ROLE OF MEDIA DIPLOMACY IN DRIVING DESTINATION COMPETITIVENESS AND THE DEVELOPMENT OF TOURISM IN KENYA

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OCTOBER, 2016

DECLARATION

This research project is my original work and has not been presented for examination in any other university.

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Declaration by Supervisor

I hereby declare that this research project was carried out under my supervision

DR. PATRICK MALUKI   **DATE**

Signature ……………………………….   …….……………….................

DEDICATION

I dedicate this research project to my late Mummy, Rose Mbeleete who always encouraged me on all life milestones. I wish she was here.

ACKNOWLEDGEMENT

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ACRONYMS AND ABBREVIATIONS

BMI   Business Monitor International

GDP   Gross Domestic Product

JET   Japan Education and Training Programme

KTI   Kenya Tourism Initiative

MDRs   Market Development Representatives

TV   Television

UNWTO   United Nations World Tourism Organisation

FCO   Foreign and Commonwealth Office

KTB   Kenya Tourism Board

KTB HO   Kenya Tourism Board Head office

UNCTAD   United Nations Conference on trade and African development

TICAD   Tokyo International Conference on African Development

Abstract

Countries have begun recognizing the importance of developing more knowledge-based economic systems to guarantee their economic future. Rapid changes over the last two decades present the media with the great opportunities and great problems. Therefore, due to fierce competition, countries are aggressively displaying or engaging in trade fairs (both local as well as international) in order to woo tourists from the source markets among other fora that give an opportunity to showcase tourism strengths. Countries have come up with various strategies some unique while others generic so as to help project a positive image of a country's tourism destination. Despite the many researches and studies that have been carried out, there is no publicly known study that gives evidence to the contribution of media diplomacy in the growth of international tourism in various destinations, the study therefore sought to establish the impact of media diplomacy on competitive tourism with specific reference to Kenya's top 5 source markets. The specific objectives of the study was to establish the role media diplomacy plays in promoting the growth of tourist numbers from Kenya's key source markets, to establish the various media diplomacy and engagement strategies applied in Kenya's source markets and establish ways in which countries can position themselves to benefit more from Media Diplomacy to grow tourism and to establish the relationship between the different media strategies and tourism market numbers. This study adopted both exploratory and a descriptive research designs. Both quantitative and qualitative approaches were adopted. The study also applied stratified sampling technique to select a sample size of from the total population of media in the key source markets. It was found that that Media Farm Trips was very impactful strategy in promoting tourism followed closely by 80% of the respondents who indicated that Interviews and Dissemination of press statement were also an impactful strategy. 60% of the respondents rated Media Workshops an impactful strategy, however 20% of the respondents rated distribution of destination info packs strategy as less impactful. The study recommends that more media FAM trips should be organised so as to address tourist several concerns. Media receptions and FAM trips work best as they allow journalists to showcase the country's tourism product to travellers from first have experience. In the absence of media receptions and FAM

trips, media conferences and workshops is possibly the next best option to highlight the country as a tourist destination to journalists.

CHAPTER ONE: INTRODUCTION

1.1 Study Background

Nations have started perceiving the significance of growing more information based monetary frameworks to ensure their financial future. They need to discover approaches to build up the incentives, the strategies, the education frameworks, and the specialized skill that permit them to exploit the gigantic changes brought by the quick transfer of communications and information technologies. Rapid changes over the last two decades present the media with the great opportunities and great problems such as ethical impact relates to accessibility/inaccessibility and the manipulation of information[1]. The opportunities arise from the global need for information. Although the media follow the traditional role of the press as providers of information, the quality of this information becomes questionable and ethical concerns about the media activities may arise depending on the environment, timing and other factors.

Idealists' theory is a theory that gives an analysis of the world as it ought to be. The idealists argue that collaboration and dialogue are effective ways of resolving international relations issues. The only way that countries would therefore develop strong relations is through the adherence of international treaties, agreements and conventions to which they are party to.[2]It is clear to the realists that states depend on each other and have to cooperate in order to attain collective good. The emphasis laid on sovereignty by the realists could have adverse effects on trans-state issues. The entire tourism sector is a joined component of differing areas including

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[1] Shaw, D. R. (1999). The impact of news media favorability and candidate events in presidential campaigns. Political Communication, 16(2), 183-202.

[2] Weaver, D. (1991). Issue salience and public opinion: Are there consequences of agenda-setting?. International Journal of Public Opinion Research, 3(1), 53-68.

tourism sports, arrangement of accommodations to both high society and lower wage group of tourists, ease transport and communication facilities, securities, rescue systems, tax exempt shops, diversified food items, visit administrators, travel guides, multiple languages and tour operators, among others. This sector ought to be legitimately investigated with a specific end goal to improve the total national output which numerous nations depend on. [3] In the traditional definition of tourism, people travelled to places to see things unlike in the modern day tourism where tourists are more interested in seeking a variety of experiences and direct interaction with the tourism products. It is evident that many countries have had to adopt strategies customised to their specific needs and implement them in order to grow tourism numbers.

Due to fierce competition, countries are aggressively displaying or engaging in trade fairs (both local as well as international) in order to woo tourists from the source markets among other fora that give an opportunity to showcase tourism strengths. Countries have come up with various strategies some unique while others generic so as to help project a positive image of a country's tourism destination.[4]The foreign office and the tourism marketing bureau in each of the countries jostling for the outbound traveller is therefore engaged in finding a charm offensive that will project the countries as a tourist destination of choice but also as more hospitable and friendly country. Diplomatic efforts are not spared either in enhancing the country's image among would be travellers.

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[3] Greenspan Bell, "What to do about Climate Change,'' *Foreign Affairs Journal* (New York: Council of Foreign Relations, 2006), *105 – 113*.

[4] "The United Nations Charter (1945) UN"*, Declaration of the United Nations Conference on the Human Environment* (1972).

One of the most successful strategies for Kenya in promoting tourism has been through the use of Market Development Representatives (MDRs) in the host countries identified as key markets. The MDRs, who have the advantage of host country local knowledge of customer tastes and preferences, are in a better position to market the country's specific products and package them in the local country's language so as to attract would be visitors.

They work under the supervision of Kenya's government body mandated to market tourism locally, regionally and internationally, KTB.[5] The United Nations World Tourism Organisation (UNWTO) which has a membership of about 138 countries and more that 350 affiliate members has over the years taken lead in the field of travel and tourism. It is entrusted by the United Nations (UN) to promote and develop tourism through sound policies and practical solutions. *With international tourist arrivals around all destinations collectively reaching the 1,138 million mark in 2014 which surpasses the 2013 arrivals by 4.7%, it is important to note that indeed tourism fuels the economies in many countries.*

Global tourist arrivals raised by 4.4 percent to record nearly 1,184 million tourists in the year 2015, as indicated in the UNWTO World Tourism Barometer.[6] Somewhere in the range of 50 million more guests (overnight tourists) ventured out to international destinations all over the globe that year when contrasted with 2014. 2015 denoted the sixth back to back year of above-normal growth, with worldwide arrivals increasing by at least 4% consistently after the post-emergency in 2010. By locale, Asia, Asia Europe, the Pacific and the Americas all recorded a growth of nearly 5% in 2015.

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[5] "The United Nations Charter (1945) UN", *Declaration of the United Nations Conference on the Human Environment* (1972).

[6] Rodanthi Tzanelli, "The Cinematic Tourist, Explorations in globalization, culture and resistance," Routledge (2007).

Middle East had it arrivals expanding by 3% while those in Africa, restricted information accessible, estimated to decrease by 3% due to feeble outcomes in North Africa, the region that represents more than 33% of arrivals in the continent[7]. In a global setting where countries are opening up their products for international markets, there is bound to be aggressive marketing promotional activities to drive more numbers than the competition. Unfortunately, certain external factors in as far as Kenya is concerned have seen a dip in the tourist arrivals in Kenya especially the period between 2013 to mid-2015. Some of these are insecurity, the issuance of travel advisories from key source markets and the outbreak of Ebola in 2014 in some countries in more recently the outbreak of Ebola in some countries in West Africa which was associated with the African Continent in total. While tourism can be described as a resilient economic activity that is propelling many economies in the world through provision of jobs and generating lots of foreign currency in exports, it is fragile and is easily affected by external factors that tourists take into consideration before they travel.

Kenya is currently at a higher risk proposition for tourism gains as a result of these external factors than a number of other countries in the region. In order to boost the tourism industry, the government of Kenya is actively promoting its products and destinations by engaging on media diplomacy as well as diversifying her tourism products. The marketing strategies are not limited to these but indeed the use of media diplomacy has been key in winning back the confidence of tourists.

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[7] *UNWTO (2015), http://media.unwto.org/infographics*

One of the areas of strength for Kenya has been the growth in the area of Meetings, Incentives, Conferences and Events (MICE) which continues to see Kenya host key international forums mainly at the Kenya International Conference Centre (KICC) which has the highest capacity in addition other meeting points especially hotels.[8] Kenya's capacity for MICE has grown over time with increased beds in the city become a MICE destination of choice, hosting various international meetings in the recent past.

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[8] Búrcio, Carlos Manuel Súcia, Rui Manuel Vinhas Da Silva, and Maria de Fátima Salgueiro. "The influence of country personality dimensions on intentions to recommend visiting: The preponderance of assiduousness and wickedness." Transnational Marketing Journal 3, no. 1 (2015): 61-80.

These include the Global Entrepreneurship Summit led by the US President, Barack Obama, in July 2015 and the 10th edition of the Ministerial Conference of the World Trade organization held in December 2015, UNEA in May 2016, UNCTAD in July 2016 and TICAD in August 2016. Enhanced connectivity at the Jomo Kenyatta International Airport (JKIA) occasioned by increased flights and infrastructural improvements has given the country a competitive edge for the opportunities available in MICE making it a country of choice in Africa. Other strategies aimed at promoting tourism include tourism product diversification, product familiarization (FAM) trips for media and the travel industry, destination endorsement, presence in key international tourism fora among others.[9]

1.1.2 Concept of Media Diplomacy

It is now evident that the growing interest in mass communication and international relations by citizens in democratic settings has had an effect on democracy. This means that government representatives world over have to guard against utterances that may fuel suspicion among otherwise mutually beneficial relations. Media diplomacy is now a key instrument of foreign policy, and journalists often and keenly are participating in diplomatic events through both traditional and new media. Information in media diplomacy is still scarce and with the changes in media technology, global networks have evolved. The media can help or ruin diplomacy in several ways.

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[9] "The United Nations Charter (1945) UN", *Declaration of the United Nations Conference on the Human Environment* (1972).

The media serves both as an instrument for policymakers and journalists, and autonomous actor. Media scope of negotiations and summit gatherings among transformed traditional, which are mostly secret, formal, proficient diplomacy[10].

The new diplomacy turned into a commanding ingredient in contemporary worldwide relations because of three interrelated progressive changes in mass governmental issues, international relations and communication. Media diplomacy continues to play a major role in harmonizing the international community. In addition, improved communication especially in the era after the Second World War propelled media to a powerful tool of information worldwide. In return, this brought foreign policy closer to the public as some of the maters revealed by media had been discussed 'behind the scenes.

The leakage of over 250,000 United States diplomatic cables by the Wikileaks website in 2012 is one of the examples that demonstrate threatened media diplomacy especially in this era of new media. The information revealed the use of false projection, visa bans and other diplomatic sanctions in the pursuit of own agenda. The case indicates use of diplomatic tact not just through negotiations but also through media diplomacy. (The Standard, March 10, 2012). Media thus plays a very key role in disseminating irretrievable info to the public and therefore its direct impact on any subject under discussion, tourism is no exception.[11]

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[10] Eytan Gilboa, *Media Diplomacy and International Relations* (2008).

[11] Chen, De-Jung. "Global concept, local practice: Taiwanese experience of CouchSurfing." Hospitality & Society 1, no. 3 (2012): 279-297.

1.1.3 Concept of the Market Development (MDRs)

The Kenya Tourism Board (KTB) is mandated by the government of Kenya to promote Kenya locally, regionally and internationally as a preferred tourism destination. In order to achieve this mandate, KTB is structured in a way that allows it representation in key source markets with 13 offices around the world.

These offices act as image consultants and marketing agents and are all rolled into one so as to position Kenya a competitive destination for holiday makers and positively project the image of that country so as to manage negative publicity. Referred to as Market Development Representatives (MDRs), the companies represent KTB's interests in the UK , United States, Canada, Scandinavia, Benelux, Germany , France , Italy, Czezh, Poland, Russia, China, Australia, South Africa and India. The MDRs are responsible for KTB s activities on a daily basis with guidance and supervision from KTB headquarters office staff. [12]They operate within the budgets guided by the annual work plans and in line with the KTB strategy. [13]Key on their assignments is media relations and diplomacy in positioning Kenya as a favourable tourism destination amongst other market promotion roles, PR opportunities and other destination endorsement strategies.

With the current business scenario where Kenya's brand equity has dipped due to effects of external factors like insecurity, media diplomacy has been the key in sustaining the destination PR. It has been important to keep Kenya in the global picture through positive stories as told by media as well as presence in key global marketing forums like exhibitions. [14]

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[12] Eytan Gilboa , "The Global News Networks and US Policy, Making the Defence and Foreign Affairs," *The Joan Shorenstein Centre on the Press, Politics and Public Policy* (Harvard University, 2002).

[13] KTB, Company profile, (2016).

[14] Kotler P, Haider, D.H. and Rein I, *Marketing Places* (New York:Free Press, 1993).

1.1.4 Tourism contribution to the economy

Over the years, tourism has been a key contributor to economy as an important source of foreign exchange. In the year 2011 – 2012 the sector's contribution to the exchequer was Kenya shillings 98.8 and 96. 2 billion respectively. However, external factors affecting tourism have seen tourism drop in its contribution almost to as low as negative 24% in the year ending 2014. Some of the factors affecting tourism performance include the insecurity mainly connected to terror attacks, hostile travel advisories and the break out of Ebola in some West African countries in 2014 which affected travellers' perception of the entire continent, not just the countries directly affected like Liberia.

As an outcome, the tourism income diminished by 7.3% to KSh 87.1 billion in 2014 from KSh 94.0 billion in 2013. This was ascribed to the number of international guest arrivals that diminished by 11.1% over a similar period taking after unfriendly negative tourism warnings by key source markets.[15] The arrivals information released by KTB for the period January - November 2015,air landings (JKIA and MIAM) declined by 12.2% contrasted with a comparable period in 2014, i.e. 690,893 arrivals in 2015 against 786,761 in 2014.

1.1.5 Developments in the Tourism Sector

In 2014, the Government thought of techniques that aimed at advancing the tourism business. This was because of the declining pattern in the performance of the tourism industry. Among the

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[15] Abbas Malek, *News Media and Foreign Relations: A multifaceted Perspective* (Greenwood Publishing Group, 1997).

approaches taken to drive growth within this sector incorporate permitting all corporate and business enterprises to pay vacation costs for their staff and these would not be exposed to taxes.

Other measure focused on cushioning the fragile industry included the exemption from the VAT Act, 2013 on all air tickets services provided by travel operators with the point of making employment and demand for air transport administrations. Also, all park expenses that were at USD 90 for every non-resident and KSh 1,200 for each occupant visitor were lessened to USD 80 and KSh 1,000, respectively. The government additionally denied orders given before that limited public in general from holding conferences and key gatherings in private hotels.[16] This was to guarantee that the battling private sector investors similarly profit by the investment of people in general sector to enhance the sector liquidity and income, the Government additionally directed that all outstanding income tax owed to the tourism business players be paid out by Kenya Revenue Authority promptly.[17] With a specific end goal to support household tourism, there has been a think upgrade of spending plans went for expanded movement to advance tourism in Kenya. The diminishment of landing charges in Moi International Airport Mombasa (MIAM) and Malindi Airport by 40 percent was additionally one of the key measures went for influencing bearers to arrive in the beach front district which was severely influenced by the 14 month tourism warning by the UK. The UK Foreign Commonwealth office had issued a travel that lasted 14 months for all non-essential travel advisory to Moi International Airport,

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[16] Schaefer T.M. and Birkland A. T, *Encyclopaedia of Media and Politics* (CQ Press, 2007).

[17] The Economist, "Survey: Travel and Tourist" *Supplement to the January 10* (1998).

Mombasa, Mombasa Island and parts of the northern coast. This saw the fortunes in tourism dwindle for many establishments in this region.[18]

Kenya s coastal area remains a key attraction to many tourists with both Mombasa and Diani having been voted as top destination in Africa during the 23rd edition of the WTA Africa Awards held in April 2016 in Zanzibar. Other incentives aimed at growing tourism include the Charter Incentive Program (CIP) , lower park fees and reduction of tax on tourism services.

1.1.6 Kenya's Tourism Source Markets

Business Monitor International (BMI February, 2015) perspectives Kenya's tourism market as huge, with normal attractions and an appealing coastline with moderately all around created resorts. With the government additionally effectively supporting the tourism business, it can possibly draw in a substantial number of inbound entries. According to the Kenya Tourism Board the country's parastatals charged with marketing Kenya abroad, the five key source markets for inbound tourists are; United Kingdom, United States of America, Italy, Germany and India respectively and they control in volume tourist numbers about 43.0% market share of the tourism source markets for Kenya.

The other markets include China, Uganda, South Africa, UAE, Netherlands , Canada, Tanzania, France , Australia, Nigeria, Spain, Rwanda, Sweden, Ethiopia, Switzerland, Japan, Denmark, Belgium, Norway, Poland, Korea, Ghana, Austria, Russia, Finland, Czech, Brazil. [19]

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[18] "The United Nations Charter (1945) UN", *Declaration of the United Nations Conference on the Human Environment* (1972).

[19] Seib, Philip M. Headline diplomacy: How news coverage affects foreign policy. Greenwood Publishing Group, 1997.

The top markets as at the end of 2015 were the UK, US, India, Italy and Germany. These contributed a substantive percentage of the total arrivals in 2015.

1.1.7 Tourism Industry in Kenya

The tourism industry has grown very competitive recently and become sensitive to external influences like security, marketing and infrastructure development. This consequently calls for tourism destinations to keep up, secure, or fortify their aggressive positions in this undeniably focused and worldwide commercial center is a test that has ascended to noticeable quality in the tourism business.

This test is described by various huge complexities. Many countries have made deliberate efforts to market their countries as tourism destinations through various fora and strategies[20]. This can be confirmed by the decision of governments to establish tourism marketing bodies as well as engage their missions abroad to project a positive image of the country they represent with a view of encouraging both tourists and investors into their countries. Media Diplomacy can be identified as one of those key strategies that will project a country as a favourable tourism destination especially in an arena where tourism product offerings tend to be similar.

1.1.8 Current global perspective of Tourism

For 2015, UNWTO conjectures universal visitor landings to develop somewhere between 3 and 4 percent. By area, it is vital for growth to be more grounded in the Pacific, Asia and Americas (a

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[20] Voitti and Kauppi, *International Relations Theory* (New York: Pearson Education, Inc, 2010).

positive growth between 4 and 5 percent), trailed by Europe (a positive growth between 3 and 4 percent). Arrivals are expected to have an increment of about +3 to +5% in Africa and an increase between +2 and +5% in the Middle East. The UNWTO Confidence Index affirm this improving viewpoint for 2015.

As per the 300 tourism experts consulted from different parts of the globe for the Index, tourism performance were ascertained to improve in 2016, however expectation are a bit weak than a in a prior year. However, the UNWTO Confidence Index findings likewise remain to a great extent optimistic for 2016, though at a less upbeat than the past two years. In view of the present standpoint and pattern, UNWTO projects universal visitor arrivals in 2016 to expand by 4% worldwide. By region, development is required to be more grounded in the Pacific (+4% to +5%) and the Americas (+4 to 5%), followed by Europe (+3.5 to 4.5%).

Furthermore, the most certain projections for Africa are +2 to 5% and those for Middle East are +2 to 5%, but they have a bigger level of unpredictability and instability.[21] In spite of the challenges cited above in relation to Kenya's tourism sector, with the lifting of the travel advisory for by the UK government in parts of the Kenya coast, it is expected that tourism was on the path to recovery and thus Kenya benefits from this anticipated growth. The fourteen months when the travel ban was in place saw numbers to the coastal tourism region dwindle and over 20,000 jobs lost across various establishments in the sector.[22]

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[21] UNWTO annual report, "Models and Managers. The Concept of a Decision Calculus," *Management Science* 16, no. 8, (2015), 466-485.

