trip expenditures were expected from families with a greater income than lower income families. They concluded that income was the main factor that based family decisions regarding vacation and pleasure travel. Twining-Ward, Messerli, Fernandes and

Christie (2014) argued that, the business travelers are more concerned with class hence they are less sensitive to price. Business travelers have a particular time frame hence they are inspired mainly by the need to complete their travel and business dealings as efficiently and effectively as possible. This is reflected in their trip for the company's motivation (Telfer & Sharpley, 2002). They also consider their personal agendas. Consideration is given to issues such as getting to their destination in a convenient, carrier punctuality and reliability and the flights' frequency so that they can leave at a time that suits their appointments and return as soon as their business is completed (Telfer & Sharpley, 2002).

Travel needs to be arranged on weekends rather than weekdays - most business people like to spend their weekends with their family (Sloan, Simons-Kaufmann, & Legrand, 2012). Twining-Ward, Messerli, Fernandes and Christie (2014) suggests that personal motivation enters the scene when the business traveler is taking a spouse or partner with him or her, and when the business trip demands leisure activities be included as an adjunct. A business person may also be interested in travelling with a specific carrier in order to take advantage of frequent flyer schemes which allow them to take a leisure trip with the airlines when they are accumulated sufficient miles (Schechner, 2006).

This may entail travelling on what is not the cheapest or most direct route. Factors like these can cause friction between the traveler and their company, since the decision to travel and how and when, may not rest with the travelers themselves. Rather the decision may lie with the senior member of the company, whose concern may have more to do with ensuring the company receives value for money than any considerations of comfort or status (Getz, 2008). According to Getz (2008), airline expenses, hotel expenses and food and beverage expenses are the top three cost categories for business travel. In the last 15 years, there has been development of more cultured business traveler needs hence many airlines began to concentrate on providing premium service on long distance flights especially for the first

class and business class traveler (Schechner, 2006). Tools that help the business travelers such as: Enhanced and competitive mileage programs, fast check in and online check in and lounges with broadband connection have been implemented by the airlines (Hall, Gossling, Hall, & Scott, 2015). Hotels are not far behind as they are also competing for the business travelers by offering broadband connection in all rooms, flexible points programs, and fast check in and check out services (Wearne, Baker, 2002). According to Hanly (2012), there are two types of category conventions – conventions of representation and needs conventions. Conventions of representation are less obvious to foreign brand managers and mostly reveal consumer preferences. The second kind of conventions is needs conventions, where consumers obtain their brand experience that meet their personal needs (Epstein & Buhovac, 2014).

Needs manifestation is determined by the needs conventions. Although a need may be the same for all people, it may be fulfilled in a different manner in diverse societies (Frechtling, 2010). To better understand how needs conventions influence consumers' preferences to conventions, this study will use example of security needs. Security needs include; peoples' need for safety, their protection and certainty. Although simple security needs include protection against physical and mental harm, the meaning can differ from country to country (Sloan, Simons-Kaufmann, & Legrand, 2012). There is a gap when it comes to status and consumer preference as business travelers as are more concerned with status, hence what motivates them is not clearly known (Larsen & Haldrup, 2009).

2.2.6 Government policies

The current political and economic situation has led to shortfalls particularly in development and implementation of appropriate tourism policy. This has led to decline and poor performance in the tourism industry. Government policy and regulation is an essential stakeholder in terms of creating the conditions that lead to the development of a successful

convention. Tourism performance is influenced by government policy of a particular destination. Tourism may be motivated and growth actively encouraged by government policies and at the same time eliminate unnecessary constraints or burden (Ritchie, 2003).

Cope and Davidson (2003) adds that, the tourism industry would mostly benefit from effective government policies in terms of undertaking facilitation of tourists in and out of the country and attraction of outbound investments. Various policy initiatives have been formulated in an effort aimed at actualizing the flagship projects identified under Vision 2030. Apart from developing the Sessional Paper No.1 of 2010 on Enhancing Sustainable Tourism in Kenya, the Government also developed the Tourism Act 2011 which provides for the development, management, marketing and regulation of sustainable tourism and tourism related activities and services and for connected purposes.

The Act among other things provides for a national tourism strategy, subsidiary legislation, guidelines, rules and regulations, guidelines and measures for sustainable tourism, criteria for standardization and classification, hospitality and tourism curriculum for training industry professionals, code of practice for the tourism sector, tourism research, fiscal/tax incentives and disincentives and prohibition and offences relating to pollution. Tourism depends on a wide range of stakeholders for its development and performance. The involvement of stakeholders in the planning and operation of the sector enhances the prospects for sustainable tourism (Epstein & Buhovac, 2014).

2.3 Tourism performance

According to Andrea and Melville (2008), tourism is assortment of activities to a destination that visitors engage in and is usually located outside their usual environment. Activities in the past that were usually thought of as tourism-related, are the reasons for a visitor's travel. These activities may consist of; vacations, leisure, or making visits to friends and relatives.

Andrea and Melville (2008) adds that, tourism is sensitive to macro-economic stability and economic growth. The success of the tourism industry and its players has been due to the importance of basic economic conditions as emphasized by several experts in the researcher's interviews. This view has been supported by studies that found substantial differences in the growth of tourism in developed and developing economies. More foreign investments in the industry is encouraged through a solid economy which can enable more government support. According to Egon (2010), strong factors of tourism performance across the numerous industries such as levels of income and employment are players associated to the economic growth and stability.

The past decade has experienced a substantial contribution to the local and national economies of host destinations generated from the development of the meeting and convention sector (Brent Ritchie J.R, 2011). The growth of the overall travel and tourism sectors has been enhanced by conventions. This has resulted in a strengthened competition between host destinations that are focused to attracting more conventions. International conventions has lately made Asia a popular region due to the growth of the convention market in North America and Europe (Bureau, 2003).

The launch of the tourism recovery programme has enabled the government to support the tourism sector. This is due to the recognition of the serious role tourism plays in employment and earnings. Tourism recovery programme is a 10-point strategy that puts emphasis on marketing, infrastructure improvement and private sector investment (Buhalis, 2000). This sector is expected to progressively recover with ongoing marketing initiative. This is in combination with the growing numbers of regional and domestic travelers and escalating efforts that assist in developing meetings, incentives, conferences and exhibitions segment (Cope & Davidson, 2003). In 2012, International Congress and Conference Association ranked Kenya as the second most-popular destination for convention tourism in Africa after

South Africa. This has seen Kenya's role in tourism sector expand. The government had previously identified convention tourism as a holder of significant potential for future tourism expansion. The results of the government's efforts to grow this number was reflected by the performance of the segment in 2015 (KNBS, Economic Survey, 2016).

In 2015 Kenya hosted 117,630 foreign arrivals for convention tourism, representing a 13% increase from 2014 total. In the year 2016 and 2017, conventional tourism rose by 5.4% to annual revenue of Ksh 723M revenue. However, managers of conventional facilities have not been able to market intensively in the global market. This was identified as major drawback. It was also established that local people have no impressed conventional tourism much. Studies on return visitation also indicated that tourists were likely to be discouraged from traveling or going back to dangerous countries or regions that had security problems (Rogers, 2013). For instance, international tourism was greatly hit when the tragic events of September 11 occurred. Awareness of increased risk made travellers call off planned visits across the world (Brent Ritchie J.R, 2011). The major gap of tourism performance is security as it mainly affects the tourist arrivals.

2.4 Tourism factors

2.4.1 Political instability

According to Adrea and Melville (2008), instability is a situation where groups controls the government following a coup or control and order are unstable and periodically disrupted. Political instability is when conditions and the way governance is upheld and law are challenged as per their political legality by factors operating externally from the normal activities of the political system. The level of political stability is likely to be related to the level of economic performance of a destination. Mair (2013) argues that, tourism development is directly and indirectly affected by political instability in terms of economic

development, damage to investment prospects and destabilising productivity which leads to poor levels of infrastructure.

Directly it can cause disturbances to the tourists due to chaos and terrorism and they may be trapped in any or be the target of parties who are trying to show their case. Indirectly, the growth or maintenance of infrastructure which provides base for tourism may be hindered due to political instability by destroying economic development (Mair, 2013). In either case, there is likely to be a negative view of tourists to the destination matter to a great political instability. According to KNBS Economic Survey (2009), internal and external shocks hit tourism sector in the worst way to record a huge reduction of 36% in 2008 compared to a remarkable growth of 16% in 2007.

Early 2008, tourism sector was affected by post-election clashes together with the global financial crises later in the same year. The number of convention delegates dropped abruptly due to visitors cancelling their reservations and terminating their hotel bookings. The Kenyan Government provided a conducive environment, together with successful tourism promotion and political stability, which resulted in regained confidence in the country as the preferred destination (Larsen & Haldrup, 2009). Consequently, on interpretation of improved quality and volume of tourists, there was an improvement in tourism earnings by 20% from Ksh.52.7 billion in 2008 to Ksh.62.5 billion in 2009 (KNBS, Economic Survey, 2011). International visitor arrivals increased by 13% from 1,609 in 2010 to 1,823 in 2011, despite travel advisories and the issued security threats in 2011 (KNBS, Economic Survey, 2014).

