

**FACTORS INFLUENCING PARTICIPATION IN DOMESTIC TOURISM  
AMONG PUBLIC SECTOR EMPLOYEES: A CASE OF CIVIL SERVANTS IN  
MANYATTA SUBCOUNTY, KENYA**

**BY**

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## **DECLARATION**

This research project report is my original work and has not been presented for a degree or other award in any other University.

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This research project report has been submitted for defense and examination with my approval as the University Supervisor.

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## **DEDICATION**

I wish to dedicate this work to my late father, Mr. Peter Ngari, my mother Prisca Marigu, my dear husband Emilio Muriithi; for his great support and encouragement and, to my lovely children: Cheryl Wakio and Caerwyn Munene for their continuous love and moral support.

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## **ABBREVIATIONS AND ACRONYMS**

- DPMF -Development policy management forum
- DTC -Domestic Tourism Council
- GDP -Gross Domestic Product
- IDE -Income Distribution Effect
- ILO -International Labour Organization
- KRA -Kenya Revenue Authority
- KTN -Kenya Television Network
- LDCs -Low Developed Countries
- MOEA- Ministry of East African Affairs
- SCTA -Saudi Commission for Tourism and Antiquities
- UNCTAD -United Nations Conference on Trade and Development
- WTTC -World Travel and Tourism Council
- WTO - World Tourism Organization

## **ABSTRACT**

The study assesses the Factors Influencing Participation in Domestic Tourism among Public Sector Employees: A Case of Civil Servants in Manyatta Sub County, Kenya. The objectives of the study were to establish the influence of tourism marketing incentives on participation in domestic tourism, determine how holiday culture influences domestic tourism, the influence of tourism sector perception on domestic tourism and determine how social economic factors influence participation in domestic tourism among public sector employees. The theoretical framework of this study is derived from the Cointegration theory. The study used a descriptive survey design and the study population was 1422 public employees. Data analysis was done using Statistical Package for Social Sciences. The study has established that marketing incentives on infrastructure improvement, security, paid leaves and reduced taxes, positively influence participation in domestic tourism. It also establishes that tourism sector attitude towards local tourists is positive but there is need to develop domestic tourism models. The study has established that participants do not budget for domestic tourism and lack of finances influences participation in domestic tourism. The study recommends the government of Kenya to ensure growth and sustainability of domestic tourism through ambitious strategies and policy agenda in all counties to promote participation. The County government of Embu should intervene in the pricing rates in order to attract more domestic tourists in several local tourism sites as the current rates are considered high and a big impediment to domestic tourism. The Embu County Government should target the youth, given the growing number of youth population in the country, for their participation in domestic tourism.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

UNCTAD (2013) reported that with increasing globalization and disposable income, tourism has over the last few decades become one of the largest and fastest growing industries. In 2011, the industry generated an estimated 5 per cent of global gross domestic product (GDP) and between 6 and 7 per cent of the overall number of jobs worldwide. Demand is expected to be sustained due to rising household incomes in emerging economies thus fueling leisure activities and the growing international trade, which bolsters business travel. Given its size, the sector bears considerable potential for economic growth, diversification and structural transformation of economies. International tourist arrivals worldwide have shown virtually uninterrupted growth, rising from 25 million in 1950 to 435 million in 1990, 675 million in 2000 and 940 million in 2010.

In 2012, it was estimated that one billion tourists travelled internationally. Only in 2008–2009 did the number experience a significant setback. While Europe and North America remain the traditional destinations, the market share of emerging economies increased considerably from 30 per cent in 1980 to 47 per cent in 2010. UNCTAD (2013) further indicated that about 51 per cent of all international tourist arrivals are associated with leisure tourism; 15 per cent with business travel; 27 per cent with other purposes, including family visits, religious pilgrimage, health and education; and 7 per cent are unspecified. Over half arrive at their destination by air transport (52 per cent), the remainder by surface transport (48 per cent).

Hajkowicz (2013) reported that the number of world international arrivals is around one billion which is relatively small as compared with the number of annual domestic arrivals estimated to be nearly four billion. Domestic tourism is important for employment creation and domestic value chains, especially in developed economies. However, the economic development potential of the tourism sector is often associated with

international tourism because of its capacity to generate foreign exchange and provide opportunities for the transfer of capital and knowledge. International tourism is a key source of foreign exchange and thus a crucial contributor to the balance of payments and to macroeconomic stability, especially in developing countries.

ILO (2011) indicated that tourism has been identified as a priority development sector in the majority of LDCs. Due to its capacity for creation of employment, poverty reduction, human development and environmental sustainability, tourism can benefit these countries in a number of ways offering an opportunity for all-inclusive growth. Worldwide, tourism revenues represent a significant share of national incomes, encompassing a 6% to 7% of the world's employment, and US\$ 1.1 trillion a year in export earnings. Development opportunities through tourism are on the rise in LDCs and represent an important factor for the overall national growth. In spite of its proven contribution to global economic growth and development, the sector still lacks political and economic recognition and support. Pierret (2011) reported that historically, domestic tourism is the first form of tourism that was practiced and today it continues to account for the most part of this tourism activity. It is estimated that at global level out of the 4.8 billion tourist arrivals per year, 4 billion (83%) correspond to domestic tourism. Domestic tourism in this study refers to time spent within ones locality for leisure, short holiday or entertainment.

Likewise, the UNWTO's economists estimate that at the global level domestic tourism represents: 73% of total overnights, 74% of arrivals and 69% of overnights at hotels, 89% of arrivals and 75% of overnights in other (non-hotel) accommodations. Courtney (2014), says Domestic tourism in Saudi Arabia soared by 25 percent last year, according to the Saudi Commission for Tourism and Antiquities (SCTA). About 23.8 million people travelled within the kingdom in 2013, compared to 19 million the year before, the commission's research centre revealed. The increased domestic travel soar local tourism revenues rise to SR28bn (\$7.5bn). Accommodation accounted for one-quarter of all domestic tourism spending, followed by shopping, food, beverages and restaurants, transport and entertainment and recreation.

Owen (2014) reported that spending from domestic tourists in Wales is set to surge by £1.5bn over the next three years. He proposes annual expenditure from domestic tourists will rise by 28% to £6.8 billion by 2017. Pubs and restaurants will be the greatest benefactors, with spending-expected to rise by 30% to £2.2 billion more. Hostels and beds and breakfast will make domestic tourist spending increase by 28% to £1.1 billion and leisure attractions by 30% to £745 million. While Welsh high street retailers continue to face stiff competition from the growth of online sales, the sector will still attract a 28% rise in domestic tourist spend by 2017, to £874 million. With domestic tourism set to be big business for the Welsh hospitality and retail sectors, those with a clearly targeted strategy are set to benefit. It is important that operators understand their customer base and crucially how to communicate with them via the channels their clients prefer to use, be it through social media, print advertising, or television and radio.

Ministry of East African Affairs (2012) reported that domestic tourism has become a significant form of tourism in Kenya where it is found that it can cushion off the tourism industry during low periods of international tourist arrivals. With the aggressive promotion of the domestic sector, local tourism business is expected to increase significantly as Kenyans disposable income gradually increases. To encourage Kenyans of all walks of life to become active participants in domestic tourism as a way of boosting the sector, the domestic tourism stakeholders need to maintain a constant in and outflow of information and data pertaining to domestic tourism, produce tourism media (both electronic and print), organize domestic tourism exhibitions, aggressively market domestic tourism through constant product investigation and analysis leading to targeted promotions, facilitate access of local people to the product and educate Kenyans on local attractions and products, negotiate with stakeholders to subsidize the rates for local residents throughout the year in line with local earnings and organize regular press briefings.

Domestic tourism has become significant in Kenya because it cushions the tourism during low periods of international arrivals. With the aggressive promotion of the domestic sector, local business is expected to increase significantly.

The study intends to investigate the factors influencing participation in domestic tourism among middle level income public employees in Manyatta Sub County, Kenya.

## **1.2 Problem Statement**

Mutunga (2012) indicates that tourism services all over the world face rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. The long-term success of tourism services in such a fierce competitive and financially difficult environment depends not only on being able to satisfy customers' needs and desires, and to strategically respond to current global challenges. Therefore, domestic tourism becomes a necessary practice in contemporary tourism services firms. There is a need to adopt marketing strategies such as experiential marketing, branding, target marketing, relationship marketing and e-marketing in tourism which will help to sustain the industry.

Domestic tourism had been given little focus in Kenya during the last decade since the policy makers have placed much focus on international tourism. In 2011, the Domestic Tourism Council (DTC) was formed to uphold the prospects of domestic tourism in Kenya. Studies done in Kenya have indicated that earnings from domestic tourism have formed a very important component of the general economy and overall tourism earnings (Pearce, 2010). The World Tourism Organization (WTO), 2010, estimated a higher income from domestic tourism worldwide and this is further proved by Goeldner (2003) who stated that despite the importance of international tourism, for many countries, domestic tourism is becoming more important.