[22] McCombs M. and Shaw D, "The Agenda-Setting Function of Mass Media," *Public Opinion Quarterly* 36, (1972): 176-187.

1.2 Statement of the problem

Different studies, for example, Clifton Martin and Laura Jagla (2013) report on the First Annual Aspen Institute Dialog on Diplomacy and Technology and several political communication writings have exhibited a growing realization that the media affects the act of diplomacy. This has generally prompted to hypothetical discourses including displaying and orders of the distinctive courses in which the media can influence political action, either supporting or averting negotiation[23].

Among the most expand examinations, three models of usage and effects about the way the media is utilized as a gadget of worldwide arrangement and remote strategy, open discretion are perceived, where performers from both state and non-state use the media to effect general conclusion abroad; media-delegate tact, where columnists work as transitory arbiters in overall exchanges; and media strategy, where powers use the media to talk with on-screen characters and propel conflict assurance.

Despite the above researches and studies, there is no publicly known study that gives evidence to the contribution of media diplomacy in the growth of international tourism in various destinations. This study attempts to fill this gap as well as avail current information on media diplomacy as it relates to tourism as an international economic activity. This study identifies media diplomacy as a key tool in growing tourism and thus aims at investigating into ways in which media diplomacy contributes to increased tourism[24].

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[23] Wanta, W. and Ghanem S, "Effects of Agenda-Setting. In Meta-Analyses of Media Effects" Trans. Jennings Bryant and Rodney Carveth, Ed. Mahwah, (NJ: Lawrence Erlbaum, forthcoming)

[24] Wanta, W. and Ghanem S, "Effects of Agenda-Setting. In Meta-Analyses of Media Effects" Trans. Jennings Bryant and Rodney Carveth, Ed. Mahwah, (NJ: Lawrence Erlbaum, forthcoming)

Furthermore, it sought to establish the impact of media diplomacy on competitive tourism with specific reference to Kenya's top 5 source markets.

This study sought to find ways in which countries can position themselves in the international sphere in order to benefit more from media diplomacy as a strategy of growing tourism. The study seeks to find out what relationships exist if any between media diplomacy and tourism numbers from the source markets.

The research questions of the study are as follows:

i. What relationship exists between media diplomacy and tourism numbers from Kenya's key source markets?

ii. What are various strategies adopted in engaging media in tourism by Kenya?

iii. What is the impact of these strategies as they relate to destination competitiveness?

iv. How can media diplomacy be enhanced towards improved visitation to various tourist destinations?

1.3 Objectives of the study

The study addressed the following specific objectives;

1.4.1 Specific objectives

The survey aimed to achieve the following specific objectives;

i. To establish the role media diplomacy plays in promoting the growth of tourist numbers from Kenya's key source markets

ii. To establish the various media diplomacy and engagement strategies in Kenya's source markets and establish ways in which countries can position themselves to benefit more from Media Diplomacy to grow tourism

iii. To establish the relationship between the different media strategies and tourism market numbers

1.4 Justification of the study

Tourism is one of the largest and fastest growing economic activities in the world recognized by many nations as a key contributor to national gross domestic product (GDP). Over the years tourism has provided many job opportunities for both skilled and unskilled persons in tourism related facilities like hotels, airlines, tour companies. The UNWTO announced the one billion mark of tourists around the globe at the close of 2012. Owing to this growing trend globally, the study was useful to government and policy makers in Kenya and beyond on how to utilize media diplomacy in tourism promotion and general country marketing. This would therefore provide an avenue to enhance government decision making in this area.

Policy makers and regulatory authorities would offer favourable policy and enabling environment that allows for the players in the industry to invest and reap handsomely as tourism is an international economic activity that many countries worldwide rely on to drive their economies[25].The study will form part of the global information on a subject that is of international interest, that is, tourism; hence many countries and investors across the globe rely

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[25] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

on tourism for their economies as well as inform the UNWTO on trends in media diplomacy that can propel tourism through enhanced media diplomacy.

The information generated was useful to the general public, tourism practitioners and industry players in order to improve on the quality of the destination being offered by countries and individual investors. The study will add on to the existing body of knowledge in the area of media diplomacy to the academia and scientists since there is no publicly known study that gives evidence to the contribution that media diplomacy plays in the growth of international tourism in various destinations. This new knowledge would be an eye opener in the area of media diplomacy and tourism promotion.

Further the study investigated the effects that media diplomacy has on growing tourism as an international business bringing out any evidence through various analyses on the benefits of engaging and enhancing media diplomacy.

1.4.1 Academic and policy justification

There have been various studies by different scholars on media diplomacy but so far none has looked into the role of media diplomacy as it relates to tourism competitiveness in Kenya. The study intends to explore the correlation between media diplomacy and tourism competitiveness in specific to reference to Kenya's top five markets. The study will inform the tourism sector on the value of media diplomacy as it relates to growing visitor numbers.

Further, the role of media diplomacy in enhanced destination marketing is bound to inform on effective media engagement strategies towards enhancing destination marketing. The study intends to form part of the growing literature and relevance in media diplomacy while sharing insights of the performance of Kenya's top five source markets as it relates to media diplomacy.

It will also form basis as a launch pad for further research in the area as well as be part of the knowledge that already exists on the various effects of media on Tourism.

1.5 Literature Review

This section presents the review of various literature related to the area of study. It covers Media Diplomacy and Tourism, Direct and Indirect Benefits of Media Diplomacy on Tourism, Impact of the Media on Tourism – The Destination Image Concept, Country Image and the Media, Media Diplomacy by Kenya in Source Markets, Current Partnership between Tourism Industry and Current Partnership between Tourism Industry and Media and the effort by Kenya in use of media to promote tourism.

1.5.1 Theoretical literature

With the complex state of international relations come a challenge that faces all countries; how to remain relevant and how to gain more power on the platform of international politics. The days of conquering lands with the use of a powerful army and breaking down the citadels of great cities are in the past. So have the days when diplomacy was the reserve of aristocrats and heads of states.[26] With the spin of globalization come rapid communication and an increasing inter-dependence among states as the world shrinks into a global village.

Various forms of diplomacy have sprung up to match all these changes in international affairs. For long time tourism has been a strong pillar in the economy of the country with this industry being the highest foreign exchange earner, a formidable addition to the country's Gross Domestic Product as well as a source of employment for many Kenyans.Tourism has been the foundation

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[26] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

of useful alliances and relations with other countries in the world, and has been a causative agent to the niche Kenya has created in the region as a dependable haven and an active actor in international mediation efforts.[27]

The United Nations World Tourism Organization (UNWTO), projects that international tourism is on the incline and shall continue to be. Given these projections, the increasing potential of Kenya's Tourism industry as well as the changes in diplomacy in this era of globalization, the opportunity of Kenya to elevate up the ladder in international affairs in a bid for dominance and national strength is a low hanging fruit.[28]

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[27] KTB, *Media Diplomacy* (Kenya, 2012)

[28] Ngugi Muiru, *From Fetters to Freedom (in) the Long Walk to Media Freedom*, (Nairobi: MCK, 2012).

The worldwide financial power shift towards the East has brought about the governments of developing economies to bolster national businesses which are included during the process of internationalizing and growing crosswise over borders.[29] Business tact gives a way to governments to expand their worldwide exchange and to invigorate their national economies. Remote posts assume a vital part in offering compelling political support for universal business. In any case, what are the components that can clarify business tact viability at the outside post level? This paper shows the consequences of a study that was led among business representatives positioned at outside posts. It creates the impression that the measure of experience that business representatives gained at these remote posts, joined with their set up business arrange frame two of the most imperative elements which positively affect the nature of business strategy.

This stretches out further to incorporate the significance of the customer (business) readiness as far as learning and abilities also. Moreover, the outcomes show that the less ideal a subjective institutional environment in a host country is, for example as far as information availability, then the more significance business strategy will have. The aftereffects of this study promote the understanding of how business strategy functions and show how the level headed discussion on the eventual fate of business discretion can be made a stride promote. This study ought to likewise be viewed as a beginning stage for an all-encompassing system of business strategy effectiveness.[30]

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[29] Raymond Wendell Beachey, *A history of East Africa, 1592-1902* 3 (IB Tauris & Company Limited, 1996).
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[30] Abuoga, John and Mutere A, "The History of the Press in Kenya. Nairobi: ACCE. African Media Barometer Kenya 2009 Nairobi, Kenya and Windhoek Namibia," trans. Friedrich Ebert Stiftung Kenya (1998).

1.5.1 Media Dependency Theory

A precise way to deal with the investigation of the impacts of mass media on crowds and of the connections between media, gatherings of people, and social frameworks was connected. It was presented in blueprint by the American correspondences analysts Sandra Ball-Rokeach and Melvin DeFleur in 1976. Reliance hypothesis conceives reliance as a relationship in which the satisfaction of one gathering's needs and objectives is dependent on the assets of another gathering.

A fundamental center of the hypothesis is the relationship amongst media and groups of audiences[31]. In industrialized and data based social orders, people have a tendency to build up a reliance on the media to fulfill an assortment of their needs, which can go from a requirement for data on a political applicant's arrangement positions (to settle on a voting choice) to a requirement for unwinding and entertainment.[32]

In general, the degree of the media's impact is identified with the level of reliance of people and social frameworks on the media. Two of the fundamental recommendations set forward by Ball-Rokeach and DeFleur are: (1) the more prominent the quantity of social capacities performed for a audience by a medium (e.g., advising the electorate, giving amusement), the more noteworthy the group of audience's reliance on that medium, and (2) the more prominent the precariousness of a general public (e.g., in circumstances of social change and strife), the more prominent the gathering of people's reliance on the media and, consequently, the more noteworthy the potential

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[31] Philip M. Seib, *Headline diplomacy: How news coverage affects foreign policy* (Greenwood Publishing Group, 1997).

[32] Abuoga, John and Mutere A, "The History of the Press in Kenya. Nairobi: ACCE. African Media Barometer Kenya 2009 Nairobi, Kenya and Windhoek Namibia," trans. Friedrich Ebert Stiftung Kenya (1998).

impacts of the media on the group of people[33]. There are conceivably three sorts of impacts that outcome from a audience's reliance on the media: psychological, affective, and behavioral.

Intellectual impacts are changes in a group of people's attitudes, convictions, and beliefs, including changes realized by the media in its part in political "plan setting." Affective impacts incorporate, for instance, the improvement of sentiments of fear and uneasiness about living in specific neighborhoods as an aftereffect of overexposure to news reports about fierce occasions in such zones. [34] A case of a behavioral impact is "deactivation," which happens when individual members from a group of people forgo taking certain activities that they would have taken had they not been presented to specific messages from the media. Not voting in political decisions might be such an impact.

Since its origin, media reliance hypothesis has created numerous cross-disciplinary studies. It has likewise served well as a hypothetical reason for research in the space of political-crusade correspondence, in which the relationship between the broad communications, the electorate, and political applicants is a focal center[35].

Melvin DeFleur and Sandra Ball-Rokeach first created the Media system dependency theory in the year 1976. It addresses the inadequacies of correspondence studies in 1970s that either centered on the smaller scale level or mental level of every media use or concentrated on the

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[33] Raymond Wendell Beachey, *A history of East Africa, 1592-1902* 3 (IB Tauris & Company Limited, 1996)
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[34] Ngugi Muiru, *From Fetters to Freedom (in) the Long Walk to Media Freedom*, (Nairobi: MCK, 2012).

[35] IFJ (2009). *Getting the Balance right: Gender Equality in Journalism*. Brussels, Belgium: IFJ

large scale level with the assumption of considerable media impacts. Instead of turning to either solid or frail media influences, the theory concentrates on the components that impact media effects and the setting in which the force of media gets to be solid or feeble. The force of media is influenced by whether the media are select and essential assets to the specific social association and individual. Media framework reliance hypothesis clarifies the relationship between associations, social frameworks, people, bunches, and the media framework from a biological and multilevel point of view[36].

1.5.2 The political economy of tourism

Current global tourism is established in the elements of expansionism and reliance. As Chachage (1999), Munt (1994) and Naipaul (1978) noted, mid nineteenth century tourism concentrated on investigation, hunting and exchanging colonial domains. This was a reality of colonial success and consequently was connected to the issues of the distance from land and regular assets with fundamental ethnic racial, class and sexual orientation flow.

This kind of tourism and its increases were controlled by the wilderness control, visit administrators and proprietors of steamships and private railroads inside the countries. This tourism was moreover on a very basic level extractive and depleted normal resources, for instance, skins, ivory and fauna, remembering the ultimate objective to support the rich. The progression of mass tourism in the 1950s and 60's coordinated to the consolidation of the clerical class "for stimulation and sun" undertakings in the creating scene. Regardless, even the new sorts of tourism of the 1980's 1990s still pass on echoes of the past as it is continuously returning to

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[36] UNESCO, (2012). *Gender-Sensitive Indicators for Media: A Framework for Assessing Media Development.* Paris: UNESCO.

the point of manhandling the " intriguing " and nature. This is seen for example in the change of advanced enterprise tourism'— climbing hiking, trekking and 'eco-tourism.' These sorts of tourism are no more in the sole control of making countries nor do they fumes or think less typical resources than the past tourism cycle. More visitors mean more noticeable work on close-by structure with recommendations for the lives of the area people. Greens utilize arable land and divert water from cultivating and close-by usage.Somewhere else, different types of tourism, for example, voyage shipping, which is allegedly one of the minimum gainful tourism ventures as far as inflow of cash and the maintenance of tourist dollars, add to an assortment of ecological issues (principally marine contamination) in wording oil waste and the creation of sewage, junk and harmful fluid substances.1 Today the system and devices of control and access to vacationer landings and the battle amongst sending and host nations over maintenance of visitor consumptions are distinctive. In any case, developing nations still have frail haggling power vis-à-vis international tour operators and experience segregation. Eventually, these nations must get by in an undeniably focused worldwide tourism area in which regular upper hand is turning out to be less and less noteworthy. Tourism is like never before a data delicate industry which is incredibly affected by current mechanical advancements, for example, the Internet, overall web and electronic trade. Shockingly, these have a tendency to divide the gap amongst developed and developing nations with the potential for siphoning a significant part of the potential increases from tourism back to the developed nations. There is developing solidification and centralization of the apparatuses of the tourism exchange among a couple of players. These players, who are essentially situated in the North, control the data and online reservation operations.

New innovation and technology systems, for example, the Internet subsequently importantly affect the competitiveness of developing nations. The improvement and interlink of tourism and

e-business is bringing about the slow downfall of travel operators; expanding resort to exclusive pages; on-line one stop shopping; and a more mind boggling tourism items—which includes the buyer having the capacity to customise her/his schedule. In any case, numerous travel specialists in creating nations don't have admittance to the speculation money to take an interest adequately with outside tourism providers. v

1.5.3 Media Diplomacy and Tourism

Media is both an independent and a policy makers' tool and in the international scene, media diplomacy continues to play a major role in harmonizing the international community. The Japan Education and training programme (JET) can be singled out as a major example of a public diplomatic tool that continues to actively play a role in improving the management of various relations between Japan and other states. [37]Traditionally, military power was perceived as the most important in rating a country's prowess but with time media diplomacy now sets the perceptions a country gets of its own image both locally and internationally.

The clearest example for this scenario was played by the US and the USSR during the cold war. The Cold War is recognized to have continued going from 1947 to 1991. In the midst of this time, the media's staggering medium of correspondence progressed from radio and print into TV. This change was went with nearby the part of the media from a "mouthpiece" of the state, to a more, at first sight, self-governing section. The media's part in the creation, responsibility and upkeep of Cold War danger can't be minimized. Exactly when American longings for European private endeavor had all the earmarks of being crippled; media in both coalitions ricocheted vigorously. While the exercises of the state-claimed Soviet media would not be required to

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[37] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

embrace a protect canine technique, what may have been shocking was how much the western media took a mouthpiece position[38]

In addition, improved communication especially in the era after the Second World War propelled media to a powerful tool of information worldwide. In return, this brought foreign policy closer to the public as some of the maters revealed by media had been discussed 'behind the scenes'.[39] The use of media diplomacy in order to enhance a country's international image is a major key. The gain that a country makes in the international arena is therefore closely tied to how effectively it uses media diplomacy. The more strategic a country is in its mode of communication, the faster the flow of its communication to the rest of the world.[40] At a local level, countries are able to manage their national and brand reputation when they invest in active media relations. Internationally however, countries have to establish strong foreign policies and integrate into the role of media diplomacy.

Building on these then lays basis for a country to cut out its international image all as part of positioning itself in the competitive global arena. Many countries more than ever now use media as a key tool in 'political governance'[41]. However , as many countries and especially in Africa tend to contain media arguing that it's a government role to ensure cohesive government structures trough information management , media and government have to work together collaboratively especially when national security is at stake. Media diplomacy in particular can

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[38] *(Carruthers, 2011) Carruthers, Susan L. (2011) 'Total War'. (2nd edition) Houndmills: Palgrave*

[39] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

[40] Rossler, P. and Schenk, M. (2000). *Cognitive Bonding and the German Reunification: Agenda-Setting and Persuasion Effects of Mass Media', International Journal of Public Opinion Research*. 12, 1 (2000), pp.29-47.

be used to advantage a country over an enemy thus undermining the preferred national identity and international image of enemy states.

1.5.4 Direct and Indirect Benefits of Media Diplomacy on Tourism

Nations have started perceiving the significance of growing more learning based economic systems to ensure their financial future. They attempt to discover approaches to build up the motivating forces, the policies, the instruction frameworks, and the specialized skill that permit them to exploit the tremendous changes brought by the fast spread of ICT.

Nations, particularly the developing ones, have come to comprehend that concentrating on making free and professional media and learning how to live with criticism –makes them a part of the information society and the modern world.[42] As an important actor in the societies, the media has great impact on tourism. The vulnerable structure of the tourism sector worldwide could easily be affected by irresponsible and unethical behaviours of the media people[43]. Since the importance of the media's role and its impacts on the sectors of economy, its influencing power on politicians and decision makers in the societies cannot be denied. According to Liss (2000) the media people in the changing environment have to meet three key requirements: provision of real time information on demand, anywhere, anytime in any form of multimedia;

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[42] *Iyengar S. and Simon, A. (1997). 'News Coverage Of The Gulf Crisis And Public Opinion: A Study Of Agenda-Setting, Priming And Framing' In Do The Media Govern? Politicians, Voters, And Reporters In America. eds., Shanto Iyengar and Richard Reeves (Sage, Thousand Oaks, CA, 1997), pp.248-257.*

[43] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

provision   of software capabilities that make it possible to use information to enhance performance and: create a brand which gives people confidence in the information they get.[44]

1.5.5 Impact of the Media on Tourism – The Destination Image Concept

Over the last decades, tourism has been attracting increasing media interest and the number of news media outlets dedicated to covering travel and tourism has risen sharply. Many big TV companies devote considerable time to tourism industry news, and there exist cable channels exclusively devoted to travel and food sectors. Largest circulation daily newspapers publish extensive travel sections and they expand their weekly coverage of travel and tourism. In the magazine sector, many publications have emerged as prestigious leaders in industry coverage.[45]

Amid the late years, the part of mass media and its critical position in the tourism data and basic decision making process has expanded. The messages which the broad communications are imparting to people in general can significantly affect the quantities of guests to the goal. An event published in the mass media is viewed as target and real in light of the fact that an outsider composes it.[46] However, editorial staff of the media controls what is being distributed, and it is troublesome, here and there unimaginable, for the tourism administrators to control the substance entirely and the subject's plausibility of distributed.

There is a solid relationship amongst tourism and the impacts of news reports on clients' choices making and inspirations about the visitor's travel conduct. The mass communications assumes an

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[44] Anholt, S. (2003). *Brand New Justice: The Upside of Global Branding, When Countries Become Brands, Butterworth-Heinemann, Burlington.* pp. 108-146.

[45] Carrington, T. and M. Nelson (2002) 'Media in Transition: The Hegemony of Economics',pp. 225–48 in World Bank (ed.) *The Right to Tell: The Role of Mass Media in Economic Development.* Washington, DC: The World Bank.

[46] Kotler, P. Haider, D.H. & Rein, I. (1993). *Marketing Places,* New York:Free Press.

imperative part in tourist's basic leadership skills[47]. One might say that "media is to tourism as water is to angle." However, the relationship amongst media and tourism is not generally advantageous if proactive administration of advertising does not exist. The way that media can make negative goal pictures greatly affects the partners. Then again tourism item, by its exceptionally nature, couldn't be conveyed to the clients.