2.4.2 Competitive environment

According to Buhalis (2000), competitive environment has been widely known as a critical factor influencing tourism performance. In order to survive and thrive, proper competitiveness is required, at least to distinguish itself from the immediate competitors. In

line with statistics on international tourist arrivals, Europe remains the leading region for Travel & Tourism competitiveness, with all of the top five places taken by European countries.

The Travel & Tourism Competitiveness Index (TTCI) aims to measure the factors and policies that make it attractive to develop the travel and tourism sector in different countries (GoK, 2018). Out of the overall rank out of all 140 economies, Switzerland is ranked 1st in the 2013 TTCI, a position it has held since the first edition of this Report in 2007, performing well on almost all aspects of the Index. Its infrastructure, especially ground transport, is among the best in the world and the country boasts top marks for its hotels and other tourism-specific facilities, with excellent staff thanks to the availability of qualified labour (ranked 2nd). The importance of Travel and Tourism for the country's economy is reflected in its top ranking for the prioritization of the industry, with the 2nd highest Travel and Tourism expenditure-to-GDP ratio in the world and effective marketing and branding campaigns (GoK, 2018).

Kenya is ranked 14th for its natural resources, with its three World Heritage natural sites and its rich diversity of fauna. Tourism is a recognized priority within the country (ranked 23rd on this pillar), with high government spending on the sector and effective destination marketing campaigns. In addition, a strong focus on environmental sustainability results in a rank of 21st, which is particularly important for Kenya given the sector's dependence on the natural environment. This focus seems to be bearing fruit and contributes to the overall improvement of Kenya in the rankings (Hall, Gossling, Hall, & Scott, 2015).

On the downside, the policy environment presents a mixed picture and is not sufficiently conducive to the development of the sector (ranked 95th). Although openness in terms of visa requirements and bilateral Air Service Agreements has improved significantly, property rights are insufficiently protected, and much time and high costs are still required to start a

business. In addition, infrastructure remains underdeveloped and health and hygiene levels require improvement, as does the human resources base (106th). Finally, the security situation in the country remains a significant hindrance to further developing the sector ranked 135th (ICCA, Statistics Report, 2017)

The position of East Africa as the continent's most attractive tourist destination has come under threat from other blocs taking advantage of on the region's lengthy business procedures, insecurity and poor infrastructure to boost their competitive edge. The 2013 World Economic Forum (WEF) survey on global tourism and travel competitiveness shows that Kenya, Uganda, Rwanda, Tanzania and Burundi are trailing emerging global tourism giants in sub-Saharan Africa such as Seychelles, Mauritius and South Africa. Kenya, EAC's top tourism investment destination, came eighth. The WEF cited insufficient property rights protection, insecurity, lengthy and costly business procedures as well as dilapidated infrastructure as drawbacks. In the sub-Saharan Africa rankings, Rwanda, Tanzania and Uganda took positions nine, twelve and thirteen respectively as Burundi was ranked at position thirty (Mair, 2013).

2.5 Theoretical Framework

2.5.1 The intrusion-reaction model

According to Hiller (2005) an intrusion-reaction model best describes a convention as mega-event when it occurs in a host city. It is usually considered a prize when a large convention in which mobilization of all energies for preparation is attained (Spain & Butler, 2011). If one explanation of this process is 'planning to cope', the other description is the expectation of economic benefits as measured by bed nights and per capita multipliers of delegate spending (Kim & Boo, 2010). A convention is an exceptional opportunity for host city and delegates interaction as visualized by this model. All the deeper meanings of hospitality must be

attached to transform a client to a guest, from the point of view of the host city (Bureau, 2003).

According to convention organizers and delegates, temporary space in a foreign country should not just be colonized by a convention but understand the community as a partner in the total convention experience (Hiller, 2005). According to Cope (2003), specified essentials that are accessible to delegates like a reduced registration fee should be shown and included in conventions. Local distinctive such as traditions, history and economic strengths should also be incorporated by program organizers into their activities in creative ways that contribute to tourism. The aim of this approach is to show that not only does convention-host city offer provision of facilities and services but also moves into a closer relationship. The convention and the host community are strengthened in substantial ways when economic benefits are supplemented by collaboration benefits (Bhargava R. Kotur, 2014).

2.5.2 Core Periphery Model

This model explains the role of tourism in economic development and how developing nations are influenced socially in terms of tourism. It was developed by Britton (1981) to show flow of tourists into the periphery which is developing countries, from developed countries which is known as the core (Kauppila, 2011). The core holds the airlines, tour operators and hotel owners hence the tourism industry is controlled by developed countries. There is little experience of the reality of the local residents due to the minimal contact between the tourists and the local residents. The study used this model to show how flow of international tourists influences convention tourism (Spain & Butler, 2011).

According to Pike (2014), the perspective of regional growth at a local level can interpret core-periphery models. Core-periphery association in a periphery is created or strengthened by the development of tourism since the movement of tourists accumulate in enclave areas.

Along with tourist flows, areas with acceleration of enterprises concentration are focused on investments, jobs and population. It has been argued that uneven distribution of capital in a geographical intellect has been affected by tourism and its development thus it contributes to increasing tourism development through conventions (Harrison & Anderson, 2010).

2.6 Summary of Literature and Gaps

OBJECTIVE	STUDY	STUDY GAPS	SOURCE
1. Convention tour activities and tourism performance	Pre and post-convention tours at Conference Destinations	Little research has been carried out examining how such dispersal can be encouraged, regardless of the importance of this issue to the tourism industry and the government.	(Jones, 2015)
2. Marketing of convention facilities and tourism performance	Tourism Performance	Kenya lacks enough resources for marketing while the convention visitor bureau is not effective, hence a gap between public and private sector in tourism marketing.	(Maingi, Nthinga, Belsoy, & Odunga, 2009).
3. Visitor length of stay and spending and tourism performance	Manual on MICE (Meetings, Incentives, Conferences/Conventions and Events/Exhibitions). Determinants of visitor expenditures in mountain	There are many factors still not exploited to know what makes delegates stay longer in most destinations and spend more per day compared	(Larsen & Haldrup, 2009) (Lau, 2009)

	tourism	with tourists. Lack of quality information on tourist expenditures leads to low quality information on tourist spending behaviour.	
4. Consumer preference on tourism performance	Business travel	When it comes to status and consumer preference as business travellers are more concerned with status, hence what motivates them is not clearly known.	(Larsen & Haldrup, 2009).
5. Government policies on tourism performance	National Tourism Strategy	There has been shortfalls led by current political and economic situation particularly in development and implementation of appropriate tourism policy.	(GoK, 2018)

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter described the methods that were used in carrying out the research. The research design that was used, the study location, the target population and their justification. Selection of the sample for the study demonstrated the sample size and the techniques that was used. This chapter also explained the instruments used for data collection, their validity and reliability and the techniques used for data collection.

3.1 Research Design

Descriptive survey design does not allow manipulation of information on variables collected from the target population, hence it was appropriate for the study (Martin, Hanington, & Hanington, 2012). Descriptive research seeks to describe an identified variable's current status. It is designed to deliver systematic information about a phenomenon. The test of the hypothesis is provided by the analysis and synthesis of the data. Associations and relationships between phenomena in population are easily evaluated and reliable results provided, hence making it easier to achieve comparison of the objective (Franklin & Blyton, 2013).

Questionnaires and interview guide were used respectively. The survey method was used to generalize whether conventions affect tourism performance. The researcher conducted a pre-test study with the help of the structure of the survey research design which allowed the accessibility of the reliability and validity of the instruments as well as the paradigms under measurement.

3.2 Study Area

Nairobi was the location for the study as it hosts major conventions and is the capital city of Kenya. It has 3.5 million people as the current estimated population making it the most populated city in East Africa and the 14th largest city in Africa. Nairobi has many businesses that attract visitors and diverse segments of investors and to the city. It has more than 50 hotels, commercial and manufacturing industries and universities. In addition, there are more than 30 airlines that link Africa with the rest of the world hosted by Nairobi as it has the largest airport in the region. The country has many hotels within the city Centre that have convention facilities (Simiyu, Meetings Incentives conferences and Events, 2015). These characteristics influenced the choice of the study area as shown in figure 3.1.

3.3 Target population

There are so many convention venues in Nairobi but the major ones are as shown in figure 3.1. The study focused on eight major hotels and two venues in Nairobi that have large convention facilities and are mainly associated with international conventions as compared to others. The researcher targeted ten management persons from all the hotels and venues. The ten senior persons assisted in responding to interview questions on convention tours, preference of convention delegates and income generated through conventions.

