

**// A CRITICAL ANALYSIS OF DOMESTIC TOURISM PROMOTION
IN KENYA //**

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Declaration

This independent conceptual study paper in marketing is my original work and has not been presented for a degree in any other university

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ABSTRACT

Tourism may be defined as the processes activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in attracting and hosting of visitors. Domestic tourism is an undeveloped theme in African tourism scholarship since the planning and promotion of tourism in most African countries is biased towards international tourism.

This paper examines promotion of domestic tourism in Kenya's developing tourism economy and argues that positive benefits can be obtained through more aggressive promotion of domestic tourism in the country.

Promotion refers The paper has reviewed the main approaches used in promotion of domestic tourism in Kenya, the role of tourism in local development of a country and to examine the emerging trends in tourism promotion in the 21st century. The state of tourism in the Kenya and its role in the economy, tourism as a Product, efforts in promotion of domestic tourism in Kenya, as ways of igniting the engine of tourism growth in Kenya have also been examined.

The findings reveal the importance of tourism as a driver of economic development and that most African countries continue to lay a lot of emphasis on international tourism while very little attention to domestic tourism which has a lot of potential. While the Kenyan government through The Kenya Tourist board has continued to promote Kenya as a leading destination to international travelers and made efforts to promote domestic tourism, existing literature notes that a lot of promotional efforts need to be put in place to promote Kenya to the local population which will lead to benefits such as development in different parts of the country, national cohesion and integration, increase in government revenues among others.

The traditional role of marketing communications continues to be very instrumental in promotion of domestic tourism in Kenya. However, more funds as well as find out the best modes of promotion of various tourist sites to domestic tourists. The major trends in tourism worldwide have been examined and it is noted that marketing communications tools can be useful in introduction of new products as well as creation of awareness regarding the many tourist sites that would be attractive and add a diversification angle to the traditional safari and coastal products that are well known in Kenya. The research has identified various gaps that could be filled through further research in promotion of eco tourism, pro-poor tourism, educational tourism, sports tourism dark tourism, etc.

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CHAPTER ONE

INTRODUCTION

1.1 Background to Theory and Practice of Tourism

Tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in attracting and hosting visitors (Goeldner & Ritchiem, 2006).

According to Nkari (1985), tourism denotes the temporary movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations. This definition encompasses both domestic and international tourism.

Tourism continues to grow and expand all over the world. Nkari(1985) further notes that the marketing of tourist services and attractions can be done at the national level with an overall marketing of a country's or region's attractions in totality by national organisations in conjunction with individual firms in the industry stationed locally and abroad. Marketing can also be done at the micro level which involves the individual firms in the industry marketing their individual attractions.

Since 2000, developing countries have led international tourism growth with a current market share of 40 per cent. In the period 2000-2007, international tourist arrivals in developing countries increased by 54% to reach 360 million; this compares extremely well with the growth of 20 per cent experienced in developed countries over the same period. The year 2007 exceeded all expectations with international tourist arrivals reaching new record figures close to 900 million. International tourism generated approximately 770 billion US dollars in foreign exchange earnings for recipient countries making tourism the main sector of international trade in services and one of the top export items for many countries. Even more rapid is the growth of tourism in the least developed countries which saw an increase of 110 per cent in tourist arrivals in the same period. Tourism thus offers a clear, and often the sole sustainable development opportunity to many developing and least developed countries. There are additional reasons that

make tourism a sector with great potential for economic growth in the developing world especially when compared to other sectors. For instance, tourism is consumed at the point of production therefore creating an opportunity for local people to become entrepreneurs, providing tourist and tourism companies with the products, inputs and services they require. Secondly, tourism depends on natural capital and the local culture which are assets available in all developing countries in which most of them have a comparative advantage vis-à-vis industrialized nations. Finally, tourism is labour intensive ,it requires relatively little training ,and is most suitable for the employment of women and young people and it is also a highly diversified activity, requiring inputs from many industries and can thus build a wide resource base. (WTO report 20 -25 April 2008, Accra, Ghana)

Tourism is an important source of foreign currency for Kenya as a country and creates employment for other industries. Tourism accounts for close to 10 per cent of Kenya's GDP and 9 per cent of total formal employment. Over the past few years, tourism has been one of the fastest-growing sectors e.g. between 2004 and 2006, visitor numbers grew by 22 per cent each year. Tourism remains a leading earner of foreign exchange for the country, and brought in US\$800 million in 2006. Due to its many linkages to other sectors (including agriculture, manufacturing, banking and finance, wildlife, entertainment and handicrafts), tourism has great potential to generate employment and wealth. (Kenya vision 2030).

1.2 Forms of tourism

Various forms of tourism have been documented by scholars. These include; Inbound tourism which involves visits to a country by non –residents of that country; Outbound tourism which refers to visits by residents of a country to another country; Domestic tourism involves travelling by residents of a given country within their own country, Internal tourism which comprises of domestic and inbound tourism and International tourism which comprises of inbound and outbound tourism. (Kumar, 2010)

Kenya aims to be among the top ten long-haul tourist destinations globally. China, Mexico and Malaysia are the leading destinations for long-haul tourists worldwide, accounting for 47 million, 22 million and 16 million annual visitors, respectively. In Africa, Egypt and South

Africa are the leading long-haul tourist destinations. To be ranked among the top ten, Kenya must expand her global and African market share by offering new products, expanding tourist expenditure per capita and by improving her international marketing strategies. Kenya has shown an impressive performance in the tourism sector since 2002, increasing the total number of annual tourist arrivals (both regional and long haul) from an estimated 1 million in 2002 to 1.6 million in 2006(vision 2030)

This paper examines promotion of domestic tourism in Kenya's developing tourism economy and argues that positive benefits can be obtained through more aggressive promotion of domestic tourism in the country. The objectives of this study include identification of the main approaches used in promotion of domestic tourism in Kenya, examination of the role of tourism in the local development of a country and to examine the emerging trends in tourism promotion in the 21st century. Tourism has been identified as one of the driving forces in developing countries' economies and as very useful in creation of wealth and reduction of poverty, and this paper endeavours to document the studies that have been carried out in the area of tourism.

It is also recognized that most scholarship has been on international tourism promotion with little emphasis being laid on domestic tourism. The study aims at finding out the status of domestic tourism and the approaches used to promote it in Kenya and also to find out the numerous new products on offer and how they are being promoted among the local population that makes up a great potential market for Kenyan products.

1.3 The Tourism Sector

The East African climate and the myriad attractions make Kenya have a competitive advantage especially among other African countries. Kenya is a wonderful country with a magnificent tapestry of mountains, lakes, beaches in the 480 km coastal strip and wildlife ranches which form the glorious physical background of the country. The people of Kenya make the country a cosmopolitan cocktail of religion and culture that makes a visit such a rewarding and memorable experience (Wagoki, 1998). The product portfolio could be diversified to include, aquaculture Tourism which is gaining momentum in Kenya. Victoria safaris will take you for a tour of places where fish and other water species are being bread for domestic consumption or as a

commercial entity in Kenya. This is part of Ecotourism coupled with community development tourism. Other attractive products are conference tourism, cultural tourism, aviation tour and travel tourism and ecotourism.

Kenya is one of the most popular tourism destinations in Africa and tourism is a key foreign exchange earner for the country. Kenya's tourism was founded on the country's rich wildlife resources (Sindiga, 1999), although beach tourism along the Indian Ocean is now equally important. Indeed, the coastal areas generate the highest number of bed occupancies, particularly from Germany and the United Kingdom. Sindiga (1999) notes a number of other assets and attractions that could be further developed to diversify the industry as indicated in Table 1 below.

Table 1 Tourist attractions in Kenya

Developed	Underdeveloped
Wildlife safaris	Camping
Beaches	Hiking mountain climbing
Marine life	Forests
Urban tours	Horse riding safaris
Balloon trips	Polo
Animal orphanage	Cruise ship and water sports
Plantation agriculture (there are farm camping holidays in large plantations with vast plain lands). Also popular are the Rift Valley commercial ranches that form natural campsites and have rare birds and wildlife.	Golf
Nature trails	Camel safaris and mountain and forest walks
Bird watching	Cultural pluralism to include other areas other than mainstream Maasai culture. Kenya has more than 40 distinct cultural groups.
Angling	Sculptures and craftwork
Race course	Fish farms
Archaeological sites (historical ruins, museums)	Hunting (but only allowed via a license)
Cultural and traditional arts, crafts, dances along the Maasai safari circuit	Wilderness holidays, that include wild bush expeditions and bush tracking

Adapted from Sindiga, (1999)

The potential of tourism attractions in Kenya cannot be under estimated. However, the most popular attractions continue to be the beach product as well as the safari product. Other products identified in the literature review that would give Kenya a competitive edge as summarized in the table 1 above include: camping, mountain hiking, fish farming ,hunting, wilderness holidays ,horse riding safaris, polo, water sports, and golf. While some are developed, the others are undeveloped and should be looked into in order to diversify the tourism product portfolio.

1.4 The State of tourism in Kenya

Prior to independence in 1963, Kenya had appreciable tourism interaction. This means that Kenya did not have to start from scratch like many destinations in Africa as there was a fairly good but limited tourism infrastructure in place. The years that followed independence saw spectacular growth in the tourism industry which was characterized by strong government involvement and active partnership with the private sector. In view of the proven potential of tourism, the government formulated Session Paper No. 8 of 1969 on the development of tourism in Kenya which defined the growth targets that it hoped to achieve. It also outlined the areas where the Government would participate jointly with private investors in developing the tourism industry.

A significant contribution to this growth has been attributed to strategic international advertising by the Kenya Tourist Board, particularly in the traditional source countries, such as Britain, USA, France, Italy and Germany. Attaining the top ten long-haul destination status will involve addressing constraints facing the sector and implementing strategic projects to improve the quality and breadth of Kenya's tourist offerings at the coast, in game parks, and in "niche" products (e.g. cultural and ecotourism),as well as an expansion in conference tourism. Further attention will be paid to creating an environment where tourists spend more per visit. Although the primary focus will be promotion of Kenya as a long haul tourist destination, the Kenya Vision 2030 will also encourage domestic and regional tourism in order to even out fluctuations occasioned by the decline of visitors during the traditional low seasons. Whereas Kenya stands to gain enormously from tourism by 2030, policies and strategies must be put in place to mitigate unintended adverse outcomes, such as child prostitution, drug abuse and environmental degradation. Measures have already been put in place to ensure that these excesses do not grow.

Preservation of moral norms embedded in our cultural traditions and values will be another way of dealing with these problems. (Kenya Vision 2030)

Knowles (1998) states that travel leisure and accommodation are not easy to define since they overlap with each other. However, the general definition adapted from the United Nations tourism policy-making body includes the movement of people from one location to another outside their own community, provision of a range of activities, experiences and facilities, recognition that different needs and motivations of tourists require satisfaction and these in turn create a social impact and that the tourism industry includes a number of subsets, which as a whole generate income within the economy.