Touristic consumers have to travel to the places where tourism products exist. Therefore, the destinations are in competition to attract large numbers of travellers from other places, regions, countries, and even those travelling within their own country in order to become successful destinations. It is asserted that picture is an essential part during the time spent selecting a goal destination[48]. The significance of the visitor destination's picture is universally recognized, since it influences the individual's subjective recognition and subsequent conduct and destination choice.

It is viewed that "images are more imperative than unmistakable assets", since "recognitions, as opposed to the truth are what spur buyers to act or not act. [49] Data sources that are otherwise called boost elements or picture framing specialists are characterized as the strengths which impact the shaping of recognitions and assessments. They allude to the amount and various nature of data sources to which people are exposed. From the point of view of conduct in the decision of a goal, different models have been proposed so as to clarify this conduct. In this manner, one might say that the information sources to which the people are exposed verify that specific goals are viewed as conceivable option decisions. The image framing procedure can be

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[47] Bell, Greenspan R. (2006). *Media diplomacy and foreign policy development, Foreign Affairs Journal May – June 2006. Pp 105 – 113, Council of Foreign Relations*. New York.

[48] Schaefer, T.M. and Birkland A. T. (2007). *Encyclopaedia of Media and Politics*. CQ Press.

[49] The Economist, (1998). '*Survey: Travel and Tourism.* Supplement to the January 10.

viewed as a continuum of various specialists or data sources which act freely to shape one single picture in the psyche of the person. As expressed by Gartner (1993), the distinctive operators or information sources are delegated follows.[50] The image framed by organic, induced, and autonomous sources of information is basically one perceived before experiencing a destination, called secondary image.

In actuality, the essential image is shaped by really going by the goal being referred to. Since decision of goal includes a specific hazard for customers in tourism in this way the optional wellsprings of information play a huge and vital part in framing pictures of the option goals to be considered in the decision-making procedure. It is exhibited that the optional wellsprings of information satisfy three essential capacities in destinations decision: to minimize the hazard that the choice involves, to create an image, and to serve as a component for later support of the decision.[51]

There are different factors affecting the coverage patterns of a destination in the media in a negative or positive way, such as characteristics of destination, editorial policy of the media organs, social and political environment, and public relations efforts of destination.

The destination does not have a control over the most of the factors by which the image of a destination is determined. However, this does not mean that the destination cannot affect its own media image. This can be achieved by public relations and promotional efforts.[52]

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[50] Tzanelli, Rodanthi, (2007). *The Cinematic Tourist, Explorations in globalization, culture and resistance.* 2007, Routledge.

[52] Voitti and Kauppi, (2010) *International Relations Theory*. New York: Pearson Education, Inc.

The media has education value in increasing people's awareness on various areas. The media can educate people involved in tourism (local people, tourism workers, managers in tourism, decision makers, tourism students, and government officials) and make them understand the importance of cultural and natural resources, energy saving, suitable resource allocation, destination image, cultural values, sustainable tourism development, sustainable production and consumption patterns, technology, protecting and preserving natural environment for tourism. In addition, the exposure by the media can lead to develop alternative tourism types, and to create innovative marketing strategies.

[53]It can support to improve the image of destination and healthy development of tourism in a destination. The media is a primary source of destination image. Travel writing seems to straddle two levels. For the most part, writers can be categorized as producing induced images as these articles are often juxtaposed with commercial tourism advertisements and promotions and share their concerns and perspectives.

They also try to maintain notions of credibility and adherence to journalistic practice. Travel writing is usually considered to be easy news, but falls more readily into the category of "soft" feature stories.[54]

1.5.6 Country Image and the Media

In today's society, it can be said that the media plays a key role in people's perception of what they write or air. By selecting the stories published on the front page or those that are included in television news programs, the media determines what people think about. If people cannot get

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[53]Wolfgang Donsbach, (2008) The International Encyclopaedia of Communication, Walter Lippmann, Public opinion. New York: Macmillan, 1922, p.29. 2

access to other points of view (for example, in war situation, where limited news is available and often heavily censored by the military) they become dependent on the media's angle on a story.[55] "Embedded" journalists almost always keep to the official line and, or face the possibility of being excluded from briefings or even dismissed. What appears in the news is a mediated reality, as events are packaged into highlights; and if repeated often enough, this can affect people's view of the world. The media's inclination to concentrate on conflict and crisis situations can sometimes give people a wrong view of what is really happening.[56]

A nation image might be characterized as the recognitions, convictions, impressions, thoughts and understandings one holds of spots and it is a simplified, consolidated rendition of which the holder accept to be a reality (Kotler, Haider and Rein 1993). On the other hand, a country image can be seen as the mental picture promoters are attempting to impart inside an intended interest group. It has been perceived that popular culture and different types of symbolism significantly affect country's picture.

The significance of the tourist destination's image is generally perceived, since it influences the individual's subjective recognition and consequent conduct and goal decision. It is viewed that " images are more imperative than tangible assets", since "recognitions, instead of the truth are what rouse shoppers to act or not act. This is not a special case to the decision of a destination to visit. Images of nations express information, impressions, biases and passionate considerations which shape a man's or a group of individuals' judgments about a nation. Pretty much as individual reputation and corporate reputation, national reputation additionally matters. As a

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[55] Voitti & Kauppi, (2010). *International Relations Theory.* New York: Pearson Education, Inc.

basic piece of outside arrangement making and open tact, overseeing national reputation is about having a decent name in the realm of countries.

National reputation alludes to aggregate judgments of an outside nation's picture and character that can be utilized to anticipate or clarify its future conduct.[57] A Kenyan cultural arrangement endears to endeavor its legacy which is respected to be huge in such manner, throughout the years, Kenya has consistently set accentuation on social acknowledgment and understanding as the reason for dialogue. It is through social exercises that a country's concept of itself is best spoken to. Kenya's cultural diplomacy expects to expand familiarity with her social wealth and to produce interests in the nation's social legacy

1.5.7 Media Diplomacy by Kenya in Source Markets

The Media and the Tourism industry in Kenya have continued to work in a structured setting with various media identified to champion covering of tourism information and news. This has played a key role in promoting positive coverage of the country as a prime tourists' destination.[58] The Kenya Tourism Federation (KTF) is the umbrella body that champions the interest of the members in the tourism sector and works closely with the Ministry of Tourism towards achieving synergised messaging to the media. Various engagements through government agencies like KTB have seen Kenya invite both local and international media to sample the country's tourism offering and thereafter channel endorsement pieces, images and videos to their various audiences.

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[57] Emily T. Metzgar, (2012). *Promoting Japan: One JET at a time, Figuera Press*. Los Angeles.

[58] Metzgar, Emily T. (2012)., *Figuera Press*. Los Angeles. *Promoting Japan: One JET at a time*

The leverage in media relations has continued to play a key role on mitigating the country's image, however, much more is yet to be achieved. The exposure extended to the media is supported by joint efforts between the government and the private sector that offer free of charge services to subsidize in the expenses associated with hosting the media.

1.5.8 Current Partnership between Tourism Industry and Media

Unlike in the past when the tourism industry players related with the media individually, the KTI strives to have all newsworthy tourism information channelled though the same source for credibility, timeliness and accuracy[59]. This is expected to address the difficulties that the media face seeking information from different sources. The KTI also facilitates the media in accessing major news sources. This includes involving media personalities in appreciating the infrastructure/structure of the overall tourism industry, key personalities, trends and statistics, institutional structures, terminologies and language used in the tourism sector[60]. There is deliberate efforts to make customized presentations focusing on the competitiveness of Kenya Tourism Product in the world market share, actors that influence the tourism industry and the challenges of media reporting on Tourism.

These are besides the private sector industry players and the media others partners in the Kenya Tourism Initiative are the Ministry of Tourism and Wildlife, Kenya Tourism Board and Kenya Wildlife Service. Other initiatives include introduction of Media Awards through Kenya Tourism Federation where nominations must demonstrate that the nominee has presented or published

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[59] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

[60] Hans, M. K. Donsbach, W. Hans B. B. and Joachim, F. S. *Media Tone And Public Opinion: A Longitudinal Study Of Media Coverage And Public Opinion On Chancellor Kohl', International Journal Of Public Opinion Research,* 1 (1989), pp.326-342.

editorial features. The focus on sustainable and responsible tourism practices (e.g. waste management) ensures that journalists who have stories that enhance the preservation of the environment are recognised. This is the key in enhancing sustainable development. [61]

1.5.9 Efforts by Kenya in use of Media to Promote Tourism

In show-casing diversity of tourism products in Kenya through culture, beach, scenery, ecotourism, and birding, the opportunity avails to expose tourists to the tourist destinations in the country. This then elicits positive reaction from tourists from source markets. Kenya therefore looking to enlist the services of international mainstream media such as CNN, Al Jazeera, CCTV, DW among others in order to sell the Kenyan stories and shove it up as the best tourism destinations in the world today. [62]

1.6 Theoretical Framework

The proposed study was based on the agenda setting theory that gives an analysis of the role of mass media in shaping the general opinion of the public on issues of interest. Over the years, the strength of the media in shaping the agenda of many nations has been documented and acknowledged. [63]The agenda theory argues that the media in its entirety and even with the entrance of the new /digital media continues to serve the role of informing while drawing the attention of the audience to its content. The media thus creates images in its audience's mind thus influencing what the public prioritises. The media through agenda setting does not only

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[61] Shaw, D. (1999). *The Impact Of News Media Favourability And Candidate Events In Presidential Campaigns', Political Communication,* 16 (1999), pp,183-202.

[62] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

[63] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

influence the current issues trending at the time but goes further to influence how the public perceive and understand the news content shared.[64] The theory continues to elaborate that the world outside and the pictures that we form in our heads are created by the media and thus ultimately end up influencing the priority of the public.

The 320,000 voters in the Machinda city had priorities including local taxes, welfare policies, and urban facilities which matched what the media had covered for a period of about three weeks. There is evidently a relationship between The media through agenda setting does not only influence the current issues trending among the public but as well influence the public's understanding and their viewpoint of the news content . Tourism continues to attract a lot of media coverage due to its relevance to the economies of many countries.[65] The very first study based on the 1968 US Presidential election in Chapel Hill found evidence in the relationship between what the media shared and what topics trended in the public. There have been various studies undertaken in the line of agenda setting as it relates to public diplomacy, managing reputations and other areas.

McGill in his study on Projecting Canada as soft power through public Diplomacy gives analysis of the use of public diplomacy tools like culture, international and trade among others to bring out a soft powerful brand that is Canada. [66] In his works uses the agenda setting theory in his study on 'Media Diplomacy and Development in Southern Sudan'.

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[64] Rossler, P. and Schenk, M. (2000). *Cognitive Bonding and the German Reunification: Agenda-Setting and Persuasion Effects of Mass Media',
    International Journal of Public Opinion Research*. 12, 1 (2000), pp.29-47.

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[66] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public
    Opinion Research*, 3 (1991), pp.53-68

He ascertains that media audiences that are bound to learn about public issues more through the media and this may depend on the weight that the media places on these issues. This may explain why most people may prioritise similar issues as important.

1.7 Research methodology

This section provided a discussion of the research methodology that was employed. It discusses the research design paying attention to the choice of the design, the population of study, data collection methods, as well as data analysis and data presentation presentation that was used in the study.

1.7.1 Research Design

A research design is defined as the scheme, outline or plan that is used to generate answers to research problems[67]. Research design can also be thought of as the structure of research[68]. This study adopted both exploratory and a descriptive research designs. Both quantitative and qualitative approaches was adopted. A descriptive study is concerned with finding out the what, where and how of a phenomenon[69].

1.7. 2 Target Population

Targeted population is an all-inclusive arrangement of investigation of all individuals from genuine or speculative arrangement of individuals, events or objects to which an investigator wishes to sum up the outcome. The study population comprised of responses from the Market

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[67] Orodho, J. A. (2003). *Techniques of Writing Research Proposals and Report inEducation and Social Sciences*, Bureau of Education Research Kenyatta University; Nairobi Kenya.*Qualitative Approaches*. Nairobi: Acts Press.

[68] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

[69] Cooper and Schindler (2003), *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

Development Representatives (MDRs) of the top five source markets for Kenya's tourism, these include UK, US, Germany, Italy and India. The study was conducted online from KTB Head office. Select media with whom the KTB MDRs have interacted with formed part of the secondary data.

1.7.3 Sample Size and Sampling Technique

The sampling plan portrays the sampling unit, sampling frame, sampling techniques and the sample estimate for the study. The sampling frame depicts the list of all population units from which the example was chosen[70]. In sampling plan, qualities of the population are strikingly shown. This study utilized stratified sampling strategy. This helped in having a thought regarding the current social circumstance. Stratified random sampling is fair-minded examining strategy for grouping heterogeneous population into homogenous subsets then making a determination inside the individual subset to guarantee representativeness.

The target population was stratified to incorporate both MDR responses and those of of frequently used media. The suppositions, encounters and sharing of practical interactions with media as relates with destination marketing formed the primary data. The advantage of stratified sampling is that it empowers you to decrease the inconstancy and heterogeneity of the study population concerning qualities that have a solid relationship with what you are attempting to find out and this empowered the scientist to accomplish exactness. It additionally enhanced the representativeness of the sample.

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[70] Cooper & Schindler, (2003), *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

1.7.4 Sample Size

The study applied stratified sampling technique to select a sample size of from the total population of media in the key source markets. Kenya tourism board contends that there are about 32 country specific markets of tourists who visit Kenya with the rest broadly classified under others.

This study used sample of five (5) key source markets which give 10% to 50% of the total population of tourist arrivals which is appropriate when population is large and assists in generalization of the research findings[71], These five top markets are UK, US, India, Italy and Germany ranked in the order of Performance as rated by KTB based on arrivals. Random sampling was considered appropriate since it gives every respondent in the target population an equal chance of being selected as a study respondent and thus it has no bias and eases generalization of the gathered findings. The Market Development Representatives who transact in these top 5 source markets on behalf of KTB are the key respondents as they interact with media on a daily basis.

1.8 Data Collection Instruments

In this study the primary data gathering instruments were the questionnaires containing both open ended and close ended inquiries. Questionnaires are favored in light of the fact that they [72] are powerful information gathering instruments that permit respondents to give a lot of their opinions relating to the researched problem. Primary data was obtained from media respondents who had interacted with KTB MDRs in the course of promoting tourism in Kenya. This allowed

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[71] Kothari, (2006). *Quantitative Techniques,* 2nd ed., New Delhi: Vikas Publishing House Pvt. Ltd.

[72] Dempsey,   (2003). Place and space: Collections and access in light of changing patterns of research and learning: a schematic view. A community commons: libraries in the new century: ARL proceedings of the 142nd annual meeting, Lexington, Kentucky, May 14-17,

for an analysis of their understanding and participation in media diplomacy. Key respondents were the Market Development Representatives (MDRs) as well as these media who had been involved in various engagements in relation to tourism promotion.

1.8.1 Validity of data collection instrument

A questionnaire was used to source information from the MDRs and the select media. The questions ware open ended to allow for collection of quantitative data and to share the opinions of the respondents in detail.

The questionnaire was administered on line to ensure the respondents liberty to give as much information as possible. All respondents are based out of the country and hard copy responses would not be achievable. Responses were received on line in either word or in PDF form depending on what is available to the respondent.

1.8.2 Reliability of data collection instrument

To ensure that the research tool's reliability and ease in administration at analysis stage , all questionnaires were send out to the MDRs on the same day and a schedule indicating response time and administration o the questionnaires to media is shared . Weekly reminders and checks were done on line to track the progress of respondents. A maximum of one month was allocated to responses from all the respondents with a pilot analysis of responses being done.

1.8.3 Data Analysis and Presentation

The study generated both qualitative and quantitative data. Descriptive statistics data analysis technique was adopted to examine both quantitative information. Descriptive analyses are critical since they give the foundation whereupon correlational and experimental studies arise. They

additionally gave pieces of information with respect to the issues that ought to be centered around prompting to further studies[73]. The investigated discoveries was then be introduced educate of recurrence tables, pie outlines and bar diagrams since they are easy to understand and gives a graphical representation of the diverse reactions given by the respondents. Qualitative data was analyzed using appropriate statistical packages to address study objectives. Secondary data obtained was used to corroborate primary data.

1.8.4 Ethical consideration

More than ever, there was need for researchers to be aware of the ethical issues that involve research and especially in the collection of data. There are issues that they may encounter during research activities and these must be anticipated including the confidentiality of the respondents as well as the methodology solutions that the researcher adopts. The questionnaires are expected to make consideration for the respondents' confidentiality and all the information shared was used solely for academic purposes.

The findings of the study can be shared with relevant institutions that can benefit from the same like the Kenya Tourism board and possibly the larger tourism sector in order to enhance performance in destination marketing. The relevant research permit was sought in line with the requirements of the Ministry of Education.

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[73] Mugenda, O. *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

1.8.5 Scope of the study

The study was carried out on Market Development Representatives (MDRs) of the top five source markets for Kenya's tourism, these include UK, US, Germany, Italy and India. Online study was conducted from KTB Head office.

1.8.9 Limitations of the study

This study limited itself to role of media diplomacy in driving destination competitiveness and the development of tourism in Kenya. It did not cover other aspects that in return could affect driving destination competitiveness and the development of tourism such as technology development in media. The study was also limited in data source since it was only confined to media only thus most of the data was collected online since direct contact with Market Development Representatives.

1.8.10 Chapter outline

This chapter entails the introduction of the project which discusses the study background which establishes the blueprint of the study done. The study background try to lay a foundation by looking into other studies related to the role of media diplomacy in driving destination competitiveness and the development of tourism. It is in this chapter where the concept of media diplomacy and market development. Contributions of tourism to the economy, development of tourism and source of tourism market in Kenya have also been discussed here. The chapter also introduces the area of concern for this study including the research questions and objectives. The literature has also been reviewed where some other studies have been reviewed of the related topic on media diplomacy and tourism development. Theoretical framework has also been

discussed. Under research methodology the study analyses the research design, target population, sample size and sampling technique. The role of diplomacy in promoting growth of tourism has been discussed in the next chapter.

CHAPTER TWO

ROLE OF DIPLOMACY IN PROMOTING GROWTH OF TOURISM FOR KENYA KEY SOURCE MARKET

2.0: Introduction

The previous chapter dealt with the background of the study including reasons for conducting the study and objectives that the research seeks to meet. Also, it contains issue explanation, targets of the study, contemplate defense the Writing Survey, hypothetical introduction, think about philosophy utilized.

2.1 Theoretical application

2.1.1 Agenda-Setting Influence of the News Media

The agenda-setting effect of the news media is not confined to this first step of focusing public view on a specific topic. The media moreover affect the subsequent step in the communication process, our comprehension and perspective on the subjects in the news. If you consider the agenda in condense manner, the potential for a broader viewpoint of media effect on public opinion ends up being clearer.[74]

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[74] David Cohen, "A report on a non-election agenda setting study," *Association for Education in Journalism, (*Canada: Ottawa, 1975).

The items that describe the agenda are objects in the abstract. For each one of the arrang agendas we have analyzed, the objects are open issues, yet they could be diverse things or focuses, for instance, the inspiration of political contenders in the midst of a race. These objects are the items on which the focus of the public and the media are concentrated[75]. As a result, each of these objects has various qualities, those attributes and characteristics that portray the question.

Besides, there is an agenda for each object of characteristics since when the public and media as a rule contemplate an object, a couple of characteristics are underscored, others are given less thought, and various get no thought at all. This agenda of characteristics or attributes is another part of agenda-setting function of the news media. Walter Lippmann believed that our heads keep the pictures of the agenda of objects and issues presented by the news media. The agenda of qualities displayed for each of these public figures, or issues really impacts the images themselves that we keep in mind. The most obvious instances of this agenda-setting by the news media are public figures such as political contenders.

Communication is so significant to diplomatic activity that, over history, nearly all advances in communication technology has influenced the act of diplomacy.[76] Various studies particularly inspect the effect of the telegraph on diplomatic exercises. They portrays the speeding up of global obliteration and relations' of distance bring about by the likelihood for messages to travel through wires quicker than individuals could do using the means available by then, including horses, ships, and trains. The speedier reporting of occasions in his investigation likewise prompted to an expansion in the force of public opinion and its weight on government officials amid global crises. A former French ambassador to the US, Jules Cambon, suggested in 1905 that speedier communications, the democratic and the press indiscretion had toppled the old diplomacy.[77] A similar thought was suggested by US diplomat Brzezinski in the 1990s when he

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[76] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

[77] The Economist, (1998). '*Survey: Travel and Tourism.* Supplement to the January 10.

broadly said that if embassies and foreign ministries did not exist already, they certainly would not need to be invented.