Table 3.1 Hotels population in Nairobi County

Types of hotels and venues selected	Name of hotels and venues selected	Population of delegates	p- value	Sample size
5 Star Hotels	Villa Rosa	10,000	0.21	75
	Kempinski			
	Sarova Stanley	9,700	0.18	21

4 Star Hotels	Hilton Hotel	7,500	0.12	13
	Intercontinental Hotel	7,200	0.10	11
	Nairobi Serena Hotel	6,200	0.06	25
	Safari Park Hotel	6,100	0.05	7
	The Nairobi Safari Club Hotel	5,530	0.04	7
	Laico Regency Hotel	8,000	0.15	15
Venues	KICC	15,000	0.77	120
	Bomas of Kenya	13,700	0.41	92
Total		88,930	2.09	384

Source (Statoids Kenya , 2015)

3.4 Sample size

The researcher used Kothari (2004) formula to calculate the appropriate sample size due to the inability of getting a guests' list. The study took an error of 0.09 since an error of less

than 10% is usually acceptable according to Kothari (2004) to approximate a sample size of 384 guests and practitioners (Kothari, 2004).

$$n = Z^2 pq/d^2$$

$$n = 1.96^2 (0.5) (0.5) / (0.05)^2 = \text{Approx. 384 guests and practitioners}$$

Where n is the desired sample size, Z is the standard normal deviation at the required confidence level, P is the proportion in the target population estimated to have the characteristics being measured (50%), q = 1 - p and d is the level of statistical significance test

3.5 Sampling techniques

The required sample was selected using stratified random sampling. This method of sampling yielded a standardized sample and in turn, the sample mean served as a good estimator of population mean. The population was standardized with respect to the characteristic under study, hence the sample drawn through stratified random sampling provided a representative sample (Franklin & Blyton, 2013). Moreover, the variance of sample mean was not only dependent on the sample size and sampling fraction but also on the population variance. The researcher used a sampling scheme which reduced the heterogeneity in the population to intensify the estimator precision. The population was heterogeneous with respect to the characteristic under study, hence the sampling procedure was stratified sampling (Ilker Etikan, 2016).

3.6 Research Instruments for Data Collection

Questionnaires and interviews guide were used to obtain data from the population. Questionnaires and interviews guide were generated through the assistance and inputs of the research supervisors as proposed by Kuanda (2012), from previous researches literature of similar researches. The first section of the questionnaire found out the demographic and

socio-economic background of the guests, it assisted in giving answers to knowledge of the hotels' guests in regards to convention and tourism performance. The second section of the questionnaire was 5 point Likert scale structured which sought to find out the guests' perception of how conventions influence tourism in terms of convention tours, marketing of convention facilities, visitor stay and spending and factors of tourism performance.

Interviews were conducted with Human resource managers in all the hotels and they assisted in giving answers to the interview questions. Each instrument was being subjected to their validity to ensure they are perfect for the study. In addition, a number of factors were considered in the design before the questionnaires were developed, these factors went in line with Kuada (2012) recommendations.

3.7 Pre-testing

The usefulness of the questionnaire to the present study was examined through a pre-test of the research instruments. Thus, pretesting was carried out with employees and guests in three hotels and venues between August 2016 and October 2016. The final study excluded the respondents and the pretesting units. The pre-test was conducted by distributing sample questionnaires to different hotels in Nairobi. Safari park was the first hotel where the pre-test was carried out in the first week of August; twelve questionnaires were distributed in Safari park hotel. Sankara was the second hotel where pre-test happened in the second week of August and distributed fourteen questionnaires. Finally, Panari hotel was the last pre-test area the researcher carried out the pre-test by distributing eleven questionnaires.

The researcher found the questionnaire were friendly to the respondents, eighty percent (80%) of the questions in the questionnaires were answered without researcher assistance in all the three pre-test areas. However, the remaining twenty percent (20%) of the questions in the questionnaires that researcher assisted the respondents' challenge was based on education

level, this gave the researcher an opportunity to use simpler words and language in the making the final revised questionnaires for data collection. The pre-test confirmed the questionnaires offered valid and friendly questions to the delegates on convention tours, marketing of convention facilities, visitor stay and spending and consumer preference.

The respondent understood the questions during the pre-test with ease, this proved the questionnaire quality was good. These findings gave the researcher the confidence to carry on to the actual data collection. However, the few challenges encountered such as lack of cooperation between the respondents and the researcher were vital lessons to guide the researcher on the best areas of the research areas to collect actual data for a smooth research process.

3.8 Validity and Reliability of the Research Instruments

According to Maingi (2014), the phenomenon under study which is represented by the degree to which results are obtained from data analysis is the validity. The researcher prepared a questionnaire for the purpose of validity, and discussed with the supervisors and other experts in the field of study for accuracy. Corrections were made where necessary. Degree to which consistent results are attained through a research instrument after repetitive trials is known as reliability (Kothari, 2004).

The reliability of the questionnaire to the present study was assessed by use of internal consistency technique. The results were computed by use of Cronbach's alpha coefficient in order to find out the extent to which the contents of the questionnaires were consistent in prompting the right responses where alpha's greater than 0.7 is considered as suitable (Gliem & Gliem, 2003). The internal consistency which is measured by Cronbach Alpha evaluated the reliability of this instrument. The results are shown in Table 3.2.

Table 3.2: Test Results

Item	Respondents	α=Alpha	Comment
Convention tour activities	8	0.882	Reliable
Market on convention activities	6	0.739	Reliable
Visitor stay and spending	7	0.974	Reliable
Consumer preference on convention	5	0.776	Reliable
Government policies	6	0.841	Reliable

Source: Survey Data, 2016

The findings as showed on Table 3.2 indicated that convention tour activities had Cronbach alpha coefficient of 0.882, market on convention activities had Cronbach alpha coefficient of 0.739. Further, reliability tests showed that visitor stay and spending had Cronbach alpha coefficient of 0.974, consumer preference on convention had Cronbach alpha of 0.776 while government policy had Cronbach alpha coefficient of 0.841.

3.9 Data collection procedures

Questionnaires and interviews were used by the researcher. Guests filled questionnaires that they were given after requesting permission from the senior management. The questions were closed hence easy to understand and interpret. There was a scheduled data collection procedure, to the degree possible, with adequate response time and at the convenience of the data providers. There were measures put in place for early notification of plans and as well as specifications for new or changing data collection was put in place. Interviews were conducted to the practitioners.

3.10 Data Analysis and Presentation

Answers to research questions are obtained through categorizing and summarizing of data which is known as data analysis (Martin, Hanington, & Hanington, 2012).The researcher begun data analysis after successfully completing data collection. Data was edited, coded and entered into a suitable statistical package. Demographic characteristics of the respondents

was summarized in form of figures through descriptive statistics. Data in line with the research objectives was described and expressed in terms of percentages, mean rankings, mean scores and standard deviations as forms of descriptive statistical analysis. Analysis of interview data was done using content analysis. The relationship between conventions, length of stay and convention tours and tourism performance was assessed through linear regression analysis. Thus, establish the foundation for assessing the study hypotheses.

Table 3.10: Summary of Analytical Framework

Research Objectives	Source of Data	Research Design	Data Collection Techniques	Data Analysis
1. To determine how convention tour activities influences tourism performance in Nairobi, Kenya.	Questionnaire and Interview guide	Quantitative	Guests Questionnaires and Management Interview	<ul style="list-style-type: none"> • Descriptive statistics • ANOVA • Linear regression
2. To find out the impact of marketing of convention facilities and resultant performance on tourism in Nairobi, Kenya.	Questionnaire and Interview guide	Quantitative	Guests Questionnaires and Management Interview	<ul style="list-style-type: none"> • Graphical presentation • Descriptive statistics • ANOVA • Linear regression
3. To determine how the impact of visitor stay and spending on conventions influences tourism performance	Questionnaire and Interview guide	Quantitative	Guests Questionnaires and Management Interview	<ul style="list-style-type: none"> • Descriptive statistics • ANOVA • Linear regression

in Nairobi, Kenya.				
4. To analyse the influence of consumer preference for conventions in Nairobi, Kenya.	Questionnaire Interview guide	Quantitative	Guests Questionnaires and Management Interview	<ul style="list-style-type: none"> • Descriptive statistics • ANOVA • Linear regression
5. To establish the moderating effect between government policies, conventions and tourism performance in Nairobi, Kenya.	Questionnaire Interview guide	Quantitative	Guests Questionnaires and Management Interview	<ul style="list-style-type: none"> • Descriptive statistics

Source; Researcher, 2016

3.11 Logistical and Ethical Consideration

The researcher collected a letter of clearance and introduction from Kenyatta University Post Graduate School. The researcher also sought permission from National Commission for Science, Technology and Innovation (NACOSTI) by applying for research permit and which assisted in getting the required information from managers of hotels and venues. The researcher only used the information for the purpose of the research to ensure confidentiality.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

This chapter provides the presentation of the findings and discussions. The findings are presented in line with the study objectives. Descriptive statistics and inferential statistics were analyzed and tables and figures were used to present the results.

4.1 Response Rate

4.1.2 Questionnaire Response Rate

A number of 384 guests were given questionnaires to fill. A total of 355 guests returned the questionnaires. The return rate is shown in Table 4.1.

