

AN ANALYSIS OF THE FACTORS INHIBITING THE
GROWTH OF DOMESTIC TOURISM AND THE LEVEL OF
AWARENESS ABOUT DOMESTIC TOURISM AMONGST
MIDDLE LEVEL INCOME EMPLOYEES IN KENYA: THE
CASE STUDY OF NAIROBI CITY.

BY

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NAIROBI

2008

DECLARATION

This is my own original work and has not been submitted for examination in any other university.

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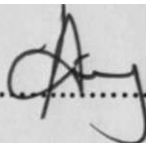
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DEDICATION

To my loving father. Justice R.S.C. Omolo, for his wise counsel and guidance throughout out my life and for his awe inspiring belief in the potential of his children to succeed in every endeavor.

ACKNOWLEDGEMENT

I wish to convey my sincere gratitude to all those who contributed to the completion of my MA course.

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Finally, I am thankful to God for this life and for granting me the opportunity to use the gifts that He so generously bequeathed me.

ABSTRACT

This study investigated the low level of domestic travel amongst middle level income employees in Nairobi in relation to the lack of a holiday culture and the tourism sector's attitude towards the domestic tourist. The main ideology in the research was that sustainable development in tourism can only come from a focus on domestic tourism that is not affected by unforeseen circumstances as travel advisories and insecurity. Never has this situation seemed more relevant to Kenyans than now, in the aftermath of the post election violence that saw international tourists abandon the country after violence broke out. Domestic tourism would be minimally affected by adverse travel advisories as people would be traveling in their own borders. Domestic tourism has the potential, over time, to match and even outstrip the revenues from international travel and yet since the onset of domestic tourism in the 1990's, its growth has been very minimal. This paper studied the factors influencing the growth of domestic tourism amongst middle level income employees in Nairobi.

The research was guided by four objectives; to determine the relationship between lack of a holiday culture and the low level of domestic tourism amongst middle- level income employees in Kenya, to establish the relationship between the attitude of the tourism sector to the domestic tourist and the low level of domestic tourism amongst middle-level income employees in Kenya, to establish the level of awareness amongst middle-level income employees of the benefits of domestic travel as a strategy towards sustainable development of tourism in Kenya and to determine whether perception of cost affects holiday culture and thus contributes to the low level of domestic tourism amongst mid-level income employees. The design of this research was descriptive. Questionnaires were used to collect data amongst middle level income employees in Kenya, who were the target population.

Data was analyzed and the research found that there is no significant relationship between holiday culture and the low level of domestic tourism in Kenya as the target group have a holiday culture and have been on holiday within Kenya at least once in the last three years. The study also found that middle level income employees have a positive

attitude towards taking holiday. The attitude of the tourism sector towards middle level income employees was measured and it was discovered that there is a significant relationship between the low level of domestic tourism amongst middle level income employees and the attitude of the tourism sector. The study also revealed that the level of awareness about domestic tourism and its benefits is quite high amongst middle level income employees in Kenya. The research process and the findings are presented in this research report.

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ABBREVIATIONS:

CBK- Central Bank of Kenya

DFID- Department for International Development

GDP- Gross Domestic Product

KAHC- Kenya Association of Hotel Keepers and Caterers

KATO- Kenya Association of Tour Operators.

KATA- Kenya Association of Tour Agents

KLM- Royal Dutch Airlines

KSHS- Kenya Shillings

KTB- Kenya Tourist Board

KZN- Kwazulu Natal

NGOS- Non governmental organizations

ODI- Overseas Development Institute

PPT- Pro- poor tourism

SPSS- Statistical Package for the Social Sciences

TTF- Tourism Trust Fund.