Therefore there is much need to promote domestic tourism due to major reasons like seasonality, negative international travel advisories among others. Domestic tourism had lacked impact in the Kenyan tourism industry in the recent decades, because the local people, public sector included have been ignorant about it and the lack of knowledge about the tourist facilities and attractions (tourism opportunities) to the few who have the discretionary income to spend. This study therefore seeks to determine the factors

influencing participation in domestic tourism among public sector employees: a case of civil servants in Manyatta Sub County, Kenya.

### **1.3 Purpose of the Study**

The purpose of the study is to assess the factors influencing participation in domestic tourism among public sector employees: a case of civil servants in Manyatta Sub County, Kenya.

### **1.4 Objectives of the Study**

The following are the study objectives:

- i. To establish the influence of tourism marketing incentives on participation in domestic tourism among public sector employees in Manyatta Sub county, Embu.
- ii. To determine how culture holiday influences participation in domestic tourism among public sector employees in Manyatta Sub County, Embu.
- iii. To establish the influence of tourism sector attitude on participation in domestic tourism among public sector employees in Manyatta Sub county, Embu.
- iv. To determine how social economic factors, influence participation in domestic tourism among public sector employees in Manyatta Sub county, Embu.

### **1.5 Research Questions**

The study answers the following questions:

- i. To what extent do tourism marketing incentives influence participation in domestic tourism among public sector employees in Manyatta Sub County, Embu?
- ii. How does holiday culture influence participation in domestic tourism among public sector employees in Manyatta Sub County, Embu?
- iii. To what extent does tourism sector attitude influence participation in domestic tourism among public sector employees in Manyatta Sub County, Embu?
- iv. How do social economic factors influence participation in domestic tourism among public sector employees in Manyatta Sub County, Embu?



### **1.6 Significance of the Study**

The research findings were to generate new information which was to help tourism sector managers to be able to understand the factors influencing participation in domestic tourism among public sector employees in Kenya. The generated information is of help to government departments in the Ministry of tourism to come up with interventions which can improve participation in domestic tourism.

### **1.7 Limitations of the study**

Some of the respondents were not be willing to give the required information fearing that it might be used against them. To overcome this challenge, participants were briefed on the purpose of the study that was being undertaken and any information given was to be used for the purposes of the study.

The respondents were assured of anonymity when giving information since the questionnaires did not require a person's identity.

Requesting information that touched factors influencing participation in domestic tourism among public sector employees was considered sensitive by respondents especially those that were negative and may be a way of tarnishing the organization. To overcome this obstacle, the researcher acquired an introductory letter. Respondents were given the reason as to why the study was required and all the information provided was to be considered confidential and used only for the purpose of the study.

### **1.8 Delimitations of the study**

The study focuses on the factors influencing participation in domestic tourism among public sector employees in Kenya and considered civil servants in Manyatta Sub County with the study population of 1422 public employees.

### **1.9 Basic Assumptions of the study**

The study assumed that all respondents would be available and answer the questions correctly without any bias.

### **1.10 Definition of significant terms**

The following are the significant terms of this study

## **Domestic tourism**

In this study domestic tourism refers to time spent within ones locality for leisure, short holiday or entertainment.

## **Participation in Domestic tourism among public sector employees**

This is the practice of or taking part in visits within one's locality in promotion of domestic tourism

## **Tourism marketing incentives in domestic tourism-**

This refers to the improved infrastructure, lowering of hotel rates for people free entry during national holidays and availability of a variety of sites or types of activities

## **Holiday culture among middle level employees-**

This refers to domestic tourist promotion services which include awareness of domestic tourist destination, knowledge of tourist facilities and linkages with other sectors

## **Tourism sector attitude about domestic tourism -**

Refers to the hotels' negative attitude of inability of people to afford domestic tourism; preference for foreigners; the need for retraining staff, and developing domestic tourism models

## **Social economic factors-**

This refers to good salaries which can accommodate tourism, gender bias of participants in domestic tourism and income level

## **1.11 Organization of the study**

This study has five chapters. Chapter One covers the background of the study, statement of the problem and purpose of the study. This is followed by research objectives, research questions, justification of the study, limitations of the study, delimitations of the study, significance of the study, definition of significant terms and concludes with the organization of the study. Chapter Two covers literature review from various sources to establish work done by other researchers, their findings, conclusions and identification of knowledge gap which forms the basis of setting objectives and research questions of the study. The theoretical and conceptual frameworks are also explained in this research

report. Chapter Three covers the research design, target population of the study, sample size and sampling procedures. This is followed by data collection procedures, data collection instruments, validity of instruments, reliability of instrument, data analysis techniques, ethical considerations and concludes with operational definition of variables. Chapter Four covers findings from data analysis, presentation of findings interpretation and discussion of key findings. Chapter Five covers summary of findings, conclusion and recommendations of the study. It concludes with suggested areas for further research and contribution to the body of knowledge.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter presents a review of empirical literature on factors influencing participation in domestic tourism among public sector employees in global terms. In Kenya, the study has used the civil servants in Manyatta Sub County of Embu County as a case study. The chapter also presents the theoretical frame work and conceptual framework on which the study is based.

#### 2.2 Participation in Domestic Tourism

Desmond (2008) detailed that preceding the mid-1980; not very many nations in sub-Saharan Africa earned any generous pay from tourism. To date, no African nation has made it to either the World Tourism Organization (WTO)' stop 25 goals or the best 25 tourism workers on the planet. As per WTO's 1999 insights, of the 50 nations which make up the African landmass, just twenty of them, or not as much as half got 92.5 for every penny of the aggregate traveler entries in the locale. The main three of these twenty nations were South Africa, Tunisia and Morocco, which got 55.9 for every penny of the aggregate landings in the Africa locale. Besides, thirteen of these twenty nations were in Eastern and Southern Africa. These insights in any case, African nations are starting to give careful consideration to this beforehand disregarded segment. Draganov, P (2013) showed that with expanding globalization and extra cash, tourism has in the course of the most recent couple of decades end up noticeably one of the biggest and quickest developing ventures. In 2011 the business created an expected 5 for every penny of worldwide (GDP) and in the vicinity of 6 and 7 for each penny of the general number of occupations around the world.

Request is relied upon to be maintained because of rising family unit wages in developing economies energizing recreation exercises and developing worldwide exchange, which supports business travel. Given its size, the area bears impressive potential for monetary development, broadening and auxiliary change of economies. Universal traveler landings

have indicated for all intents and purposes continuous development, ascending from 25 million out of 1950 to 435 million out of 1990, 675 million out of 2000 and 940 million out of 2010. In 2012, it is evaluated that one billion sightseers voyaged universally. Just in 2008– 2009 did the number experience a huge misfortune. Cassiolato (2014) expressed that while Europe and North America remain the customary goals, the piece of the pie of developing economies expanded extensively from 30 for every penny in 1980 to 47 for each penny in 2010. With developing economy goals becoming speedier than cutting edge economy goals, the piece of the overall industry of the previous will grow further. As respects source markets, by and large around seventy five percent of every single global visitor is from created nations. Worldwide tourism is a key wellspring of remote trade and in this manner a vital supporter of the installments, and to macroeconomic soundness, particularly in creating nations. At the point when the estimation of universal traveler transport is included, the general pay created by inbound travel and tourism in 2011 surpasses \$1.2 trillion UNCTAD (2013).

Paul (2000) characterized tourism as amusement exercises requiring no less than one nights avoid home after a recreational intrigue. Tourism includes the development and remaining of nonnatives inside and outside a city or a locale, gave the adventure and remain of the outsider isn't associated with profitable exercises. Support in local tourism has turned out to be critical in Kenya since it can pad the tourism amid low times of worldwide entries. With the forceful advancement of the household part, neighborhood business anticipated that would increment fundamentally. Components that influence the support in tourism exercises incorporates: sex, instructive foundation, reason for visit, age, occupation, the required offices and additionally the accessible transportation framework. A few factors that hinder tourism advancement in creating nations incorporate poor usage of tourism designs, nonattendance of characterized measures to support interest in tourism, strategy detailing and execution, and poor infrastructural improvement. Different elements are social, social and monetary requirements and in addition labor improvement and inspiration. Every one of these elements upset tourism improvement in underdeveloped nations (Ibimilua, 2009).