Table 4.1: Questionnaire Response Rate

Item	Frequency	Percent
Returned	355	92.4
Unreturned	29	7.6
Total	384	100%

Source; Researcher; 2017

The researcher sampled 384 respondents. However, 355 questionnaires were well answered and returned which indicated a return rate of 92.4%. A response rate of above 50% is adequate for a descriptive study. Babbie (2004) confirms that response rates of above 50% are acceptable for analysis, 60% is good, 70% is very good while above 80% is excellent. Hence, a response rate of 92.4% is very good for the study (Kothari, 2004).

4.1.3 Interview Response Rate

Table 4.2: Interview Response

Respondents	Target	Achieved	Percentage
Hotel Management	10	10	100%

The researcher conducted an interview with Hotels and venues management. The practitioners responded on the interview guide that covered convention tours, visitor stay and spending, marketing of convention facilities and consumer preference. They comprehensively responded to all the questions and guided the researcher in making physical observation on conventions in place to promote tourism. Interviews were analyzed through content analysis.

4.2 Background data

This part reports on respondents' bio data such as gender, age, education and work.

4.2.1 Age

Respondents indicated their age as shown in Figure 4.1

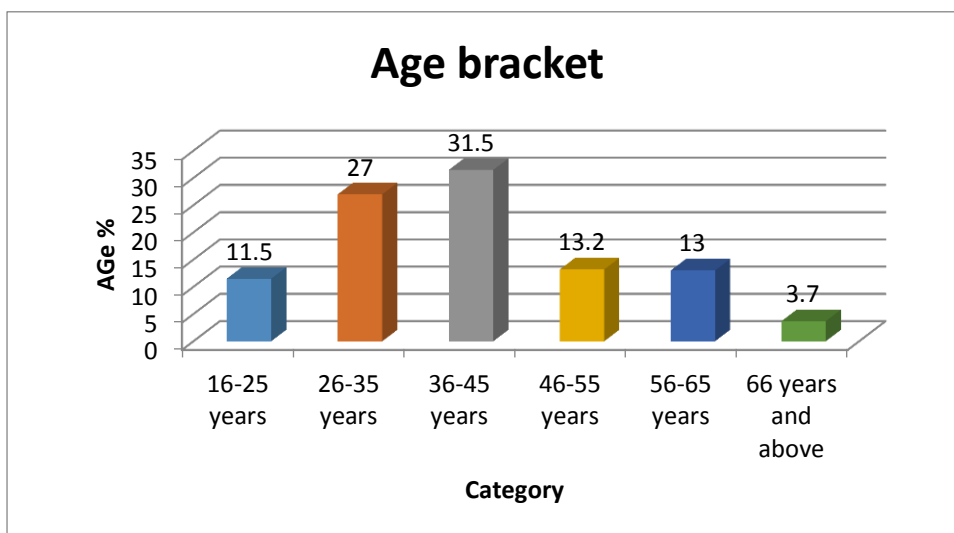


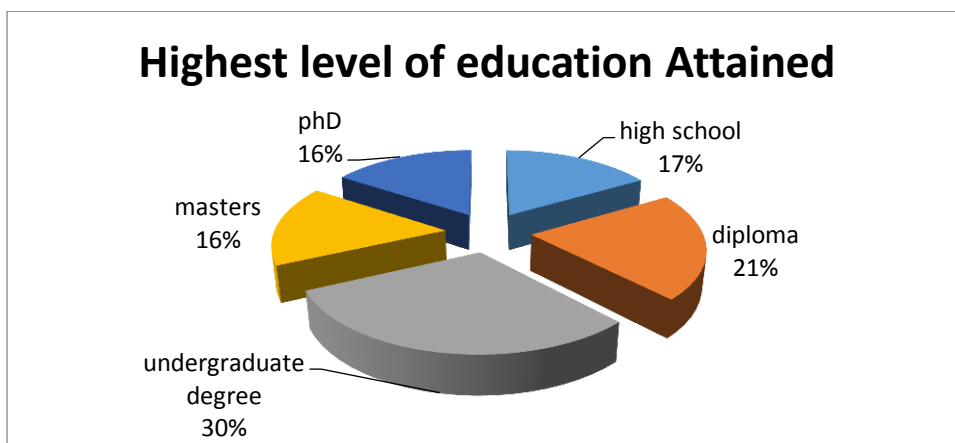
Figure 4:1 Age distribution of respondents

Source; Researcher; 2017

Figure 4.1 indicates that 31.5% of the respondents were between the age of 36 to 45 years, 27% were between 26 to 35 years of age, 13.2% of the respondents were between 46 to 55 years of age while 13% were aged 56 and 65 years. Further, the results showed that 11.5% of the respondents were aged 16 to 25 years while 3.7% of the respondents were aged 66 years and above. This indicates that majority of the guests were middle aged and they were mostly involved in conventions.

4.2.2 Education level of the respondents

The questionnaire asked the respondents to indicate their level of education. The results are presented in Figure 4.2. It was important to establish the educational level of respondents.



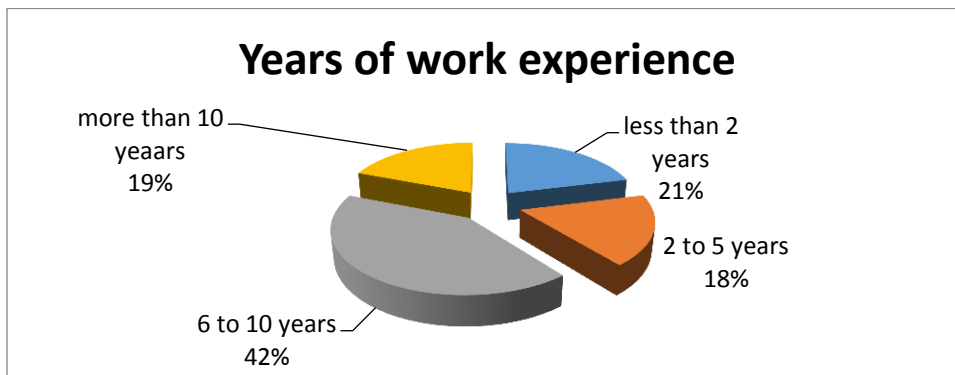
Source; Researcher; 2017

Figure 4.1 Education level

Most of the respondents had diploma, undergraduate and post graduate level of education as indicated by the study findings. This showed that majority of the delegates who attended the conventions were learned and understood conventions.

4.2.3 Years of work experience

The respondents indicated the duration they have been running their enterprises as asked. Results are presented in Figure 4.3. It is valuable to have an adequate experience for successful management of an organization.



Source; Researcher; 2017

Figure 4.2 Years of work experience

Most of the respondents had work experience of 6 to 10 years, which showed that they had a wide knowledge on conventions.

4.4 Convention tour activities

The first objective was to determine how convention tour activities influences tourism performance in Nairobi, Kenya. The objective was analysed by employing descriptive statistics and inferential analysis. Hypothesis testing was also conducted in this section.

4.4.1 Descriptive statistics

The study determined how convention tour activities influences tourism performance in Nairobi, Kenya. The participants of the study responded on statements related to convention tour activities. Result findings were presented in table 4.3.

Table 4.3: Convention tour activities

Statement	strongly agree	Agree	neutral	Disagree	strongly disagree	Mean	SD
Convention activities adds value to the convention package	31.8%	32.7%	13.5%	10.7%	11.3%	2.4	1.3
I enjoy participating in convention tours	37.5%	28.5%	10.1%	12.4%	11.5%	2.3	1.4
I participate in convention tours as a form of leisure activity	31.8%	32.7%	11.5%	12.1%	11.8%	2.4	1.4
Convention tours in Kenya offers a full package after the convention	34.6%	34.4%	9.6%	9.3%	12.1%	2.3	1.3
Convention tours are cheaper as compared to personally paid tours	33.0%	34.9%	10.7%	10.1%	11.3%	2.3	1.3
Average						2.3	1.3

Table 4.3 showed that 64.5% (31.8%+32.7%) of the respondents agreed that convention activities added value to the convention package and 66% of the respondents agreed that they enjoyed participating in convention tours. The results also showed that 64.5% of the respondents agreed that they participated in convention tours as a form of leisure activity. Further, majority 69% of the respondents agreed that convention tours in Kenya offered them a full package after the convention. Finally, 67.9% of the respondents agreed that convention tours were cheaper as compared to personally paid tours.

The results were in agreement with Lau (2009) that tourism is a very profitable form of tourism and is becoming one of the fastest growing sectors in the tourism industry. The average response was 2.3, an indication that majority of the respondents agreed to the statements in the questionnaire. The standard deviation was 1.3, an indication that there was clustering of responses around the average mean response. In an interview session, majority of the practitioners indicated that convention tours occurred mostly after conventions.