2.2 Media impact on diplomacy

There has been a developing acknowledgment within Political Communication writings that the media affect the act of diplomacy. This has greatly prompted to theoretical debates including categorizations and modeling of the distinctive routes in which the media can influence diplomatic practice, either preventing or supporting negotiation. Among the most expound investigations, recognizes, for example, the three models of uses and impacts bout the way the media are utilized as an instrument of international negotiation and foreign polic. public diplomacy involves the utilization of the media either state or non-state actors to impact popular feeling abroad whereas media diplomacy relate to the usage of media to talk with performing artists and advance promote conflict resolution and the media-broker diplomacy refers to service of journalists as short-term mediators in global arrangements. The experimental studies here tend to address the way media, particularly live television news, influences creation of foreign policies and generally include global crises as case studies.[78]

The issue with this literature is less the failure to clarify some sort of transformation innovations prompt to in the political procedure. The contention here is not that it is not thorough or does not add to our comprehension. It illuminates the puzzling relationship amongst political process and media with regards to immediate global communication. Nevertheless, it doesn't clarify the unexpected change on how innovation influences diplomatic practices of particular nations in

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[78] Cohen, D. *'A Report on a Non-Election Agenda Setting Study'. Paper Presented To The Association For Education In Journalism.* Ottawa, Canada, 1975.

particular media, political, and social environments. Indeed, even the literature that tries characterizing the states of legitimacy of a working hypothesis, for instance setting up in which conditions the CNN impact emerges (or doesn't), wind up into general statements concerning the relationship between publics, media and governments. The studies that look at specific case studies tend to examine different crises within one country only. [79]

2.3 The Relationship between Diplomacy and International Business

Diplomacy is an obviously course but it is new when viewed as an idea to the field of universal business. The opportunity has already come for global business researchers and professionals to completely perceive diplomacy as a concept, in spite of the fact that the previous courses may have utilized the term diplomacy informally. Diplomacy to increase foreign market expansion and access, get outside firms putting resources into ones nation, and diplomacy performed by organizations and business pioneers to manage outside market environments[26], among others, something that is urgent for survival in today's worldwide business environment. Diplomacy might be a catchphrase and the extra clarification for worldwide business achievement or disappointment.

Nevertheless, as more nations around the globe may be 'getting their deeds together' when it come to economic diplomacy, and as the universal business environment is profoundly alterable and quickly developing, is the best time to professionalize business and commercial diplomacy and continue advancing arrangements, practices, its instruments, and organization at the sub-national, national, and international. Global business needs diplomatic capacities keeping in

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[79] Nacos, B. (2000). *Decision Making in a glass House;* Rowmann and Littlefield.

mind the end goal to work effectively, provided by either classical diplomatic actors like international businesses and governments themselves that are beginning increasingly to claims a place as diplomatic actors. For instance: government delegates teaming up with national business pioneers to access or extend in new outside business sectors and universal business pioneers chipping away at their diplomatic capabilities to fabricate relationships with NGOs, foreign governments and other stakeholders.

Monetary diplomacy represents transcendently a government driven plan to use the system of government and business agents to advance home nation business abroad utilizing diplomacy processes and channels. Business diplomacy, a moderately new term, can be characterized as a global business-driven approach to build and keep up positive associations with remote government agents and non-government partners.

2.4 Media Diplomacy and Tourism

Globalization of the modern media domain has created a new face of power which can be called the invisible image of power. This is mostly possible through two elements of speed and complexity. Media power in contrast to the physical power has long lasting and gradual effects. They can improve the image of society and people by providing a proper condition. So, they can reduce the oppositions of the local powers. Having more access to media means more access to powers. Media diplomacy uses this invisible power.[80] Considering the important international indexes including tourism and changes which have happened in this area and comparing these indexes with the present condition, makes the diplomacy of mass media more clear and important than before. Looking at the deep changes of the last two decades clearly show that the

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[80] Naveh, C. (2002). The Role of the Media in Foreign Policy Decision-Making: A Theoretical Framework,‖ Conflict and Communication Online 1(2).

global and local condition have been completely transformed at present and so, the past equations and their nature have been changed and are going toward the new international system to establish multi-dimensional system relying on the foreign relationship to improve tourism industry.[81]

2.5 Direct and Indirect Benefits of Media Diplomacy on Tourism

Global powers have used media to improve the tourism through the regional contracts and this has been followed by the media diplomacy. Other countries consider their tourism potential and try to introduce their policies through their media policies.

In the world of today, the distance between the advantages and goals of the countries has been increased so that they can only defend their plans through new contracts and agreements with other countries.

In fact, in the period of globalization, tourism and culture have to find new ways and strategies to maintain their power and introduce their goals and advantages of the country to the world; the media diplomacy is one these strategies[82].

Today, the media is not only reflecting the behaviour of the authorities and countries, but sometimes it is an actor in the politics and plays an important role in decision makings. These media are effective positive and negative figures in selecting the governors, plans and governing

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[81] Abigail, H. (1990). *Media Diplomacy: the Negotiators dilemma,* Naval Postgradute School.

[82] Carrington, T. and M. Nelson (2002). 'Media in Transition: The Hegemony of Economics',pp. 225–48 in World Bank (ed.) *The Right to Tell: The Role of Mass Media in Economic Development*.Washington, DC: The World Bank.

policies and decision makings for implementing the policies through applying the main lines of the media diplomacy.[83]

2.6 Influence of the Media Agenda on Global countries

Regardless of the way that the effect of the media plan can be extensive, just it doesn't dictate public agenda entirely. Information and prompts about attribute and object salience that the news media provide is far from being the principle determinants of agenda for the general society.[84] This significant effect of the news media has no way nullified or toppled the key supposition of democracy that allow the public to have satisfactory knowledge for choosing the course of their nation, state, as well as local communities. The public particularly is quite able to choose the basic relevance to them and to the greater open arena of the subjects and characteristics the news media are advancing. The media can only set the agenda when citizens see their news stories as appropriate.[85]

The heightened news scope on the scandal by Clinton Lewinsky represent a remarkable failure in the U.S. that was designed to impact public opinion and set the public agenda, an effort that failed despite colossal and relentless coverage. This is frequently described as "All Monica, all the time," which means talking in a loud voice concerning the limitations of media effect. Surprisingly, the U.S. citizens rejected the essentialness of that scandal as the root of their opinion about the president's failure or flourishing in governance. The absence or presence of agenda-setting impacts by the news media can be cleared up by a fundamental psychological trait

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[84] Abigail, H. (1990). *Media Diplomacy: the Negotiators dilemma,* Naval Postgradute School.

[85] Nacos, B. (2000). *Decision Making in a glass House;* Rowmann and Littlefield.

, our necessity for orientation.[86] Each one of us has an innate need to understand our environment. At whatever point we end up in new condition, there is an uncomfortable mental feeling until we research and mentally understand at least the the formats of that setting. This inherent necessity for orientation also exists in the civic field, especially in those choices where locals are faced with with new candidates or referendum issues on which they are not precisely knowledgeable. In each one of these conditions, among others, people feel the significance of orientation. Since it is a mental trait, the level of necessity for orientation fluctuates greatly among individuals. The prerequisite for orientation is higher for some persons in any situation. In contrast, other individuals have a little or zero necessity for orientation to new situations[87] while are just not interested.

Prerequisite for orientation is portrayed by two sections: uncertainty and relevance. Relevance is the basic defining condition that dictates the level of necessity for orientation for each individual. If a topic is viewed as low in relevant, or irrelevant, then the necessity for orientation is low. Individuals in this situation give watchful thought to news media reports and, at most, show delicate agenda-setting impacts. For individuals among whom the relevance of a subject is high, their level of uncertainty about the topics dictates the level of necessity for orientation.

Individual with low uncertainty such that they feel that they understand the theme of the top have a moderate need for orientation. These persons for whom a situation has high relevance and low uncertainties will screen the media for new progressions and possibly now and then dive into a touch of additional establishment information. However, they are not at risk of being dedicated

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[86] Voitti & Kauppi, (2010). *International Relations Theory.* New York: Pearson Education, Inc.

consumers of news reports about the subject. Agenda-setting impacts among this group are immediate.

Finally, among personalities for whom both their uncertainty and the relevance about a condition are high, necessity for orientation is high. They typically tend to be avid buyers of the news, and often experience strong effects of agenda-setting.[88] Preparing public opinion is considerably the best archived outcome of issue salience and object is the preparing of points of view that subsequently control the public's feelings about public figures. By pointing out a few matters while overlooking others, TV news [as well as alternate news media] impacts the measures by which policies, candidates for government posts, governments, and presidents are judged. The mental basis for priming is the specific consideration of people in general. Additionally, in making judgments whether participating on Election Day or basically in reacting to a surveyor's question individuals utilize basic dependable guidelines and instinctive alternate routes.

As opposed to participating in a far reaching examination in light of their aggregate store of data, citizens routinely draw upon those bits of data that are especially notable at the time judgment must be rendered.

By the day's end, individuals rely on the agenda of striking attributes and objects in their minds, the agenda that is greatly influenced by the mass media.[89] Shanto Iyengar and Donald Kinder

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[88] Rossler, P. and Schenk, M. (2000). *Cognitive Bonding and the German Reunification: Agenda-Setting and Persuasion Effects of Mass Media', International Journal of Public Opinion Research*. 12, 1 (2000), pp.29-47.

[89] Kotler, P. Haider, D.H. & Rein, I. (1993). *Marketing Places*, New York: Free Press.

conducted a broad series of agenda-setting experiments that conveyed significant affirmation of a priming effect by TV news on citizens' opinions about the president's general performance in office.

Among subjects exhibited to expansive news scope on at least one of the five different issues, which include defence, arms control, civil rights, inflation, and unemployment, their examinations of presidential performance on the issues attracting heavy news scope influenced their overall evaluation about the president's achievements more than among individuals not introduced to this news scope.[90] This effect existed paying little attention to whether the news story proposed a substantial presidential obligation with respect to the issue. In subsequent surveys where the level of presidential commitment toward an issue was explicitly controlled, the impact of issue performance evaluations on opinions about the president's general achievements was more conspicuous, that is, when the news stories focused on presidential obligation.

Swinging to an altogether different setting, popular conclusion about the last British governor of Hong Kong was emphatically affected by news scope on his proposition to expand public interest in the Legislative Council election. [91]Tracked in fifty two weekly polls surveys from the fall of 1992 in which the governor made his underlying policy speech, public assessment about his general execution was considerably primed by the shape of news scope on his change proposals in the three leading daily papers in Hong Kong. The American popular view with

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[90] Gilboa E. (2008). *Media Diplomacy and International Relations.*

[91] Schaefer, T.M. and Birkland A. T. (2007). *Encyclopaedia of Media and Politics*. CQ Press.

respect to the Persian Bay War illustrates both the link and distinction between priming and customary agenda-setting impacts as an outcome of these effects.

Expansive TV scope led to the high salience of the battle on public agenda as the most fundamental issue fronting to the country, a first degree traditional agenda-setting consequence. a Another priming effect is seen in the examinations of public decision about President Bush from 1988 to 199, which showed the basis of him gaining popularity. [92]

The TV news inspiration affected the preference of political party among German voters slant in the midst of 1986. News coverage on the two issues, East German situation and the energy supply substantially influenced the preference for the Christian Democrats[93]. Three issues affected the inclination for the SPD: environmental protection, East-West relations, and pensions. Comparable examples were seen in the week by week sentiment surveys for other political parties.

Despite the overall pattern showing a unique resonation between TV news agenda and political partisanship, the overall finding is that striking issues on the media inspiration were solidly associated with developments in political partisanship in the midst of the year. Quality Tone Mass communication and Agenda-Setting effects can happen on account of the sheer volume of presentation. First degree agenda-setting impacts demonstrate that [observable fact 94].

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[92] Bell, Greenspan R. (2006). *What to do about Climate Change', Foreign Affairs Journal May – June 2006. Pp 105 – 113, Council of Foreign Relations*. New York.

[93] Emily T. Metzgar, (2012). *Promoting Japan: One JET at a time, Figuera Press*. Los Angeles.

[94] Nacos, B. (2000). *Decision Making in a glass House;* Rowmann and Littlefield.

Nevertheless, closer consideration for the specific messages delivered by the mass media including its tone, gives a more positive understanding of the images posted in our heads and of resulting attitudes and conclusions grounded in those pictures. In Germany, the message tone of the Helmut Kohl's news in major newspapers affected public opinion his political 14 achievements between 1975 and 1984, initially as an opposition leader and as chancellor in later years.

The correlation between the effective message tone of attribute agendas from six news media and resulting public decision with a slack time of six months was calculated as +.48. In the US, a daily record for the last three months toward presidential elections in the 1992 and 1996 found that the tone of TV news coverage about significant campaign events swayed voters' preference for the applicants. [95] Incredible breadth of Republican campaign proceedings on four national TV stations extended support for the Republican contestant.

On the other hand, positive extent of Democrat campaign proceedings lessened support for the Republican contender. The power of these media consequences on voters' conclusions was similar in the two years. Effects of tone the media use is not limited to decisions and attitudes about political candidates. Undesirable newspaper headlines highlights about the economy affect the overall public's acknowledgments about the soundness of the economy. Consequently, these conclusions get the opportunity to act naturally fulfilling expectations as people change their behaviour to match their beliefs. Investigations on several of economic headlines such as monthly determinant of customer supposition about the prosperity of the economy, and major

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[95] The United Nations Charter (1945). *UN, Declaration of the United Nations Conference on the Human Environment* (1972).

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statistical measures of actual economy in the New York Times, from 1980 to 1993 suggested a series of substantial effects.[96]

2.6 Media Coverage and Behaviour

Various topics on the media such as the salience of issues also have effects noticeable behaviour. Expansive news coverage of fifteen violence and crime cases, including rapes and murder, reported a few years earlier from University of Pennsylvania campus added to a critical drop in applications by potential first-year students, according to the dean of admissions from the school. This reduction happened tremendously among women. Additionally, comparable schools experienced a growth in applications in the midst of a same period.

Another instance of media effect on the behaviour of students is Harvard University's effective usage of entertainment TV programming to create awareness on the idea of having a "designated driver" or person who abstains from consuming drinks in party group with an objective to drive his or her friends to their home late safely. A 1988 Indiana Poll created all these attributes of agenda-setting and its results.

Imitating a familiar illustration, the salience among the public of a significant issue of that time, the US government spending deficiency, was considerably correlated with the frequency repeated coverage of both TV and newspapers news. [97] A combination of issue salience and TV

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[96] Snow, D. M. (2000). *International Relations: The Changing Contours of Power*. US: Addis Wesley Longman, Inc.

[97] The Economist, (1998). '*Survey: Travel and Tourism*. Supplement to the January 10.

and newspapers news predict public opinion about a possible solution for the issue and what people pondered the issue.

Moreover, issue salience in conjunction with the use of TV news and single medium foreseen the strength of people's decisions whereas issue salience together with newspapers reading anticipate actual direct, for instance, creating a letter or setting off to a meeting. This give a singular setting to affirm the significant associations between media presentation and issue salience nature and of resulting effects by both on opinions, observable behaviour and opinions.[98]

2.7 Summing Up

The images in one's minds about the outside world are altogether affected by the mass media, both what those images are about and what those pictures are. Besides, the agenda setting impacts of the mass media have huge ramifications past the pictures generated in one's heads. In the actual traditional sphere of agenda-setting, there is significant proof that the changing saliences of issues on the media agenda are the reason for public opinion about the general performance in office of public leaders.

In effect, the salience of politicians or other leaders in the news likewise is connected with whether a person holds any sentiment at all. For agenda-setting at its second level, the salience of affective qualities interlaced with people intellectual pictures of these leaders characterizes the convergence of qualities agenda-setting with conclusion creation and change.

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[98] Gilboa, *Clarifying the CNN Effect: An Examination of Media Effects According to Type of Intervention.* Research Paper R-18. The Joan Shorenstein Center.

Past people's conclusions and attitudes, the pictures of reality shaped by the mass media have suggestions for individual practices, extending from voting on Election Day to school applications.[99]

2.8 Chapter Summary

The chapter discusses the role of diplomacy in promoting growth of tourism for Kenya key source market in Kenya. Theoretical application of the study mainly its agenda-setting influence of the news media, media impact on diplomacy, the relationship between diplomacy and international business and media diplomacy and tourism. The chapter also highlights direct and indirect benefits of media diplomacy on tourism, influence of the media agenda on global countries and media coverage and behaviour and media diplomacy and engagement strategies promoting tourism in Kenya.

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[99] Njabe Livingston (2009) *Clarifying the CNN Effect: An Examination of Media Effects According to Type of Intervention.* Research Paper R-18. The Joan Shorenstein Center

CHAPTER THREE

MEDIA DIPLOMACY AND ENGAGEMENT STRATEGIES PROMOTING TOURISM IN KENYA

3.1 Introduction

Kenya's tourism industry had been on a steady growth path year on year but with years of drier spells occasioned by external factors. The years 2001 and 2007 saw drastic drops in tourism numbers due to the impact of General Elections. The industry managed to recover each time and embarked on its growth trajectory. Arrivals had a deep fall in 2007, picked up from 2008 and reached peak 2012 then reduced from 2013 to 2014.[100]The deep fall in 2008 was attributed to the post 2007/2008 election violence. The reduction in 2013 is partially attributed to the 2013 General Elections that could have caused some fears on prospective tourists and visitors due to the 2007/2008 post-election violence and due to travel advisories from source markets.

 In light of the decline in arrivals and revenue it is estimated that over 20,000 jobs were lost in the process.

The Government in May 2014, moved in to stem the decline by appointing a Taskforce on Tourism Recovery via Gazette Notice no. 4611. The Taskforce was engaged to identify challenges affecting the sector and come up with an immediate recovery strategy. From the findings of the nearly six months of intensive consultations, research, reviews and stakeholder

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[100]Kenya National Bureau of Statistics (KNBS),http://www.knbs.or.ke/index.php?option=com_content&view=article&id=309:2015-economic surveyreport-highlights&catid=82:news&Itemid=593

engagements across the country, it was evident that the insecurity related events of 2013-14 found an already vulnerable industry following years of low investments in products i.e. new product development, enforcement of tourism product standards and infrastructure development in areas leading to major tourism hubs[101].

3.1.1 Current In-Market Presence Model: "The MDR Model"

KTB is represented overseas by a team of professional destination marketing companies referred to as Market Development Representatives (MDRs) in 11 key source markets. Their purpose is to develop markets and market segments, maintain sustainable relationships and values based marketing partnerships as well as develop and implement appropriate strategies and plans in conjunction with the Regional Marketing Managers at KTB Head Office.[102]

They represent KTB full time in

3.2 Media Diplomacy by Kenya in Source Markets

Kenyans have been impressed by the political strength and changes in the political field that have taken place since after 2007 vicious decisions making Kenya a refuge place for citizens from other countries with conflicts and political instabilities. This fact is enough evidence that what happened is in the past and the locals are focused in the betterment of their country and ensuring prevalence of tranquility among themselves thus making it a nation to be but not a war zone nation with hatred but with peace that can accommodate refugees and observing all their rights. Reconciliation has been the key aspect of peace between antagonizing communities to solve the

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[101] Ngugi, Muiru, (2012). *From Fetters to Freedom (in) the Long Walk to Media Freedom*. Nairobi: MCK.

[102]*Kenya Tourist Board (KTB). Magical Kenya © Copyright 2013 Read on 20.3.2013http://www.ktb.go.ke/index.php/mandate*

anticipated territorial clashes as it was amid Sudan, which helped in ameliorating the peaceful condition of South Sudan in their transitional national government. [103]

The conciliatory missions by several offices worldwide have had high standing that comes and aimed at facilitating the process in the Sub-Saharan Africa and expressing some of the global legislative issues that will or may help in embracing peace in the affected nations. Kenya has been perceived as inappropriately handling interior contentious state of emergencies reluctantly.

The legislatures have been advancing their business advantages rather than selecting agreeable relations that would help in expecting the hegemonic position for normal hypothesis in the district media and scholastic circles. This position was taken after the inclusion of the expanded private division as stated under the monetary recuperation system (ERS) 2003-2007 changes for employment and wealth creation. [104] Negative opinions have been tirelessly felt especially from Tanzania towards Kenya since the fall of EAC in the year 1977 and the stance for soothing this has been pointed out.