From this definition, it is evident that people at tourist destinations demand a range of activities, experiences and facilities. Tourism includes provision of accommodation, food and drinks and desired transport both of which play a central role on the performance of the industry. In addition, tourism is defined to include travel on business as well as for leisure purposes along with another category known as visiting friends and relatives (VFR). Supply and demand are very important aspects once the difference has been made between goods and services in order to come up with clear market segmentation.

The commitment of the Government towards promoting tourism can be seen through the enactment of the Kenya Tourist Development Corporation Act (Cap 382). The act gives powers to the corporation to secure investigation formulation and carrying out projects for purposes of developing the tourism industry of Kenya. The Government of Kenya has the "statement on future wildlife management policy in Kenya" Session paper No. 3 of 1975). The content of the paper has also been captured in all efforts made by the Kenya wildlife service (KWS) which is a state corporation under the Ministry of Tourism. KWS is charged with responsibility of conserving Kenya's vast wildlife habitat and resources. This is done through policy development and sustainable management of all terrestrial and marine National parks and certain reserves in the country. The service seeks to ensure optimum economic benefits to the Kenyan people presented (2001) on "sustainable tourism in Kenya." Tourism is said to have a significant influence on the local host communities especially in developing countries.

The Government of Kenya (GOK) took into consideration both positive and negative factors that would influence the diverse culture of the Kenyan people. These include the fact that tourism is a labour-intensive industry which generates employment opportunities at semi – skilled, technical and managerial level, it consists of predominantly small scale businesses and in spite of the fact there was increasing investment and involvement in the sector by multinationals and local companies, it is a decentralized industry capable of diversifying regional economies; it is relatively non-pollutant which if properly managed, can contribute to the conservation and promotion of our natural and cultural heritage; it is an important vehicle for promoting cultural exchanges that enhance international understanding and goodwill among peoples of the world, and it acts as a catalyst for the development of other sectors of the economy of many countries.(Okemwa,2007)

Tourism development objectives in Kenya are spelt out in the National Development plans and session papers. The policy objectives have been consistent since the first National Development Plan in 1966. The objectives aim to ensure implementation of aggressive promotion and marketing strategies, while making use of information, facilitate new investment opportunities in tourism through mobilization and provision of financial resources, paying special attention to Small Medium Sized Enterprises (SMSE) in tourism, facilitate diversification of tourism products while ensuring preservation and promotion of rich and diverse cultural heritage, ensure availability of skilled manpower for development of the hospitality industry, promote and develop domestic and regional tourism, ensure maximization of tourist satisfaction by improving the standards and establishments for smooth and efficient handling of tourists and ensure sustainable tourism development. (Okemwa, 2007)

In spite of the efforts made, Kenya experienced a historical crisis in the tourism industry from 1997 and the slump is still being experienced with overall growth drop projected to be about 60%. The same was followed by terrorism (real or imagined) which has adversely affected Kenya's tourism industry. The attacks on Israel's interests at the Coast and General Election were among the factors that threatened the industry's performance. Despite these negative perceptions Kenya received 495,751 tourists in 2002, which was a marginal increase of 0.6% above the 2001

figure of 492,731. While the arrivals in 2002 were projected at 10% above 2001 figure, there is a gap of 9.4%. Some of these and other constraints that have been experienced in Kenya's tourism industry such as increased competition from emerging destinations, insecurity under verified tourist products and market declining standards mainly in hotel industry and poor, inadequate infrastructure.(Wagoki,2008)

1.5 Contribution of tourism to Development

Tourism development has been contributing heavily towards revenue generation in Kenya as performance just before the turmoil in 2007 was US \$ 1 billion. It accounted for 10% of Gross Domestic Product (GDP) making it the third largest contributor to GDP after agriculture and manufacturing and the third largest in foreign exchange earnings after tea and horticulture. This exceptional performance has been attributed to flurried growth in business and conference tourism as the country reclaimed its position as a leading hub in East and Central Africa. The tourism sector is a major employer as it currently employs approximately over 219000 people. According to Kenya National Development Plan (2002 – 2008), during the last ten years tourism has been characterized by fluctuations in Visitor arrivals. The tourism sector is a major employer as it currently employs approximately over 219,000.

Foreign exchange earnings have been increasing steadily over the past ten years representing an appreciable growth rate. Tourism earnings have tended to increase at a higher rate than earnings from other export commodities in a number of countries. The earnings incurred are in tum used to offset shortfalls on the visible trading account, and hence are of critical importance in the financial reckoning. Tourism contributes greatly to Government Revenue through license fees, customs and exercise duty, VAT on tourism services, landing fees, passenger service charge, entry fees to game parks as well as income tax levied on employees in the tourism industry. The benefits accruing from investments in such infrastructure and superstructure as airports, hotels and restaurants, road network, communications, power and water supply as well as related public utilities are widely shared with other sectors of the economy. Their development enhances the overall development at the local level and also encourages greater economic diversification. (Dieke, 2000).

A range of studies variously identify and discuss the impact of tourism development in South Africa on small enterprise development (Kirsten and Rogerson, 2002), rural livelihoods (Mahony and van Zyl, 2002), the poor (Ashley and Roe, 2002), black communities (Goudie et al., 1999) and on regional development (Saayman et al., 2001). Research in tourism shows that the emergence of tourism as a leading economic activity in recent decades is undisputed and, as Williams argues, it is now seen as '... a catalyst for modernization, economic development and prosperity in emerging nations in the Third World' (Williams, 1998).

Some communities, such as the Sherpas of Nepal, have received significant economic gains from tourism development (Adams 1992; Ortner 1999). However, tourism can also have negative economic repercussions, especially when there are large numbers of tourists (Smith 1989). Freitag (1996), for example, demonstrates how tourism in the Dominican Republic brought an inflation of land and food prices, and Belisle (1983) argues that much of the potential profit from tourism in the Caribbean is "leaked" back to industrialized countries that export food for tourist consumption in hotels and resorts.

Another quantitative, measurement of tourism's impact is the use of specific economic indicators, such as employment generated and therefore income earned, foreign exchange earned, or even gross national product (GNP) (see Bryden 1973). Emphasis is on performance criteria and may perhaps be independent of other sectors. Critics would therefore argue that this technique does not recognise wider societal and development issues addressed by tourism, such as the extent to which wealth, skills, and education are distributed among the local population; or the strength and resilience of local cultural tradition (Dieke 1989). The above provide a perspective on the way in which tourism has a 'development' impact on any under-developed country (Jenkins 1980:22) or'. . . an improvement of opportunity and quality of life' (Dieke 1989:18).

The sizeable and growing literature on tourism (Hyma et al 1980; Mascarenhas1 971) has concentrated on the economic gains obtained from foreign tourists (Bryden 1973; Elkan 1975) and the influence these tourists have on the social and cultural values of the local population

(Belisle and Hoy 1980; Coppock 1977). Suggestions have been made to include domestic or international tourism in the planning of the industry and to identify those features that the local potential tourists would find attractive for tourist purposes in LDC's (Hyma et al 1980, 540-541).

Studies of cultural change showing negative attitudes resulting from tourism have concentrated mainly on hosts and guests from technologically different worlds (Bryden 1973; Lange 1980; Thurot 1979). Tourism development affects local cultures in multiple and complex ways. Cultural authenticity is compromised when performances are staged for tourists (Greenwood, 1989), and when artistic objects are created with tourist interests in mind (Graburn, 1976). Cultural disruptions may occur when there are wealth disparities between tourists and their hosts; members of a host community may begin to resent their relative poverty and seek ways to emulate the lifestyles of the tourists (Gmelch and Gmelch, 1997; Goering, 1990; McLaren, 1998).

Goering (1990:21) explains how this affects the Ladakhis of northern India: "By observing foreign tourists on vacation, the Ladakhis-the young Ladakhis in particular-easily come to believe that all Westerners are rich, that they work very little, and that the West is a paradise of consumer goods. Young people begin to despise the thinking of their parents and rush to embrace whatever is seen as modern." In situations where there are significant cultural differences between guests and hosts, tourism development can be humiliating for those who are sought by tourists for their "exotic" cultural practice.

Tourism is frequently associated with a revival of artistic traditions that were previously in decline, as well as the emergence of new forms of cultural expression. Zerner, (1982), for example, describes how tourism has revitalized the production of several local crafts, including ikat textiles and wood carvings, in southern Sulawesi. Tourist interest in a local culture can also bring a greater sense of social solidarity and ethnic pride, as Borman, (1999) reports for the Cofan of Ecuador. Swiss Alps villagers are proud of the folkloric displays produced by locals for both local and tourist consumption because they demonstrate regional contributions to the national culture. (Bendix 1989).

How tourism affects the environment also varies from case to case (Chambers 2000; Nash 1996). McLaren (1998:89-90), a harsh critic of the tourism industry, argues that tourism development often "diverts resources(energy, land, and water) away from the local population" and "puts heavy stress on the environment, since tourist sites require reconstruction of the landscape and increased use of petroleum products and toxics [sic] such as chemicals, fertilizers and pesticides.

The vast amount of literature on tourism borders on a variety of issues ranging from ways in which tour operators attempt to promote tourism, destination branding, domestic tourism promotion as well as tourism as a development strategy. (Britton 1982; Bryden 1973; Hoivik and Heiberg 1980; de Kadt 1979) look at wider but interrelated economic, political, and social systems that transcend national control/boundaries. Included in this impact assessment of tourism are the questions about the environment, socio-cultural values, as well as the impact on local language. (Dicke 1989:18) focuses on wider societal and development issues addressed by tourism, such as the extent to which wealth, skills, and education are distributed among the local population; or the strength and resilience of local cultural tradition). The above provide a perspective on the way in which tourism has a 'development' impact on any under-developed country (Jenkins 1980:22). (Williams 1998) opines that one sector that has performed particularly well in this context is tourism, which has clearly become one of the most critical forces shaping the world's economy.