Meeting serves as the primary purpose for the travel and is involved in conventions as a form of travel. Multifaceted events like conventions have a fixed time collectivity involving speakers who have expertise in various topics addressed at seminars, workshops or classes. During the interview with convention practitioners, they were asked to indicate the number of conventions happening annually. Majority of the practitioners indicated that between three to five conventions happened annually. This is an indication of the need to further market convention tourism.

4.4.2 Relationship between Conventional tour activities and tourism performance

Table 4.4 present model fit statistics for the regression model fitted to the data. The results show that conventional tour activities explained 43.8% of variation in tourism performance.

Table 4.4: Model fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.662 ^a	.438	.436	.48631

Table 4.5 presents the Analysis of Variance (ANOVA) statistics. The results indicate that the model with one predictor variable (conventional tour activities) was statistically significant and predicts the dependent variable (tourism performance). This results were supported with the F-Statistic equal to 274.849 and the calculated p-value equal to $0.00 < 0.05$.

Table 4.5: Analysis of variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	65.002	1	65.002	274.849	.000
Residual	83.484	353	.236		
Total	148.486	354			

The regression coefficients of the model were presented in Table 4.6. From the analysis, conventional tour activities were found to have a positive and significant relationship with

tourism performance where r-value equal to 0.472 and p-value equal to $0.000 < 0.05$. This means that a unit increase in conventional tour activities will lead to a corresponding 0.472-unit increase in tourism performance.

The specific model was:

$$\text{Tourism performance} = 1.837 + 0.472 X_1$$

Where X_1 is Conventional tour activities

Table 4.6: Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	1.837	.072		25.564	.000
Convention tour activities	.472	.028	.662	16.579	.000

4.4.3 Hypothesis Testing for Conventional tour activities

The hypothesis was tested using the simple linear regression model as shown in table 4.6.

The given null hypothesis was tested through the study:

H₀₁: There is no significant relationship between convention tour activities and tourism performance in Nairobi, Kenya.

The criterion for rejecting null hypothesis is reject the null hypothesis if the calculated t value is greater than the critical value of 1.96. The results in table 4.6 show that the calculated value of $16.579 > 1.96$, hence, the null hypothesis was rejected therefore convention tour activities had a significant relationship with tourism performance in Nairobi Kenya.

4.5 Marketing of convention facilities

The second objective was to find out the impact of marketing of convention facilities and resultant performance on tourism in Nairobi, Kenya. The objective was analysed by

employing descriptive statistics and inferential analysis. Hypothesis testing was also conducted in this section.

4.5.1 Descriptive statistics

The study determined how marketing conventional activities influences tourism performance in Nairobi, Kenya. The participants of the study responded on statements related to marketing conventional activities. Table 4.7 presented the result findings.

Table 4.7: Marketing of convention facilities

Statement	strongly agree	agree	neutral	Disagreed	strongly disagreed	Mean	SD
Convention and visitor bureau has been effective in marketing conventions	32.4%	33.3%	13.0%	11.3%	9.6%	2.3	1.3
Marketing convention facilities through word of mouth has a high impact on tourism performance	35.4%	33.8%	11.0%	10.7%	14.6%	2.4	1.4
Marketing Kenya as a tourist destination has seen tourists consider Kenya as a good convention location	33.0%	34.6%	11.8%	9.6%	11.0%	2.3	1.3
Convention facilities are well spaced and designed to hold conventions	30.7%	34.6%	14.4%	9.3%	11.0%	2.4	1.3
Marketing strategies used for Kenya have seen convention facilities coming up in the country.	30.1%	34.6%	10.1%	14.1%	11.0%	2.4	1.3
Average						2.4	1.3

Table 4.7 showed that 69.2% which was the majority respondents agreed that marketing of convention facilities was well done through word of mouth. The results also showed that 65.7% (32.4%+33.8%) of the respondents agreed that the convention and visitor bureau was effective in marketing conventions. The results also showed that 67.6% of the respondents agreed that marketing Kenya as a tourist destination saw tourists consider Kenya as a good convention location. Further, 65.3% of the respondents agreed that convention facilities were well spaced and designed to hold conventions.

Finally, 64.7% of the respondents agreed that marketing strategies used for Kenya had seen convention facilities coming up in the country. The average response was 2.4 an indication that majority of the respondents agreed to the statements in the questionnaire. The results conformed with Rogers (2013) that, multifaceted event like conventions have a fixed time collectivity involving speakers who have expertise in various topics addressed at seminars, workshops or classes. The standard deviation was 1.3, an indication that there was clustering of responses around the average mean response.

In an interview session with interviewee A, this was not the case as the hotels and convention facilities do the marketing themselves. Further, practitioners were asked to show how well conventions are marketed internationally. Interviewee B said, "It is individual. There is no Convention and Visitors Bureau". Visitor spending statistics were not readily available according to the practitioners. Asked whether there were any challenges facing conventions, the interviewees indicated that there were none. Regarding competition in the market, majority of practitioners said that there were no competitors as they work together.

4.5.2 Relationship between Marketing Convention facilities and tourism performance

Table 4.8 present model fit statistics for the regression model fitted to the data. The results show that marketing conventional activities explained 43.3% of variation in tourism performance.

Table 4.8: Model fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.658	.433	.432	.48821

Table 4.9 presents the Analysis of Variance (ANOVA) statistics. The results indicated that the model with one predictor variable (marketing conventional activities) was statistically significant and predicts the dependent variable (tourism performance). This results were supported with the F-Statistic equal to 269.980 and the calculated p-value equal to $0.00 < 0.05$.

Table 4.9: Analysis of variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	64.349	1	64.349	269.980	.000
Residual	84.137	353	.238		
Total	148.486	354			

The regression coefficients of the model were presented in Table 4.10. From the analysis, conventional tour activities were found to have a positive and significant relationship with tourism performance where r-value equal to 0.462 and p-value equal to $0.000 < 0.05$. This means that a unit increase in marketing conventional activities will lead to a corresponding 0.462-unit increase in tourism performance.

The specific model was:

$$\text{Tourism performance} = 1.854 + 0.462 X_2$$

Where X_2 is marketing conventional activities

Table 4.10: Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	1.854	.071		25.962	.000
Marketing conventional activities	.462	.028	.658	16.431	.000

4.5.3 Hypothesis testing for marketing conventional activities

The hypothesis was tested using the simple linear regression model as shown in table 4.10.

The study sought to test the given null hypothesis:

H₀: There is no significant relationship between marketing conventional activities and tourism performance in Nairobi, Kenya.

The criterion for rejecting null hypothesis is reject the null hypothesis if the calculated t value is greater than the critical value of 1.96. The results in table 4.10 show that the calculated value of 16.431 > 1.96, hence, the null hypothesis was rejected therefore, convention tour activities had a significant relationship with performance of tourism in Nairobi Kenya. The study found out that there was a positively and significant correlation between marketing of convention facilities and tourism performance.

4.6 Visitor stay and spending

The third objective was to determine how the impact of visitor stay and spending on conventions influences tourism performance in Nairobi, Kenya. The objective was analysed by employing descriptive statistics and inferential analysis. Hypothesis testing was also conducted in this section.

4.6.1 Descriptive statistics

The study sought to determine how the impact of visitor stay and spending on conventions influences tourism performance in Nairobi. The participants of the study responded on statements related to visitor stay and spending. Table 4.11 presented the result findings

Table 4.11: Visitor stay and spending

Statement	strongly agree	Agree	neutral	Disagreed	strongly disagreed	Mean	SD
The longer I stay at a convention, the more I spend per day	34.6%	34.1%	8.7%	12.1%	10.4%	2.3	1.3
During a convention, I spend money outside the convention and hotel facilities	33.8%	32.4%	12.1%	10.1%	11.5%	2.2	1.2
Delegates to conventions spend more per day as compared with tourists	31.3%	36.3%	10.7%	12.4%	9.3%	2.1	1.0
Conventions increase income generated through hotel bookings and nights spent in hotels more than other forms of tourism	34.9%	29.6%	13.0%	13.0%	9.6%	2.3	1.3
I purchase goods exhibited in conventions	34.4%	33.8%	12.4%	9.0%	10.4%	2.3	1.3
Average						2.3	1.3

Table 4.11 showed that majority 68.7% (34.6%+34.1%) agreed that the longer they stayed at a convention, the more they spent per day. The results also showed that 66.2%, agreed that during a convention, they spent money outside the convention and hotel facilities. The results also showed that 67.6% of the respondents agreed that delegates to conventions spent more per day compared with tourists. Further, 64.5% of the respondents agreed Conventions

increased income generated through hotel bookings and nights spent in hotels more than other forms of tourism.

Finally, majority 68.2% of the respondents agreed that they purchased goods exhibited in conventions. The average response was 2.3 an indication that majority of the respondents agreed to the statements in the questionnaire. The standard deviation was 1.3, an indication that there was clustering of responses around the average mean response. In an interview session, practitioners were asked whether they booked hotels for guests. Interviewee indicated that “guests book hotels for themselves”. Regarding repeat visits, interviewee D indicated, “There are repeat visits depending on the type of convention”.