Collin (2010) expressed that investment in household tourism alludes to local people going inside their own particular nation to goals other than their place of home and work. Geo-Chocky (2004) announced that the enthusiasm of the nearby individuals to go inside the limits of their private nations has been dormant to the point that there is have to urge local people to rehearse residential tourism henceforth the requirement for motivators. Motivating forces, in any case, differ starting with one nation then onto the next, insofar as they advance local tourism. Some of these motivating forces incorporate brought lodging rates down to local people, brought door passage rates down to the National parks, free section amid national occasions likewise assume an awesome part in advancing local tourism, limited time household family appraised amid the occasions among numerous others. At the Nairobi district, household tourism has grown fundamentally and has truly endeavored to conquer any hindrance left because of regularity, in the current past residential tourism has seen the ascent of recreational offices to help in noting the surging populace of local travelers. Business applies vital impact on both the level and nature of tourism requested by an individual (Wambua, 2012).

Trigg (2005) revealed that high instruction and the expansion in the quantity of working ladies, additionally influences the development popular. Support of young ladies' training results to ladies profit which increment the family's discretionary wage therefore more discretionary wage making travel moderate. He additionally detailed that people with advanced education levels will tend to travel to a specific place or take his family for an occasion in a specific fascination put which coordinates his/her status. In the event that more individuals are instructed the more they get the data and they are more mindful of what to investigate in their nation.

Instructive excursions which are set up in schools and organizations make local people more mindful of highlights found in their nation. Additionally dons and different exercises which are composed by the schools like dramatization and music celebrations

will give the understudies the chances to visit different regions and take in more about those individuals found in that place along these lines advancing residential tourism.

Mutunga (2012) demonstrated that issues of foundation have prompted the expansion of tolls because of the high support of the vehicles along these lines making it more troublesome for local people to take an interest in residential tourism and over the long haul they search for different choices which can win them a superior living. Poor ways of life of local people makes it difficult to bear the cost of the cost of the offices accommodated vacationers like in the cabins, inns and different spots of travel making the offices to be exclusively by the worldwide visitor. As per Geo-Chocky (2004), local tourism has been sidelined for quite a while, for instance when managing promoting of tourism, the administration had been more worried about publicizing global tourism so over the long haul the legislature disregarded local people, as of not long ago when it wound up plainly obvious that local tourism is basic to guarantee the productivity of the tourism business.

Kamau (2014) detailed that Kenya declared a heap of expense motivating forces so as to raise household travel and lift the tourism segment, which is under attack from rising weakness and tourism warnings, after universal landings drooped by a third. To draw in a gigantic household advertise including government employees, the president stated, corporate and business elements will be permitted to pay get-away outing costs for their staff on yearly leave in Kenya and deduct such use from their duties. Katanga (2014) expressed that tourism industry has increased endeavors to develop household tourism in the nation by presenting new models that will see residential visitors' figures rising altogether through advancement of new models which would incorporate bundles and motivators for the common administration, school tourism and additionally a Diaspora tourism methodology.

The common administration is the greatest business and along these lines the entire tourism area should work for a particular evaluating framework for government employees.

### **2.3 Influence of Tourism Marketing Incentives on Participation in Domestic Tourism**

As indicated by Sindiga (2011), motivating forces are physical assets or intangibles which expand the inclination for something. Likewise it is a method for extra pay to be paid or given. The reason for existing is to give a specific offer in sparing coming about because of extra generation, sparing in time and cost. Motivators which advance residential tourism incorporate; Lowered rates, impetuses travel, high paid compensations, excitement recompenses, paid leaves, generation of nearby sustenance by global lodgings, voyage or contract travel, instruction for nothing and change of foundation and superstructure. Brought down rates by firms concerned like the lodgings and fascination places, additionally, visit organizations lessen the cost of costs to local people for the most part in low seasons, however they are as yet endeavoring endeavors to diminish the rates in both high and low seasons for local people to take an interest in local tourism.

By this, local people can appreciate and utilize the tourism offices to most extreme fulfillment at low rates which they can bear the cost of in this manner expanding the quantity of local voyagers in the tourism business. Akama (2009) showed that there is a need extraordinary rate for local people who might want to visit the national stops and saves were as of late presented by the legislature by giving free section to local people who wish to visit any save or stop in the nation amid an open occasion. Dependability motivating force conspires especially inside the friendliness area have expanded as far as take-up and have additionally contributed as far as changing over business travelers into future occasion visitors. New improvements, for example, internet booking frameworks and development of effectively available exchange focuses like retail outlets have begun contributing towards better transformation.



Government items specifically the national and common parks, and in addition some neighborhood government resorts and amusement parks, have fundamentally added to empowering and accommodating local visitors.

Mutunga (2012) demonstrated that the administration of Kenya has set out on the advancement of residential tourism through the media, for example the legislature has supported one program which affectation in the KTN TV called "up and about" that essentially manages the advancement of household tourism to help make more mindfulness on the local tourism chances to local people. Steadiness and peace is being advanced among ethnic gatherings; joining and helpful conjunction is additionally energized among Kenyan people group which influence them to live in solidarity in this way advancing the nation's household tourism. The security circumstance in Kenya has exacerbated prompting western nations issuing tourism warning. The current tourism warning has made the leader of Kenya to embrace government's measures to energize residential tourism and in addition rescue the entire segment which has been antagonistically influenced by frailty challenges.

Through this, no less than 25,000 Kenyans will get an opportunity to go for seven days' vacation each month conveying to add up to more than 300,000 extra Kenyan visitors in neighborhood inns the nation over. The administration likewise renounced the national treasury roundabout limiting the general population benefit from holding gatherings and different gatherings in private inns. The roundabout had before been endeavored in endeavors to eliminate open use. The Kenya Revenue Authority (KRA) was required to pay all exceptional wage charge related discounts owed to tourism industry players. The administration has lessened national stop charges from \$90 to 80 for local and global visitors and from Sh1, 200 to Sh1000 for household vacationers. The administration has diminished landing charges for both neighborhood and global flights by 40 percent and 10 percent separately which will see flights increment into Moi worldwide Airport and Malindi Airport. The legislature has distributed sufficient assets to grow Malindi Airport to worldwide norms to take into account bigger business air ships to arrive.

This will energize development of sanction tourism," President Kenyatta said. In a move prone to see drop in the cost of air tickets, all air ticketing administrations provided by travel specialists should be absolved under the VAT Act, 2013 to likewise improve our intensity in the locale from one week from now (Wahito, 2014).

Trigg, (2005) contends that associations are currently ready to support motivating force set out for their representatives to energize them in their working execution. The motivator voyages additionally incorporate convenience in a portion of the five star inns. By this, local people get away from the tumult of working conditions therefore getting the opportunity to take an interest in local tourism exercises, which make interest for more go after such an ordeal. Local people are being paid in their work environments such that they get discretionary wage which empowers them to travel and furthermore to do others things part from settling their typical essential needs Organizations are paying individuals while they in their occasions and by these they urge them to utilize their relaxation time to go to specific ranges for entertainment. Sindiga, (2011) expressed that a few associations in the area can give rebates and waivers for their consistent individuals to empower them continue going to their foundations. While other individuals end up plainly steadfast clients to specific foundations since they offer the administrations they require so much, others end up noticeably faithful since they feel a feeling of having a place in such foundations that offer them rebates and waivers since they visit that place. Ouma (2006) announced that change of the foundation is being made by the legislature through development of streets, airplane terminals, harbors, airstrips among others, to energize tourism advancement, through this local people can go to different spots of fascination without issues and rapidly.

#### **2.4 Influence of Holiday Culture on Participation in Domestic Tourism**

Ramesh (2013) expressed that motivator tourism is typically embraced as a sort of representative reward by an organization or foundation for targets met or surpassed, or an occupation well done. Impetus tourism is normally directed only for stimulation, instead of expert or instructive purposes. Laws (2008) expressed that bringing a break with the family is an extraordinary opportunity to hang out. A lot of lodgings and hotels have

exceptional stimulation, menus and movement programs only for kids, which mean they will have a great time while you unwind and loosen up. Sindiga (2011) revealed that group test will bring your workmates even near one another, enhance their group aptitudes, critical thinking abilities and expand their viewpoint. A sorted out occasion or meeting without end for your group may simply be what you are searching for. Time out of the workplace can open, clear and invigorate the brain. A joint test like sorted out climb, wilderness boating or shake climbing-can reinforce bonds and show us about cooperating.

UNCTAD (2013) demonstrated that social legacy is one of the primary drivers of tourism; however extensive hordes of guests can represent a genuine hazard to the protection of these locales. In creating social legacy destinations, it is basic to make associations with neighborhood groups to empower the evaluation and administration of the effects of tourism on their groups. Tourism improvement can add to bringing issues to light of normal and social legacy and to more assets being apportioned to the insurance and protection of that legacy. It can even add to the continuation, restoration and improvement of conventions. Be that as it may, neighborhood groups can be adversely influenced by the part. At the point when extends still advance, it is imperative to consider financial measures to repay and balance unavoidable effects.