3.2 Country Image and the Media

The present day Kenyan media division is over 100 years of age. Various writers have displayed this history, including authors like; Abuoga and Mutere 1988; Beachey 1996; and Loughran

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[103] Loughran, Gerald, 2010. *Birth of a Nation. London:* I.B. Taurus and Co Ltd

[104] Abuoga, John and Mutere, A. (1998). *The History of the Press in Kenya. Nairobi: ACCE. African Media Barometer Kenya 2009 Nairobi, Kenya and Windhoek Namibia*: Friedrich Ebert Stiftung Kenya

2010. The genesis and being of mass media in Kenya was until the coming of missionaries in the country, trailed by the Indian traders and the early pioneer organization, before pilgrim intrigue assumed control and ruled the scene. The primary African possessed press was brought to life in the beginning of 1920s. However, it was not until after World War II that a vivacious press developed. After Kenya's autonomy in 1963, the nation's media got popular and remarkable for its flexibility, assorted qualities of proprietorship and polished skill.[105]

Nowadays, Kenya media has greatly developed and enjoy the freedom it joneses for in the ancient days, energetic and to a great extent free. As indicated by the Media Council of Kenya (MCK) 2012 yearly Media Report status, 301 radio stations in the country has been sorted as being "on-air," the national daily papers six and approximately no less than, 11 week by week daily papers. Month by month magazines have been found to be more than 20 under the print media, there are eight bi-month to month and six quarterly ones. Accessible and active TV channel slots across towns in the country are found to be 83. Twenty five digital stations "not on air" are in control of The Kenya Broadcasting Corporation. There are a number of the individuals identified to own media houses. The approximate numbers of these individuals are 110, their input has had a great impact in improving broadcast and online media[106].

The Kenya broadcasting Corporation (KBC) is the only broadcasting station owned by the government. This parastatal has over 11 broadcasting radio stations across the country. Gender representation is among the institutional challenges confronting/facing the media. Several blames

[105] Abuoga, John and Mutere, A. (1998). *The History of the Press in Kenya. Nairobi: ACCE. African Media Barometer Kenya 2009 Nairobi, Kenya and Windhoek Namibia*: Friedrich Ebert Stiftung Kenya

[106] Chege, Njoki, (2012). *Are Female Pens Too Soft To Scratch The Top*. The Standard. Updated Sunday,

have been on the media for unequally representing both genders. [107] Ladies have a tendency to be depicted characteristically, with a sort of curious criticism about their capacities. In most occasions, women fall victims in most stories. Reports have been showing unfair judgement portrayed on women and their views relegated to fillers.[108]

3.3 Global Overview and projections of tourism

In the year 1990's, UNWTO was initiated to help in long term forecasting and also aimed at providing development on global tourism towards 2030. Series of reports towards Tourism 2020 Vision, the Tourism Towards 2030 - Global Overview report upgrades universal tourism projections through 2030. The central study projections for international tourism go on to two decades. The international tourists have been found to basing their choices on their destination countries by considering variety of factors such as mode of transport used in their destination of choice and if their destination of choice will serve their purpose of visit.

3.4 Impact of the Media on Tourism Destination Image Concept

The image created and stories told about the place are what make the tourists make it a place of choice. Upon deciding on the destination, tourists will then seek for specialists help to assist them in finding good accommodation in the place and travel arrangements. Therefore maintaining a good image of the place and good history tract is a very important aspect for the tourism markets.

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[107] Lamb, David, (1982). *The Africans*. New York: Vintage

The contribution of the media has been enormous towards achieving the tourism goals. [109] Media is a mind boggling subject which has developed with time. 500 years prior, the initial printed pages seemed emerged. In 1900, there was no radio, TV or web. Daily papers ruled the media showcase, with for all intents and purposes no opposition. Be that as it may, amid the most recent century, emotional advancements have occurred in broad communications. The primary radio communicate occurred around 100 years prior; several transformation to enhance media services emerged few years ago, like for example, about 75 years ago is when the first television broadcasting was done.; Internet was conceived around 50 years back; original cell systems got to be mainstream around 30 years prior; Search motors came into the photo around 25 years back. The evolution of media have influenced almost everything that people do in their daily lives.

The above mentioned evolution and development of media together with the availability of technology today, communication has become diverse, with social media making it easy for people to interact and communicate instantly from anywhere on earth. Media explosion has eliminated information barriers nowadays. Social media has contributed to the complexity of the whole matter. For example, Facebook, instagram, twitter, etc have developed the new era of communication. Through these media of communication, it is much easier for a tourist to access information about the place they wish to visit without involving the physical field research. [110]

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[109] Rossler, P. and Schenk, M. (2000). *Cognitive Bonding and the German Reunification: Agenda-Setting and Persuasion Effects of Mass Media', International Journal of Public Opinion Research*. 12, 1 (2000), pp.29-47.

[110] Hans, M. K. Donsbach, W. Hans B. B. and Joachim, *Clarifying the CNN Effect: An Examination of Media Effects According to Type of Intervention.* Research Paper R-18. The Joan Shorenstein Center.

3.5 New Partnership between Tourism Industry and Media

Tourists had a negative perception about Kenya since the pre-election period and the outcome from the post election violence of 2007/2008. This may be, continued for a while because of the media reluctance to highlight the potential parts of the country other than only basing their highlights on the violence.

Since April 2013, the country's destinations for tourists were uncovered through media familiarization trips which helped in achieving the various source markets. [111]

Journalists from Italy, UK were hosted by KTB in April to discuss the matters of tourism crisis in the country. The photographers were also incorporated in the meeting to give the world an observation that Kenya is picking as golfing destination for tourists. KTB acknowledges every one of the accomplices who have made these treks a win through positive reactions in amplifying for nothing out of pocket administrations like convenience, supper and ground exchange.[112]

3.6 Efforts by Kenya in use of Media to Promote Tourism

Tourism sector is a major source of employment accounting for almost 11% of the total labour force. Eco- tourism society in the country has tried to uphold the conservation of the natural environment for practical group employments in the ensured regions. Eco-management develop plans for improved and better tourism by publishing the eco-tourism regulations and codes of conduct to distribute eco-tourism directions and sets of accepted rules and additionally to create

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[111] UNESCO, (2012). *Gender-Sensitive Indicators for Media: A Framework for Assessing Media Development.* Paris: UNESCO.

[112] Nyanjom, Othieno, 2012. Factually True, Legally Untrue: Political Media Ownership in Kenya. Nairobi: Internews

open mindfulness crusade methodology to moderate potential negative biological, social, social and financial effect of tourism in the nation.[113]

Media and publicity has been viewed as key to any organizational growth and development. Through the transfer of information, media enhances awareness on the company and its product visibility and therefore creating the brand image.

Through advancement in technology, media has shrunk the world into a village therefore making it possible for an organization to have an international visibility. Tourism growth has been tremendous as a result of the increased coverage from the media. Kenya through the Kenya tourism board and other stakeholders has been in the forefront through media publicity in marketing Kenya as a destination of choice.[114]

3.7 Determinants of Tourism Demand

In this part, this study shows some important writing on determinants of tourism request. Norval A.J (1936) concentrated on determinant figures the vacationer business. Those bringing on varieties in the volume of traveler movement can be classed into two gatherings a) General and b) Particular. The general variables are, for example, tend to increment or decline the volume of traveler activity without making a predisposition in a specific course. Specific components, then again, are, for example, much as could be expected under the circumstances of the current of visitor movement into a specific bearing.[115]

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[113] IFJ (2009). *Getting the Balance right: Gender Equality in Journalism*. Brussels, Belgium: IFJ

[114] Lamb, David, (1982). *The Africans*. New York: Vintage

[115] KTB ,(2014). *Media Diplomacy*. Kenya, 2012

3.7.1 Tourism Demand

Request is characterized as the amount of a decent or administration that buyers are ready and ready to purchase at a given cost in a given day and age. The level of demand for each individual for particular goods or services depends on the market price of the commodity. The level of interest likewise mirrors the normal fulfillment that would be picked up from buy and utilization. Experimental writing audits on tourism request prescribe that vacationer request is measured in traveler entries and takeoffs, with visitor landings as the reliant variable. Then again, experimental model of tourism request utilize customer's wage, the cost of administrations, conversion scale and separation as informative factors.

Tourism demand and income have significant positive relationship between them with incorporation to trade and population. Then again, there is a negative relationship between tourism request and separate furthermore tourism costs. The earliest study about tourism demand is the determinant of the research in the tourism literature.

From the survey done by Crouch (1994) and Lim (1997), income, relative prices of original and destination are among some of the factors that the empirical research have hypothesized to be affecting the international tourism demand. [116]

Expanding salary and riches, rising new intentions and changing ways of life are imperative figures clarifying the way of globalization in tourism request. Cho (2005) suggested that tourists are experienced and knowledgeable about the entire process of tour including the languages and transportation booking. The changing ways of life impact tastes and inclinations that the supply side dependably looks to offer. Age dissemination, salary appropriation, occupation and sex were

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[116] UNESCO, (2012). *Gender-Sensitive Indicators for Media: A Framework for Assessing Media Development.* Paris: UNESCO.

additionally observed to be measurably noteworthy in deciding household tourism request. Extra cash is another basic variable affecting the interest for tourism. Concurring Wu (2000), the development of local tourism in China can be credited to the development in per capita wage, increment of relaxation especially in urban communities and basic conformity of the national economy.[117]

3.8 Factors influencing the demand for domestic tourism

The factors influencing the demand for domestic tourism subsector are both complex and dynamic. Local tourism is characterized as go by any individual inside the nation of home outside his/her typical surroundings for a period not surpassing 12 months and whose primary reason for visit is other than the practice of an action compensated from inside the place visited"(United Nations World Tourism Organization).[118] Financial constraint has been the major factor that affects most of the Kenyans from visiting the tour sites, this is according to Kenya tourism policy. Lack of programs, knowledge and packages that would enable the locals to participate in the domestic tourism are also some additional factors that were identified by the tourism policy.

Lack of institutional reforms, consumer education and awareness and trade development are some of the factors influencing the growth of the sub sector.[119] Cost of tourism products/services is cited as another factor in the development of domestic tourism." The wage of Kenyan specialists is too low to pay for tourism even at concessionary rates offered by lodgings every

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[117] Chege, Njoki, (2012). *Are Female Pens Too Soft To Scratch The Top*. The Standard. Updated Sunday,

[118] Rossler, P. and Schenk, M. (2000). *Cognitive Bonding and the German Reunification: Agenda-Setting and Persuasion Effects of Mass Media'*, *International Journal of Public Opinion Research*. 12, 1 (2000), pp.29-47.

[119] Cohen, D. *'A Report on a Non-Election Agenda Setting Study'. Paper Presented To The Association For Education In Journalism.* Ottawa, Canada, 1975.

year when global tourism is off season. As indicated by Sindiga, certain auxiliary alterations should be set up to guarantee that lodging offices provide food for a more extensive cross segment of individuals. Medium size and small hotels were built in the rural areas acroos the country's tour cites to manage the challenges of accommodation and changes in the tourism sector. This was seen to be essential as it created job opportunities to the locals and also improving the comfortability of the tourists. [120]

A study by Arend (2010) recommends that Kenya could expand the quantity of household travelers by teaching the neighborhood occupants about local tourism. The study infers that presenting tourism instruction in schools and educating the understudies what tourism is, the reason voyagers need to visit Kenya, what Kenya brings to the table, why household tourism is so imperative. She places that accentuation on the advantages of universal and in addition household tourism like openings for work and wage would expand the levels of attention to the potential local visitors. The quantity of vacationer landings has been utilized to gauge tourism request (Witt and Witt, 1987), Crouch et al. (1992) and Li (2004). Be that as it may, with the end goal of this study, inn bed evenings were utilized to quantify the interest for local tourism in Kenya. The essential components impacting the interest for household tourism include: extra cash, value, mindfulness levels, and government strategy and foundation advancement.[121]

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[120] Mikami, S. Takeshita, T. Nakada, M. and Kawabata, M. (1994). '*The Media Coverage and Public Awareness of Environmental Issues In Japan'.* Paper presented to the International Association for Mass Communication Research. Seoul, Korea, 1994.

3.8.1 Disposable income

The interest of nearby populaces in Africa's tourism businesses, notwithstanding, is frequently restricted to work openings. Go by nearby sightseers is regularly ignored by individuals from the tourism business, and is frequently viewed as an extravagance by numerous in the neighborhood populace. Domestic tourism has been found to be so important that it has been widely acknowledged, but some few individuals from across board still tend to neglect its potential.[122] As per Lim, (2000), Current pay is emphatically identified with tourism request. Indeed, even wage from a year prior affects the present interest for tourism.

Just like the case over the long haul, relative costs is emphatically identified with tourism request higher costs are not liable to debilitate visitors from going, as most occasions are arranged well ahead of time. Obviously, upsets are a noteworthy impediment to the interest for tourism. Then again, real twisters are irrelevant in clarifying tourism request.

Western lifestyle has influenced African middle class people to accept the existence of the proven potential in the tourism sector. Those living in Africa and individuals from the Diaspora have indicated a greater amount of an enthusiasm for recreation travel and speak to another tourism advertise. All around, the effect of residential tourism has been appeared to have greatly affected the tourism economies of a few nations, showing that African nations can just serve to profit by taking part in local tourism. Nations like South Africa and Rwanda which have seen the late development of another working class with a more extra cash are confronting a developing

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[122] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

division of the populace that is presently excited about travel, bringing about more trips inside each of the two nations. As per shopper request hypothesis, an expansion in genuine family unit pay will urge more individuals to travel. With respect to costs, Seddighi and Shearing (1997) contended that there are two components of tourism costs, in particular the cost of go to the goal and the typical cost for basic items in the goal.

Vital proxy variables used in modeling tourism demand are the transportation costs and the consumer price index. Besides, another important determinant is the price competing destination which may offer a substitute price of destination in relation to the relevant competitors. According to the Domestic Travel Survey (DTS) domestic travel activity fell sharply in\the last quarter of 2007 around the same time as house prices started falling, interest rates continued to rise, finance companies started failing and fuel and food prices soared. The slump in domestic tourism continued well into 2008 as disposable incomes continued to be eroded by higher living costs.

Declining rates of domestic tourism are a global trend, driven by low disposable incomes and greater competition in the international travel market. For many Kenyans it has been observed tourism or leisure is not a priority and that disposable income would rather be spent on investments and other priority areas.[123]

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[123] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68.

3.8.2 Cost of tourism Services

Vacationers are touchy to costs, either as transportation costs (airfares), or typical cost for basic items (convenience, dinners and so forth) at the goal. Tourism value alludes to the cost of all products and ventures devoured by vacationers at the goal. The figuring of tourism cost depends on the buyer value file (CPI) of the went to nation separated by the CPI of the nation of birthplace. Consequently, cost of tourism products/services is an important factor in domestic tourism demand.[124]

Low cost air ticket has robustly improved the tourism sector as a whole even though there ares some concerns over bilateral aviation agreements which may have some mild effect on limits of tourism potential. The appearance of ease air travel, taking after the landing of wide-bodied streams in the 1980s, and the subsequent quick increment in the quantity of travelers, has been the central point of late change in the tourism business. The expenses of local travel could be the reason for this worry in Kenya. For example, Sindiga (1996) affirmed that Kenyans couldn't bear to pay for household tourism offices because of the high expenses of go in Kenya.

Also, Wen (1997) has seen that Chinese household explorers have a tendency to be economical in spending due to moderately high travel costs in China. To conquer the issue, these creators proposed that the legislature ought to create tourism offices which can cook for the necessities and reasonableness of local voyagers. Decision on what to buy by the consumers is widely affected by various factors. Price and the law of demand are some of contributing factors as the law of demand tends define the typical relationship between price and quantity demanded and

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[124] Beachey, R. W., (1996). *A History of East Africa 1592–1902. London*: Tauris Academic Studies.

that the consumer will demand more of a product when the price of that particular product is low. In any case, the value versatility of interest develops this and looks at the degree of such changes sought after in connection to cost. How much request contracts or grows in light of a value change is of significance to organizations and governments, and thus strategies, for example, the aggregate expense strategy have been produced to test the value versatility of interest at different value levels[125].

Tourism prices, cost of living at the toured regions, recreation and restaurant are the most crucial factors when it comes to domestic tourism demands. This is on account of shoppers choose to travel in light of their money related ability to bear to remain at the goal. Henceforth, if the costs of these things increment and ceteris paribus, it is no doubt that household tourism request will decrease. Moreover, as abroad travel is a mainstream substitute item for local tourism, the costs of abroad occasions could impact the interest for residential tourism. With regards to residential tourism request, an investigation of how pay and tourism costs impact the request is critical.

Maurer et al. (2006) broke down the causal connections among monetary factors and Kenyan residential tourism factors and found that the principle drivers of household tourism request are optional pay, shopper certainty files and costs. They presume that tourism partners ought to evaluate the local tourism advertise by inspecting the purchaser's money related requirements. Another essential determinant connecting source and goal is given by transportation costs. [126]They are planned as the expenses for going between the source and goal nation and should

[125] Weaver, D. (1991). *'Issue Salience And Public Opinion: Are There Consequences Of Agenda setting?', International Journal Of Public Opinion Research*, 3 (1991), pp.53-68

[126] The Economist, (1998). '*Survey: Travel and Tourism.* Supplement to the January 10.

demoralize visitor request when are high or expanding (negative flexibility). Firmly identified with transportation expenses is the separation amongst cause and goal, which matters for no less than two reasons. From one viewpoint it can be translated as an intermediary for travel costs. Then again separation can matter just in light of the fact that sightseers might be demoralized from going too a long way from their own homes. At universal level, for example, it appears that voyagers like to maintain a strategic distance from long separation for sure.[127]

3.8.3 Awareness levels

Several strategies have been put in place by the Australian government to increase the awareness for both domestic and global tourism that is aimed at promoting tourism products. The strategies were laid basing on four principles, to be specific advancing and execution Australian tourism, growing new tourism markets, extending tourism organizations, and updating transport and framework offices.[128]A few local tourism fairs held at Nairobi, Mombasa, Eldoret and Kisumu, have been produced with a specific end goal to "urge Kenyans to investigate their nation for themselves, and to consider going in Kenya before streaming off on an abroad occasion.

Mindfulness and enthusiasm for household tourism in Kenya (especially among the white collar class) is as yet inadequate. Nyanjui (2009) argues that there is a perception by locals that tourism is mainly for foreigners. This implies that awareness levels are still very low. As a major determinant of domestic tourism demand, awareness is very important.[129]The Kenya Tourist

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[127] *Clarifying the CNN Effect: An Examination of Media Effects According to Type of Intervention.* Research Paper R-18. The Joan Shorenstein Center

[128] Gallarzaz, *Local Practice: Taiwanese experience of Couch surfing: Hospitality and Society.* Volume 1, Number 3 (pg 279 – 297), Intellect.

[129] Chen, De-Jung, (2012). *Global Concept, Local Practice: Taiwanese experience of Couch surfing: Hospitality and Society.* Volume 1, Number 3 (pg 279 – 297), Intellect.

Board has designed an official Kenya destination website aimed at reaching the market as well contracting MDRs to markets there tourism products in various countries

3.8.4 Government Policy

The entire policy making process is held by policy implementation failure to which it will result to wastage of resources and time spent in the policy formulation process. Elliot (1997) reported that delaying the process of solving a public problem, the involved public authorities are lost. Formulation of the tourism policy only is never enough but it should be implemented within the government structure for its effective output. Implementation of information exchange and cooperation is significantly played by tourism enterprises thus it is important to see the value of study how the implemented tourism policies are studied.

Better understanding of policy making process and its implementation escalates the government's tourism making process and affect the understanding the theory in the political dimensions towards tourism in tourism policy making process. [130] The effects of fiscal and monetary policy are unpredictable and may both be directed by government but they do not control the aspects of economy. Direct controls are to be applied by the government in order to the economy.

Regional and monopoly are the extensive range of controls the government can apply to influence the economy. The location of the firm can be influenced by the government both domestically and internationally. [131] Positive economic growth may result to the betterment of

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[131] Lopez (2008) *Local Practice: Taiwanese experience of Couch surfing: Hospitality and Society.* Volume 1, Number 3 (pg 279 – 297), Intellect.

domestic tourism demand. Tourism business can be encouraged within the state by the government through investments in facilities like the infrastructure.