WTO- World Tourism Organisation

CHAPTER ONE

INTRODUCTION

1.0 Background of the study

Human kind has always had the desire to travel, to visit exotic places and encounter different cultures. According to the World Tourism Organization (1991), tourism has become, in recent years, the largest economic activity in the world. The number of people visiting other countries has risen significantly in the last fifty years. In 1950, 25 million tourists visited other countries world wide. By 1995, the number had reached 515 million and by the year 2000, this number grew to 700 million. The number is expected to hit the one billion mark in 2010 and 1.6 billion by 2020. Tourism generates between 3-5% of the World's Gross Domestic Product and employs 200 million people worldwide. (Gakunga 2007).

Kenya is a leading tourist destination. According to Kenya Tourist Board - a state corporation that is charged with promoting and marketing Kenya as the choice tourist destination- tourism is the leading foreign exchange earner in Kenya. Tourism contributes 12% of Kenya's GDP and accounts for 9% of the total wage employment in Kenya. The number of visitors has grown tremendously, from a modest 10,000 in 1930 to about 1 million international tourists in 2002 and 1.6 million in 2006. The earnings from tourism have also been rising from 21.7 billion in the early 2000 to 56.2 billion in 2006. Statistics show that Kenya earned Kshs 17.5 billion (US \$ 250 million) in the first quarter of 2007 representing an increase of 18 % up from 2006 when earnings stood at 14.7 billion shillings. (Magical Kenya 2007)

Despite these impressive gains in the tourism sector, many Kenyans do not get to enjoy the benefits of tourism, both tangible (job creation, state and local tax revenue) and less tangible (social structures, quality of life). In addition to this, the tourism products on offer are often beyond the financial means of the majority of Kenyans therefore domestic tourism is low in Kenya. (Gakunga 2007). A prime example is the privately owned beach

resorts in the Coastal areas of Mombasa and Malindi that have very limited linkages with the local communities. These foreign-owned resorts often, have their marketing offices abroad and import managerial staff. They own charter flights (Condor, African Safari Airlines) that fly foreign tourists directly to the hotels. The guests have all inclusive accommodation, prepaid road and air safaris to private resorts in Maasaimara, Amboseli and Tsavo. They have their own restaurants, souvenir shops, nightclubs, and sports facilities, cruise safaris to Egypt and Zanzibar that ensure that the revenue stays within the hotel chain and does not benefit the local communities. In order to maintain their class of clientele, these hotels often do not open their doors to domestic tourists in Kenya and even if they were to do so, the cost of vacationing at these resorts is above the means the average Kenyan. (Kosgei 2007).

Secondly, Kenya still relies heavily on international tourists. While the number of visitors visiting the country by 2007 was at an all time high, with correspondingly high revenues, this has not always been the case. The story of KTB, for example, is the history of Kenyan tourism in a nutshell. In the 10 year history of KTB, Kenya has seen the worst and the best that tourism can ever get. KTB was created as a frantic move by the Government of Kenya to salvage what was left of the tourism sector after a series of devastating blows. In 1997, there were the Likoni Land Clashes in Mombasa that sounded the death knell to beach tourism in that era. The Elnino rains that flooded infrastructure shortly afterwards did not help matters. The 1998 terrorist bombing of the US Embassy and the 2002 bombing of Paradise Hotel in Kikambala were the final straws that led to a barrage of travel advisories against Kenya from key source markets in Europe and America. The result was a mass cancellation of bookings to Kenya and the worst ever record of tourist visits to Kenya. (Muriuki 2008).

The recent post election crisis and violence saw an estimated loss of about Kshs 60 billion in tourist revenue by the end of January 2008. According to Duncan Muriuki, the Director of Maniago Safaris and the Chairman of Kenya Association of Tour Agents (KATA), about 200,000 jobs stood to be lost then, in the tourism sector amongst hotel staff, tour operators and airlines. Some Hotels in Mombasa such as African Safari Club