Mutunga (2012) revealed that people with advanced education levels will tend to travel to a place or take his family for an occasion in a specific fascination put a place that matches his/her status. In the event that more individuals are taught the more they get the data and they are more mindful of what to investigate in their nation. Instructive treks which are set up in schools and establishments make local people more mindful of highlights found in their nation. Additionally brandishes and different exercises which are composed by the schools like show and music celebrations will give the understudies the chances to visit different zones and take in more about those individuals found in that place in this way advancing residential tourism.

## **2.5 Influence of Tourism sector attitude on Participation in Domestic Tourism**

Kaara (2014) expressed that the entire esteem chain of visit administrators, strategy producers, hoteliers, restaurateurs and others have dependably observed indigenous

Kenyans as chafing sideshows to be only endured to maintain a strategic distance from clamor. That is the mentality that illuminates a few inns at the Coast who might preferably shut down as opposed to serve local people in the purported low season. Kaara (2014) additionally expressed that the tourism segment must retrain and re-culture their staff from administration down to room staff. The nearby elites burn through a huge number of shillings consistently in recreation and stimulation in neighborhood towns and if energized they can take an interest in local tourism. Residential advancements ought to be stretched out to schools and universities which constitute another tremendous catchment. These residential vacationers can keep these lodgings running beneficially consistently. To draw in Kenyans, the tourism division must change their mentalities and recalibrate their plan of action. Srinivas (2010) expressed that proceeded with monetary development of developing business sector economies together with developing white collar classes that have adequate extra cash to travel are driving an expansion in both business and household recreation travel. These components and the colossal strength of these economies against the effect of the subsidence have featured their developing predominance on the world stage and their potential scale as neighborliness markets.

## **2.6 Influence of social economic factors on participation in domestic tourism.**

Taleghani (2011) revealed that the Income Distribution Effect (IDE) offers one of the most grounded financial contentions for tourism improvement. It depicts how wage created by the segment is disseminated. The investigation can be attempted at a spatial and at a practical level. At the spatial level, visitors want to go in areas with minimal modern advancement. They likewise incline toward regions of minimal rural esteem. Consequently, tourism can turn into a dynamic power in territorial economies. Inside a nation, tourism request begins in urban fixations where the most noteworthy wages are found.

A level of such livelihoods is typically put aside for tourism in regions that are topographically unique in relation to the guests' home base, strengthening the procedure of inner wage redistribution.

Globally, a bit of the tourism utilization by created nations happens in creating nations, supporting the procedure of universal wage redistribution. At the useful level, the pay created tends to support business, which is assessed to contribute more to the aggregate esteem included of the business than different variables do, on the grounds that such a large amount of tourism includes individual administrations. It has been evaluated that, around the world, tourism specifically or in a roundabout way bolsters sixty-five million employments, including lodging directors and staff, cabbies, visit administrators, and shop chaperons, among others. Auxiliary business is created in farming, industry, crafted works, and administrations (Rodgers, 2006). UNCTAD (2013) revealed that tourism can possibly add to monetary development and neediness lessening, specifically in low-pay creating nations. The part's ability to produce business and wage attributable to its retrogressive and forward linkages makes it critical for financial enhancement and monetary development. In the meantime, be that as it may, the negative effect it can exact on the earth and culture can't be neglected. To guarantee that tourism gives business and pays openings over the long haul and adds to feasible advancement, its operations, including the exercises that are connected with it, must be supportable. As contended in these issues, this calls for goal-oriented procedures and approach plans.

Dieke, (2000) clarifies tourism as a movement which is costly and requests a specific measure of discretionary wage. The most helpful measure of the capacity to take an interest in tourism is discretionary salary that is the wage left when assessment, lodging and the rudiments of life have been deducted. Business does not impact travel penchant by deciding wage and occasion privilege however it likewise impacts the sort of occasion requested as the instrument of associate and reference amass weight is cleared out. Individuals' portability likewise has a vital effect on travel affinity. An auto is the predominant recreational apparatus for household tourism; responsibility for auto animates go for joy or recreational purposes. Enhanced instructive measures and media channels help consciousness of tourism openings and transportation and versatility ascend in accordance with these progressions.

High status in life, demeanors and desires are different reasons why individuals can enjoy tourism amid their get-a ways. Social effects on tourism request emerge in view of the anxiety and strains of everyday life. The more prominent they are the more individuals are probably going to look for recovery through some type of unwinding in tourism. Goeldner (2003) watched that more individuals can buy the excursions relying upon a few components which are: riches which will build household tourism interest, disposition towards voyaging will likewise assume a part, that is the way local people see voyaging will depend with the want and capacity to purchase tourism items yet in addition the consciousness of their accessibility makes request. Way of life will rely upon what they do amid their spare time, on the off chance that they are present day they may get a kick out of the chance to visit regular highlights like stops however in the event that they are traditionalist, they would see the go to see creatures in the wild as a misuse of cash and time, along these lines they will just travel when going by companions or relatives.

The tourism esteem chain can consolidate numerous parts in an economy. Its advancement will require the development and operation of lodgings, eateries and other tourism-related offices through in reverse linkages and the improvement of essential foundation administrations, for example, vitality, media communications and ecological administrations; horticulture, producing and other help administrations (UNCTAD, 2013). It can likewise make an extensive variety of forward linkages with segments providing administrations devoured by sightseers. These incorporate money related, broadcast communications, retail, recreational, social, individual, friendliness, and security.

What's more, nations wishing to reinforce their tourism part should create other tourism-supporting foundation, for example, air terminals, appropriate streets, ports, healing facilities and banks, which are basic for giving access to astounding administrations and making an aggressive tourism goal (Douglas, 2006). Be that as it may, building linkages requires a powerful national methodology involving focused on arrangements, administrative and institutional systems, and adequate impetuses to empower private venture and the improvement of residential supply limit. Having a national technique is

basic, yet dynamic government contribution in the improvement of fundamental foundation is similarly imperative. Creating nations that have been best in tourism advancement have been those that have composed a reasonable open and private-segment technique for speculation and the improvement of fundamental tourism-supporting framework (Zhang, 2010).

## **2.7 Theoretical frame work**

The study was guided by the co-integration theory.

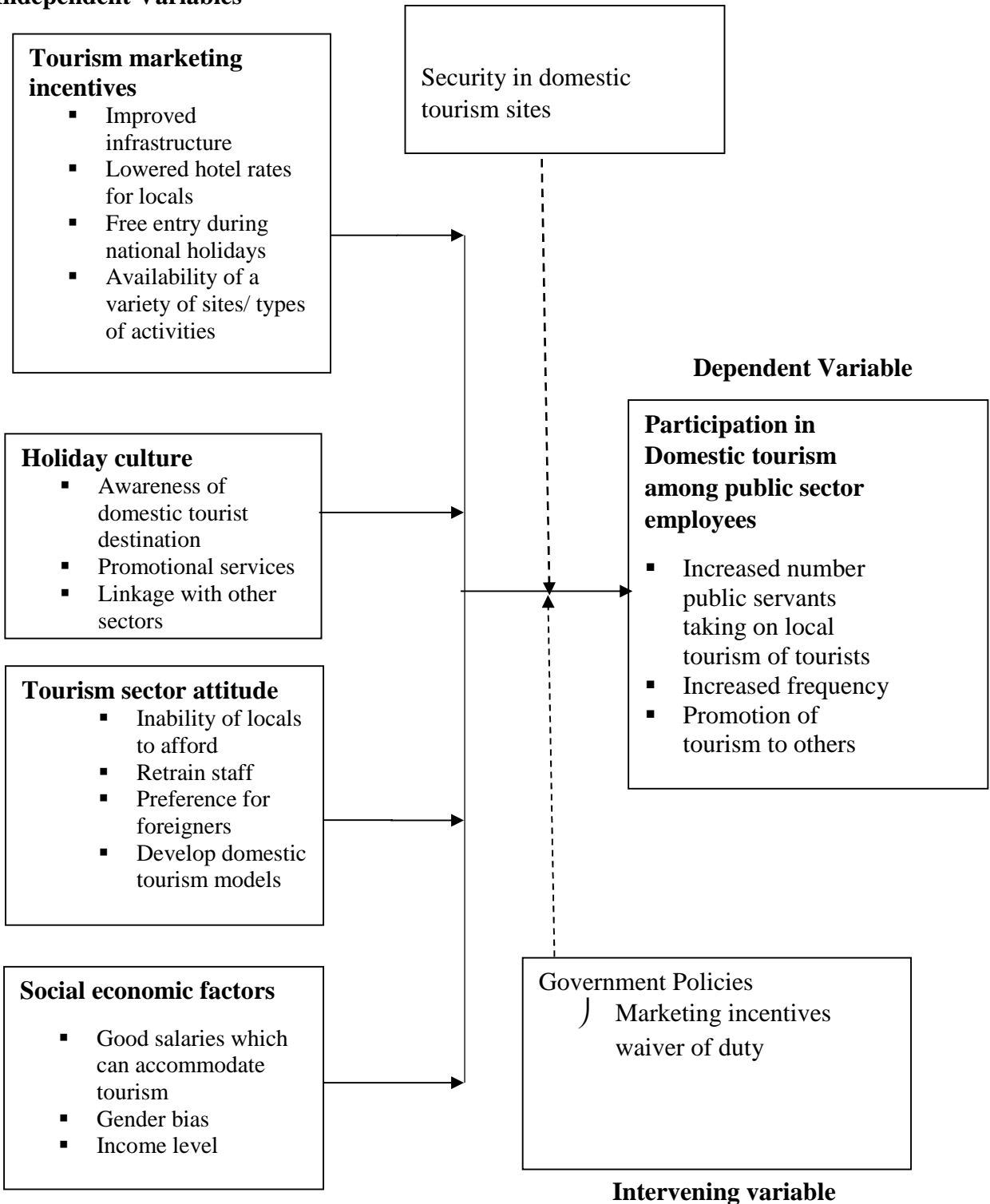
Liangju (2011) indicated that the concept of co-integration theory states that improvement of domestic tourism will lead to improvement in economic development of the country. In modern Co-integration Theory, there exist equilibrium between improved domestic tourism and improved economic growth. There is an existence of a long-run equilibrium relationship among domestic tourism demand, income, transportation cost and real exchange rate. If these variables are co-integrated, then there is a stable long run or equilibrium linear relationship among them. For instance, if tourist travels demand as measured by tourist arrivals to a certain destination and real income are not co-integrated, then the tourist arrivals would drift above or below income in the long-run. If these variables are co-integrated, then there is a stable long run or equilibrium linear relationship among them. The study was based on co-integration theory since all the study objectives are geared at improving domestic tourism and hence improve the national gross domestic product (GDP).