Gross state product can be used to examine whether a country's income can promote domestic tourism demand. [132]

3.9 A Framework for an Industry Supported Destination Marketing Information System

3.9.1 Introduction

Management sectors with wide field of aims are confronted compared to operators in tourism management. Business peculiarities are the special working requirements of the service sector which are characterized by their complexity through problems in strategic and frequently operational planning. The achievements of multiple goals are due to individualistic dynamic and non-transparency in the operational planning process. [133] Human resources can experience big problems due to complicated information in different sectors. High expectations have been laid down by the decision makers as a result of their trouble shooting abilities. Factual knowledge is required in the decision making process of an industry and the entire methodology used should be stated clearly (procedural knowledge). [134]

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[132] Eierman, M.A., Friedman, F. and Adams, C. (1995). *DSS theory: A model of constructs and relationships. Decision Support Systems*, 14: 1-26

[134] Eierman, M.A., Friedman, F. and Adams, C. (1995). *DSS theory: A model of constructs and relationships. Decision Support Systems*, 14: 1-26.

There are two pools that contribute to the knowledge used in the decision making and problem solving; these pools are "storage" from the previous experience and generating knowledge in the present field of work. [135]

3.9.2 Declarative Knowledge – Decision Basis in Tourism Planning

Information has become paramount in the recent past and due to that it has lead to another sector called the information sector. It is important to process information for it has a vital in tourism and in entrepreneurship process at large. Market research data is as well important in the tourism sector. [136] However, data have been flowing from different sources each having different purpose in their survey designs. Organization of data is different depending on it methods of collection and its intended purpose.

Information collected is rarely manipulated by an individual in the company in the manager's point of view since the three groups of information are predominantly non-discretionary[137]. Collected information in those three groups have similarity in their scope of nature as they are all represented in the tourism industry, for example hotel trade, restaurant trade, etc.

Market research is abandoned by several managers due to high cost for primary data collection in the fourth group. [138] Businesses and tourism organization lack departments for market research

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[135] Mazanec, J.A. (1994). *International Tourism Marketing*. Adapting the growth share matrix, in: J. Montana (ed.), Marketing in Europe, Case Studies. Sage Publications: London, 184-203.

[136] Mazanec, J.A. (1994). *International Tourism Marketing*. Adapting the growth share matrix, in: J. Montana (ed.), Marketing in Europe, Case Studies. Sage Publications: London, 184-203.

[137] Ritchie, R.J.B and Ritchie, J.R.B. (2002) *A framework for an industry supported destination marketing information system.* Tourism Management, 23: 439-454.

[138] Seitz, E. and Meyer, W. (1995). *Tourism us markt for schung*. Vahlen: München.

and their employees are rarely involved or work on market research items. This has led to business inconsistent outcomes and lack of direction. [139]

The commission of tourism in Europe is funded either by the national government or by the local authorities either directly or indirectly. Market research procurement methods are important but preferred since the small scale and medium scale businesses cannot afford primary studies. Information has been shared in the regional tourism organizations to improve search. [140]

3.9.3 Traditional Data Resources

Data in the tourism market are obtained through reports and records which may be stored in the printed formatted or electronically in the computers' databases which are owned by either a country or international institutions[141]. This method gives information that is not commonly used due to its complicated application procedures and high fee charges.

Information system can be explained due to their lack of relevance practically and their biasness towards the representation of the economic interest. [142]

3.9.4 The Transmission of Market Research Data in the Internet

Due to the vital role of tourism in many countries and regions in Europe a number of programs concerning tourism promotion have been installed. Government and private tourism organizations have been established in order to strengthen a tourism destination. Usually the aim

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[139] Mazanec, J.A. (1998). *International tourism marketing: A multi-factor portfolio model, in: Hartvig-Larsen, H. (ed.), Cases in Marketing, Sage Publications*: London, 115-141.

[141] Froeschl, K.A. (1997). *Metadata Management in Statistical Information Processing*. Springer: Wien-New York.

[142] Hebestreit, D. (1992). *Touristik Marketing*. Grundlagen, Ziele, Basis-Informationen, Instrumentarien.

is to increase the added value of a region. The major tasks of these bodies are: to provide consumers with information about the destination, to coordinate and implement sales promotion measures, tourism advertising, support in sales and distribution, and to coordinate and implement market research projects.[143]

3.9.5 Procedural Knowledge Decision Basis in Tourism Planning

The big problem with management science models is that managers practically never used them." More than 20 years ago John Little described the discrepancy between the scientific development of planning instruments, models, level of itemization and the fact that, when available, the knowledge gathered is rarely put into practice.[144] This is caused by the numerous, often poorly documented assumptions of model architects, which was denoted as model Platonism by Hans Albert. [145]

As a response to this problem little suggested that the manager is included in the model (Little 1970). He postulated in his article on the Decision Calculus, on-line models with the following features: robustness, ease of control, simplicity, completeness of relevant detail and suitability for communication.[146]

The communication problem is of vital importance in the everyday life of managers' daily events. It is still common practice to employ various levels of change rather than continually observe the changes in market share and volume. Many entrepreneurs do not even know terms

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[143] Strategien. *Organisation und Planung des Marketing von Reiseveranstaltern*. Ein Handbuch für Praktiker. Berlin Verlag: Berlin.

[144] Calantone, R.J. and Benedetto di C.A. (1991). *Knowledge acquisition modeling in tourism. Annals of Tourism Research*, 18(2): 202-212.

[145] Albert, H. (1967). *Marktsoziologie und Entscheidungslogik*. Neuwied am Rhein: Berlin.

[146] Little, J.D.C. (1970). *Models and Managers. The Concept of a Decision Calculus*. Management Science, 16(8), 466-485.

such as market segmentation or market positioning and they do not regard them as essential. They keep on looking for measures to expand seasonal business but lack knowledge of methods that will measure their success.

Corporate planning only takes place if external financing is required and supporting documents have to be submitted to the lender[147]. Heuristic forecasting methods are hardly ever used; accordingly quantitative methods are never used. Models of strategic market planning - portfolio analyses and analyses of the lifecycle of a product - employed in other industries are hardly ever used in tourism management. The grounds for the poor employment of methodological processes in tourism management can be divided into two groups; technological development and insufficient training. Issues related to the technological development of existing information processing and transmission systems are: Data required for the application of tourism models is either not up-to-date or unsuitable.

Standard software is not able to support the relatively complex tasks in tourism management. Specially developed software is too expensive for single tourism businesses. Issues related to the insufficient training of tourism managers are: Managers have little knowledge of existing methods or available data. Managers are confronted with various data sources and different results and they do not know how to cope with this situation. Managers do not know which data sources and models are suitable.[148]

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[147] Mazanec, J.A. (1986). *A Decision Support System For Optimizing Advertising Policy Of A National Tourist Office. Model Outline And Case Study.* International Journal of Research in Marketing, 3, 63-77.

[148] Rita, P. (1993). *A Knowledge-Based System for Promotion Budget Allocation by National Tourism Organizations.* Doctoral thesis, University of Wales, College of Cardiff.

3.9.6 Industry Destination Marketing Information System

In almost all industries systems are being developed in order to support investment and marketing planning. Also the tourism industry has developed decision support systems and the most important applications are: systems supporting marketing decisions in national tourism organizations[149], travel counselling systems for shipping clerks like Hruschka and Mazanec 1990), systems supporting regional planning regarding the optimal selection of locations in which to invest systems providing tourism portfolio analyses simulation tools for forecasting travel behaviour in certain regions.[150]

3.9.6 Tourism Marketing Information System (TMIS)

The major aim of TMIS is an optimal information supply and decision support for the tourism industry. The first step is to provide on-line tourism survey data, as well as evaluation programmes to transform data into precious management information. TMIS predominantly comprises: database containing tourism market research data (declarative knowledge), various program modules (method-base, procedural knowledge) converting acknowledged, methods/models into simple surfaces, and various administrative programmes which assist the maintenance of the database and track and control the information search behaviour of users.[151] The internet supports the transport and presentation of animated and unanimated pictures, sound

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[149] Sheldon, P. (1997). *Tourism Information Technology*. CABI: Wallingford.

[150] Ritchie, R.J.B and Ritchie, J.R.B. (2002) *A framework for an industry supported destination marketing information system.* Tourism Management, 23: 439-454.

[151] Davis, F.D. (1989). *Perceived Usefulness, Perceived Ease Of Use, And User Acceptance Of Information Technology.* MIS Quarterly, 13: 318-340.

and video recordings and text and numerical data and is expandable. A high-performance SQL-database and a functionally designed user interface for TMIS based on hypertext and Perl permits the development of interactive applications.

The programme modules contained in the method-base are developed according to the specific requirements of tourism managers. The internet offers a number of advantages against the old PC-solution. Since changes in the database have immediate world-wide effect the speed of information transmission can be reduced to the availability of the information source. It should be in the sense that, anybody provided with access to the internet and entitled to use TMIS may access data and information, make calculations or simulations send or receive data without tiresome postal procedures, danger of loss, delays and costs. All these advantages have led to a significant expansion in the number of users.[152]

3.8.7 Conditions for the Use of the System

In the beginning Tourism Marketing Information System (TMIS) was provided with strict access control and used to be only accessible to certain users. In this respect the application did differ from traditional internet offers. However, the present concept is also not an Intranet. Unlike the Intranet which supports internal information management systems(IMIS) is not owned by a certain organization but is open to all authorized tourism organizations, societies, tourism consultants, companies, tourism training centres, pressure groups, etc.

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[152] Austria, S. (2001). *Tourismus in Österreich.* Statistik Austria: Wien.

According to Ritchie and Ritchie for the development of an industry supported destination marketing information system, information must be both generally accessible and widely advertised so that managers are aware of the benefits it offers.[153]

3.8.9 Conclusion

As DMOs increasingly recognize the importance of research to an effective marketing mix, many have begun to develop comprehensive Destination Marketing Information System (DIMSs) to underpin their promotional efforts. For those engaged in such a process, this paper offers important and practical guidance on two levels: At the level of process, it provides a template for consulting the industry on their research and information needs, thus giving Destination Marketing Organisations (DMOs) a sense of what they can expect in their own DMIS development efforts.

More substantively, it offers an indication of the kind of information tourism operators feel they need to make good decisions, as well as the types of information that are likely to be available to address this need. While we do not claim that the situation in Alberta represents a theoretical ideal, we believe that it provides a generalized framework for a rigorous, yet realistic state/provincial DMIS that may eventually gain acceptance by both theoreticians and practitioners. The particular merit of this study is its comprehensive effort to gather and respect the views of industry operators. While the resulting DMIS framework requires on-going scientific evaluation to ensure its validity, it does at this stage of development have one rather unique characteristic; the endorsement of at least one set of state/provincial industry operators.

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[153] Ritchie, R.J.B and Ritchie, J.R.B. (2002) *A framework for an industry supported destination marketing information system.* Tourism Management, 23: 439-454.

It is worth noting that the paper also has implications beyond tourism, in that it offers general guidance for developing an industry-wide research agenda in situations where a large and diverse group of firms must collaborate to build primary demand for their products. It is true, of course, that tourism provides a unique set of circumstances in which firms have incentive to cooperate to promote the destination but compete to promote them. Nevertheless, other instances of ''competition'' exist: rival high-tech firms often collaborate to encourage widespread adoption of a new technological standard; non-profit organizations may band together to encourage the general act of charitable giving; and booksellers, print media and libraries frequently unite to promote reading. In these and similar situations, umbrella organizations may find it useful to consider the experience in tourism when preparing to identify research needs and to collect and disseminate marketing information to their member organizations.

3.9 Chapter Summary

The chapter discusses the MDR model where it highlights media diplomacy used by Kenya in source market by comparing it with neighbouring countries. The image of the country and the media; where a brief history of the media and introduction has been discussed. The chapter also views projection of tourism globally in relation to millennium achievement. The impact of media on tourism destination in various countries and the new partnership between tourism industry and media are also discussed. The framework for an industry supported destination marketing information system for problem solving has been discussed. Relationship between media strategies and tourist market in Kenya based on the data collected will be discussed.

RELATIONSHIP BETWEEN MEDIA STRATEGIES AND TOURIST MARKET IN

KENYA

4.0: Introduction

This chapter critically examined studies related to approach on media diplomacy affecting

tourism. This chapter also presents, analysed and interpreted the data from the respondents as

well as from the secondary sources so as to answer research questions. Detailed coverage of the

factors that influences media diplomacy in tourism sector in Kenya was also examined.

4.1 Demographic information

The demographic data sought to establish the general information of the respondents. From the

questionnaire, the following demographic statistics were established; gender, age, level of

education and the number of years the respondents had been working in media

diplomacy/practice/relations/management (International and local) in enhancing destination

competitiveness and tourism development (in Kenya and other destinations).

Table 4.1: demographic information of the total respondents

Gender	Frequency	percentage
Male	1	20
Female	4	80
Age category		
25-34	4	80
35-44	1	20
Education level		
Post graduate	2	40
University bachelors degree	3	60
Number of years in media diplomacy		

5-10 years	4	80
11-15 years	1	20

Author: Researcher 2016

The findings in table represent, MDRs responses of the top five source markets for Kenya's tourism, which included; UK, US, Germany, Italy and India. It was established that most of respondents 80% were female while 20% were male. With this regard it provides a better understanding and portrays a clear picture that can be used by the media in promoting tourism that gender should be considered to reduce gender parity in enhancing destination competitiveness and tourism development (in Kenya and other destinations).

Most of the respondents were aged between 25-34 years others 20% were within the age bracket of 35-44 years. This analysis can be used to strategize on involving young and vigorous people in order to promote media diplomacy in driving destination competitiveness and the development of tourism in Kenya. The study results also revealed that 60% of the respondents had acquired a Bachelor's or undergraduate degrees, while 40% had acquired post graduate level of education as their highest level of education. It was further established that none of the respondents had had college education. These results imply that majority of the respondents had at least an undergraduate degree and hence understood the information sought by this study. This results therefore can be used to draw a strategic plan that will involve college and university undergraduates for they seem to have a great positive impact and have sufficient knowledge and skills of handling technical issues related to journalism that can promote media diplomacy in driving destination competitiveness in tourism.

The study also established length of service/number of years the respondents had been working in media diplomacy/practice/relations/management (International and local) in enhancing destination competitiveness and tourism development (in Kenya and other destinations) so as to determine the extent to which they were aware of the issues sought by the study. It was therefore noted that most of the respondents' 80% had been in service for a period ranging from 5-10 years, while 20% of the respondents had served for period ranging from 11-15 years.
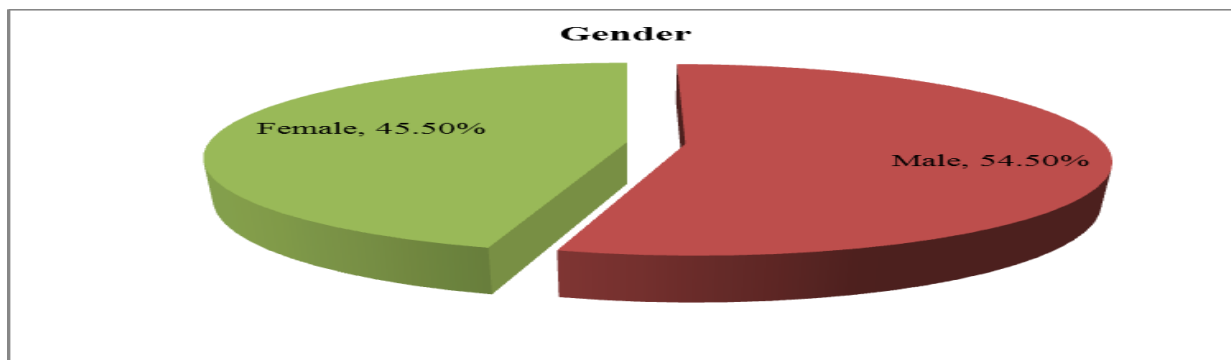
Gender of the respondents

Figure 4.1 Author: Researcher 2016

Additionally the study also sought to establish the demographic information of journalistis so as to understand media strategies employed by journalist in the destination not just as a diplomatic intervention strategy employed to sell the country's image thus driving tourist numbers. Demographic information sought by the study included; gender, age category and education level of journalist. Gender was intended to capture equal attention to males and females journalist. Their age was intended to evaluate the respondents capabilities in terms of handling technical issues related to journalism. The findings were as shown in figure 4.1, figure4.2 and figure 4.3

The findings illustrate that most of the journalist 54.50% were male which implies media in the sampled countries were dominated by men.

In addition the study also found that relatively smaller numbers of journalist 45.5% were female. Furthermore the study sought to understand the age brackets of journalist and the findings were as shown in the figure 4.2.
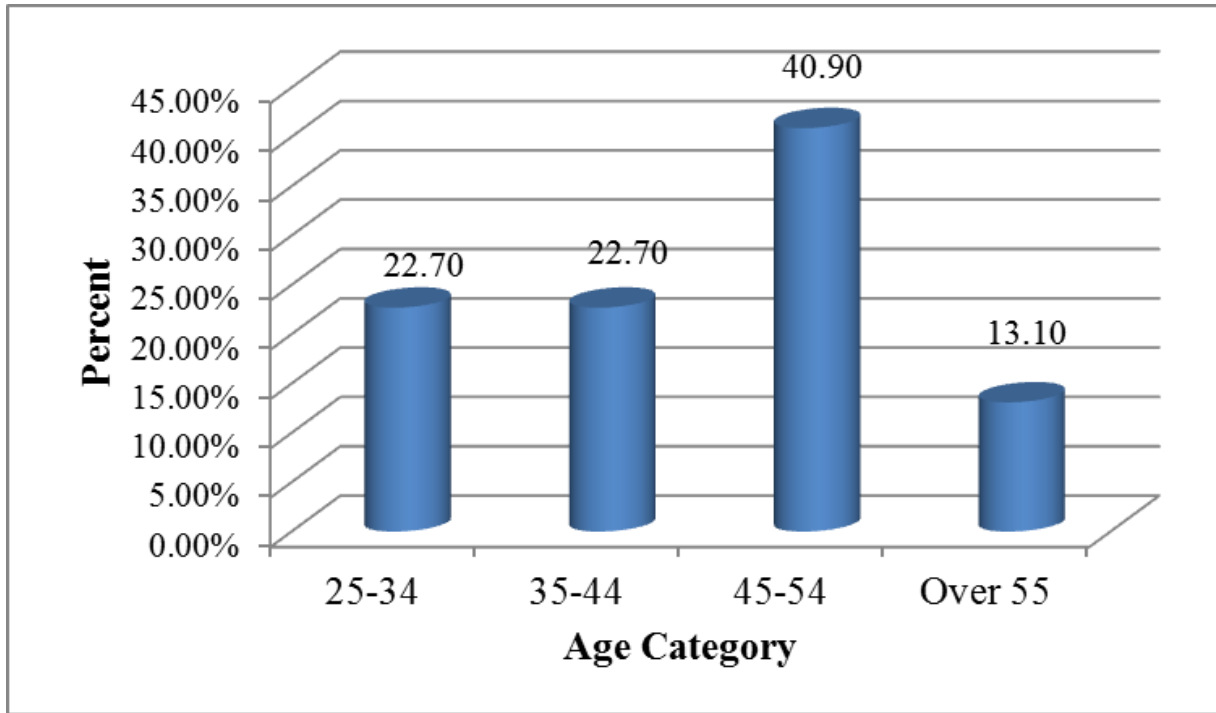
Respondent's age bracket

Figure 4.2 Author :Researcher 2016

It was noted that most 40.9% were within the age bracket of 45-54years followed by those who were aged between 25-34 and 35-44years with a representation of 22.7%, the least respondents 13.1% had aged Over 55 years. Furthermore the study also asked the teachers to indicate their level of education, and the study found out that (77%) had attained. Journalist highest level of education was also established a the findings were as shown in figure 4.3
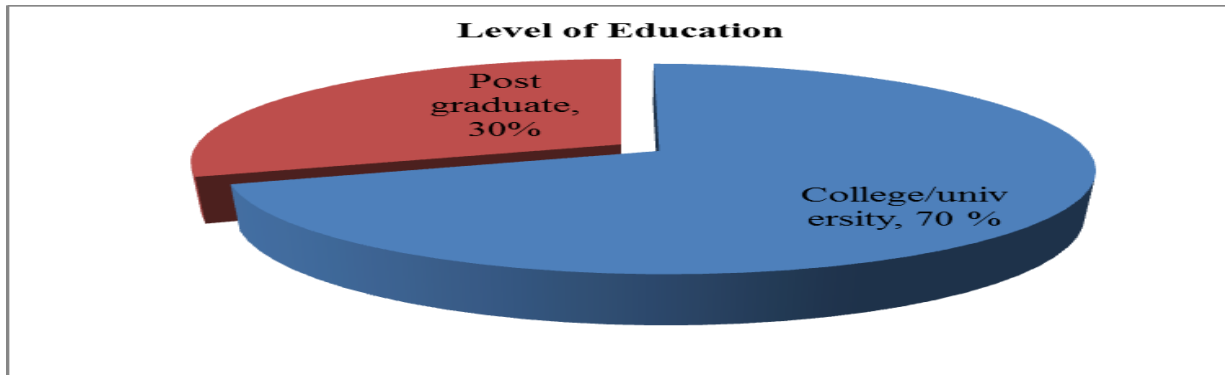
Education Level

Figure 4.2 Author: Researcher 2016

The findings indicated that revealed that majority 70% of the respondents had acquired a Bachelor's or undergraduate degrees, while 30% had acquired post graduate level of education as their highest level of education.