Hotels, Leisure Lodge and Alliance Hotels shut down some units for lack of visitors; some of the mentioned hotels are yet to reopen. Nairobi Hotels stopped engaging casual labour as there was no business while others, such as the Norfolk, sent staff home on unpaid leave with the remaining employees being asked to take pay cuts. Tour companies like Vintage. Twiga Tours, Abercrombie and Kent amongst others had to pay massive refunds to clients who may have still wished to travel to Kenya but were unable to get travel insurance because of travel advisories from their governments. They had to divert some business to neighbouring Tanzania and South Africa to avoid total business losses. Airlines were also vastly affected with the national carrier Kenya Airways, for example, having only 20 passengers from London on the 14th of January 2008, according to the Chief Executive Officer, Titus Naikuni. Its partner company KLM, shifted base to Tanzania while Virgin Atlantic Airlines temporarily stopped its flights to Kenya in January until the political turmoil abated. Conference tourism took the greatest hit with major conferences being postponed, cancelled altogether or being diverted to "safer regions". The Universal Postal Congress that expected 8,000 visitors to Nairobi in August 2008 was moved to Geneva, Switzerland, for example. (Communications Commission of Kenya 2008).

To counter the above problems, the Kenyan government has come up with several strategies, and partnered with Tourism Trust Fund, which had by 2007, funded a successful 500 million tourism recovery program. One of these strategies, domestic tourism, is the focus of this proposal. Domestic Tourism is less likely to be affected by International and local crisis and happenings. It can also fill in the shoulder period when tourism is at its low season. Domestic tourism could be the solution to sustainable tourism and ultimately development in Kenya. Domestic tourism is home grown and would therefore ensure that the impact of tourism on indigenous peoples and cultures is minimal and that the tourist expenditures benefit societies in the immediate neighbourhood as local visitors are willing to pay for a quality experience that improves environmental and social welfare. (KTB 2007).

Statistics show that Kenyans have begun to appreciate the value of holidays and have hit the road in search of rest and leisure away from home. The following table shows statistics on domestic tourism in Kenya.

TABLE 1.1. Hotel beds occupied by Kenyans in 1998-2006

| YEAR | TOTAL | NAIROBI | COAST | OTHERS* | TOTAL BEDS OCCUPANTS | BED OCCUPANCY RATE(%) |
|------|---------|---------|--------|---------|----------------------|-----------------------|
| 1998 | 696.9 | - | - | - | 2813 | - |
| 1999 | 653.8 | - | - | - | 2951 | - |
| 2000 | 794.1 | 239.8 | 227.9 | 326.4 | 3687.8 | - |
| 2001 | 740.2 | 196.3 | 240.00 | 303.9 | 3354.9 | - |
| 2002 | 656.1 | 153.1 | 348 | 155 | 3436.8 | 54.3 |
| 2003 | 738.7 | 180.9 | 238.1 | 319.7 | 2605.9 | 21.5% |
| 2004 | 1,190.3 | 253.3 | 492.5 | 444.5 | 3791.5 | 31.4% |
| 2005 | 1,129.6 | 253.8 | 399.3 | 476.5 | 4476.5 | 25.2% |
| 2006 | 1,374.8 | 310.7 | 480.2 | 583.9 | 5922.1 | 23.2% |

Source Statistical Abstract 2007.

* Includes persons staying in lodges, game reserves and parks in Maasaimara, Central Nyanza and Northern Kenya.

Revenue from Domestic Tourism in 2006 was estimated at Kshs 15 billion, that is 30% of the total tourism revenue. Provisional statistics for 2007 show that Kenyan residents have now taken up 40% of the total bed space in classified hotels. The director of Tourism in the Ministry of Tourism and Wildlife, Winnie Makanga sums this up when she says "the traditional patterns of the past whereby families stayed indoors or headed to their rural homes every other holiday is gradually dissipating". (In Gakunga 2007). Instead, they have been replaced by beelines of family cars, hired vans heading to beaches and other places of nature. Local conference tourism in the form of team building, reports and strategic planning workshops, corporate sponsored family getaways have also been on the

increase. This new source of revenue in tourism has had the government and other players in the industry sit up and take notice. The government wants to cushion the industry from possible slump in international arrivals and it can achieve this through domestic tourism. However, an initial analysis of table 1.1 shows that the number of domestic tourists is still low at an average of roughly 30% of all tourists to Kenya.