The study was also guided by Maslow hierarchy of needs theory. Hierarchy of needs theory was proposed in the 1943. Domestic tourism is undertaken to satisfy physiological needs, safety needs, belonging needs, self-esteem needs and self-actualization needs.

## **2.8 Conceptual Framework**

A conceptual framework on which this study is based appears as Figure 1.

**Independent Variables**



**Figure1: Conceptual framework**



## **2.9 Summary of Chapter and Research Gap**

Kenya has depended on earnings from international tourism but this revenue has been declining since 1994. Reasons for decline have been due to insecurity, global terrorism and competition from other destinations such as South Africa and Egypt. The recent issue of travel advisories by western countries to persons visiting Kenya has aggravated the tourism industry. As any other business that is experiencing a downturn, new strategies need to be put in place; one of the alternative strategies would be to revamp the domestic tourist segment. The study has assessed the factors influencing participation in domestic tourism among public sector employees based on the civil servants in Manyatta Sub County, Embu, Kenya. It was guided by four objectives, that is, to establish the influence of tourism marketing incentives on participation in domestic tourism; to determine how holiday culture influences participation in domestic tourism; to establish the influence of tourism sector attitude on participation in domestic tourism; and to determine how social economic factors influence participation in domestic tourism among public sector employees. The study has not considered the cultural factors affecting domestic tourism and hence creating a gap for further study. There's therefore the need to carry out further research on the effects of cultural factors on domestic tourism among public employees.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter contains the research methodology which was used to find answers to the research questions. It also contains research design, target population, sampling procedures and sample size, data collection methods, instruments of data collection, reliability and validity of the data collection instruments and finally the data analysis are presented in the chapter and ethical considerations.

#### **3.2 Research Design**

This study was based on the descriptive survey design. The design was used because it looked at the phenomena, events and issues the way they are (Mugenda and Mugenda, 2003). The design was used because it examined the problem at hand thoroughly to define it, clarify it and obtain pertinent information that can be of use to stakeholders in technical education. The design was also able to accommodate large sample sizes and it is good in generalization of the results. It was also easy to administer and record answers in this design.

#### **3.3 Target Population of the Study**

According to Ogula, (2005), a population refers to any group of institutions, people or objects that have common characteristics. The study focuses on the 1422 civil servants in Manyatta Sub County. The distribution is as shown on Table 3.1.

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**Table 3.1 Target Population**

<b>Institution</b>	<b>Target Population</b>
County Commissioner (Op)	15
DAPC	100
OCPD	100
District Water Officer	15
District irrigation officer	10
District trade development officer	10
Kenya Industrial Estates	15
DIDO	06
Kenya wildlife service	15
Embu University College	100
District Culture	05
Kephis	20
Civil Registration	25
KNBS	10
Physical Planning	10
TSC Office	10
District veterinary officer	10
Embu Gk Prison	100
KMTC	25
District Gender and social development	07
Public Health	600
APDK Embu Branch	10

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<b>Marriages Department</b>	05
<b>NHIF</b>	20
<b>District Accountant</b>	15
<b>Embu vocational and rehabilitation Centre</b>	12
<b>Fisheries Department</b>	07
<b>Agriculture</b>	30
<b>Kari Embu</b>	50
<b>District Development Officer</b>	07
<b>Judiciary</b>	30
<b>Youth Training</b>	07
<b>Youth Development</b>	6
<b>Procurement</b>	05
<b>District education office</b>	10
<hr/>	
<b>Total</b>	<b>1,422</b>
<hr/>	

### **3.4 Sample size and sampling procedures**

A sample is a smaller group or sub-group obtained from the accessible population (Mugenda and Mugenda, 1999). Sampling is a procedure, process or technique of choosing a sub-group from a population to participate in the study (Ogula, 2005). According to Krejcie and Morgan (1970) formula as shown in Appendix 5, a total of 1422 public employees require a sample of 306 public employees. Stratified random sampling and proportionate sampling were used in this study resulting to 306 public employees as shown in Table 3.2. This study used stratified sampling since 35 departments were considered. Proportionate sampling was used because each department was allocated a sample of civil servants depending on its proportion to the total number of respondents. This is accomplished by selecting individuals at random from subgroups (stratified random sampling) in proportion to the actual size of the group in the total population.

**Table: 3.2 Sample Size**

<b>Institution</b>	<b>Target Population</b>	<b>Sample</b>	<b>Percentage</b>
County Commissioner (Op)	15	3	20
DAPC	100	22	22
OCPD	100	22	22
District Water Officer	15	3	20
District irrigation office	10	2	20
District trade development office	10	2	20
Kenya Industrial Estates	15	3	20
DIDO	06	1	16.7
Kenya wildlife service	15	3	20
Embu University College	100	22	22
District Culture	05	1	20
Kephis	20	4	20
Civil Registration	25	5	20
KNBS	10	2	20
Physical Planning	10	2	20
TSC Office	10	2	20
District veterinary office	10	2	0.7
Embu Gk Prison	100	22	22
KMTC	25	5	20
District Gender social office	07	2	28.6
Public Health	600	129	21.5
APDK Embu Branch	10	2	20
Marriages Department	05	1	20
NHIF	20	4	20
District Accountant	15	3	20
Embu Rehabilitation vocational	12	3	25
Fisheries Department	07	2	28.6

<b>Agriculture</b>	30	6	20
<b>Kari Embu</b>	50	12	24
<b>District Development Officer</b>	07	2	28.6
<b>Judiciary</b>	30	6	20
<b>Youth Training</b>	07	2	28.6
<b>Youth Development</b>	6	1	16.7
<b>Procurement</b>	05	1	20
<b>District education office</b>	10	2	20
<b>Total</b>	<b>1,422</b>	<b>306</b>	<b>100</b>

### **3.5 Data Collection Instruments**

In this study, data was collected by use of questionnaires. According to Owens (2010), questionnaires enables the researcher to reach out to a large number of respondents within a short time; give the respondents' adequate time to respond to the items, offer a sense of security (confidentiality) to the respondents and it is an objective method since no bias resulting from personal characteristics. The questionnaires have both open and closed ended questions to facilitate easier interpretation as they are in immediate usable form; while the unstructured questions are used to encourage the respondent to give an in-depth and felt response without feeling held back in revealing of any information.

### **3.6 Validity of the Instruments**

Validity is the accuracy, soundness or effectiveness with which an instrument measures what it is intended to measure. In this study, the instruments were first discussed with experts in tourism and cultural affairs at Embu County. Such a panel of experts ensured that the items adequately represented concepts that cover all relevant issues under investigation which complied with recommendations of Mugenda and Mugenda (2008). Secondly, the instruments were to be reviewed with my supervisor to provide his expertise.

### **3.7 Reliability of the Instruments**

Shuttleworth (2009) stated that in test retest method, the instrument be administered at two different times and then the correlation between the two sets of scores computed. This research study used test-rest method which involved administering the same scale or measure to the same group of respondents at two separate times. This was after a time lapse of one week. To improve the quality of the instrument, the questionnaire was pre-tested with 10 civil servants from Manyatta Sub County who were not to be part of the main study. The researcher tested the instrument with 10(ten) civil servants twice and incorporates their suggestions to improve the questionnaire.