4.6.2 Relationship between visitor stay and spending and tourism performance

Table 4.12 present model fit statistics for the regression model fitted to the data. The results show that visitor stay and spending explained 45.2% of the variation in tourism performance.

Table 4.12: Model fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.672	.452	.451	.48007

Table 4.13 presents the Analysis of Variance (ANOVA) statistics. The results indicate that the model with one predictor variable (visitor stay and spending) was statistically significant and predicts the dependent variable (tourism performance). This results were supported with the F-statistic equal to 291.292 and the calculated p-value equal to $0.00 < 0.05$.

Table 4.13: Analysis of variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	67.132	1	67.132	291.292	.000
Residual	81.354	353	.230		
Total	148.486	354			

The regression coefficients of the model were presented in Table 4.14. From the analysis, visitor stay and spending was found to have a positive and significant relationship with tourism performance where the r-value was equals to 0.495 and the p-value equals to $0.000 < 0.05$. This means that a unit increase in visitor stay and spending will lead to a corresponding 0.495-unit increase in tourism performance.

The specific model was:

$$\text{Tourism performance} = 1.837 + 0.472 X_3$$

Where X_3 is visitor stay and spending

Table 4.14: Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.804	.072		25.168	.000
Visitor stay and spending	.495	.029	.672	17.067	.000

4.6.3 Hypothesis Testing for visitor stay and spending

The hypothesis was tested using the simple linear regression model as shown in table 4.14.

The given null hypothesis was tested through the study:

H₀: There is no significant relationship between visitor average length of stay and spending and tourism performance in Nairobi, Kenya.

The null hypothesis is rejected if the calculated t value is greater than the critical value of 1.96. The results indicate that the calculated value of $17.067 > 1.96$ as showed in table 4.14, hence, the null hypothesis was rejected therefore there is a significant relationship between visitor

average length of stay and spending and tourism performance in Nairobi. Visitor stay and spending had a positive and significant association with tourism performance.

4.7 Consumer preference

The fourth objective was to analyze the influence of consumer preference for conventions in Nairobi, Kenya. The objective was analysed by employing descriptive statistics and inferential analysis. Hypothesis testing was also conducted in this section.

4.7.1 Descriptive analysis

The study sought to examine the influence of consumer preference for conventions in Nairobi. The participants of the study responded on statements related to consumer preference. Table 4.15 presents the result findings.

Table 4.15: Consumer preference

Statement	strongly agree	agree	neutral	Disagreed	strongly disagreed	Mean	SD
Security issues are well handled during the convention	35.5%	29.6%	13.2%	11.3%	10.4%	2.3	1.3
I prefer conventions with an eye to my personal needs	30.4%	35.2%	9.9%	11.5%	13.0%	2.4	1.4
Conventions that I have used in Kenya are big enough to hold the participants	29.3%	36.6%	12.7%	11.3%	10.1%	2.4	1.3
I am unwilling to accept an alternative destination for a similar convention	43.7%	27.9%	10.4%	10.4%	7.6%	2.1	1.3
Convention brand in Kenya is well presented to the market	23.9%	42.3%	13.5%	7.9%	12.4%	2.4	1.3
Average						2.3	1.3

Table 4.15 showed that 65.1% (35.5%+29.6%) of the respondents agreed that security issues were well handled during a convention. The results also showed that 65.6% of the respondents agreed that consumers preferred conventions with an eye to their personal needs. The results also showed that 65.9% of the respondents agreed that conventions they used in Kenya were big enough to hold the participants. The results agreed with Hanington (2012) that consumer preference will influence their judgment on preferring one service to the other. Majority of the respondents 71.6%, agreed that they were unwilling to accept an alternative destination for a similar convention.

Finally, 66.2% of the respondents agreed that convention brand in Kenya was well presented to the market. The results agreed with Twining-Ward, Messerli, Fernandes, & Christie (2014), that business travelers are more concerned with status hence less price sensitive. The average response was 2.3 an indication that majority of the respondents agreed to the statements in the questionnaire. The standard deviation was 1.3, an indication that there was clustering of responses around the average mean response.

4.7.2 Relationship between consumer preference and tourism performance

Table 4.16 present model fit statistics for the regression model fitted to the data. The results show that consumer preference explained 36.2% of the variation in tourism performance.

Table 4.16: Model fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.602	.362	.360	.51811

Table 4.17 presents the Analysis of Variance (ANOVA) statistics. The results indicate that the model with one predictor variable (consumer preference) was statistically significant and

predicts the dependent variable (tourism performance). These results were supported with the F-statistic equal to 200.156 and the calculated p-value equal to $0.00 < 0.05$.

Table 4.17: Analysis of variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	53.729	1	53.729	200.156	.000
Residual	94.757	353	.268		
Total	148.486	354			

The regression coefficients of the model were presented in Table 4.18. From the analysis, consumer preference was found to have a positive and significant relationship with tourism performance where the r-value equals to 0.543 while the p-value equals to $0.000 < 0.05$. This means that a unit increase in consumer preference will lead to a corresponding 0.543-unit increase in tourism performance.

The specific model was:

$$\text{Tourism performance} = 1.854 + 0.543X_4$$

Where X_4 is consumer preference

Table 4.18: Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	1.651	.096		17.257	.000
Consumer preference on convention	.543	.038	.602	14.148	.000

4.7.3 Hypothesis Testing for consumer preference

Simple linear regression model was used to test the hypothesis as shown in table 4.18. The given null hypothesis was tested by the study:

H₀: There is no relationship between consumer preference for conventions and tourism performance in Nairobi County, Kenya.

The null hypothesis is rejected if the calculated t value is greater than the critical value of 1.96. The results show that the calculated value of 14.148 > 1.96 as shown in table 4.18, hence, the null hypothesis was rejected showing that there was a significant relationship between consumer preference and tourism performance in Nairobi. The study established that consumer preference on convention had a positive and significant association with tourism performance.

4.8 Factors affecting tourism performance in Nairobi

The study sought to assess the tourism performance in Nairobi. The participants of the study responded on statements related to tourism performance. Table 4.19 presents the result findings.

Table 4.19: Factors affecting tourism performance in Nairobi

Statement	strongly agree	Agree	neutral	Disagreed	strongly disagree	Mean	SD
I have been affected by travel advisories	38.9%	27.9%	6.8%	17.5%	9.0%	2.3	1.4
My income has affected the number of times I attend conventions	40.6%	28.5%	7.6%	14.1%	9.3%	2.2	1.4
Economic factors like inflation have affected my choice of convention tourism destination	38.0%	31.0%	7.6%	15.5%	7.9%	2.2	1.3
I have been affected by Cultural factors in my choice of Nairobi as a convention destination	41.1%	19.7%	8.5%	17.7%	13.0%	2.4	1.5
Average						2.3	1.4

Table 4.19 showed that 66.8% (38.9%+27.9%) agreed that they had been affected by travel advisories. The results also showed that majority 69.1% of the respondents agreed that their income had affected the number of times they attended conventions. The results also showed that 69% of the respondents agreed that economic factors like inflation had affected their choice of convention tourism destination. Finally, 60.8% of the respondents agreed that they had been affected by cultural factors in their choice of Nairobi as a convention destination. The average response was 2.3 an indication that majority of the respondents agreed to the statements in the questionnaire. The standard deviation was 1.4, an indication that there was clustering of responses around the average mean response.

4.9 Tourism Performance

The study sought to assess the performance of conventional tourism in Nairobi. The participants of the study responded on statements related to tourism performance. Result findings were presented in table 4.19.

Table 4.20: Tourism Performance

Statement	strongly agree	Agree	neutral	Disagreed	strongly disagreed	Mean	SD
In my opinion Kenya is well known for convention tourism	40.6%	27.6%	13.2%	11.0%	7.6%	2.2	1.3
I contribute more economically while on conventions than other forms of tourism	39.4%	49.3%	3.7%	2.8%	4.8%	1.8	1.0
The exhibitions at the conventions venues are contributing economically to the destination	37.7%	44.8%	5.9%	5.6%	5.9%	2.0	1.1
Conventions have improved Kenya's tourism sector image	47.0%	31.8%	5.4%	7.3%	8.5%	2.0	1.3
Average						2.1	1.2

Table 4.20 showed that 68.2% (40.6%+27.6%) agreed that Kenya was well known for convention tourism. The results also showed that majority 88.7% of the respondents agreed that they contributed more economically while on conventions than other forms of tourism. Further, 82.5% of the respondents agreed that the exhibitions at the conventions venues were contributing economically to the destination. Finally, 78.8% of the respondents agreed that conventions had improved Kenya's the tourism sector image. The average response was 2.1 an indication that majority of the respondents agreed to the statements in the questionnaire. The standard deviation was 1.2, an indication that there was clustering of responses around the average mean response.