Domestic tourism, while being encouraged by the government, has largely been practiced by the upper income Kenyans while the middle- level income employees, who form the bulk of the people with the potential to travel, have been left out of traveling for pleasure. (Nabutola 2008). Even when they do get to tour the country, they invariably end up crowding the public beaches in Mombasa or traveling to their rural homes. (KTB 2007). The marketing programs of the players in the Tourism Industry such as Tour Operators, Kenya Tourist Board, Kenya Association of Hotel Keepers and Caterers, Kenya Association of Tour Operators have been woefully inadequate in creating public awareness in the domestic market about the affordable tourism products that are available in the Country because they have focused on the more lucrative and instant benefit international and regional markets. (Tourism Bulletin August 2007).

Supply and demand is one of the principles that were used by players in tourism to boost the sorry state of international travel to Kenya between 1997- 2002. By definition, supply is the amount of product that a producer is willing and able to sell at a specified price, while demand is the amount of product that the buyer is willing and able to buy at a specified price. Thus, the supply and demand model shows the relationships between a product's accessibility and the interest shown in it. (CBK Quarterly 2006). In our context, because of the unique challenges that Kenyan Tourism encountered in the 1990's and early 2000s, the country was compelled to focus on international mass tourism as opposed to high yield Tourism (Tourism Bulletin July 2007). Tanzania, for example, practices the latter and attained 1.072 billion dollars from 700,000 visitors in 2005 compared to Kenya's 731 million dollars from 1.48 million tourists. The Kenyan situation came about as a result of the rapid expansion of hotel facilities in the 1980's without a corresponding increase of international tourist arrivals. Players in the tourism

sector settled on hosting package or budget tours to utilize the excess capacity and the sheer volumes of international tourists made up for the low rates. The package tours are costed relatively cheaply and continue to attract low spending international tourists especially in Mombasa. Domestic tourism can be promoted in a similar fashion amongst the middle income Kenyans. Travel is perceived to be expensive, but with reasonably priced mass holiday packages, Kenyans can be encouraged to overcome their anti holiday culture. (Tourism Bulletin 2007).

1.1 Research Problem:

The number of middle-level income employees in Kenya visiting tourist sites is very low in spite of the efforts to promote domestic tourism. While the international tourism sector has grown tremendously in the past seven years, the benefits of tourist travel have not reached the average Kenyan. Kenya also runs the risk of repeated misfortune should the international market react to unprecedented global threats to tourism such as terrorism, insecurity caused by carjacking, gang raids such as the Mungiki and the recent post election crisis. (Nabutola 2008).

Domestic tourism has been promoted in Kenya, only to act as a buffer during traditional low season periods in the tourism calendar such as February to April and November and December. The consequence of this inattention to domestic tourism is that many Kenyans have not visited famous tourist attraction sites such as MaasaiMara, Amboseli, Tsavo and the new tourism circuits such as North Rift, Western Kenya, Central Province and Lake Victoria. (Ziara 1 2008).

There is recognition in the Tourism sector that sustainable development in tourism in Kenya can only come from a focus on domestic tourism that is immune to unforeseen threats unlike International travel. The Domestic Tourism Council was set up in the Ministry of Tourism and Wildlife and launched on the 22nd of November 2007 to focus exclusively on the promotion of local tourism in the country. However, other than the

secretariat, it is not yet staffed and the fruits of this organization remain to be seen. (Gakunga 2007).

According to Alex Kosgei, an official at the Kenya Tourist board, domestic tourism has great potential to move Kenya towards sustainable development. It is a niche that once exploited, will yield results that are unaffected by fluctuations that are evident in the international tourism sector. The domestic tourist is a higher value tourist as compared to the international tourist; on average, a Kenyan would pay Kshs 15,000 full board per day (Kshs 105,000 for 7 days) in Mombasa whereas a UK tourist on 7 nights full board package pays £ 855 (Kshs 116,280), inclusive of flight. The focus therefore should be on sustainable domestic tourism amongst the middle income Kenyans who form the bulk of potential travelers anyway.