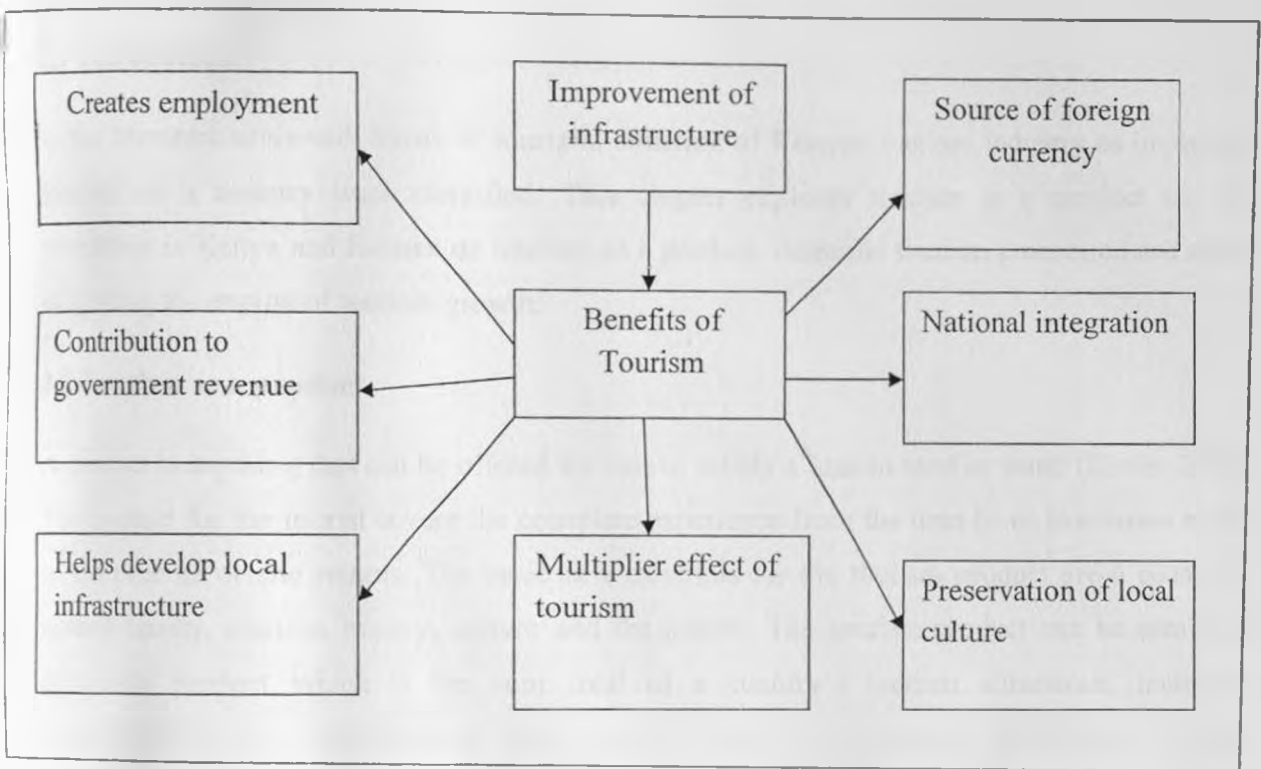
The increasing importance of tourism generally, and more specifically in the developing world, is a noteworthy theme in development literature, and many countries have now come to regard it as a 'passport to development' (Williams 1998; Dann 2002, 236). (Increasing importance of tourism generally, and more specifically in the developing world, is a noteworthy theme in development literature, and many countries have now come to regard it as a 'passport to development' (Williams 1998; Dann 2002, 236). (Rogerson, 2000) argues that the promotion of tourism is widely recognized in South Africa as a key growth alternative. Research shows that in many areas of the world, the reality of economic crises has provoked a search for locally driven and innovative growth alternatives, which are frequently referred to in the literature as

'local economic development' (LED) (Stohr 1990; Zaaijer and Sara 1993; Demaziere and Wilson 1996).

In addition to this, Kumar (2010), records that tourism creates a multiplier effect in economies as tourists' spending passes through various sectors of the economy thus creating new incomes and outputs in the region which in turn produce further expenditure and income. as tourists' spending passes through various sectors of the economy thus creating new incomes and outputs in the region which in turn produce further expenditure and income. For instance, money spent by a tourist on hotel accommodation, food beverages, shopping, entertainment and transport, does not stagnate but provides an income to hotel staff, taxi operators, shop keepers and suppliers of goods and services. Hence money accruing from tourism circulates through numerous segments of the economy through the multiplier process. Other social benefits of tourism include national integration realized when a country's citizens see the different streams of civilization intermingle with one another and appreciate the diversity of a country. Tourism leads to international understanding and world peace. It leads to preservations of national monuments, preservation of local culture and protection of flora and fauna. Kumar, (2010)

From the foregoing literature, it is evident that tourism has many benefits and contributes to development of a country as shown in figure 1.

Figure 1: Benefits of Tourism



Source: Current author

Chapter Summary

The reviewed literature in chapter one has identified the theory and practice of tourism worldwide, forms of tourism, the tourism sector generally and state of tourism specifically in Kenya. It has also looked at contribution of tourism to development. It has looked at the objectives of this study which include identification of the main approaches used in promotion of domestic tourism in Kenya, examination of the role of tourism in the local development of a country and to examine the emerging trends in tourism promotion in the 21st century. Finally it has examined the benefits of tourism to Kenya.

CHAPTER TWO

TOURISM AS A PRODUCT AND ITS PROMOTION

2.1 Introduction

In the literature reviewed, forms of tourism, structure of Kenyan tourism industry as impact of tourism on a country were identified. This chapter explores tourism as a product and its promotion in Kenya and focuses on tourism as a product, domestic tourism promotion and ways of igniting the engine of tourism growth.

2.2 Tourism as a product

A product is anything that can be offered for sale to satisfy a human need or want. (Kotler, 2008) The product for the tourist covers the complete experience from the time he or she leaves home to the time he or she returns. The basic raw materials for the tourism product are a country's natural beauty, climate, history, culture and the people. The tourism product can be seen as a composite product which is the sum total of a country's tourism attractions, transport, accommodation and entertainment which should result to a consumers satisfaction. Kumar, (2000)

The nature of the tourism product is an experience of place (location and people) at a particular time. There are three zones which include; the tourist generating zone, which is geographical and is a resource base which determines the ability of the tourist to travel; the host zone, which is geographical and also consists of a network of social and political institutions and resources which shape the host's attitudes towards tourists; and the zone of interaction and interpretation – which changes both temporally and spatially – it is not simply a geographic entity but also a psychological and social one that exists within a “place” (Ryan, 1991a, p. 201). The degree of satisfaction gained from the experience relates to the expectations of the tourist, the degree of reality on which those expectations were based, the ability of the tourist to adapt to perceived realities, and the nature of the critical encounter that shaped that reality Ryan, (1991a). This provides the link between tourism and marketing.

Marketing of tourism then becomes an application of the marketing process to specific characteristics of the tourism industry. The tourism service is characterized by its intangibility. The focus of tourism is a performance rather than a physical good, which can lead to problems of standardization and control. Tourism is perishable as service production is fixed in time and space. Travel purchase decisions are an amalgam of several products, transport, accommodation and attractions, not all of which are owned by the same company. The tourist market is also volatile, as it is immediately affected by world events and the health of national economies. Finally, the tourist product is consumed at the point of production rather than being produced and then consumed.

Schwainger, (1989) argues that this non-standardization is a need which arises from the quest for self-determination and do-it-yourself; the advanced level of travel experience in the population which leads to a more critical and quality orientated approach as well as growing sophistication and rationality of choice; an increasing desire to relate to nature; higher levels of environmental consciousness and sensitivity to the quality of life in general; Increasing effort to learn, which often manifests itself in serious attempts to get to know foreign cultures.

A further unique characteristic of tourism that affects the marketing process is that, unlike many conventional instances of the product life cycle, in the case of tourism, the product evolves over time to become not simply a variant of the original, but a totally different product Ryan, (1991b). Thus, the tourism product is unique because of its intangibility and ability to metamorphose over time. As it is an experience based on expectation, it is marketing's function to present this image and create awareness. However, there are a number of paradoxes within tourism which have ethical implications for the marketing of a destination.

Jefferson et al (1991), view tourism as all the movements of people outside their own community for all purposes except migration or regular daily work. In many ways 'travel' is a better word to describe the concept since the most common reason for trips outside the area of permanent residence is holiday taking business journeys and visits for specific purposes such as education and sports and cultural activity. The term 'tourism' was at first used to define pleasure travel only and in particular, to the early package (cooks) tours. Walter Hunziker and Kraff

(1992), defined the subject as the totality of relationships and phenomena linked with the stay of foreigners in a locality provided they do not exercise, major permanent or temporary remunerated activity.

Tourism is also considered to be the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care to their need (Mathieson and wall (1982). Buckart and Medlik (1974) define tourism as the temporary short-term movement of people to destinations outside the places where they normally live. This is almost a routine assumption about tourism. Grabum (1989), Smith (1989) and Voase (1995) define tourism more by what it is not than what it is - it is not home and not work. It is change of scenery and life style, an inversion of the normal. Typically such definitions bring together groups and activities that seem at best unrelated and at most opposite. In the United States, it is the second largest employer. Marketing has assumed an increasingly important role in this industry. It is through marketing that the customer needs can be transformed into customer satisfying products. The two main industries that comprise the activities that we call tourism are the hospitality and travel industries. Successful hospitality marketing is highly dependent on the entire travel industry. For example many resort or hotel guests purchase by services offered through travel agents. The success of cruise lines is really the result of coordinated marketing by many travel industry members. Few industries are as interdependent as travel-hospitality. This interdependence will increase in complexity. The travel industry will require marketing professionals who understand the "Big picture" and who can respond to changing customer needs through creative strategies based on solid marketing knowledge, Kotler, Bowen and Makens (2003).

From the foregoing definitions it is clear that the tourism product is complex. It is an amalgam of various elements or components some of which are tangible and some intangible. (Wahab, 1975) On one hand the tourist product consists of events such as congress exhibitions, sporting events and shows and also site attractions such as scenery, climate and historical sites. On the other hand, tourist services consist of passenger transport, accommodation, catering and entertainment. (Burkat and Medlik, 1975) Therefore the total offering of the tourist product is

an amalgam of attractions transportation, accommodation and entertainment. Each of these components is supplied by various actors in the tourist industry.

McIntosh *et al*, (1986) argue that a product is much more than a combination of raw materials .It is actually a bundle of satisfactions and benefits for the consumer. In addition, the tourist product is non- tangible .The potential consumer cannot feel, taste, touch or sample a package tour in advance of any decision to buy it .Potential customers therefore find it hard to determine whether a given package will really meet their needs .For this reason customers need considerable amount of information and expert advice before making a travel decision Foster, (1989).Tourist products mean different things to various members of the tourist industry. To the hotel, it is a guest night; Airlines look at a product in terms of seats flown and passenger miles to the museum, art gallery, or national parks, the product is measured in terms of number of visitors .For the tourist the product is the complete experience resulting from then package tour or travel facility purchased. (Forster,1989)

In formulating tourist products, many other things must be considered besides accommodation and transport. These include attractions, support facilities and services at the resort. The ease of access to it, attitudes and behaviour patterns of target markets are also considered. Gakuru (1993). In developing the tourist product from various components that form the raw material, attention need to be paid to the type of holiday the operator wishes to create, the target markets for which it is intended and thus the needs, requirements and expectations of the people comprising the market. Forster, (1989)

The Kenyan Tourist products are the Coast product which includes the development of segments along the coast that are currently underutilized, together with expansion and improvement of quality in the existing facilities, the Safari product whose aim are to improve the quality of premium safari parks and open resorts in underutilized parks, niche products with targeted initiatives to nurture and expand high-value niches, products such as cultural tourism, eco-tourism, sports tourism and lake tourism; and conference and business tourism product: The Government and the private sector will work together to increase revenue from this product

through investment in new and existing hotel facilities, and through upgrading of air travel facilities. (Kenya Vision 2030)

2.3 Promotion of Domestic Tourism in Africa

Tourism is the fastest developing enterprise in Africa and currently one of the continent's major investment opportunities, viewing its 6% growth rate for the last decennium. Africa receives 4.8% of all tourist arrivals in the world, and 3.3% of the receipts and although it is not at the heart of the global tourist market, this modest proportion of the world's number one industry is still important for the continent. Though tourists' choice of international destination is often fickle and fleeting, a clear pattern has emerged for Africa: just one third of tourists go to the Maghreb countries, over a third to Southern Africa, almost a quarter to East Africa, and the remainder are spread over the rest of the continent, but mainly West Africa.