### **3.8 Data Analysis techniques**

The questionnaires were edited for the purpose of checking on completeness, clarity and consistency in answering research questions. The data was coded, tabulated and analyzed using Statistical Package for Social Sciences based on study objectives. Descriptive statistics was computed and study findings presented using tables and percentages and interpretations made and report written.

### **3.9 Ethical considerations**

The respondents were treated politely and with respect in order to avoid misunderstanding between the enumerators and respondents and they were informed of the purpose of the study. Each respondent was politely requested to fill the questionnaire and assured of confidentiality in regard to any information they provided.



### **3.10 Operational definition of variables**

The operational definition of variables is given in Table3.3

<b>Table 3.3: Operationalization of variables</b>					
<b>Objectives</b>	<b>Type of Variables</b>	<b>Indicator(s)</b>	<b>Measurement(s)</b>	<b>Measurement scale</b>	<b>Type of analysis Tools</b>
To establish the influence of tourism marketing incentives on participation in domestic tourism among public sector employees in Kenya	<b>Independent</b> Tourism marketing incentives	Improved infrastructure	Number of accessible hotels built, Roads,	Ratio	Percentages Means
		Improved security	Number of persons per one policeman		Percentages Means
		Lowered rates and gate entry rates	Number of lowered rates	Ratio	Percentages Means
		Free entry during national holidays	Number of paid free entries per year	Ratio	Percentages means
To determine how holiday culture influence participation in domestic tourism among public sector employees	<b>Independent</b> Holiday culture	Promotion of services	Number of promotion campaigns	Ratio	Percentages means
		Linkage with other sectors	Number of sectors linked with tourism	Ratio	Percentages means
		Awareness of domestic tourist destinations	Number of educational campaigns done	Ratio	Percentages means
To establish the influence of tourism sector	<b>Independent</b> Tourism sector attitude	Retrain staff	Number of staff retrained	Ratio	Percentages means

		Inability of locals to afford	Number of staff who can afford	Ratio	Percentages means
		Develop domestic tourism models	Number of domestic tourism models established	Ratio	
To determine how social economic factors influence participation in domestic tourism among public sector employees	<b>Independent</b> Social economic factors	Gender bias	How many tourists are of each gender	Ratio	Percentages means
		Improved income	Amount of money which employee can spend in tourist destinations	Ratio	Percentages means
		Income level	Income level of tourists targeted	Ratio	Percentages means

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION AND INTERPRETATION

#### 4.1 Introduction

The chapter presents and discusses the research findings under thematic sub sections in line with the study objectives. The data was analyzed both quantitatively and qualitatively and has been presented in forms of tables showing both their frequencies and percentages.

#### 4.2 Response Rate

The data collection tool used in this study was a questionnaire. The response rate of the participants is shown in Table 4.1.

**Table 4.1: Response Rate**

<b>Response Rate</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Returned	295	96
Not Returned	11	4
Total	306	100

The findings in Table 4.1 indicate that there was a 96% questionnaire return rate. This return rate is far above the 60% that Kothari (2005) considers good enough for this kind of study.

#### 4.3 Background Information

This section presents the background information of the respondents on gender, age, marital status and level of education.

##### 4.3.1 Gender of the Participants

The issue of gender was important in the study as it would allow views on domestic tourism from both genders. The relevant data is as shown on Table 4.2.

**Table 4.2: Gender of the Participants**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	135	46
Female	160	54
<b>Total</b>	<b>295</b>	<b>100</b>

As Table 4.2 indicates, both genders were well represented among the respondents, thus ensuring balanced views on participation in domestic tourism.

#### **4.3.2 Age of the Participants**

The analysis of the age of respondents is as given in Table 4.3

**Table 4.3: Age of the Participants**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
Below 30	55	19
31 – 40	95	32
41 – 50	80	27
51 – 60	50	17
Above 61	15	5
<b>Total</b>	<b>295</b>	<b>100</b>

According to information in Table 4.3, majority of the respondents, equal to 86%, were at the prime of their lives between 30 and 50 years. These are the respondents likely to give a realistic opinion on participation in domestic tourism.

#### **4.3.3 Marital Status of the Respondents**

The study sought to establish the marital status of the respondents. This information is presented in the Table 4.4

**Table 4.4: Marital Status of the Respondents**

<b>Marital status</b>	<b>Frequency</b>	<b>Percentage</b>
Married	130	44
Single	90	31
Divorced	30	10
Widow	20	7
Widower	25	8
<b>Total</b>	<b>295</b>	<b>100</b>

According to Table 4.4, the marital status of the respondents was wholly inclusive; thus guaranteeing views on domestic tourism from all marital statuses.

#### **4.3.4 Highest Level of Education of Respondents**

The study sought to establish the highest level of education of respondents. The findings are on Table 4.5

**Table 4.5: Highest Level of Education of Respondents**

<b>Level of education</b>	<b>Frequency</b>	<b>Percentage</b>
Masters	50	17
Bachelors	90	31
Diploma	75	25
Secondary	30	10
Certificate	50	17
<b>Total</b>	<b>295</b>	<b>100</b>

Based on the findings as shown in Table 4.5, and as would be expected of public servants, the respondents were well-educated with over 75% of them having attained at least a tertiary level diploma. With such a commendable level of education, the respondents will be expected to have credible views on domestic tourism.

#### 4.3.5 Years Worked as a Public Employees

The study further sought to establish the number of years the respondents had worked as public employees. The results are presented in Table 4.6

**Table 4.6: Years Worked as Public Employees**

<b>Years worked as public employees</b>	<b>Frequency</b>	<b>Percentage</b>
1 – 3 years	25	8
4 – 6 years	70	24
7 – 9 years	95	32
10 – 15 years	55	19
Over 15 years	50	17
<b>Total</b>	<b>295</b>	<b>100</b>

As shown in Table 4.6, almost 70% of the participants had worked as public servants for seven (7) years or more; a work experience that should help them appreciate the role of domestic tourism in the national economy.

#### 4.3.5 Job Groups of the Participants

The study further sought to establish Job Groups of the participants. The results are presented in Table 4.7

Table 4.7 presents the job group of the participants

**Table 4.7: Job Group of the Participants**

<b>Job group</b>	<b>Frequency</b>	<b>Percentage</b>
Job group A – J	70	24
Job group K – L	60	20
Job group M – N	90	31
Job group P and above	75	25
<b>Total</b>	<b>295</b>	<b>100</b>

According to Table 4.7 the employees belonged to various job groups. This disparity influences participation in domestic tourism different job groups may have differing disposable income.

#### **4.4 Tourism Marketing Incentives and Participation Domestic Tourism**

The study sought to establish the influence of tourism marketing incentives on participation in domestic tourism among public sector employees in Kenya. To achieve this, study focused on the following indicators: infrastructure improvement, security and marketing incentives.

##### **4.4.1 Infrastructure improvement as a marketing incentive for domestic tourism**

The study further sought to establish the role of infrastructure improvement as a marketing incentive for domestic tourism. The findings are as presented in Table 4.8

**Table 4.8 Infrastructure Improvement as a Marketing Incentive for Domestic Tourism**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	210	71
Disagree	85	29
<b>Total</b>	<b>295</b>	<b>100</b>

Based on the findings in Table 4.8, 71% agreed that infrastructure improvement was an incentive for marketing domestic tourism.

##### **4.4.2 Infrastructure Improvement in Tourism Areas or Sites**

The study sought to establish how the respondents rated infrastructure improvement in tourism areas or sites. The findings are as presented in Table 4.9

**Table 4.9: Infrastructure Improvement in Tourism Areas or Sites**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	110	37
High	80	27
Average	65	22
Low	40	14
Very Low	0	0
<b>Total</b>	<b>295</b>	<b>100</b>



Based on the findings in Table 4.9, 64% of respondents rated infrastructure improvement in tourism sites and areas as above average; hence this would easily attract tourism, including domestic tourism.

#### 4.4.3 Security of Tourist Sites

The study further sought to establish how the respondents rated security of tourist sites. The findings are presented in Table 4.10

**Table 4.10: Rating of Security of Tourist Sites**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very secure	120	41
Secure	80	27
Fairly secure	65	22
Poor	15	5
Very poor	15	5
<b>Total</b>	<b>295</b>	<b>100</b>

According to the findings in Table 4.10, 90% participants rated tourist areas and sites as secure; and hence would easily attract tourists.

#### 4.5 Tourism Marketing Incentives and how they influence participation of domestic tourism in Kenya

The respondents were given seven (7) marketing incentives and requested to rate their views on how each of these incentives influenced participation in domestic tourism in Kenya. Their responses appear in Table 4.11.