Domestic tourism, while a vital survival strategy towards sustainable tourism, is yet to be translated into meaningful results in Kenya. Table 1.1 shows that the average total beds occupied by Kenyans between 2002 and 2006 were only 31.1% of the total bed occupancy. The number of Kenyans, especially middle level income employees who have the finances to travel, visiting tourist attractions is very low in spite of the efforts to promote domestic tourism.

1.2 Statement of the problem

Lack of a holiday culture and the tourism sector's attitude towards domestic tourists influence the growth of domestic tourism amongst middle level income employees in Nairobi.

1.3 The purpose of the study

The purpose of this study was to investigate the link between the lack of a holiday culture, the tourism sector's attitude towards the domestic tourist and the low level of domestic tourism amongst middle-level income employees in Kenya.

1.4 The objectives of the study

The main objective was to establish whether the lack of a holiday culture amongst Kenyans and the tourism sector's attitude towards domestic tourists impede domestic tourism.

Specific objectives

The specific objectives that guided the study were:

1. To determine the relationship between lack of a holiday culture and the low level of domestic tourism amongst middle- level income employees in Kenya.
2. To establish the relationship between the attitude of the tourism sector to the domestic tourist and the low level of domestic tourism amongst middle-level income employees in Kenya.
3. To establish the level of awareness amongst middle-level income employees of the concept of domestic tourism and its benefits of domestic travel as a strategy towards sustainable development in tourism in Kenya.
4. To determine whether perception of cost affects holiday culture and thus contributes to the low level of domestic tourism amongst mid-level income employees?

1.5 Research questions

The study was guided by the following research questions:

1. Why are middle-level income employees in Kenya not traveling for leisure?
2. To what extent do middle-level income employees in Kenya travel for leisure?
3. What is the attitude of middle-level income employees in Kenya towards domestic tourism; a totally foreign culture or an adaptable one?
4. What is the attitude of the tourism sector towards the domestic tourist; how is he treated in relation to the international tourist?

5. Is the slow rate of growth of domestic tourism amongst middle income Kenyans related to a lack of holiday culture in Kenya?
6. To what extent are middle-level income employees aware of the benefits of domestic travel as a sustainable development strategy?
7. Does the price of tourism packages lock out middle-level income employees from domestic travel?

1.6 Assumptions in the study

The research proceeded in the assumption that the middle- level income employees in the target group are representative of all middle level income employees in Nairobi. Another assumption was that the target group provided an accurate picture of domestic travel patterns in Kenya.

1.7 Significance of the study:

This study is important to middle income Kenyan employees who will recognize the value of holidays, discovering their country and culture and passing this holiday culture to their children.

Secondly, if adopted, the findings of this research will boost domestic tourism levels in Nairobi. Domestic tourism in turn has the potential to increase employment opportunities for Kenyans through community based tourism. Community based tourism is tourism that benefits societies in the immediate neighbourhood of the tourist attraction. It ranges from anything as simple as a family owned tour operator with a single bus or an individual offering tour guiding services of a local attraction, the sale of crafts and souvenirs, taxi shuttle services, boating, forest excursions and cultural activities to the more large scale activities such as supply of produce such as foodstuff, building materials to hotels and resorts and ownership of small inns and small restaurants and employment of locals to work in holiday resorts.

Thirdly, the study is significant to entrepreneurs in the hospitality industry and to community based tourism enterprises such as tour operators, bus companies, cultural villages, nature trails, tour guides, curio dealers, hotel and restaurant owners who will use the findings of this study to determine if a sustainable target market exists in middle-level income employees.

Finally, the study is helpful to such organizations as KTB, Tourism Trust Fund, Ministry of Tourism and Wildlife, Kenya Wildlife Service who are responsible for tourism planning as they will understand the needs of this hitherto untargeted group of domestic tourists. It will serve academics and scholars who maybe interested in further research on the subject.