African tourist destinations are quite diverse, with various niches of tourism situated in different countries. Game parks abound in East and Southern Africa, while ethnic tourism is to be found more in West Africa, with some special spots of 'romance tourism' in the continent's extreme east and west, and in Gambia and Ghana the peculiar 'heritage' or 'roots' tourism – mainly for African American tracing their cultural heritage and origins. So except for South Africa and Kenya, which do combine a number of important, other attractions with its game parks, African tourism is more or less one-dimensional. The major architectonic highpoints south of the Sahara is believed to lack global appeal as monuments of world history or 'wonders of the world'. Also most of Africa (except South Africa) has little or no internal tourism, as black Africans have not (yet) taken to tourism in their own or neighbouring countries; those Africans that do travel tend to visit their families, preferably in the capitals of Europe. In North Africa travelling is dominated by family visits from the diaspora. Thus, research on African tourism implies research on international and intercultural relations, not only important for the revenue that tourism accrues but also as a microcosm of South-North relations. (African studies centre)

Domestic tourism is an undeveloped theme in African tourism scholarship since the planning and promotion of tourism in most African countries is biased towards international tourism. (Rassool Witz 1996), pp. 335-371). In South Africa, domestic tourism has grown by leaps and bounds and is one of the success stories of domestic tourism in Africa. According to the first annual domestic tourism report in 2005, there were a total of 3.6.2 million trips made by domestic tourists in south Africa (Annual domestic tourism report south Africa tourism research unit, 2008) the tourists spend at 21.2 billion rands. The main reason why South Africans travel within their country is to visit friends and relatives with leisure only being carried out by 12% of domestic tourists. Studies on Rwanda show that domestic tourism already constitutes a large and growing industry in several parts of the developing world. (Ghimire, 2001: 11). Across many countries of the developing world, travel for purposes of leisure, pilgrimage or business is no longer the exclusive prerogative of the upper classes. Participation in leisure travel extends beyond the growing middle class to include the lower middle classes. For both Gladstone (2005) and Scheyvens (2002), argue that the key factor in the surge of domestic tourism in many developing countries is the rise of a middle class with reasonable affluence and disposable income and a strong desire for travel.

According to WTO projections, the number of domestic tourists could soon be 'as much as ten times greater than current international tourist arrivals' (Ghimire, 2001: 2). This observation serves to underline the need for 'policy makers to look at what benefits such forms of tourism could bring to their countries' (Scheyvens, 2002: 6) and for more serious research and analysis of domestic tourism across the developing world. Scheyvens (2002: 155) argues that 'countries searching for an alternative, less exploitative form of tourism development than that dominated by the interests of multinational capital, should encourage domestic tourism as this results in greater community ownership of tourism enterprises.

Although domestic tourism accounts for approximately 80 per cent of all tourism activity worldwide (Neto, 2002: 2), it is still the case that 'governments of most developing countries would rather promote international instead of domestic tourism' Dieke, (2000: 16) because of the much-needed foreign exchange earnings the industry generates for the host country. Research by Mazimhaka, (2007) and Ghimire, (2001), shows that the general trend across Africa is a

systematic bias in national tourism development planning towards international as opposed to regional or domestic tourism. Tourism policy in Nigeria, as is true of so much of Africa, gives priority to planning for international tourism. Mustapha, (2001)

Even though Kenya has introduced measures to support domestic tourism Sindiga (1996) and Zambia has acknowledged its potential role in tourism planning. Rogerson (2003), government resources in both countries are still channeled primarily towards the promotion of international tourism. The case of South Africa is exceptional in Africa as the national government has launched a number of coordinated initiatives designed to maximize the impact of domestic tourism for the country's tourism economy. Rogerson & Lisa, (2005).

This research argues that even as international tourism in Africa continues to grow, the development of domestic tourism can bring stability to a volatile industry and create a more sustainable path for tourism development. The Permanent Secretary of the Ministry of Tourism and Wildlife in Kenya observed recently that 'domestic tourism forms the basis for a stronger international tourism. It bridges the seasonality gap and therefore creates jobs and stability in the employment sector. This ties in appropriately with the government goals of poverty reduction and wealth creation hence leading to social harmony' Nabutola, (2005).

Currently the majority of Africa's tourism products, be they 'safari tourism, beach tourism, "roots" tourism, marine tourism [or] cultural and heritage or ethnic tourism' Dieke, (2000: 3), are geared towards international tourists. While these tourists bring in significant foreign exchange earnings, mass tourism is a highly volatile industry and often seasonal in nature (Shaw & Williams, 1994: 183-4), posing a threat to job security and consistent earnings within the industry. By diversifying the base of a national tourism economy, domestic tourism can often maintain a country's tourism industry during volatile periods for international tourism.

Mazimhaka, (2007) argues that only a brief mention is made of domestic tourism, stressing that 'Rwanda citizens and foreign residents have not been able to experience the same tourism attractions due to lack of tourism culture, insufficient information and financial limitations' (Government of Rwanda, 2006: 20). A significant barrier to the development of domestic

rism is the lack of appropriate tourism products on offer. While a small segment of Rwandans enjoy nature based activities and exploring the country's national parks, it was disclosed that the majority of the population prefers cultural activities and relaxation. Mazimhaka, (2007)

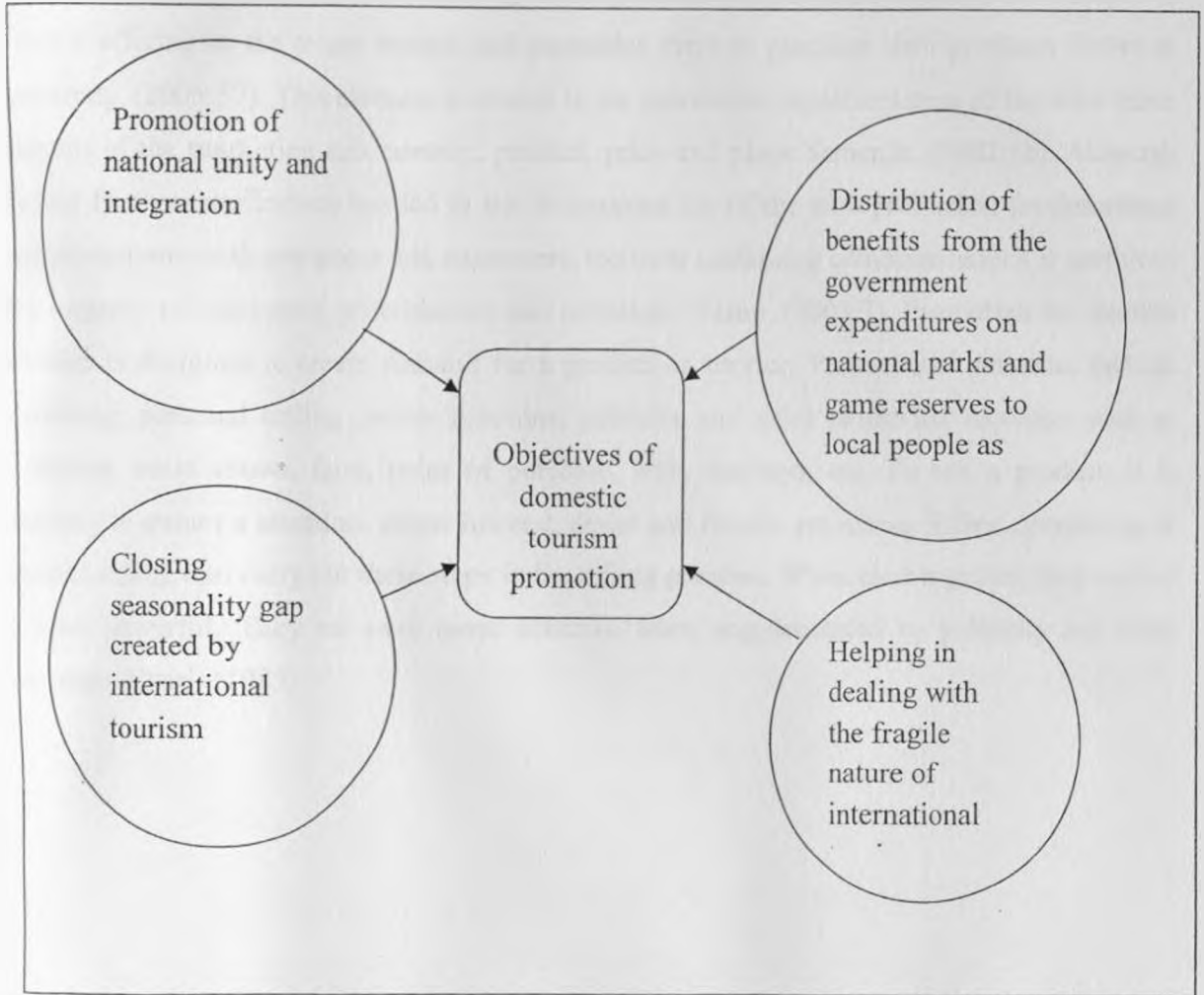
In the developing world, the potential for developing domestic tourism on the basis of the expansion of new middle classes is gaining increased attention Scheyvens, (2002; Gladstone, 2005). The role of domestic tourism in Africa is one of the neglected themes in African tourism scholarship and in developing a sustainable African tourism industry.