4.1.1 Response rate

Detailed questionnaires were designed and distributed to establish Role of Media Diplomacy in Driving Destination Competitiveness and the Development of Tourism in Kenya. To make the analysis more comprehensive a total of 55 questionnaires were distributed out of which 50 were filled and returned which is a response rate of 90.91%. The response rate is considered satisfactory for the study.

This response rate was good and representative and conforms stipulation that response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent. The questionnaires that were not returned were due to reasons like, the respondents were not available to fill them in at that time and with persistence follow-ups there

were no positive responses from them. The response rate demonstrates a willingness of the respondents to participate in the study.

Table 4.2 below shows the number of questionnaires distributed and the number of questionnaires returned from the respondents including their percentage response rate**.**

Table 4.2 Response rate

Respondents	Questionnaire Distributed	Questionnaire Returned	Response Rate
MDRs	5	5	**100%**
Journalist	50	45	**90.00**
Total	**55**	**50**	**90.91**

Author: Researcher 2016

4.2 The Role of Media Diplomacy In Driving Destination Competitiveness And The Development Of Tourism In Kenya.

The study sought to establish whether the MDR had a media engagement and relationship building strategy in their market. From the question posed all the MDR agreed that they have a media engagement and relationship building strategy in the markets. The study also requested the MDR to categories the strategies used based on extent of progressive usage of the strategy in the rank of 1-7 where 1 (one) represents most used progressively to 7 for the least used. The findings were as represented in the table 4.3.

Table 4.3 Role of Media Diplomacy in Driving Destination Competitiveness and the Development of Tourism In Kenya.

Strategies	Frequency	Percentage
Media Fam Trips	4	80
Media Workshops	3	60
Interviews	3	60
Media Monitoring	4	80
Dissemination of press statement	5	100
Distribution of destination info packs	5	100

Author: Researcher 2016

The study established that dissemination of press statement and distribution of destination info packs were the most used by the MDR as represented by 100% response by the respondents.

Followed closely by those who preferred media FAM Trips and media Monitoring with 80% response from the respondents 60% of the respondents indicated that Media Workshops and Interviews are relatively used less frequently. After identification of the most impactful market strategies the researcher sought to determine the most impactful strategies that are used by the MDR with 1 (one) taking the place of the most impactful progressively to 7 for the less impactful . Figure 4.4 shows the commonly used strategies by the MDRs
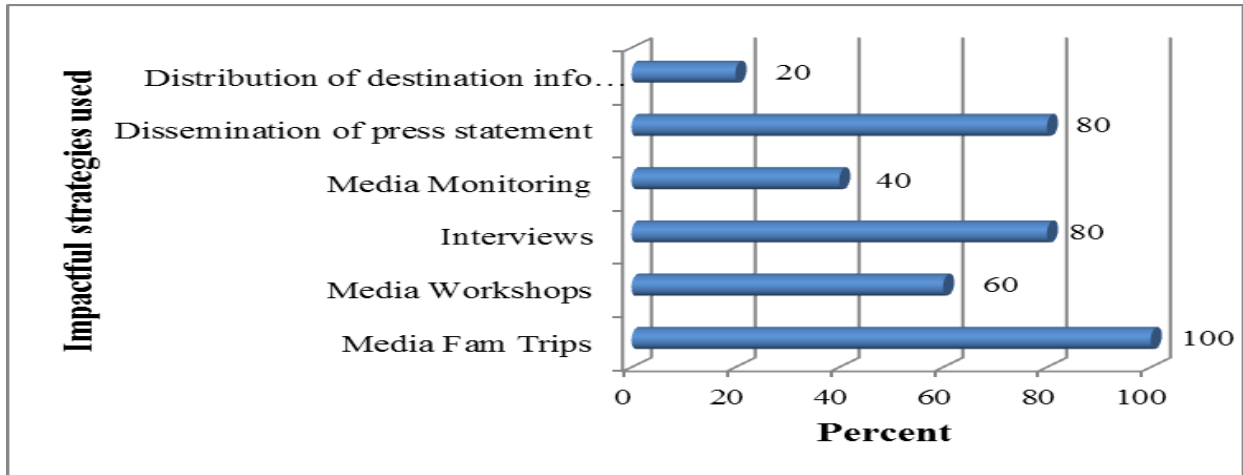
Impactful strategies used

Figure 4.4 Source: Author 2016

From the research finding, the researcher established the 100% of the MDR contacted indicated that Media FAM Trips was very impactful strategy in promoting tourism followed closely by 80% of the respondents who indicated that Interviews and Dissemination of press statement were also an impactful strategy. 60% of the respondents rated Media Workshops an impactful strategy, however 20% of the respondents rated distribution of destination info packs strategy as less impactful. In that regard the study asked the respondents the frequency at which they used the most impactful strategies. Respondents D1,D3 and D6 indicated that they used it less often which accounted a 60% of the respondents, D5 indicated they used impactful strategies very often which represented 20% while D2 indicated that they rarely use impactful strategies which also accounted 20%. The findings were as shown in the figure 4.5

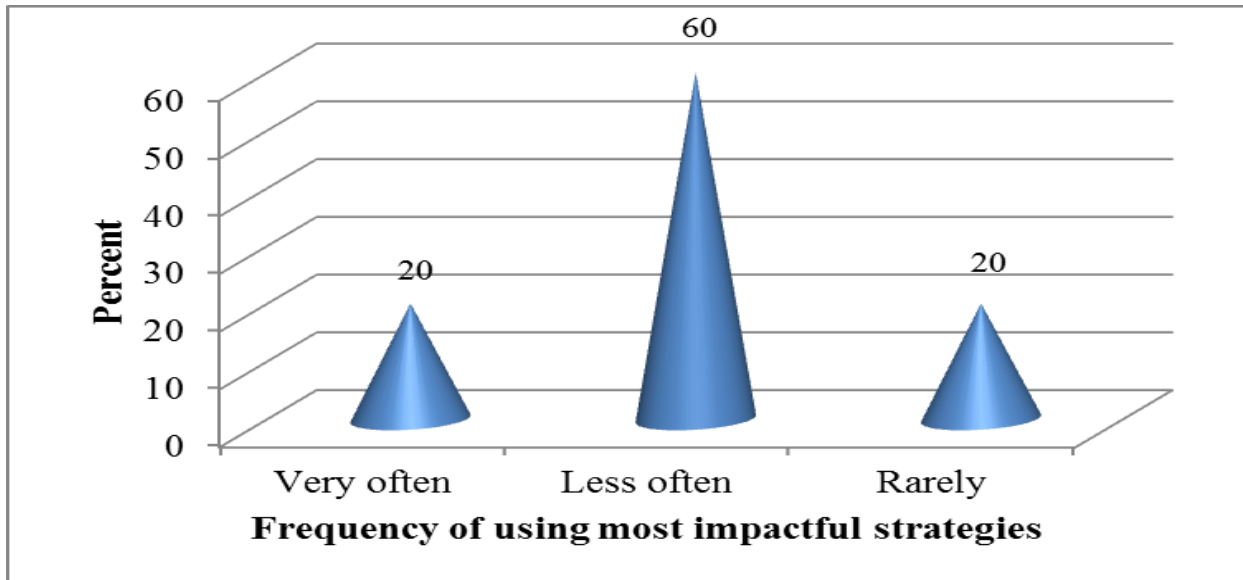**Frequency of using most impactful strategies**

Figure 4.5 Author: Researcher 2016

A few, 20% of the respondents indicated that they use the Media FAM Trips strategies very often when further asked for the reason. One of the respondents said that;

  *The fact she **works** on a daily basis does not allow her sufficient time to continuously promote the destination, depending on the client needs and on the specific periods of the year rather she preferred using all the listed strategies.*

A huge proportion of the respondents 60% indicated that they used the strategy less often because they were not able to facilitate as many media FAM trips as they would like though FAM trips generates the large attention-grabbing positive double page spreads on Kenya and AWP Budget doesn't allow us to conduct multiple media FAM trips very often. Finally 1(20%) of the respondents indicated that they rarely use the strategies due Budget for media FAM trips (both individual and group) is not available.

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To further establish the frequency at which stories on tourism in Kenya are covered in their cluster. The study requested the respondents to indicate the frequency and the findings indicated that most of the MDRs 80% covered Kenyan stories once a week while 20% indicated that they cover Kenyan stories on a daily basis. The findings were as represented in figure 4.6.

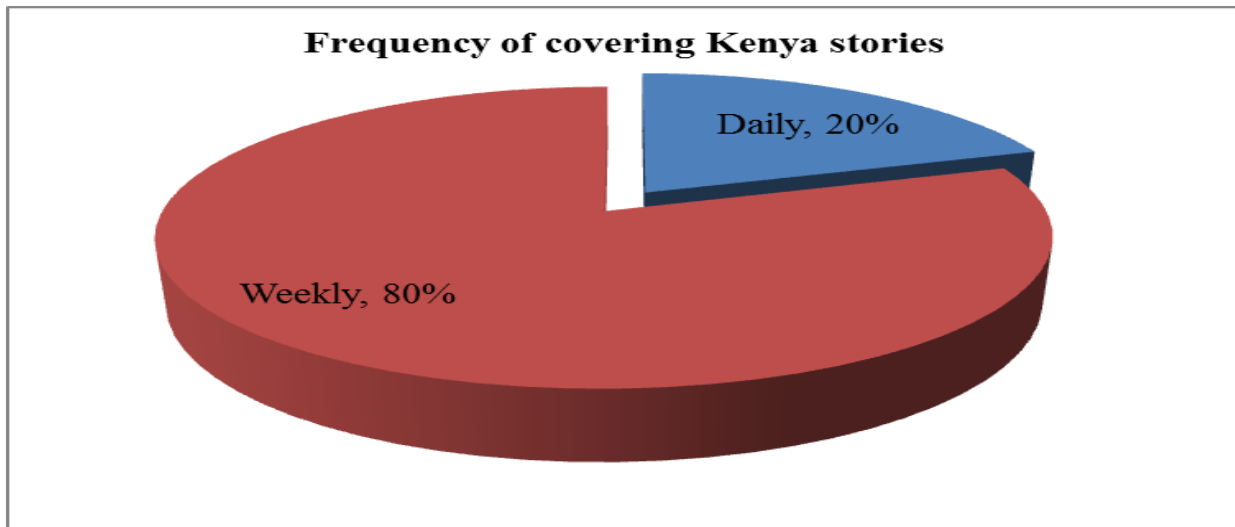**Frequency of covering Kenya stories**

Figure 4.6 Author: Researcher 2016

The study further requested the respondents to indicate the platform that carried most of the Kenyan stories on Kenya's tourism destination; the respondents mentioned that they carried more stories on both mainstream Media and Travel Media platforms. On circumstance where Kenya's image had been tainted due to misrepresentation as a tourist destination .The study also sought to determine the media strategy employed to correct media misrepresentation on Kenya as a tourist destination. Majority of the respondents 4(80%) said press briefs correct media misrepresentation followed by 60% of those who indicated that press interviews strategy can be used. The findings were as shown in table 4.4

Table 4.4 Strategies mostly used to correct media misrepresentation

Media strategies	f	%
Media conference	2	40
Press brief	4	80
press interviews	3	60
This is handled from Kenya	1	20
Direct phone calls with journalist and /or visits in their editorial houses	1	20

Author: Researcher 2016

The study sought to establish the frequency of monitoring media covering on Kenya. All the respondents said that they monitor media coverage on daily basis. The respondents were further asked to indicate whether Kenya Tourism Board (KTB) has effectively as a government agency mandated to promote tourism supported market with sharing information relevant for media consumption as part of enhancing destination competitiveness as well as image building. The study noted that the MDR regularly received updates from KTB HO when there were interesting and relevant stories that could be shared and communicated in their market. However, it was also found that there was need for more frequent updates in order to maintain the destination in the forefront of media and consumers attention**.**

Additionally the study found that the respondents gave priority to tourism products among other key areas of interest when covering tourism in Kenya. They respondents gave Kenyan security situation second priority after tourism products on media coverage. Respondents comparatively

gave Immigration issues the last priority among the key areas which included tourism, security and immigration issues when covering Kenya as a tourism destination.

Finally the researcher sought the respondents' suggestions on how media diplomacy/strategies and/or media engagement can achieve more for Kenya in destination competitiveness and increased development of tourism.

The respondents suggested to achieve more for Kenya in destination competitiveness and increased development of tourism more media visits should be made to Kenya which consequently promotes Kenya and in sponsoring the destination as a safe one. Additionally they suggested that at least one media function/press conference should be organized per year as a way of presenting new products and appreciating the journalists for their support in publishing news about Kenya however they mentioned that there was a necessity of receiving more consumer information and story angles from KTB HO so to prepare and send out targeted press releases.

4.2.1 Effectiveness of the various media platform in driving destination competitiveness and the development of tourism in Kenya

In this section, the respondents were required to indicate the extent to which various media platform influence their preference to cover destination stories. A scale of 1 to 5 was used where 1 represented Low, 2 representing moderate, 3 representing neutral, 4 representing high and 5 represented very High. The findings were as presented in the Table 4.5

Table 4.5 Influence of media platforms in tourism destination stories covered.

Media platform	M	SD
Main stream media	3.6790	0.4521
Travel media platform	4.3145	0.0457

Author: Researcher 2016

The findings in the table 4.5 indicates that mains stream media was highly used as shown by a mean of 3.6790 with standard deviation of 0.4521which indicates that there was uniformity in responses made. In addition to that the responses also indicated that Travel media platform was very highly used as illustrated by a mean of 4.3145 and a small standard deviation of 0.0457 which indicates great homogeneity in the responses made.

The study further sought to understand the target population of audience (viewership/readership) of the media platform used. The findings indicated that the media platform used reached a population of over 10,000 people in all the five countries sampled.

In order to understand what the journalist preferred as the most effective way of interface with the destination and their media. They were required to indicate among the list of various strategies used to market Kenya as a preferred tourist destination. The findings were as shown in the table 4.6

Table 4.6 Media strategies frequently used by journalist

Strategies	Frequency	Percentage

1. **Media Fam Trips**	27	54
2. **Media Workshops**	10	20
3. **Interviews**	8	16
4. **Media Monitoring**	2	4
5. **Dissemination of press statement**	2	4
6. **Distribution of destination info packs**	1	2

Author: Researcher 2016

The findings in table 4.6 illustrates that most of the journalist 54% prefer media Fam Trips while 20% of the respondents also preferred media workshops. Another 16% of the respondents preferred media interviews. In that regard the study sought establish the frequency at which journalist received tourist information from Kenya. The findings were as shown in the figure 4.7

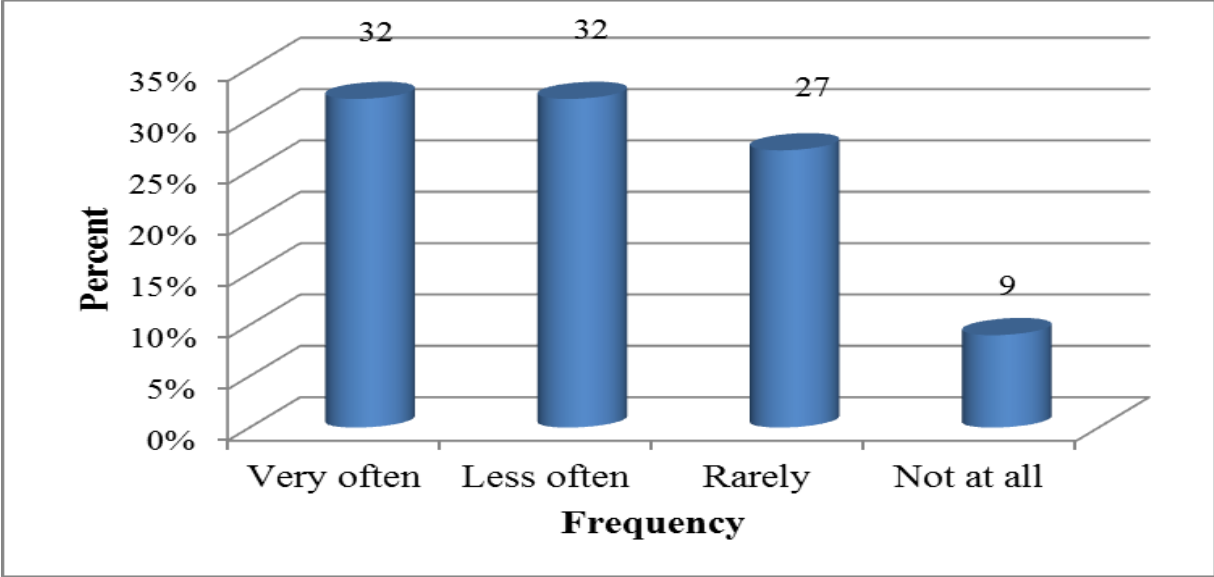**Frequency at which journalist received tourist information from Kenya**

Figure 4.7: Author: Researcher 2016

The findings in the table 4.11 show that journalist very often received information from Kenya as shown by a high percentage of 32% similarly another 32% of the respondents indicated that they received tourism information from Kenya less often while 27% of the respondents indicated that they rarely received tourism information from Kenya. However a small number of respondents 9% indicated that they never receive tourism information from Kenya. Furthermore it was necessary for the study to understand the frequency at which the tourism information translated into features /news on tourism for Kenya. The findings were as shown in the table 4.7

Table 4.7 frequency of translation of tourist information into news

Translation frequency	frequency	percentage

Very often	4	18%
Less often	8	36%
Rarely	7	32%
Not at all	1	4%
Total	22	100%

Author: Researcher 2016

The finding in table 4.12 shows that most of the respondents 36% indicated that translation of tourism information into news was done less often. In addition another 32% of the respondents mentioned that they rarely translate information into feature/news. However a few 18% indicated they translate tourism information very often and the least numbers of respondents 4% indicated that they do not translate tourism information into features/news.

The study also established that key areas of interest for media coverage of tourism in Kenya were wildlife, Mombasa beaches and parks however the respondents suggested that more areas to be covered which include; Heritage sites, museums ,owns and traditional villages . Interestingly it was noted that Indians were of the suggestion that more coverage should be done on Kenya's lake and bird life since India had a huge bird watching enthusiast group and they would love to do birding trips to Kenya. Further the respondents' suggested that culture and heritage should be covered including culinary aspects and outdoor activities.

4.3 Relationship between the different media strategies and tourism market outreach

The respondents were further asked to explain the effectiveness of media strategies they preferred to use in order to cover stories or cover media misrepresentation on Kenya as a tourist destination. Majority 50% media conference/workshops focused on giving tangible and reassuring data's about sanitary system, epidemics, terrorism. Others also mentioned that media conferences were a very effective strategy. Respondents also indicted that Kenya was an exceptionally beautiful tourist location. Unfortunately India hasn't quite gotten the level of exposure it should generate and therefore they raised concerns that media receptions and FAM tricks work best, through journalists, to showcase this beauty to travellers in countries like it was happening in India. In the absence of media receptions and FAM trips, media conferences and workshops is possibly the next best option to highlight the country as a tourist destination to journalists.

