

Effectiveness of advertising in the promotion of domestic tourism in Kenya

Abstract:

This study was conducted with an objective of finding out the effectiveness of advertising in the promotion of domestic tourism in Kenya. The main objective being to test the extent to which various advertising attributes influence different people to visit various places of tourism interest. This was based on the fact that different people get influenced by advertisements they see in the print, electronic, internet and outdoor places. Therefore the study was set out to find out if advertising had any influence on this behaviour. To achieve this objective, primary data was collected from a sample of 100 respondents, out of whom all responded successfully leading to a response rate of 91% which was considered sufficient enough to achieve the intended objective. 100 respondents were picked randomly at Sarit Centre as that is where most of the affluent and high income earners shop. Data was collected by five data collectors on a face to face random sampling. The data collected was analysed by use of descriptive statistics. These included tables, charts and percentages. Frequency tables were used to summarise the extent to which each advertising attribute influenced the effectiveness of advertising in the promotion of domestic tourism in Kenya. The study found out that majority of the respondents rated most of the advertising attributes as important in influencing them to start touring a given place of interest. Majority of the domestic tourists start touring at the age of between 19 – 24 years making up the primary market for domestic tourism. Chapter five of the report discussed major issues as gathered from the research. Conclusions and suggestions for further research were also discussed. As recommendation, the Domestic Tourism Council of Kenya, should carry out more research on other factors influencing domestic tourism since advertising was found to play a major role in influencing the touring behaviour of domestic tourism.