Approaches of Promotion of Domestic Tourism in Kenya

The domestic tourism council defines a domestic tourist as a person who travels from his place of residence and goes to another destination within Kenya and spends his time in enjoying the scenery or activities which bring him to the destination while paying. These activities can be business, holiday, leisure visiting friends and relatives or being on the move to another point. (Tourism Marketing Report 1987/88)

The objectives of domestic tourism council are shown in the figure 2

Figure 2: Objectives of domestic tourism council

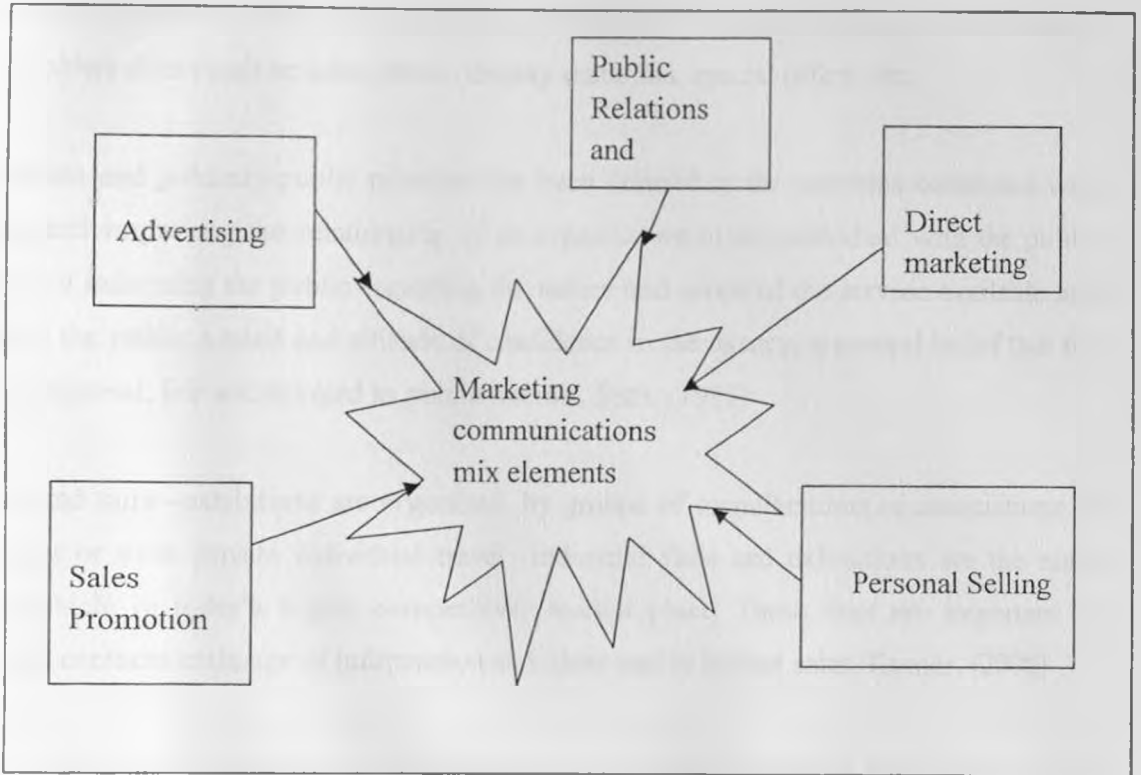


(Gakuru 1993 as adopted from Tourism market report 1987/88)

Due to lack of data, the volume of domestic tourism in Kenya is difficult to estimate; however, family, holiday trips especially to rural homes, picnics and sightseeing are popular among the local population.

The promotional element of the marketing mix is the element that communicates the benefits of a firm's offering to the target market and persuades them to purchase their products Kotler & Armstrong, (2005:57) .This element is crucial in the successful implementation of the other three elements of the marketing mix namely; product, price and place Semenik, (2002:18). Although the four Ps characterizations has led to the widespread use of the term promotion for describing communications with prospects and customers, the term marketing communications is preferred by a majority of marketers, practitioners and educators Shimp, (2003:3). Promotion for tourism activities is designed to create demand for a product or service. Promotional activities include advertising, personal selling ,public relations, publicity and sales promotion activities such as giveaways, trade shows, fairs, point of purchase, store displays, etc. To sell a product, it is necessary to attract a attention, create interest, desire and finally get action. Either advertising or personal selling can carry out these steps in the selling process. When used together, they tend to be more powerful. They are even more effective when supplemented by publicity and sales promotion. Nkari, (1985)

Figure 3: A Summary of the Elements of the Marketing Communications Mix



Source: Adapted from Armstrong and Kotler, (2005 pg 399)

Advertising –advertising means any activity designed to spread the information with a view to promoting sales or paid public messages designed to describe or praise a product. In tourism , advertising is used to create awareness, advertise a special offer, provide information, seasonal deals , information about special services for direct selling , to solicit consumer information overcome negative attitudes, reach new target audiences, etc. Kotler, Bowen & Makens,(2003)

Sales promotion- This refers to short term incentives given to induce immediate purchase of a product or service –For example special offers such as free gifts discounts on the air fare, off-season rates at hotels, etc.

personal selling- this refers to use of face to face or telephone to create awareness and sell products or services. sales support means the channel between the manufacturer and seller or distributor which helps the seller to do his job more effectively the sales techniques used include; brochures, folders direct mail or sales letters, display materials, special offers ,etc.

public relations and publicity-public relations has been defined as the activities connected with interpreting and improving the relationship of an organisation or an individual with the public with an aim of informing the public regarding the nature and scope of the service available and to develop in the public a mind and attitude of confidence in the agency, a general belief that the staff are competent, fair and devoted to public interest. Seth, (1997)

exhibitions and fairs –exhibitions are organized by groups of manufacturers or associations of manufacturers or even private individual travel industrial fairs and exhibitions are the main marketing vehicle in today's highly competitive market place. These fairs are important in facilitation of contacts exchange of information and ideas and to initiate sales. Kumar, (2000)

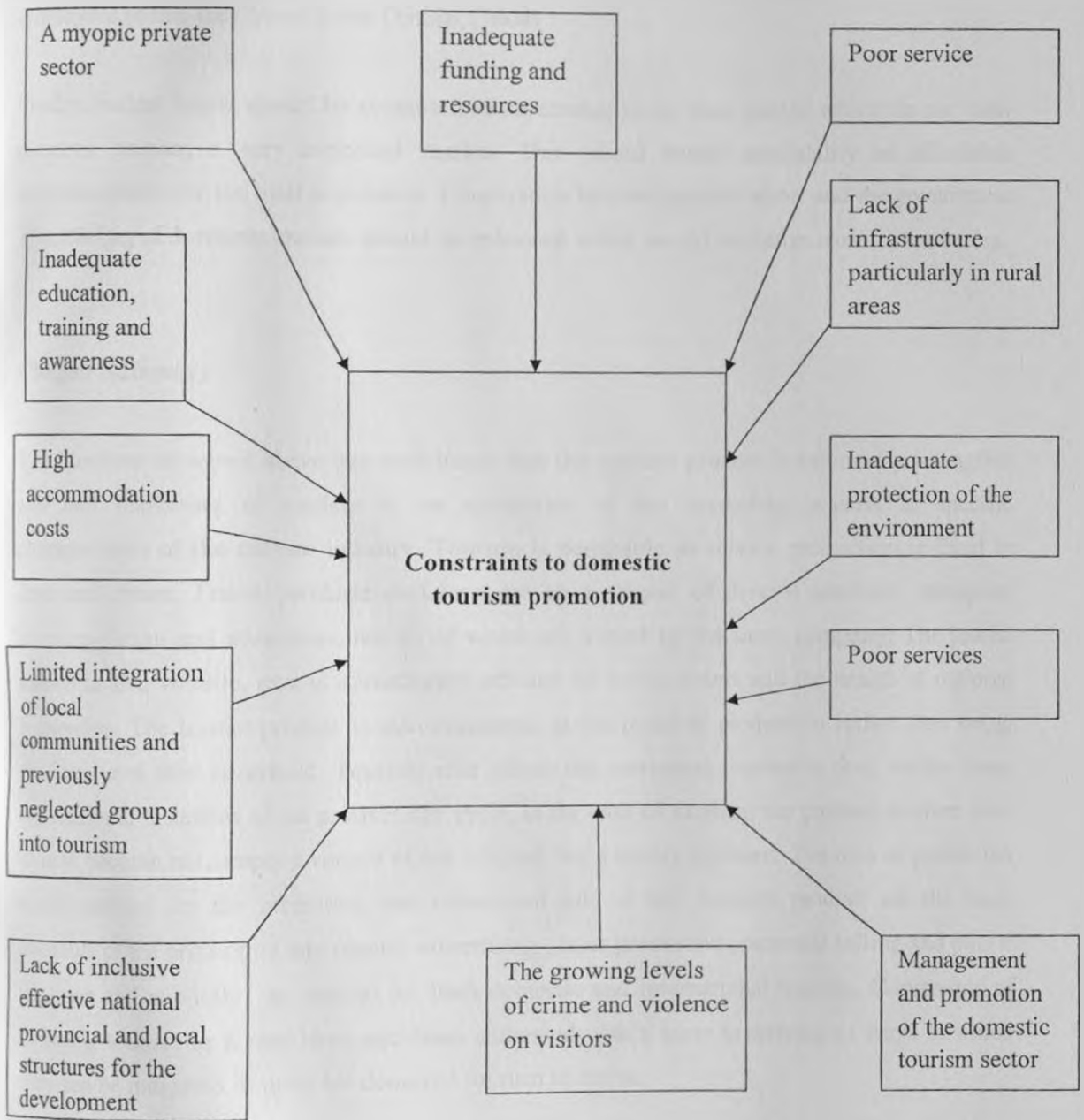
interactive media-most organisations are increasingly using the interactive media such as the internet and organisations websites to attract new customers as well as communicate easily with the existing ones.

a number of factors limit the effectiveness of the general tourism industry to play a more meaningful role in the national economy. Some of the key constraints are identified as tourism having been inadequately resourced and funded, a myopic private sector, limited integration of local communities and previously neglected groups into tourism, inadequate tourism education, training and awareness, inadequate protection of the environment, poor service, lack of infrastructure particularly in rural areas, a ground transportation sector not geared to service tourists and lack of inclusive effective national provincial and local structures for the development, management and promotion of the tourism sector.

In addition to these constraints, an immediate problem facing the industry is the growing levels of crime and violence on visitors. This touches on inadequately resourced and funded tourism

industry, a myopic private sector, limited development scope due to past political policies, and limited involvement of local communities. (www.magicalkenya.com). Literature on domestic tourism also revealed that others include:-lack of adequate domestic tourism marketing to customers; High accommodation costs –accommodation in hotels is generally expensive , particularly at the coast and park lodges; Lack of accommodation during pick periods –foreign tourists fully book the tourist facilities during the peak periods and tour operators do not give discounts to domestic tourists; Lack of transportation -most Kenyans do not have their own cars which may inhibit visits to national parks; Attitudes towards tourism by Kenyans-indigenous Kenyans regard tourism as a white- man activity since marketing emphasis has been on international tourists as opposed to domestic tourism. Domestic tourism is mainly seen as filler for absent foreign tourists during low seasons Gakuru, (1993)

Figure 4: Constraints to domestic tourism in Kenya



Source: Current author

Research shows that Kenyans do not lack a holiday culture in fact a good number of them have been on holiday. The key is to nurture the culture that is budding among middle level income employees so that they travel more. Omolo, (2008)

Finally, budget hotels should be promoted as an alternative to hotel chains which do not view domestic tourism a very important market. This would ensure availability of affordable accommodation for the local population .Cooperation between private sector and the government in marketing of domestic tourism should be enhanced which would minimize costs of marketing.