1.8 The scope of the study

The study sought to look at factors inhibiting the growth of domestic tourism and the level of awareness on domestic tourism amongst middle level income employees in Kenya, the case of Nairobi. The study looked at two factors influencing the growth domestic tourism; the attitude of tourism sector towards domestic tourism and the lack of a holiday culture. The study targeted middle level income employees in Nairobi. Nairobi was selected as the study site since it has the largest number of wage employees in Kenya. (Statistical Abstract 2007). Nairobi is also the key business and travel district in the country and the respondents here were seen as representative of the national domestic tourist. The assumption here therefore is that the factors influencing domestic tourism among middle level income workers in Kenya are similar across the board with little if any differences. The middle level income employees were purposively selected as the study target group because they form the largest percentage of wage employees with the potential to spend money on domestic tourism. The sampling frame consisted of respondents drawn from 9 sectors of the economy and employment industry. Respondents were drawn from 357 companies listed in the yellow pages of the Kenya Postel Directory. Data was collected from a total of 148 returned questionnaires.

1.9 Organization of the study

This study is divided into five chapters. Chapter one is the introduction to the study. It covers the background of the study. It also has the problem statement, the purpose of the study, the objectives and research questions assumption of the study and the significance of the study. Chapter Two is a detailed and thorough analysis of literature related to domestic tourism in the international scene as well as the Kenyan scene. It covers an analysis of theories that have been advanced by scholars in the field of tourism. It is also in this chapter that the study established the theory that was adapted to study the phenomenon at hand. Chapter Three covers the methodology that was used in the study to collect data. It details the research design, target population, sampling procedures, research instrument and the method that will be used to analyze data collected. Chapter four is a detailed analysis of the results and findings of the data collection process. Finally, Chapter Five covers a discussion on the conclusions drawn as well as recommendations of the researcher on the research problem.

CHAPTER TWO

LITERATURE REVIEW

In this chapter, a review of literature relevant to the study was done. It discussed what efforts have been carried out to support domestic tourism in other countries. In the first part of this chapter, there is a review of research on domestic tourism. The second section looks at the conceptual framework, the theoretical framework of the paper and the theory that was used in the study. The researcher found that while many studies have been done on the impact of international tourism in developing countries; whether social, economic, or environmental; there is very limited research on domestic tourism. The researcher also found that there is no record on what specifically is being done by the players in the tourism sector to counter the anti- holiday culture that exists amongst domestic tourists in Kenya. Further, there is no research that has been done to evaluate the initiatives, if any being taken by the tourism sector to make domestic tourism more appealing to the middle level income employees or to make domestic tourism pro-middle class.'-This study is therefore the first research effort in this field to determine'the factors that influence the growth of domestic tourism and if they are related to a lack of holiday culture amongst middle income Kenyan employees and a seemingly apathetic attitude by the tourism sector towards domestic tourism as a source of sustainable revenue.

2.0 Tourism, a commercially driven enterprise:

According to Ashley (2000), the primary motivations that drive tourism development are private commercial gain and economic impacts. Commercial gain is probably the single most important objective underlying tourism development, and the private sector is therefore a leading force in this industry. Governments, especially those that have adopted neo-liberal economic policies, consider tourism a powerful engine of macro-economic growth and job creation, and therefore encourage the industry's development (Brohman, 1996). NGOs and some governments are increasingly pushing 'small scale' niche tourism (e.g., ecotourism and cultural tourism) as a means of funding environmental, wildlife, and cultural conservation projects. Finally, governments, NGOs, communities, and even international donors have recently begun to explore tourism's

potential as a springboard for rural development and poverty reduction. Tourism is an industry driven primarily by commercial interests. This is why there has been very little focus on domestic tourism as there is a willing and high paying market in international tourism. However, considering the size of the industry and how it already affects millions of poor people, a marginal improvement in the sector could generate substantial benefits. (DFID, 1999). For example; because the customer comes to the 'product', there are opportunities to make additional sales in restaurant revenue or safaris. By comparison, a factory producing shirts cannot sell the customer a cup of tea and a tour of the city as well. The focus should therefore be on what tourism can do for the locals. Ashley argues that the economic impact of tourism is a key factor that motivates the development of international tourism in the developing world. The economic impact of tourism that has meant that more focus has been placed on the lucrative international rather than domestic market. The impacts are not all positive and indicate that there perhaps should be a shift towards domestic tourism. Table 2.1 shows these impacts.