**Table 4.11** Marketing Incentives as they influence participation of domestic tourism

Scale	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Educate people more on tourism	300	68	95	32	0	0	0	0	0	0
Organize for exhibitions	120	41	80	27	65	22	15	5	15	5
Increase salaries	180	61	110	37	5	2	0	0	0	0
Regulate and reduce the hotel and park rates	200	68	95	32	0	0	0	0	0	0
Free entry during public holidays	160	54	130	44	5	2	0	0	0	0
Reduction of taxes to companies who take their employees to tourist resorts	205	69	90	31	0	0	0	0	0	0
Companies paid leaves	230	78	65	22	0	0	0	0	0	0

As is clear from Table 4.11, there was almost 100% agreement that the indicators selected were very influential in determining participation in domestic tourism. Perhaps the main reason for this unanimous agreement is the fact that, so far, tourism in Kenya has been designed for the foreign market with prices that few local individuals or families could afford.

#### 4.6. Holiday Culture and Participation In Domestic Tourism

The second objective sought to determine how holiday culture influences participation in domestic tourism among public sector employees in Kenya. The respondents were given five (5) indicators of holiday culture and requested to rate each one of them.. Their responses appear in Table 4.12.

**Table4.12: Holiday Culture and Participation in domestic tourism**

Scale	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Introduce domestic tourism topics in education systems	205	69	90	31	0	0	0	0	0	<b>0</b>
Enhance knowledge of tourist facilities	70	24	20	7	0	0	90	31	115	<b>39</b>
Educate the people more on domestic tourism	200	68	95	32	0	0	0	0	0	<b>0</b>
Negative perception towards tourism	55	19	70	24	25	8	95	32	50	<b>17</b>
serious promotion	205	69	90	31	0	0	0	0	0	<b>0</b>

From information in Table 4.12, the respondents were aware of tourism sites although the utilization of these facilities for domestic tourism was low. To correct this, the respondents agreed on the need for more education on value of tourism in school curriculum and for the general public; besides helping the tourism industry itself cultivate a more positive attitude in favour of domestic tourism.

#### **4.6 Tourism Sector Attitude and Participation Domestic Tourism**

The third objective sought to establish the influence of tourism sector attitude on participation in domestic tourism among public sector employees in Kenya. These are further discussed in the following sub thematic.

##### **4.6.1 Attitude of Tourism Sector Staff towards Local Tourists**

The study seeks to determine the attitude of tourism sector staff towards local tourists as given in Table 4.13.

**Table4.13: Attitude of tourism sector staff towards local tourists**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Very positive	230	78
Positive	60	20
Neutral	5	2
Negative	0	0
Very negative	0	0
<b>Total</b>	<b>295</b>	<b>100</b>

Based on the finding in Table 4.13, 98% of the participants stated the attitude of tourism sector staff towards local tourist was positive, and that local tourists are treated very well in terms of hospitality. To domestic tourists, the tourism sector must maintain their attitude and recalibrate their business model.

#### 4.6.2 Tourism sector attitude issues influencing domestic tourism among public employee.

The study seeks to establish tourism sector attitude issues influencing domestic tourism among public employees as presented in Table 4.14

#### Table4.14: Tourism sector attitude influencing domestic tourism among public employee

Table 4.14 presents Tourism sector attitude influencing domestic tourism among public employees

Scale	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Train on how to handle local tourist	230	78	65	22	0	0	0	0	0	0
Develop domestic tourism models	205	69	90	31	0	0	0	0	0	0

Based on the findings in Table 4.14, all the respondents agreed on both the need to retrain tourist staff on how to handle local tourists and also the need to develop domestic tourism models.

#### 4.7 Social Economic Factors and Participation Domestic Tourism

The fourth objective seeks to determine how social economic factors influence participation in domestic tourism among public sector employees. The social factors selected are do public employees budget for domestic tourism; gender bias and income level. The participants' responses appear in Tables 4.15 and 4.16.

#### 4.7.1 Public Employees Budget for Domestic Tourism

The study sought to establish whether public employees budget for domestic tourism

**Table4.15: Do Public Employees Budget for Domestic Tourism**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	100	34
Disagree	195	66
<b>Total</b>	<b>295</b>	<b>100</b>

Based on the findings Table4.15, 66% participants did not budget for domestic tourism; a fact that obviously negatively influences participation in domestic tourism.

#### 4.7.2 Social economic factors influencing domestic tourism among public employees.

Table 4.16 presents social economic factors influencing domestic tourism.

**Table 4.16: Social economic factors influencing domestic tourism among public employees.**

<b>Scale</b>	<b>Strongly agree</b>		<b>Agree</b>		<b>Neutral</b>		<b>Disagree</b>		<b>Strongly disagree</b>	
	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>
Lack of finances influence domestic tourism	130	44	95	32	40	14	30	10	0	0
Gender bias	200	68	95	32	0	0	0	0	0	0
Income level	205	69	90	31	0	0	0	0	0	0

Based on the findings, table 4.16 lack of finances, gender bias and income level greatly influence participation in domestic tourism.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents the summary of findings, discussion, conclusion and recommendations drawn from the study.

#### **5.2 Summary of the Findings**

The study sought to identify factors influencing participation in domestic tourism among public sector employees: a case of Manyatta Sub County in Embu, Kenya. The findings are summarized based on the four objectives of the study.

##### **5.2.1 Marketing Incentives**

The study established that marketing incentives on infrastructure improvement, security, paid leaves and reduced taxes positively influence participation in domestic tourism.

##### **5.2.2 Holiday Culture**

The study has established that there is need to introduce domestic tourism topics in education systems. Majority of participants agreed that there is need for introduction of domestic tourism topics in education as a culture issue influencing domestic tourism.

##### **5.2.3 Tourism Sector Attitude**

The study also established that the tourism sector attitude of the sector staff towards local tourists is positive. This implies that local tourists are treated very well in terms of hospitality. However, there is a need to develop domestic tourism models.

##### **5.2.4 Social Economic Factors**

The study has established that participants did not budget for local tourism. Further, lack of finances, gender bias and income level as social economic factors influenced participation in domestic tourism.

### **5.3 Discussion of findings**

This section discusses the findings of the study based on the objectives and compares to other studies globally

#### **5.3.1 Marketing incentives**

The study established that infrastructure improvement is marketing incentive for domestic tourism, Loyalty incentive schemes particularly within the hospitality sector have increase in terms of uptake and have also contributed in terms of converting business tourists into future holiday tourists. This agrees with Akama, (2009), new developments such as online booking systems and emergence of easily accessible transaction points like retail outlets have started contributing towards better conversion. Government products in particular; the national and provincial parks, as well as some local government resorts and theme parks, have significantly contributed to stimulating and providing for domestic tourists. This also goes in line with Ouma (2006) who reported that improvement of the infrastructure is being made by the government through construction of roads, airports, harbors, airstrips among others, to encourage tourism development, through this the locals are able to travel to various places of attraction without problems and in a quick way.

This implies that rate of infrastructure improvement of tourism areas or site as very good this goes in line with Wahito, (2014) who affirmed that the government had allocated adequate resources to expand Malindi Airport to international standards to allow for larger commercial aircrafts to land. That encouraged growth of charter tourism,” President Kenyatta said. In a move likely to see drop in the cost of air tickets, all air ticketing services supplied by travel agents shall be exempt under the VAT Act, 2013. Stability and peace is being promoted among ethnic groups; integration and useful co-existence is also encouraged among Kenyan communities which make them live in unity



thus promoting the country's domestic tourism. The security situation in Kenya has worsened leading to western countries issuing travel advisory.

The recent travel advisory has made the president of Kenya to undertake government's measures to encourage domestic tourism as well as salvage the whole sector which has been adversely affected by insecurity challenges enhance our competitiveness in the region.

### **5.3.2 Holiday Culture**

The study established the need for introduction of domestic tourism topics in education as a culture issue influencing domestic tourism. The study established that lack of knowledge of tourist facilities influences participation in domestic tourism among public sector employees in Kenya. There is a need to educate locals more on domestic tourism through holding of exhibitions on domestic tourism. This agrees with Mutunga (2012) which reveals that people with advanced education levels will tend to travel to a place or take his family for an occasion in a specific fascination put a place that matches his/her status. In the event that more individuals are taught the more they get the data and they are more mindful of what to investigate in their nation. Instructive treks which are set up in schools and establishments make local people more mindful of highlights found in their nation. Additionally brandishes and different exercises which are composed by the schools like show and music celebrations will give the understudies the chances to visit different zones and take in more about those individuals found in that place in this way advancing residential tourism.

### **5.2.3 Tourism Sector Attitude**

The study also establishes that the tourism sector attitude of the sector staff towards local tourists is positive and local tourists are treated very well in terms of hospitality. However, there is a need to develop domestic tourism models. To attract Kenyans, the tourism sector must change their attitudes and recalibrate their business model. This is in agreement with Kaara (2014) who expressed that the tourism segment must retrain and re-culture their staff from administration down to room staff. The nearby elites burn through a huge number of shillings consistently in recreation and stimulation in neighborhood towns and if energized they can take an interest in local tourism.