Chapter Summary

The literature reviewed above has established that the tourism product is essentially intangible and that marketing of tourism is an application of the marketing process to specific characteristics of the tourism industry. Tourism is perishable as service production is fixed in time and space. Travel purchase decisions are an amalgam of several products, transport, accommodation and attractions, not all of which are owned by the same company. The tourist market is also volatile, as it is immediately affected by world events and the health of national economies. The tourist product is also consumed at the point of production rather than being produced and then consumed. Tourism also affects the marketing process is that, unlike many conventional instances of the product life cycle, in the case of tourism, the product evolves over time to become not simply a variant of the original, but a totally different. The role of promotion is also critical for the promotion and subsequent sale of the tourism product ant the basic elements of the promotion mix namely advertising , sales promotion , personal selling and public relations and publicity are crucial for both domestic and international tourists. Constraints of domestic tourism in Kenya have also been addressed with a view to arriving at ways in which they can be mitigated in order for domestic tourism to thrive.

CHAPTER THREE

A CRITIQUE OF THE CURRENT KNOWLEDGE ON PROMOTION OF THE TOURISM PRODUCT AND EMERGING TRENDS IN TOURISM

3.1 Introduction

This chapter explores the related theoretical and empirical literature suitable in the tourism sector. A broad range of literature is covered on both theoretical and empirical perspectives to tourism promotion with a focus on identifying the existing knowledge gaps.

3.2 Political Violence and Tourism

A sizeable amount of literature exists on impact of political violence on tourism. One of the reasons why scholars have focused on terrorism is that tourists have frequently been the incidental victims of terrorist attacks. Because tourists are sensitive to the negative image of a tourist destination, events of violence can affect a tourist destination long after the event has passed and stability has, in effect, been restored. Tourism will only bounce back to its before-violence level if the negative image is eradicated from the tourists' minds. Depending on how sustained the period of violent events and the negative media coverage have been, this might take years. Countries with a negative image due to past events of violence often attempt to improve their image with aggressive advertising campaigns to portray themselves as entirely safe destinations. Sonmez, Apostolopoulos, and Tarlow (1999). Scott (1988) shows how concerted action by tourist authorities to target travel agents and the travel media helped to contain the negative impact of two military coups on tourism in Fiji in 1987. It is not quite clear how violence in one country affects other countries in the same region. Some argue that the detrimental effects on tourism are likely to spill over into other countries. (Teye 1986; Richter and Waugh (1986). Sometimes, this can be the consequence of the coupling of tourist destinations. For example, tourism in the Maldives and Zanzibar can be affected by violence in Sri Lanka and Kenya if only because the Maldives and Zanzibar are a popular add-on holiday for travelers to Sri Lanka and Kenya, respectively. Others suggest that neighboring countries can actually benefit from a substitution effect as long as they are not themselves seen as directly affected by the events of violence. Hall and O'Sullivan (1996: 199) report that both the Solomon

Islands and North Queensland advertised themselves as safe regional alternatives in the face of a military coup in Fiji. Mansfeld , (1996) suggests that Cyprus, Greece, and Turkey have benefited from conflict in Egypt, Israel, Jordan, Lebanon, and Syria as tourists in search of Middle Eastern flair and ancient sights resort to the destinations perceived as safe within the region. Drakos and Kutan, demonstrate, however, that terrorism in Greece, Israel, or Turkey has negative spillover effects on the other countries. The only country to potentially benefit is Western European Italy, which is likely to be perceived as a safe destination outside the Middle Eastern region but offering similar characteristics.

Advertising

While literature identifies terrorism as a threat to international tourism and advances knowledge on the usefulness of public relations as a tool to thwart negative publicity and change consumers attitudes, little is done in Kenya regarding a reduction on hostility between citizens from different parts of the country which would encourage people to travel and invest in any part of the country, being assured of security and acceptance by the local communities. This is especially so after the post election violence of 2007/2008. Aggressive advertising campaigns on the mainstream media should accompany the interactive media in portraying Kenya as a beautiful and safe country to the local population.

3.3 Destination Branding

Literature also exists on destination branding. According to Gearing *et al.* (1974), Ritchie and Zins, (1978) and Schmidt, (1979), destination image refers to an aggregated perception of attributes which make the specific location appealing as a potential destination to travellers. Leading image attributes identified are nice climate, inexpensive goods and services, safety, similar lifestyles, etc. Gearing *et al.* (1974) have established an overall measure of destination image for a given region. These researchers proposed eight factors including accessibility of a region, attitudes towards tourists, infrastructure of a region, price levels, shopping and commercial facilities, sport, recreation and education facilities, natural beauty and climate, and cultural and social characteristics. By combining the score relating to the importance and actual

perception of these factors by tourists, an overall value of destination image can be derived. Ritchie and Zins, (1978) have conducted a study on the importance of cultural and social impact on destination image using survey on 135 respondents. Chen and Hsu, (2000) measured the perceived image of South Korean tourists and found that travel cost, destination lifestyle, quality restaurants, freedom from language barriers and availability of interesting places to visit affects the destination choice behaviour of a Korean tourist.

Russo and Borg, (2002) also used a case study to analyze the destination image for cultural tourism in four European cities (Lyon, Lisbon, Rotterdam and Turin). These attributes are classified into five categories: attitude towards tourism, richness of tourism products/services, tourism support, environmental factors, and economic factors. The attitude of people in the destination towards tourists and their social index are under the first factor — attitude towards tourism. Richness of tourism products/services includes the natural and cultural heritage of a destination, and the entertainment and recreational facilities in the destination. Tourism support relates to adequacy of accommodation facilities, accessibility, road network infrastructure and safety of a destination. The fourth category concerns the environmental factors such as seasonality of a destination. The economic factors consist of price levels of a destination as well as the gross domestic product (GDP) of the source countries.

In the developed world, for example, the redevelopment of waterfront areas in places such as Liverpool, Baltimore or Sydney for leisure and business tourism, or the use of former mining areas for heritage tourism, as in Wales and Yorkshire (Edwards and Coit 1996; Watt and McGuirk, (1997), are identified trends critical to the success of such undertakings is the degree to which a locality can 'market' itself to potential investors and tourists through 'place marketing', in order to achieve a tourism-based economic growth (Hall and Hubbard 1996). Identifying and marketing new conceptualizations of space and place is key in this regard. Activities such as the hosting of festivals and the creation of flagship foci, such as heritage sites, convention centres and capitalizing on locally available natural resources are all hallmarks of this approach Boyle, (1997)

While a lot has been done to build brand Kenya through conferences trade fairs and government delegations to other countries geared towards promotion of Kenya as the destination of choice for international tourists, little is being done at the local level to sell brand Kenya at county headquarters to the local population. More resources should be invested in promotion through advertising and following up through sales promotions, personal selling public relations and publicity as well as trade fairs and workshops organized to show case brand Kenya to the local market. More attention should be focused on promotion of Brand Kenya to the locals though the tools of promotion especially y public relations and publicity aimed at portraying the right information about various tourist sites that most people do not know of, security situation in those places means of getting there –and other logistics like hotels transportation prices etc. Advertising should also be used to complement public relations by appealing to the masses and providing necessary information that will make people change existing attitudes towards tourism, its price and the notion that it is not meant for the whites but for Kenyans too.

3.4 Sustainable Tourism

Research by Rogerson,(2001), has shown that a discernable trend across many developed countries is for LED initiatives to be anchored upon promoting localities as centres of consumption rather than of production, applying a tourism-led approach to LED. (Rogerson 2001, 2) However, tourism development often does come at a cost to the physical environment in terms of destruction of resources, pollution and loss of cultural identity. For example, in Kenya's Maasai Mara National Park and the Ngorongoro Conservation Area in Tanzania, the heavy demand for firewood for use in lodges and camps for cooking and heating has severely depleted the small riverine forests Kamuro, (1996).

Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems." (World Tourism Organization) Sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs."World Commission on Environment and Development, (1987)

Meanwhile, British tour operators and the British government have recently come together with British NGOs to develop a 'Sustainable Tourism Initiative' for the entire industry (Tourism Concern, (2002). It is important, therefore, that the pursuit of tourism-based development is undertaken sensitively in order to ensure sustainability and to minimize negative impacts Dann, (2002). Literature on the developmental impacts of tourism, mainly in the developing world, but to a certain degree also in the developed world, has in recent years sought to identify whether tourism can actually be regarded as, and encouraged to become, a 'pro-poor' development strategy.

While a lot is being done at the international level once again it is importance to realize the importance of internal marketing to protect the country and its assets , little efforts and resources have been set aside to teach prospective domestic tourists on the importance of practicing sustainable tourism today and for the benefits of the future generations .the tools of communications can be used especially advertising and trade fairs ,even training and workshops meant for school children and college students to sensitize them on the need to preserve our valuable resources attempts should be made to use interactive media to appeal to the youth and media vehicles such as the radio to reach the rural population. Sales promotion should also be used in terms of price deals and discounts to appeal to more people especially the price sensitive ones who have a predominant perception of tourism being beyond their reach and meant for the rich. There e is a gap regarding what is happening in terms of investing heavily in domestic tourism promotion which provides an opportunity for research to establish why the government is not investing enough on domestic tourism promotion and the level of awareness on the various attractions and their prices among the local population.

3.5 Tourism Product

While acknowledging that the tourism product as noted in the reviewed literature is a complex product there is need to invest more in promotion of the same product in order to reduce its intangibility as well as inseparability. Literature notes the major products in Kenya include the safari, the beaches, niche products and conferences.

While The Kenya Vision 2030 acknowledges existence of those products, a lot is yet to be done regarding diversification of the current popular products of safari and coastal beaches. In addition to that more emphasis should be laid on the potential for enjoyment and bonding that domestic tourists could enjoy if they tried the new products in large numbers. The marketing communications tools of advertising, sales promotion, personal selling, direct marketing and public relations should be employed to market these products to the local population to create awareness, persuade them where need be provide information regarding the prices, accommodation as well as alleviate any misconceptions that may exist among the population regarding these products. This will accelerate the sales and profitability from domestic tourists as well as promote harmony peace and unity in the country.

There are major trends in tourism including e-tourism, ecotourism, pro-poor tourism, recession tourism, educational tourism, creative tourism, dark tourism and sports tourism.

E-tourism is the application of ICT in tourism sector. E-tourism is the combination of a three distinctive bundle: IT, Business and Tourism. Diffusion of ICT in tourism enables tourism enterprises and organization. ICT leads toward development of new skills, new technology, and new services. E-tourism leads to increase the efficiency and effectiveness of tourism organization, increase competitiveness and quality of tourism services, decrease intermediaries cost, benefit for tourism stakeholders, infrastructure development, product innovation, relationship development among stakeholders. Paudel & Hossain, (2004)

Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

Pro-poor tourism studies the potential tourism has to help the very poorest in developing countries has been receiving increasing attention by those involved in development and the issue has been addressed either through small scale projects in local communities and by Ministries of Tourism attempting to attract huge numbers of tourists. Research by the Overseas Development

Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain climbing in Tanzania or cultural tourism in Luang Prabang, Laos. For tourism to successfully reach the poor, efforts must be made for tourists to use local currency, for locals to develop relevant skills and to ensure that exclusive contracts do not dominate the sector.

Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Landau, (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money travels further. When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program. Another trend is creative tourism which has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive, educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism. They have defined "creative tourism" as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning

experiences. Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place. More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, the Bahamas, Jamaica, Spain, Italy and New Zealand.

One emerging area of special interest is dark tourism which has been identified by Lennon and Foley, (2000). This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs. Globalization and technology is another trend and The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4%. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops. It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context. Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies. This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future. Space tourism is expected to "take off" in the first quarter of the 21st century, although compared with traditional destinations the number of tourists in orbit will remain low until technologies such as a space elevator make space travel cheap. Technological improvement is likely to make possible air-ship hotels, based either on solar-powered airplanes or large dirigibles. Underwater hotels, such as Hydropolis, were opened in Dubai in 2009. On the ocean, tourists will be welcomed by ever larger cruise ships and perhaps floating cities. Sports tourism is an important trend which has become increasingly popular since

the late 1970s. Events such as rugby and football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.

Chapter Summary

In all the emerging trends raking in a lot of money for countries where they have been embraced, communication has played a key role in creation of awareness and raising sales volumes. Domestic tourism in Kenya should be given a boost through massive investments in marketing communications to create necessary awareness and information useful in helping the local tourists make decision to promote domestic tourism in the country.

Most literature identifies the tools of communication that should be used to create awareness about the tourism product but none is existent on the level of investment in tourism promotion in Kenya as well as attitudes of local population towards domestic tourism and the new products in place today. Further research should be carried out to find out the impact of emerging trends and diversification of, Kenyans tourism products on profitability of the country from proceeds of domestic tourism.

CHAPTER FOUR

CONCEPTUAL FRAMEWORK, HYPOTHESES AND DIRECTION FOR FURTHER RESEARCH

4.1 Current Conceptualization Theory on Tourism Promotion

In the literature reviewed in regard to the background to theory and practice of the tourism industry various writers Nkari, (1985) experience Wagoki, (1998). Sindiga, (1999), Kumar,(2000) are in agreement tht the tourism sector is important to the social and economic growth of any country.

The main task and objective of promotion is to create awareness and profitability of an organisation's products or services the brand is to differentiate it from those of competitors thereby increasing consumers' perception of the value of the product. This increases consumer loyalty toward the product. The specific objectives of domestic tourism promotion from the reviewed literature are Promotion of national unity and integration, distribution of benefits from the government expenditures on national parks and game reserves to local people, closing seasonality gap created by international tourism and helping in dealing with the fragile nature of international tourism.

The reviewed literature also shows that the success of the tourism industry is inclusive of many players who must work together in order to beat competition and succeed. They include the government, the private sector, intermediaries as well as educational institutions. Kumar,(2000)

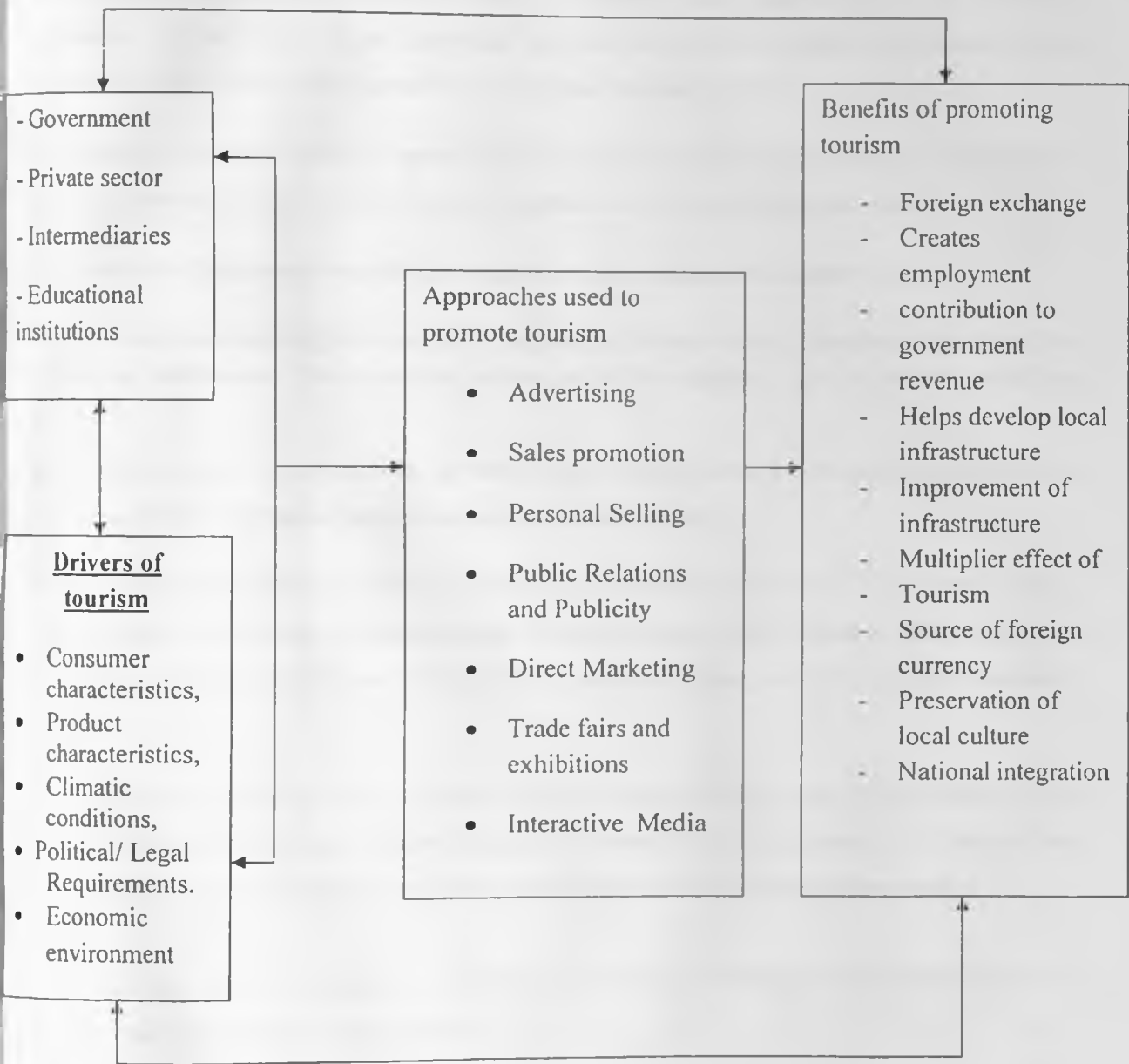
The literature reviewed on the importance of tourism generally, and more specifically in the developing world, is a noteworthy theme in development literature, and many countries have now come to regard it as a 'passport to development.' (Williams,(1 998; Dann,(2002). Research shows that in many areas of the world, the reality of economic crises has provoked a search for locally driven and innovative growth alternatives, which are frequently referred to in the literature as 'local economic development' (LED) (Stohr, (1990), Zaaijer and Sara,(1993) Demaziere and Wilson,(1996).

In addition to this, Kumar (2010), records that tourism creates a multiplier effect in economies as tourists' spending passes through various sectors of the economy thus creating new incomes and outputs in the region which in turn produce further expenditure and income. Various benefits have been identified to justify the promotion of tourism promotion. Various writers among them Kumar, (2000), Sindiga, (1999). (Rogerson, 2000), Demaziere and Wilson 1996) contend that the benefits of tourism are far numerous and everything possible should be done to increase the efforts of tourism promotion.

The approaches identified in the reviewed literature which can be used to promote tourism advertising, sales promotion personal selling public relations and publicity, direct marketing , trade fairs and exhibitions as well as direct marketing. Kotler, (2005).Reviewed literature also confirmed that there are other facilitation factors in the development of the tourism industry such as the consumer characteristics, product characteristics, climatic conditions, political-legal environment, as well as economic environment. Kotler, (2005), Kumar, (2000) which moderate the approaches used to promote tourism.

The review of literature does not provide adequate details on the best approaches of domestic tourism promotion specifically for Kenya or Africa at large .There is therefore need to conduct further research to identify the best approaches to promote domestic tourism a well as mitigate the various constraints identified in the literature review. The figure below presents a conceptual model of promotion of tourism.

Figure 5: Conceptual Model of Tourism Promotion



Source: Current Author

4.2 Conceptual Hypotheses on Promotion of Tourism

Current conceptualization on the theory of promotion of tourism as reviewed in this study leads to the conceptual hypotheses identified below in regard to each concept. Each of the identified hypotheses can be tested in an empirical research to confirm whether the factors in the conceptual model can support promotion of domestic tourism in Kenya

The reviewed literature identified benefits that accrue to consumers and producers as a result of tourism promotion. Based on the identified benefits the following hypothesis arises.

H₁: Promotion of tourism is beneficial to consumers, government and country at large

The identified tourism suppliers include Government, Private Sector, intermediaries as well as educational institutions. The hypotheses arising out of the suppliers' roles in tourism promotion is:

H₂: Tourism suppliers (government, private sector, intermediaries and educational institutions) are actively involved in promotion and success of tourism

From the reviewed literature, different methods of promotion can be used to promote tourism. These include; advertising, personal selling, sales promotion public relations and publicity as well as trade fairs and exhibitions. The possible hypotheses arising out of the promotion methods are:

H₃₁: Promotional tools are useful in creation of awareness and increasing of profitability of the tourism industry, conveying a positive image of a destination to the customer on the value of the tourism product to the consumer, and induce immediate purchase of the tourism product.

H₃₂: Exhibitions and are important in facilitation of contacts, exchange of information and ideas and to initiate sales of the tourism product.

The reviewed literature also identified various factors that facilitate tourism promotion. These factors were said to relate to consumer characteristics, product characteristics, unique climatic conditions, legal requirements as well as economic conditions. The possible hypotheses arising out of the drivers' role in tourism promotion are listed below:

H_{4a}: There is a relationship between consumer characteristics and tourism promotion

H_{4b}: There is a relationship between Product characteristics and promotion of tourism product

H_{4c}: External environmental factors of a country influence the promotion and subsequent success of the tourism product.

The conceptual model and conceptual hypotheses presented above form the main area of inquiry for this study. To be able to conclude whether there are adequate opportunities for promotion of the tourism industry branding in Kenya, the presented hypotheses have to be evaluated through empirically verifiable research. The author intends to evaluate the available opportunities for promotion of tourism in the Kenya in future studies.