Table 2. /: Economic impacts of tourism

| BENEFITS | COSTS |
|--|--|
| 1 FINANCIAL <ul style="list-style-type: none"> • Foreign exchange earnings • GNP • State taxes • Income for businesses and individuals. • Contributes to balance of payments. | 1. FINANCIAL <ul style="list-style-type: none"> • Repatriation of profits, use of imports. • Opportunity costs (human/wildlife conflicts, infrastructure maintenance costs). • Inflation and Higher land prices. • High fluctuations in revenue due to seasonality and economic recessions. |
| 2. EMPLOYMENT <ul style="list-style-type: none"> • Creates employment. • Offers opportunities for training. | 2. EMPLOYMENT <ul style="list-style-type: none"> • Often part- time. • Low paying and Low skilled- often using casual labour while expatriates enjoy more skilled positions. • Seasonal. |
| 8. DEVELOPMENT <ul style="list-style-type: none"> • Broadens economic base. • Encourages intersect oral linkages. • Infrastructural provision and improvement of social services. • Promotes regional development in underdeveloped areas | 3. DEVELOPMENT <ul style="list-style-type: none"> • Dependency and neo colonialism can result. • Lack of coordination with other economic sectors. • Overexploitation and overcrowding in popular tourist destinations. |

Source: Adapted from France (1997), Brohman (1996), Ashley (2000), Iwerscn- Soltsidis & Iwersen (1996).

According to the WTO, domestic tourism is the backbone of the tourism industry. This is in countries such as Canada, Australia, France and the United States of America where domestic tourism contributed more than 60 percent of the total tourist consumption in these regions. If the developed world has accomplished such feat then Africa should move towards domestic tourism too.

2.1 Mass market domestic tourism and development in the third world

According to Ghirime (2001), domestic tourism in the developing world has been a poor cousin to the seemingly more glamorous international tourism market, attracting little interest amongst the government, academics and the tour sector. Domestic Tourism is given limited attention in official promotional activities despite the fact that domestic tourists constitute approximately 80% of the world tourism flows. Even in the internationally acclaimed tourist destinations, there are often several times more domestic visitors than international visitors. For example in Agra, India- home to the Taj Mahal- there were 1.4 million international visitors in 1997, compared with the 7 million domestic visitors. In South Africa, domestic tourism provides more jobs than international tourism in all but one of the country's provinces. In Brazil, perceived security threats have seen a decline in international tourism but an increase in domestic tourism.

Ghirime argues that a growing middle class within many developing countries has fuelled demand for domestic and regional tourism. Interestingly, she poses, that the lower middle classes have also begun to travel a lot more as is the case in South Africa for instance, where the movement of "blacks" was severely constrained during the apartheid era. Similarly in Mexico, 55% of domestic travelers use interurban buses, an indicator that they are not from the most well to do classes.

Ghirime maintains that local people's motivations for travel are shifting from merely religious pilgrimages and family gatherings to the leisure ethic and Western style consumerism. There is a growing interest in nature that encourages urban dwellers to

travel within their countries. In India and Thailand, niche markets in adventure tourism have been developed in response to the interest of young travelers.

Ghirime studies the growth of domestic tourism through case studies in Mexico, Brazil, China, South Africa, Nigeria and India. The contributing authors in her book document to the best of their ability, the statistics on domestic tourism showing where possible its significance in relation to international tourism both in terms of number of visitors and the revenue generated. They also comment on the difficulty of finding information on domestic tourism not only because of the logistical impediments to collecting such data but also because there is a lack of consensus on the definition of domestic tourism. The two main themes in this work are the potential for domestic tourism to contribute to development and second, concerns about the sustainability of mass domestic tourism. Ghirime cites Mexico and Brazil as providing positive examples of community involvement in domestic tourism. The main problem though is that such community development efforts are of little interest to tourism officials who have their own agendas. There is also recognition that there needs to be a raising of awareness among the community and the tourists.