In an interview session, practitioners were asked to indicate the amount of income generated annually. "The income generated is between Ksh 600 million to Ksh700 million on annual basis. There is still more room for increasing income growth through expansion of convention facilities" said Interviewee C. "Each conference hall can hold up to three hundred and fifty people. We have eight to ten conference halls in most of the star rated hotels" said interviewee D. He added that, "The rates for convention is Kenyan shilling five thousand per head. This means if all the halls are fully booked, we get an income of 14million for one conference. Annually we get like two or three conferences, hence we generate an income of approximately 40 million". Practitioners indicated that convention industry will drive growth for the tourism industry in Kenya. According to interviewee A, "For convention tourism to grow, there should be strategy measures through the Kenya Tourism Board to make sure that there is an increase in conferences and meetings".

4.9.1 Total amount of convention revenue for the years 2012-2016

The trend analysis results for total amount of convention revenue are presented in figure 4.4.

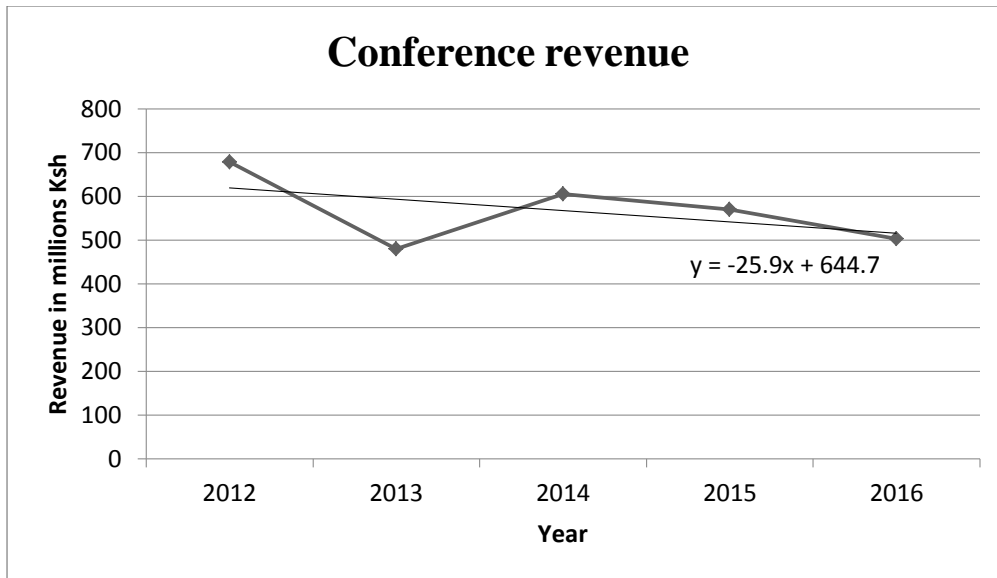


Figure 4.3 Convention revenue 2012 -2016

Source: (ICCA, Statistics Report, 2017)

The results showed the general trend of the convention revenue collected from the year 2012 to 2016. The trend line shows that the amount of revenue collected was high in 2012 but dropped drastically in 2013. In 2014, the convention revenue collected increased but dropped again gradually. The trend line shows that the amount of revenue collected has been varying across the years.

4.10 Test for moderation

The fifth objective was to establish the moderating relationship between government policies on conventions and tourism performance. Data was generated from questionnaires and interviews that had sections related to government policies. Hence, all the independent variables were moderated by the variable government to give a composite (interaction term). The results presented in Table 4.25 shows model fitness for a regression model after moderation.

Table 4.25 Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.846 ^a	.716	.714	.34646

The R² before moderation was 60.3% but after moderation the R² shot up to 71.6%. This implies that government policies promote performance of conventions and tourism performance in Kenya. Further the moderating term had a significance with P value 0.000<0.05. This implied that government policies moderated the overall effect of explanatory variable on the performance of conventional tourism in Kenya.

Table 4.26 Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	106.355	3	35.452	295.348	.000
Residual	42.132	351	.120		
Total	148.486	354			

A regression model was run after moderation. The ANOVA results are presented in table 4.26. The regression coefficients of the variables are presented according to the effect on the overall model. The results indicate that the overall model was statistically significant. An F statistic of 295.348 supported the results and the reported p value (0.000) which was less than the conventional probability of 0.05 significance level. Regression of coefficients after moderation results is presented in Table 4.27.

Table 4.27 Regression of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.697	.156		17.305	.000
Composite (X)	.075	.061	.083	1.223	.222
Moderator (M)	-.604	.061	-1.017	-9.973	.000
Interaction (X.M)	.274	.024	1.308	11.412	.000

$$Y = 2.697 + .075X + -.604X^3 * M + .274X.M$$

Y = Performance of tourism

X = Composite

M = Moderator

X.M = Interaction term

$\beta_0, \beta_1, \beta_2, \beta_3$ = Regression coefficients of changes included in Y

4.10.1 Hypothesis Testing for moderating variable

The hypothesis was tested using the simple linear regression model as shown in table 4.27.

The study sought to test the given null hypothesis:

H₀₅: Government policies do not influence the relationship between conventions and tourism performance in Nairobi County, Kenya.

The criterion for rejecting null hypothesis is reject the null hypothesis if the calculated t value is greater than the critical value of 1.96. The results in table 4.27 show that the calculated value of 11.412 > 1.96, hence, the null hypothesis was rejected therefore government policies moderates the relationship between conventional activities and tourism performance in Nairobi County.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the findings of the previous chapter, conclusion, and limitations encountered during the study. This chapter also highlights the policy recommendations that can be implemented by managers to promote tourism in Nairobi. Lastly, this chapter presents suggestions for further research.

5.2 Summary of Findings

The study sought to is to examine the role of conventions in influencing tourism performance in Nairobi, Kenya. Independent variables for this study were convention tour activities, marketing of convention facilities, visitor stay and spending and consumer preference. The study adopted qualitative and quantitative design. Questionnaires and interview guides were used to collect primary data.

5.2.1 Convention tour activities

The first objective was to determine how convention tour activities influences tourism performance in Nairobi, Kenya. Results of correlation analysis showed that there was a positive and statistically significant correlation between convention tour activities and tourism performance in Nairobi. Regression results showed that convention tour activities had a positive and statistically significant relationship with tourism performance in Nairobi.

5.2.2 Marketing of convention facilities

The second objective was to find out the impact of marketing on convention facilities and resultant performance on tourism in Nairobi. Results of correlation analysis showed that there was a positive and statistically significant correlation between marketing of convention facilities and tourism performance in Nairobi. Regression results showed that marketing of

convention facilities had a positive and statistically significant relationship with tourism performance in Nairobi.

5.2.3 Visitor stay and spending

The third objective was to determine how the impact of visitor stay and spending on conventions influences tourism performance in Nairobi. From the results of correlation analysis, there was positive and statistically significant correlation between visitor stay and spending and tourism performance in Nairobi. Regression results showed that visitor stay and spending had a positive and statistically significant relationship with tourism performance in Nairobi.

5.2.4 Consumer preference for conventions

The fourth objective was to analyze the influence of consumer preference for conventions in Nairobi. From the results of correlation analysis, there was a positive and statistically significant correlation between consumer preference for conventions and tourism performance in Nairobi. Regression results showed that consumer preference for conventions had a positive and statistically significant relationship with tourism performance in Nairobi.

5.2.5 Government policies

The fifth objective was to establish the moderating relationship between government policies on conventions and tourism performance. From the results, a government policy moderates the relationship between conventions and tourism performance in Nairobi County. The results indicate that the overall model was statistically significant.

5.2.6 Tourism performance

There were other factors not included in this study that influenced tourism performance. Convention tour activities, marketing of convention facilities, visitor stay and spending and

consumer preference explained 60.3% of changes in the dependent variable as indicated by the value of R^2 . The model was fit at 95% level of confidence since the F-value was 132.990. This confirmed that in overall, the multiple regression model was statistically significant, in that it was a suitable prediction model for explaining how the selected independent variables influenced tourism performance in Nairobi.

5.3 Conclusion

From the study findings, the study concludes that tourism performance in Nairobi is significantly affected by convention tour activities, marketing of convention facilities, visitor stay and spending and consumer preference. The study found that convention tour activities had a positive and statistically significant relationship with tourism performance in Nairobi. The study therefore concludes that an increase in convention tour activities in Nairobi would lead to a unit increase in tourism performance in Nairobi.

The study found that marketing of convention facilities had positive and statistically significant relationship with tourism performance in Nairobi. The study therefore concludes that a unit increase in marketing of convention facilities in Nairobi would lead to a unit increase in tourism performance in Nairobi. It was also concluded that visitor stay and spending had positive and statistically significant relationship with tourism performance in Nairobi. The study therefore concludes that a unit increase in visitor stay and spending in Nairobi would lead to a unit increase in tourism performance in Nairobi.

The study also concluded that consumer preference had positive and statistically significant relationship with tourism performance in Nairobi. The study therefore concludes that a unit increase in consumer preference in Nairobi would lead to a unit increase in tourism performance in Nairobi.