CHAPTER FIVE

SUMMARY AND CONCLUSIONS

5.1 SUMMARY

The information gathered on the literature review was clear evidence that a lot has been to make Kenya a leading tourist destination through promotion. Despite its substantive importance for tourism, the impact of domestic tourism promotion on Kenyan economy has only recently been given greater scholarly attention Sonmez, (1998). Indeed, there still does not exist any quantitative study that would comprehensively address the issue.

The research has identified a number of issues in the role of tourism in the development process. The focus has been on the factors that facilitate and inhibit tourism development with more emphasis on the Kenyan domestic market and the opportunities associated with the industry. It is also evident that the Kenya Tourism Board has made tremendous efforts to promote Kenya to the international visitors. Research shows that in the developing world, the potential for developing domestic tourism on the basis of the expansion of new middle classes is gaining increased attention Scheyvens, (2002; Gladstone, (2005).

The benefits in economic terms are job creation and stabilization of the tourism industry as a whole. Regular travel by domestic tourists would mean a boost to both the informal tourism economy, through the sale of local goods and services, and the formal tourism economy through site visits and stays at the country's lakeside lodges and hotels. Socially, the development of a tourism culture in Kenya would open 'new worlds' to Kenyan's through their participation in new and exciting experiences and interactions with foreign as well as local tourists.

To ignite the tourism engine of growth in Kenya, a number of key policies must be developed and actions taken in areas such as safety and security, education and training, financing tourism and access to finance, investment incentives environmental management, product development, cultural resource management. transportation - air and ground, infrastructure, marketing and promotion, product quality and standards, regional cooperation as well as youth development.

While the tourism industry has tremendous potential to create jobs, the Government should recognize that appropriate skills and experience are necessary to facilitate employment growth as well as international competitiveness. With the projected staffing needs of the tourism industry and the current lack of physical and financial capacity to deliver education and training, the industry will increasingly be faced by a critical shortage of skills. Tourism education and training is one of the fundamental pillars of the development of a new responsible tourism in Kenya. The main principles governing the approach to education and training include promotion of the involvement of the private sector and private sector institutions in the provision of education and training, encouraging the tourism private sector to increase its commitment to training, encouragement of capacity building among the previously neglected groups and address the specific needs of small, micro and medium-sized businesses (SMMEs) and emerging entrepreneurs, among others

The availability of finance to develop and promote the tourism industry is critically important for the industry's further growth and development. A number of policy guidelines should guide the increased financial commitment to the development of tourism in Kenya. While the exact nature and extent of these should be properly assessed and evaluated, the following measures should be considered: Considering a large initial capital injection by the government to 'kick start' a major tourism promotional campaigns. Such contribution should be in accordance with the programmes and projects identified in the implementation strategy by KTB, promotion of partnerships for the provision of funding between and among government, local and international private sectors and donor agencies, facilitating access to donor funds for the tourism industry - particularly for the purpose of pump-priming small business, community tourism projects as well as demonstration projects and promotion of active forms of community partnership, especially via joint ventures in which communally owned land forms the basis of equity for community partnerships with the private sector and state conservation agencies

A major problem limiting tourism development in most countries in Africa is the unavailability of finance on favourable terms over a long period of time to invest in tourism development. The lack of access to funding is even more acute for the previously neglected groups. Specific factors limiting their access to finance include: the requirement of substantial security and collateral; the

lack of assets in the form of land or home ownership that would act as security for loans; administrative red tape; request for submissions such as business and marketing plans and little 'technical assistance' or guidance in the preparation of such; lack of localized institutions that provide funding. The government could consider the following policies and actions aimed at improving the access to finance by neglected groups as well as making investment funds more widely available to the tourism sector: This may look at ways of establishing a dedicated tourism development fund to provide funds for tourism enterprises and activities not catered for by existing state financing agencies. Such fund should be managed in a transparent fashion and should be subject to regular auditing and scrutiny, ensuring that state funding is accessible to the wider business community, emerging entrepreneurs, micro enterprises, sole traders and the informal sector, considering creating a subsidized financing facility to accommodate the entry of the previously neglected into the tourism industry as well as encouraging existing private enterprises to assist in guaranteeing loans of small entrepreneurs through, for example, the advance purchase of their services. Ashley C and Roe D, (2002)

Apart from its biodiversity Kenya also has a unique cultural diversity. There exists little knowledge about the cultural resources within the environment and consequently the unconscious destruction of these natural assets poses a major threat. The cultural environment includes much more than museums and unique archaeological sites. It also includes mission settlements, sites of slave occupation, urban space used for ritual purposes, rock art sites, rock formations and natural landscapes which have national and international cultural significance. The Government is committed to effectively managing and conserving the cultural resources of Kenya. The government should ensure tourism takes note of cultural heritage resources within specific communities and environments, cultural resources should be managed to the negotiated benefit of all interested parties within the communities, and access to management of cultural resources should be as broad as possible within specific communities and should promote co-operation between all affected parties. (Kenya Vision 2030)

Apart from wild life safaris and the beach at the coast, promotional efforts through advertising, sales promotion, personal selling, public relations interactive marketing should emphasize the diversity of the products found in Kenya to both domestic and international visitors and not over-

market and over-develop the known attractions. Where appropriate, prices of the tourist products to domestic tourists should be reviewed to encourage wider access by the previously neglected groups, emphasize the development of products that offer good potential for development, for example cruise tourism, Afro-tourism, sports tourism, cultural forms of tourism, ecotourism, conference and incentive travel, wildlife safaris, hunting and others.

The development of community-based tourism products, as well as encouragement of innovation and creativity in the products being developed should be encouraged. Developments should be promoted that are appropriate to the structures and strategies of county governments and local communities. Every attempt should be made to ensure that local peoples and cultures are not over-commercialized or over-exploited.

The Kenya Tourism Board should encourage the sensitive and sustainable development of underdeveloped, environmentally sensitive areas such as previously neglected areas of tourism development as a result of political influences, for example, struggle-related monuments and attractions. It should encourage both new and existing suppliers of tourism products to provide facilities (accommodation, attractions and other services) for the disabled and encourage the granting of casino licenses to responsible tourism developments that offer excellent potential for development and job creation. Negative social and cultural impacts should be considered as well as the overall image and positioning of the destination. The development of sports tourism should be encouraged through the provision of facilities, training, marketing and promotion to give emphasis to the development of this segment of the industry. Attention should be paid to the emerging domestic tourism market the provision of appropriate recreation centres and facilities to cater to this market. The role of the private sector in the provision of tourism facilities and services at national parks and protected areas should be considered.

An important success factor in the development of the new tourism in Kenya is effective and creative marketing and promotion of the country. To be performed effectively, the marketing and promotion of Kenya as local and international destination requires a coordinated and structured approach that applies across all counties. However, marketing and promotion plans for Kenya as a whole should be developed jointly with the counties and the private sector.

The Kenya Tourism Board should aggressively market and promote tourism to all Kenyans , encouraging citizens to take holidays in their own country, market and promote attractions and experiences to visitors who are already in Kenya and encourage visitors to increase their expenditure locally, adopt a consumer sensitive pricing strategy, thereby ensuring that value for money becomes a major draw card and that favourable exchange rates are applied to the advantage of the overseas consumer, in addition to focusing on the domestic market, continued emphasis should be placed on other key generating markets such as international business travelers, the conference and incentive travel market, public relations efforts should be targeted at the domestic market, promoting travel opportunities. A national domestic public relations programme should be considered by the provinces with appropriate participation at the national level.

Marketing and promotion should focus not only on the well-established sites, but should also emphasize new and emerging products and attractions, cooperative advertising and promotion opportunities should be pursued, more resources should be devoted to the marketing and promotion of tourism, particularly overseas tourism where per capita expenditure is greatest, relentlessly develop new markets and exploit new market niches (honeymoon, hiking, mountain-biking, back packers, and others), establish mechanisms to monitor the effectiveness of promotion expenditures, consider changing the visual way in which Kenya is being projected, marketed and promoted, ensure the coordination of tourist information provision among provinces. National information should be provided at the county level, encourage initiatives by provincial tourism organizations to make national information more widely available through the development of a generic brochure, familiarization trips among provinces as well as reservation capabilities, Facilitate the provision of facilities (including transportation) that would encourage domestic travel by the previously neglected local segments and encourage travel by school children.(www.magicalkenya.com)

As part of the marketing and promotion efforts, emphasis should be placed on developing and improving the product on a national level. The Kenya Tourism Board could lobby for a percentage of the annual marketing budget be spent on a major project/projects that will have a

significant impact on the quality of the visitor experience. Such could include programmes aimed at reducing crime and violence, improving attitudes to visitors, nationwide programmes to encourage tourism industry employees or school children to be tourists in their own country.

Research also shows that Kenya is committed to working with other countries in Eastern Africa in developing its tourism industry. It should collaborate with regional tourism organizations in the development of tourism in East Africa. Appropriate bi-lateral relations will also be established with neighbour countries. A number of areas of cooperation should be actively encouraged: environmental conservation and the development of related products such as trans-border protected areas, international marketing, e.g. joint international marketing campaigns with neighbouring countries education and training, cruise tourism, handicraft and curios production, cooperation with other countries in Africa (outside of East Africa) shall be encouraged. (www.magicalkenya.com)

In political terms, the development of domestic tourism potentially would contribute to bringing Kenyans together in shared experiences of the beauty and uniqueness of their country. In the wake of the country's recent post election violence, the domestic tourism industry in Kenya could thus support the value of unity and reconciliation, one of the national government's core priorities.

The research done in tourism is extensive but fails to capture in the Kenyan context the latest trends that would improve the competitiveness of the Kenyan tourism industry. Further studies may be done in areas of e-tourism, dark tourism, pro poor tourism as well as sports tourism especially in athletics where Kenya thrives and is renowned worldwide.

The government as a major stakeholder should ensure and maintaining high standards of service and facilities by promoting the development and promotion of quality tourism standards in a consultative manner, applying standards to all tourism activities and not limiting it to the accommodation sector, reviewing and reforming the existing structure and system of standards and grading to make it more effective and equitable in application, introduce flexibility, consumer relevance and the interests of labour to grading and standards procedures in provision of service. It should also work in collaboration with other major stakeholders for tourism

promotion efforts to success and create value for the domestic tourist, international tourist as well as the country at large.

5.2 CONCLUSION

The reviewed literature identifies the important role of tourism in development. It further reveals the important role played by domestic tourism In Kenya. The approaches used to promote domestic tourism in Kenya have also been reviewed .However, literature does not provide details as to the modes of promotion are more relevant in Kenya especially in regard to methods that will be more relevant to the domestic market. There therefore exist opportunities for further research to establish the important facilitating factors for the various identified market segments among the local population since its it recognized that domestic tourism has not been exploited fully while it provides an opportunity to earn the country more revenues well as create national cohesion and integration.. This information will be valuable to the Kenya Tourist Board as well as other stakeholders in the tourism sector.

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