Residential advancements ought to be stretched out to schools and universities which constitute another tremendous catchment. These residential vacationers can keep these lodgings running beneficially consistently. To draw in Kenyans, the tourism division must change their mentalities and recalibrate their plan of action. additionally, Srinivas (2010) stated that continued economic growth of emerging market economies together with growing middle classes that have sufficient disposable income to travel are driving an increase in both business and domestic leisure travel.

#### **5.3.4 Social Economic Factors**

The study has established that participants did not budget for local tourism. Further lack of finances, gender bias and income level as a social economic factor influenced participation in domestic tourism. This is in agreement with Dieke, (2000) who clarifies tourism as a movement is costly and requests a specific measure of discretionary wage. The most helpful measure of the capacity to take an interest in tourism is discretionary salary that is the wage left when assessment, lodging and the rudiments of life have been deducted.

#### **5.4 Conclusion**

The study concludes that social economic factors influence participation in domestic tourism to a great extent, holiday culture, tourism sector attitude and the least is tourism marketing incentives. The study found that the biggest impediment to domestic tourism was costs. The study has established that domestic tourism is very expensive. Practitioners therefore need to review their pricing in order to attract more domestic tourists in several local tourism sites as the current rates are considered high and a big impediment to domestic tourism.

#### **5.5 Recommendations**

The study makes the following recommendations that, if implemented, might positively influence domestic tourism.

- a) The government of Kenya should ensure growth and sustainability of domestic tourism through ambitious strategies and policy agenda in all counties to promote participation

- b) The County of Embu should intervene in the pricing rates in order to attract more domestic tourists in several local tourism sites as the current rates are considered high and the biggest impediment to domestic tourism.
- c) The Embu County Government should target the youth, given the growing number of youth population in the country, for their participation in domestic tourism.

## **5.6 Suggestions for Further Studies**

The study makes the following suggestions on further study

- i. Influence of cultural factors on domestic tourism in Kenya.
- ii. A research study on legislative and policy measures for sustainable domestic tourism.

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## APPENDICES

### APPENDIX 1 LETTER OF INTRODUCTION

EMILY WANJANGARI

L50/75008/2012

P.O.Box 1913 Embu

Cellphone: 0710123932

The Deputy Commissioner,  
Manyatta Sub County,

Dear Sir/Madam,

#### **RE: PERMISSION TO CARRY OUT ACADEMIC RESEARCH**

I am a graduate student undertaking Masters of Arts Degree in Project Planning and Management in the University of Nairobi and I am conducting a research study entitled “Factors influencing Participation in Domestic Tourism among Public Sector Employees: A Case of Civil Servants in Manyatta Sub County”

The purpose of this letter is to request for permission to interview teaching staff and pupils using the attached questionnaire. The information obtained is strictly for academic purpose and shall be treated with utmost confidentiality.

Thank You

Yours faithfully,

Emily Wanja Ngari

**L50/75008/2012**



**APPENDIX II. LETTER REQUESTING FOR TRANSMITTAL TO THE RESPONDENTS**

**EMILY WANJANGARI**

L50/75008/2012

P.O.Box 1913 EMBU

Cellphone: 0710123932

**Dear Sir/Madam**

**RE:LETTER OF TRANSMITTAL TO THE RESPONDENTS**

I am a graduate student undertaking Masters of Arts Degree in Project Planning and Management at the University of Nairobi. I am conducting a research study entitled “Factors influencing participation in Domestic Tourism among Public Sector Employees: A Case of Civil Servants in Manyatta Sub County”.

You have been selected to assist in providing the required information because your views are considered important to this study.

I am therefore kindly requesting you to fill this questionnaire. Please note that any information given will be treated with utmost confidentiality and will only be used for the purpose of this study.

Thank You.

Yours faithfully

Emily Wanja Ngari

**L50/75008/2012**

### APPENDIX III QUESTIONNAIRE FOR ALL RESPONDENTS

Kindly fill the following questions by ticking or filling in the appropriate spaces provided except where otherwise indicated.

#### Section A: Background Information

1. Please indicate your gender

(a) Male [ ] (b) Female [ ]

2. Please indicate your age.

(a) Below 30 [ ] (b) 31 – 40 [ ] (c) 41 – 50 [ ] (d) 51 – 60 [ ] (e) above 61 [ ]

3. What is your marital status?

(a) Married [ ] (b) Single [ ] (c) Divorced [ ] (e) Widow [ ] (f) Widower [ ]

4. Which is your highest level of education?

(a) Masters [ ] (b) Bachelors [ ] (c) Diploma [ ] (e) certificate [ ] (f) Secondary [ ]

5. How many years have you worked as a public employee?

(a) 1-3 years [ ] (b) 4-6years [ ] (c) 7-9 years [ ] (e) 10-15 years [ ] (f) Over 15 years [ ]

6. Which is your current job group?

(a) Job group A-J [ ] (b) Job group K-L [ ] (c) Job M-N [ ] (e) Job group P and above [ ]

7. What is the size of your household?

(a) 2 [ ] (b) 3-4 [ ] (c) 5-6 [ ] (e) 7-8 [ ] (f) 9-10 [ ] (g) above 10 [ ]

#### Section B: Tourism Marketing Incentives on domestic tourism

1. Is infrastructure improvement a marketing incentive for domestic tourism?

(a).Yes (b) No

2. How would you rate the infrastructure improvement of tourist areas or sites?

(a) Very good [ ] (b) good [ ] (c) average [ ] (d) poor [ ] (e) very poor

3. How would you rate the security of tourist sites or areas?

(a) Very secure [ ] (b) secure [ ] (c) fairly secure [ ] (d) poor [ ] (e) very poor [ ]

4. Please state how the security of these sites/areas be improved

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

5. The following are some of the marketing incentives influencing domestic tourism in Kenya. What is your level of agreement? Use a scale where 1- strongly agree, 2- agree, 3- neutral, 4- disagree and 5-strongly disagree.

Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Educate locals more					
Organize for exhibitions					
Increase salaries					
Regulate and reduce the hotel and park rates for locals					
Free entry during public holidays					
Reduction of taxes to companies who take their employees to tourist resorts					
Companies paid leaves					

13. Please state any other tourist marketing incentives which can improve domestic tourism among public civil servants

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

**Section C: Holiday Culture among Public Employees**

1. Please state two reasons why most public employees do not go for holiday tours

i.....

ii.....

2. The following are some of the holiday culture issues influencing strongly agree, 2-agree, 3- neutral, 4- disagree and 5-strongly disagree.

Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Need to introduce domestic tourism topics in education systems					
Lack of knowledge of tourist facilities					
Educate the locals more on domestic tourism					
Negative perception towards tourism					
Hold exhibitions on domestic tourism					
Encourage locals through Free entry during public holidays					
There should be serious promotion of domestic tourism among the public employees					
Public employees paid leaves					

**Section D Tourism Sector Attitude**

1. Please indicate how you would rate the attitude of tourism sector staff towards local tourists (a) Very positive (b) positive (c) neutral (d) negative (e) very negative

2. The following are some of the tourism sector attitude issues influencing domestic tourism among public employee. Indicate your level of agreement. Use a scale where 1- strongly agree, 2- agree, 3- neutral, 4- disagree and 5-strongly disagree.

Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The tourism sector need to retrain on how to handle local tourists					
The staff need to be re cultured on how to handle local tourists					
There is a need to develop domestic tourism models					

3. In your own opinion what can be done to improve tourism sector attitude towards domestic tourism

- 1.....
- 2.....
- 3.....

**Section E: Social Economic Factors**

1. What is the financial status of most public employees?

Very good (b) Good (C) Satisfactory (d) Bad (e) Very bad

2a). Do public employees budget for domestic tourism?

- (a) Yes
- (b) No

b). Please explain your answer in question no. 2a

.....  
.....

3. At which level of income per month would you be comfortable to go for domestic tourism?

Ksh.....

4. The following are some of the social economic factors influencing domestic tourism among public employees. What is your level of agreement? Use a scale where

1- Strongly agree, 2- agree, 3- neutral, 4- disagree and 5-strongly disagree.

Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Lack of finances					
Influence domestic tourism					
Gender bias					
Income level					

5. In your opinion what do you think would influence the participation of the locals in domestic tourism?

1.....  
2.....  
3.....

**Thank you for your time and participation**

**APPENDIX IV DETERMINATION OF SAMPLE SIZE FOR A GIVEN  
POPULATION BY KREJCIEANDMORGAN**

Table for Determining Sample Size for a Given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
"S" is sample size.

Source: Krejcie & Morgan, 1970

## PLAGIARISM REPORT

Pull out