Another 30% indicated that press briefs were more useful if complemented with experiences or press trip. However another 10% of respondents explained that Press interviews and Media Receptions were quite ineffective, it depends on the contents of the interview and provides credible information because people need live testimonies. The findings were as represented in table 4.8

Table 4.8 Preferred media strategies

Media strategies preferred	Frequency	%
Media conference/workshop		50
Press briefs		30

Press interviews	10
Media receptions	10

Author: Researcher 2016

The study also sought to determine if Kenya Tourism Board (KTB) has effectively as a government agency mandated to promote tourism supported market with sharing information relevant for media consumption as part of enhancing destination competitiveness as well as image building. The findings were as illustrated in the table 4.8 below

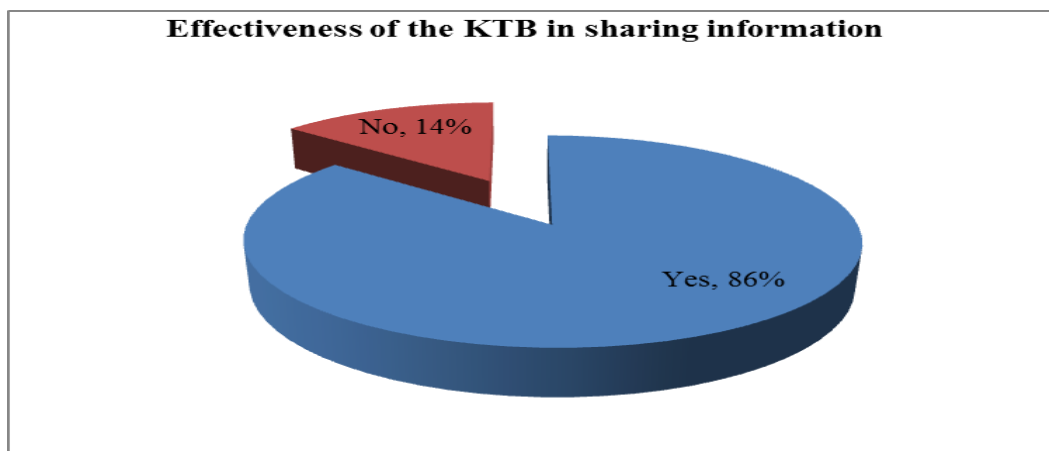**Effectiveness of the KTB in sharing information**

Figure 4.8 Author :Researcher 2016

The findings in table 4.13 shows that most 86% of respondents were in agreement citing that KTB has arranged media FAM trip to help them experience Kenya and its wildlife and tribal culture where they were able to get first hand hospitality of good guides and a friendly representative from the KTB. They also mentioned that they were invited to press tours where they had opportunity to interact with and talk to Kenyan people about Kenya thus receiving

direct information on the destination. Some said that the trips facilitated by KTB helped them not only to see the savannahs and the big five but also the lesser known products in their countries like the beautiful beaches and the Nairobi National Museum.

However for the few respondents 4% who answered no indicated that they were dissatisfied with the number of FAM trips that were organized by KTB therefore they suggested that Kenya Tourism Board (KTB) should do more to promote Kenya as a safe and green country for all types of tourism and not only as a luxury destination where is possible to go to safari and to go to the beach. The study further sought to establish the frequency at which monitoring was done on Kenyan tourism by the journalist based on priority of areas that have largely affected Kenya previously which include immigration issues, security and tourism products. The findings were as shown in Figure 4.9

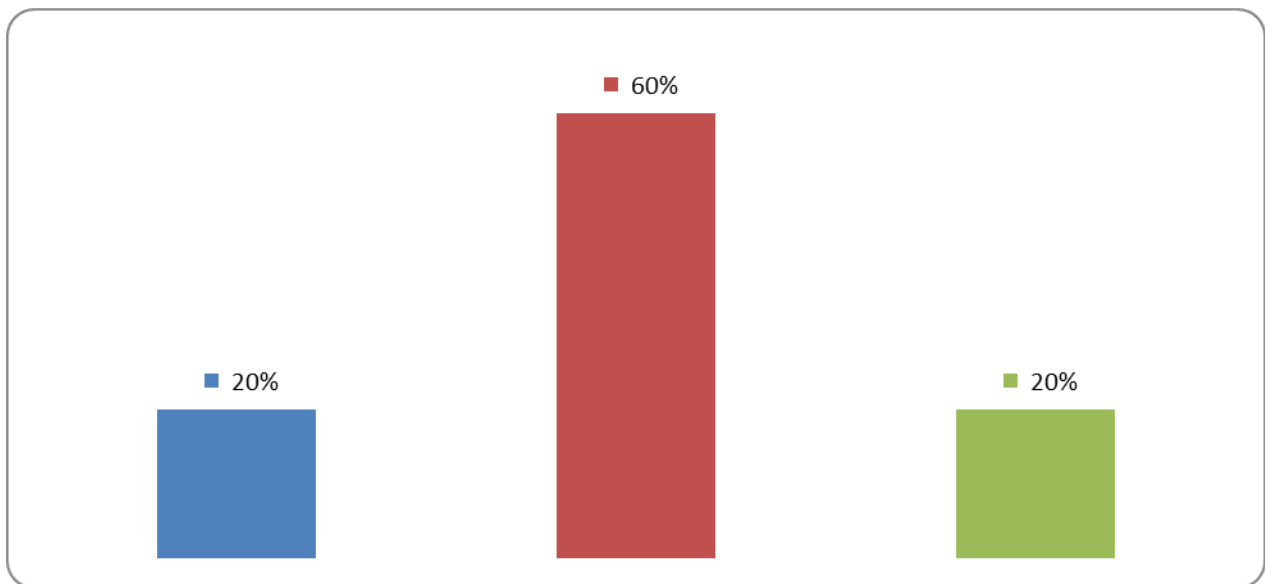**Frequency of monitoring issues affecting Kenya**

Figure 4.9 Author: Researcher 2016

The finding in table shows that most of the respondents 60% indicated that security is given the first priority in monitoring. It was also noted that tourism products and immigration issues in overall were given the second priority in monitoring of what was covered.

On the suggestions on how media diplomacy/can achieve more for Kenya's destination competitiveness and increased development in tourism, the respondents were further asked to suggest on ways of making Kenya tourism destination more competitive and increase development in tourism. Most respondents suggested that there should be more media FAM trips to enhance first hand narration of the destination. Of specific interest was a suggestion for more media workshops across Indian cities. It was felt that generally the focus is only on Delhi and Mumbai but there was need to include other Tier 2 cities too from where there are a lot of potential visitors could be reached. The best tool for journalists is to personally visit the destination.

It was felt that Kenya should enhance its media programs throughout the year, Use digital media channels that link up travel bloggers and media over twitter and face book and linked in order to tap in to a wider audience base. This was felt as more effective than press releases. There is need to tap into the huge Kenya diaspora as some have interest in tourism.

The respondents cited that People were scared about terrorism all over the world and there was need to make people understand that Kenya is a safe country, with no big security problems. Finally they suggested that Kenya should promote itself by increasing press trips and media presence, focusing mainly on its wild and unspoiled nature since press trip, magazines and TV is the best way to reach the heart of public. It was concluded that Kenya should begin to show some aspects of the "true Kenya", not only resort and luxury. The study also sought to establish from the journalist whether media has been responsive in covering destination stories on Kenya in regard to tourism promotion and development. The findings were as shown in the Figure 4.10

Relationship between the different media strategies and tourism market outreach
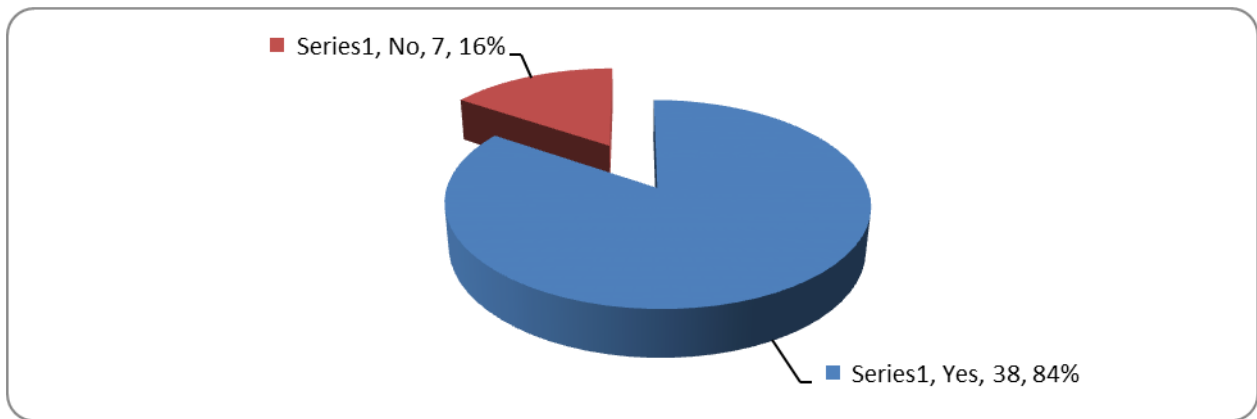

Figure 4.10 Author: Researcher 2016

The findings in figure 4.10 indicated that most respondents 84% said yes when asked whether media has been responsive in covering destination stories on Kenya in regard to tourism promotion and development. This was attributed to the fact that Kenya's image had been tainted due to terror attacks and hence various media companies have responded adequately in covering Kenyan stories.

However some respondents 16% said no when asked whether media has been responsive in covering destination stories on Kenya in regard to tourism promotion and development. The study further sought an explanation; most of the respondents especially from India mentioned that Kenya hasn't been covered as extensively within the Indian media as a tourist destination. Since many Indian travellers have not visited Kenya as often other popular destinations in

Europe in that regard several media publications were believed to be interested in covering travel destinations in Kenya.

4.3.1 Effectiveness of media diplomacy

The study sought to establish whether media diplomacy had been an effective tool in building Kenya's image and the general agenda of destination competitiveness. The findings were as presented in figure 4.11

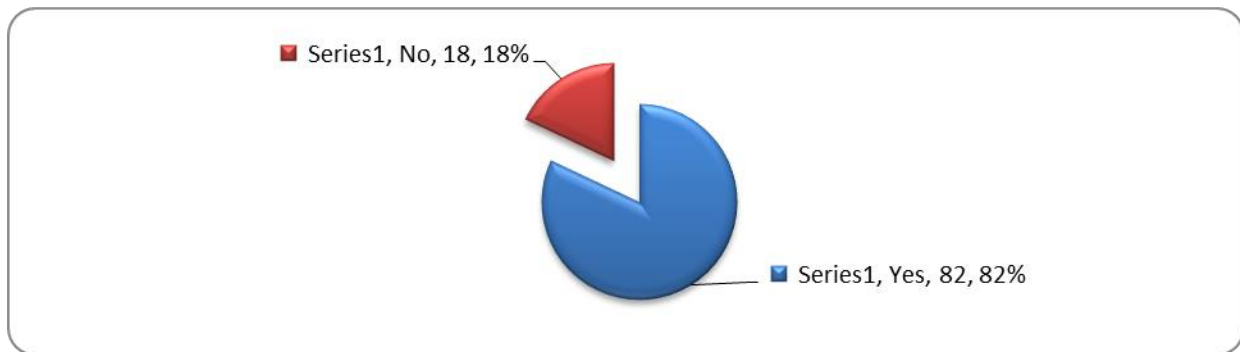**Effectiveness of media diplomacy**

Figure 4.11 Author: Researcher 2016

The findings illustrates that majority of the respondents 82% agreed that media diplomacy had been an effective tool in building Kenya's image and the general agenda of destination competitiveness. While 18% indicated that media diplomacy had not been effective tool in building Kenya's image and the general agenda of destination competitiveness. Those who said no cited that bad publicity generated by the mainstream media in regard to terrorism is extremely powerful and hard to combat and it appears the destination does suffer from bad publicity that does not fairly represent what Kenya is really like for tourists. This is a huge challenge for any country and there is a long way to go in learning how to deal with it.

They also pointed out that Kenya was is a long haul destination and as a result the flights are expensive as compared to other countries that are proximal to the country of origin. Additionally those who agreed mentioned that many of the stories appear incredible, nationally circulated publications including the ones they had written.

This ensures that the image of Kenya as a must-do tourism destination was built up effectively in addition they indicated that they observed that overage of Kenya as a tourist destination within media had increased in the recent past

4.3.2 Extend at which media has used destination information to enhance the destination competitiveness and develop tourism in Kenya

The study also sought to establish the extent at which media had used information to enhance the destination competitiveness and developing tourism in Kenya. The respondents cited that for the last few years, there has been substantial positive coverage in mainstream publications as well as blogs on Kenya as an attractive and even exotic tourism destination, which has enhanced the destination competitiveness.

Furthermore the respondents indicated that media has done a lot without which few Italians for example would have come to visit Kenya in last decades. Additionally the American media journalists indicated that the use of a general approach to tell a good story about Kenya and showcase new travel developments and not necessarily promote a country's tourism industry was effective. Positive stories should continue to get published as long as KTB keeps running great FAM trips and keeping journalists apprised of news in Kenya.

4.4 Summary of the Chapter

This chapter examines studies related to approach on media diplomacy affecting tourism. This chapter also presents, analysed and interpretation of the data from the respondents as well as from the secondary sources so as to answer research questions. Tables and figures were used to describe and provide detailed coverage of demographic, gender, age, level of education, impactful strategies as factors that influences media diplomacy in tourism sector in Kenya. Also the chapter provided the relationship between the different media strategies and tourism market outreach and the effectiveness of media diplomacy.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of findings on the role of media diplomacy in driving destination competitiveness and the development of tourism in Kenya.

5.2 Discussion

Tourism plays a major role in Kenya. According to Kenya National Bureau of Statistics, Tourism sector is one of the key economic drivers generating approximately 10% of the country's GDP. The country has identified tourism as a driver of economy and has invested in this sector to make Kenya a favourite tourist destination. Tourism contributes to foreign exchange earnings, employment generation, poverty eradication, and economic growth.

Furthermore tourism is a sensitive sector that largely depends on availability of security, therefore Kenyan government has to guarantee its citizens and the tourist adequate security. Terrorism has conveyed Kenyan image in the international community in a bad way and had largely reduced Kenyan portfolio as a tourist destination therefore relevant organs should endeavour to rekindle the trust and belief of a secure country as well showcasing the rich facilities. The media can portray incidents of terror attacks on foreigners which escalate the lack of confidence on the countries security; however media also happens to be an important element with credible role in correcting the damage while marketing the country.

5.3 summary of findings

The study established that dissemination of press statement and distribution of destination info packs was regarded to be mostly used by the MDR by 80% indication by the respondents as compared to 20% of those who preferred media FAM Trips, Media Workshops and Interviews which were relatively used less frequently.

However in terms of the degree of impact, the MDRs contacted cited that Media FAM Trips was very impactful strategy in promoting tourism this was accounted by 86% of the respondents. Interviews and Dissemination of press statement were also rated as an impactful strategy as well as Media Workshops strategy by 50% of the respondents; however 10% of the respondents rated distribution of destination info packs strategy as less impactful.

36% of the respondents indicated that they used media FAM trips strategy less often because they were not able to facilitate as many media FAM trips as they would like, though FAM trips generates the large attention-grabbing positive double page spreads on Kenya, AWP Budget doesn't allow multiple media FAM trips to be conducted very often. It was further established that stories on tourism in Kenya are covered in their cluster once every week; while a few indicated that they cover Kenyan stories on a daily basis.

Furthermore it was established that media covering in Kenya was monitored on daily basis. The study also found that Kenya Tourism Board (KTB) as a government agency mandated to promote tourism has effectively supported market with sharing information relevant for media consumption as part of enhancing destination competitiveness as well as image building. The board had been sharing interesting and relevant stories with the MDRs, which could be shared and communicated in their market study.

However, it was also noted that there was need for more frequent updates in order to maintain the destination in the forefront of media and consumers attention.

Additionally the study found that the respondents gave priority to tourism products among other key areas of interest when covering tourism in Kenya. However Kenyan security situation also took the centre stage having earned 0the second priority after tourism products on media coverage. Respondents comparatively gave Immigration issues the last priority among the key areas which included tourism, security and immigration issues when covering Kenya as a tourism destination.

Moreover mainstream media was found to be frequently used. In addition to that the responses also indicated that Travel media platform was very highly used. It was found that the target population of audience (viewership/readership) of the media platform used reached a population of over 10,000 people in all the five countries sampled. However a few indicated they translate tourism information very often and the least numbers of respondents indicated that they do not translate tourism information into features/news. The study also established that key areas of interest for media coverage of tourism in Kenya were wildlife, Mombasa beaches and parks however the respondents suggested that more areas to be covered which include; Heritage sites, museums ,owns and traditional villages .

Interestingly it was noted that Indians were of the suggestion that more coverage should be done on Kenya Lake and bird life since India had a huge bird watching enthusiast group and they would love to do birding trips to Kenya. Further the respondents' suggested that culture and heritage should be covered including culinary aspects and outdoor activities. The respondents

were further asked to explain the effectiveness of media strategies they preferred to use in order to cover stories or cover media misrepresentation on Kenya as a tourist destination.

50% of respondents indicated media conference/workshops focused on giving tangible and reassuring data's about key issues like security, health and other general developments. 10% of the respondents mentioned that media conferences were an effective strategy. Respondents also indicted that Kenya was an exceptionally beautiful tourist location.

India was singled out that the level of exposure from media was still wanting an therefore a need for enhanced media receptions and FAM trips thus involve journalists more so that they translate this to showcase this beauty to travellers like other countries . In the absence of media receptions and FAM trips, media conferences and workshops is possibly the next best option to highlight the country as a tourist destination to journalists. In addition Press briefs are also more useful if mixed to experiences or press trip. Alternatively press interviews and Media Receptions are also quite effective since contents of the interviews and credibility of information provided impacts more on people since most of them need live testimonies.

Finally suggestions were made on how media diplomacy/strategies and/or media engagement can achieve more for Kenya in destination competitiveness and increased development of tourism. They suggested that more media FAM visits should be made to Kenya which ultimately promotes Kenya and in sponsoring the destination as a safe one. Additionally they suggested that at least one media function/press conference should be organized per year as a way of presenting new products and appreciating the journalists for their support in publishing news about Kenya however they mentioned that there was a necessity of receiving more consumer information and story angles from KTB HO so to prepare and send out targeted press releases.

5.3 Conclusion

From the findings the study concluded that more media FAM visits should be should be organized since media FAM trips generate the large attention-grabbing positive double page spreads on Kenya competitiveness as a tourist destination.

The study also concluded that the more frequent stories should be covered about Kenya in order to boost tourist coming to Kenya as evidenced in increased Italian visitors coming to Kenya after rigorous marketing was done in Italy. The study also concluded that Mainstream media was more impactful compared to Travel media platform in managing the country's image which tourism depends on.

Additionally the study concluded that at least one media function/press conference should be organized per year as a way of presenting new products and appreciating the journalists for their support in publishing news about Kenya however they mentioned that there was a necessity of receiving more consumer information and story angles from KTB HO so to prepare and send out targeted press releases.

The study finally concluded that insecurity has posed enormous challenge for most countries in Africa and globally thus nations have to go an extra mile in learning how to ward off the vice. The study also concluded that Kenya should sign diplomatic ties that allows direct flights to the country and hence save on the cost involved and time further the study conclude that KTB should step up efforts give extra financial support to the MDRs so as to increase the frequency of converting tourist information into features or news.

5.4 Recommendation

The study recommend that more media FAM trips should be organised so as to boost tourist several concerns that media receptions and FAM tricks work best, through journalists, to showcase this beauty to travellers in countries like it was happening in India. In the absence of media receptions and FAM trips, media conferences and workshops is possibly the next best option to highlight the country as a tourist destination to journalists.

Furthermore it also recommended that more media function/press conference should be organized per year as a way of presenting new products and appreciating the journalists for their support in publishing news about Kenya which also act as a window for receiving more consumer information and story angles from KTB HO so as to prepare and send out targeted press releases.

The study also recommends that the government should beef up security in all the regions of the country so that information aired would not receive mixed reaction. Since the world has become a global village as a result availability of different platforms which might broadcast information on the current insecurity situation while on the other hand MTRs are giving a different. Furthermore the study recommends more finances should be channelled to the KTB so as to facilitate more media FAM trips and to do more publicity as well contacting more MDRs to increase coverage and tourist information dissemination.

The study also recommend that KTB should do more of their publicity in the Kenya media so as enlighten the residents of the lucrative nature in terms of tourism as well as giving additional information tourist to who already in the country to remind the or give additional information that might not have been covered by the MDRs

5.5 Suggestion for further research.

1. The study established that different countries have particular interest on different tourist attracting facilities and as result more research should be done so that KTB can objectively focus on what the target nations are interested on.

2. Different MDRs have varied capacities to relay information based on the listeners' they command therefore it is necessary to conduct a study to evaluate the effectiveness of different media station in relaying information to more potential tourist who might not have received the information.

3. The study further suggest studies should conducted to examine whether the information whether the information aired by MDRs meet the needs of the diverse market efficiently and effectively since there are various segment in the market. So that information relayed by KTB was sorted with regard to the total target population at a particular period in time.