Finally, the study concludes that the independent variables selected for this study that include convention tour activities, marketing of convention facilities, visitor stay and spending and consumer preference influences tourism performance in Nairobi. It is therefore sufficient to conclude that these variables significantly influence tourism performance in Nairobi as shown by the p value in ANOVA summary. The fact that the predictor variables explain 60.3% of changes in tourism performance in Nairobi implies that there are other factors influencing in tourism performance in Nairobi that were not included in the model.

5.4 Recommendations

5.4.1 Convention tour activities

This study recommends promotion of convention tour activities to attract tourists. For long-haul visitors in particular, attending a convention may be a once-in-a-lifetime trip that provides an opportunity to enjoy the destination's attractions before or after the actual event.

5.4.2 Marketing of convention facilities

Destination values should be preserved through plan development to maintain the destination's sense of place by outlining processes to monitor change, evaluate threats and opportunities, and permitting public and private leaders to respond. Regional and sub-regional approaches should be promoted by the governments and all stakeholders to promote conventions. Convention Visitor Bureau should be brought back to assist in marketing of the convention facilities in order to increase delegates who attend the conventions.

5.4.3 Visitor stay and spending

Visitor stay and spending should be promoted and this requires a favorable economic and political environment. Visitor spending can provide comparisons to other industries as well as an accurate basis for subsequent economic impact analysis as reported by the visitors themselves.

5.4.4 Consumer Preference

There is need to understand diversification of tourism products and local conventions in developing brand strategy for a new foreign market. When a local convention is satisfactory, consumers are unwilling to accept an alternative. This will lead to adaptation of a particular aspect of branding convention.

5.4.5 Government Policies

This study recommends implementation of policies and practice to extensively market convention facilities. Good conventional tourism planning should be integrated into national and regional development plans to build the skills, resources and strengthen action on the ground. Ministry and Wildlife should provide satisfactory policies regarding conventions to be put in place. There should be incorporation of public policies, governance mechanisms and involvement of stakeholders into the framework outlined in the national and regional development plan.

5.5 Suggestions for Further Research

There are many other factors that influence convention tourism though not included in the model. Factors like; political environment, culture of the people and nature of tourist attraction sites. Future research should also be done to investigate the factors affecting implementation of policies aimed at improving convention tourism and the role of Convention Visitor Bureau in promoting convention tourism in Kenya. As a result of the government's increased efforts to improve the tourism sector as well as encourage convention tourism, further studies should explore the impact of the conventions and ways to support community. Further, on the effect of insecurity on Kenyan tourism, there is a need to conduct a similar study

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APPENDICES

APPENDIX 1: Study Area




★ Target Hotels and venues


APPENDIX 2: Permit to conduct Research

CONDITIONS

1. The License is valid for the proposed research, research site specified period.
2. Both the Licence and any rights thereunder are non-transferable.
3. Upon request of the Commission, the Licensee shall submit a progress report.
4. The Licensee shall report to the County Director of Education and County Governor in the area of research before commencement of the research.
5. Excavation, filming and collection of specimens are subject to further permissions from relevant Government agencies.
6. This Licence does not give authority to transfer research materials.
7. The Licensee shall submit two (2) hard copies and upload a soft copy of their final report.
8. The Commission reserves the right to modify the conditions of this Licence including its cancellation without prior notice.



REPUBLIC OF KENYA



National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT

Serial No.A 14730

CONDITIONS: see back page

THIS IS TO CERTIFY THAT:

MISS. LEAH WANJA KARIUKI
of KENYATTA UNIVERSITY, 2275-20100
NAKURU, has been permitted to conduct
research in Nairobi County

on the topic: ROLE OF CONVENTIONS IN
INFLUENCING TOURISM PERFORMANCE
IN NAIROBI CITY COUNTY, KENYA

for the period ending:
6th July, 2018


[Signature]

Applicant's Signature

Permit No : NACOSTI/P/17/91139/17904

Date Of Issue : 6th July, 2017

Fee Received :Ksh 1000



[Signature]

Director General
National Commission for Science, Technology & Innovation

APPENDIX 3: Questionnaire for Guests

School of Hospitality, Tourism and Leisure Studies

Department of Tourism Management

Dear Respondent,

I am a Master's student at Kenyatta University (MSc. Tourism management) undertaking a research project on "Role of Conventions in Influencing Tourism Performance in Nairobi City County, Kenya". Your answers will be helpful in my research through this brief survey and it will enhance services in organizations associated with conventions as well as tourism. Please respond to each question with as much honesty as possible. Your response will be confidential and will only be used for survey purposes.

Thank you for your time.

Leah Kariuki

Researcher.

Section A: Background information

Please indicate your answer with a tick where appropriate.

1. What is your age bracket?

16-25years 26-35 years 36-45 years 46-55 years
 56-65 years 66 years and above

2. What is your highest level of education?

() High school () Diploma () Undergraduate Degree
 () Masters () PhD

3. Years of work experience

() Less than 2 years () 2 to 5 years
 () 6 to 10 years () More than 10 years

Section B- Convention Tour Activities

Listed below are statements which represent your perceptions towards convention tour activities and tourism performance. Please indicate by a tick where necessary.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Convention activities adds value to the convention package					
I enjoy participating in convention tours					
I participate in convention tours as a form of leisure activity					
Convention tours in Kenya offers a full package after the convention					
Convention tours are cheaper as compared to personally paid tours					

Section C: Marketing on convention facilities

Listed below are statements that represent your perceptions towards marketing of convention facilities and tourism performance. Please indicate by a tick where necessary.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Convention and visitor bureau has been effective in marketing conventions					
Marketing convention facilities through word of mouth has a high impact on tourism performance					
Marketing Kenya as a tourist destination has seen tourists consider Kenya as a good convention location					
Convention facilities are well spaced and designed to hold conventions					
Marketing strategies used for Kenya have seen convention facilities coming up in the country.					

Section D: Visitor stay and spending

Listed below are statements that represent your perceptions towards visitor stay and spending and tourism performance. Please indicate by a tick where necessary.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The longer I stay at a convention, the more I spend per day					
During a convention, I spend money outside the convention and hotel facilities					
Delegates to conventions spend more per day as compared with tourists					
Conventions increase income generated through hotel bookings and nights spent in hotels more than other forms of tourism					
I purchase goods exhibited in conventions					

Section E: Consumer preference on conventions

Listed below are statements that represent your perceptions towards consumer preference on conventions and tourism performance. Please indicate by a tick where necessary.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Security issues are well handled during the convention					
I prefer conventions with an eye to my personal needs					
Conventions that I have used in Kenya are big enough to hold the participants					
I am unwilling to accept an alternative destination for a similar convention					
Convention brand in Kenya is well presented to the market					

Section F: Factors of tourism Performance

Listed below are statements that represent factors that influence Performance of tourism. Please indicate by a tick where necessary.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I have been affected by travel advisories					
My income has affected the number of times I attend conventions					
Economic factors like inflation have affected my choice of convention tourism destination					
I have been affected by Cultural factors in my choice of Nairobi as a convention destination					

Section G: Performance of tourism

Listed below are statements that represent your perceptions towards tourism performance. Please indicate with a tick where necessary.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
In my opinion Kenya is well known for convention tourism					
I contribute more economically while on conventions than other forms of tourism					
The exhibitions at the conventions venues are contributing economically to the destination					
Conventions have improved Kenya's tourism sector image					

Your time, effort and generosity to share this information is highly appreciated.

APPENDIX 4: Interview Schedule for Practitioners

This study seeks to study role of conventions in influencing tourism performance in Nairobi City County, Kenya. The information collected will be strictly confidential and the researcher will use it for academic purpose only. Your participation in this survey is highly appreciated.

Section A: Convention Tours

1. What are the challenges facing convention tourism?
2. Do convention tours occur mostly before or after conventions?
3. Are there any repeat visits?

Section B: Marketing on convention facilities

1. How many conventions happen annually related to tourism?
2. How well are conventions marketed?

Section D: Visitor stay and spending

1. Do you book hotels for guest?
If yes, briefly discuss

Section E: Consumer preference on tourism

1. What do delegates prefer while attending a convention?

Section F: Performance of tourism

1. How much income is generated through conventions?
2. What are the visitor spending statistics?
3. Who are your competitors in this sector?

APPENDIX 5: Budget Plan

ITEM	DESCRIPTION	ESTIMATED AMOUNT(Ksh)
Proposal development	Stationary, typing, photocopying, telephone calls, use of internet	7,000
Pre-testing	Transport and food	10,000
Data collection, processing and analysis	Data coding, editing and printing	30,000
	TOTAL COST	47,000

APPENDIX 6: Work Plan

Phase/activity	Months	Duration
Development of proposal	May – June 2016	3 months
Development and piloting of instruments	August - October 2016	3 months
Data collection	August - December 2017	5 months
Data organizing, analysis and interpretation	January – March 2018	3 months
Report writing, editing and typing	April – May 2018	2 months
Thesis submission and presentation	June 2018	1 month
Thesis defence and submission of corrections	February – May 2019	3 months