On sustainability of domestic tourism, Ghirime argues that there is inadequate government effort to plan for domestic tourism. In China for example after the lifting of the travel ban in 1984, massive growth of domestic tourism has resulted in overcrowding, pollution, poor sanitation and raised serious concerns about the impact of tourism on minority cultures and fragile environment. To critique Ghirime, most of the analysis carried out in *The Native Tourist* relies on secondary sources there by implying a need for more research in this area. Further research for example could be carried out to consider the ability of domestic tourism to generate employment and revenue while promoting national integration within a country.

2.2 Domestic tourism in South Africa

South Africa has been touted as one of the success stories of domestic tourism in Africa. According to the first annual domestic tourism report in 2005, there were a total of 36.2

million trips made by domestic tourists in South Africa. These tourists spent 21.2 billion rand, an average of R 585 per trip. Domestic Tourism generated 154.9 million bed nights in the said year. The report is a survey of the incidence of travel in South Africa as well as the patterns and purposes of those South Africans who travel. Domestic travel in South Africa is mostly dominated by three provinces, Kwazulu Natal (KZN), Gauteng and the Western Cape. Domestic travel in South Africa is very seasonal and follows the pattern of public and school holidays. The factors hampering domestic travel in South Africa include the unavailability of information when planning for travel. About 47% of adult South Africans who did not travel in 2005 said that they were either unemployed or it was too expensive to travel. The main reason why South Africans travel within their country is to visit friends and relatives with leisure travel only being carried out by 12% of domestic tourists.

South Africans have perfected the art of inexpensive travel; with nearly half of all domestic trips being done in a minibus taxi, personal cars are used in a third of the trips while planes, buses and trains remain infrequently used modes of transport. In terms of consumer profiles, more than half of the domestic tourists in 2005 were between the ages of 18 and 34, showing a higher rate of travel within the younger adult population in South Africa. More females than males traveled, 57.9 to 42.1 % respectively. In South Africa, holiday travel is generally carried out by those with personal incomes of R 15,000 and above otherwise, the trigger point for domestic travel to visit friends and relatives seems to exist around the R 3,000- 5000 personal income mark. Almost three quarters of the domestic tourists in South Africa are black.

2.3 Pro-poor tourism projects

Southern Africa has also been involved in PPT projects. (Ashley 2002) The aim of the PPT projects is to work directly with tourism companies to increase the local impact of their businesses. Some PPT projects include Speir Leisure, a four star hotel in the wine lands of the Western Cape, Wilderness Safaris' Rocktail Bay (KZN), Sun City Resort in North West Province in South Africa and Ker & Downey safari and hunting sites in Tanzania. PPT has been quite significant because it uses the benefits of tourism to fight

poverty and thus make a contribution to the achievement of the millennium development goals.

2.4 Domestic tourism in Kenya

Statistics from KTB show that Kenya earned Kshs 17.5 billion from tourism in the first quarter of 2007 alone, representing an 18% increase from 14.7 billion recorded in the same period in 2006. More than 1 million tourists visited Kenya in 2007. The gains however have not been tangible, the benefits of such revenues do not get to the locals despite the fact that they bear the brunt of the social and ecological consequences of increased international tourism. Domestic tourism has been left far behind in the generation of both bed occupancy and much needed revenue. There is very little literature on domestic tourism in Kenya because the proper mechanisms of data collection on domestic tourism have not yet been set up. (KTB 2007).

The search for domestic tourism is not entirely foreign to the Kenyan government. As early as 1995; The National Tourism Master Plan was drawn up by JICA in conjunction with the Ministry of tourism and wildlife, Pacific Consultants and Nippon Koei. This report, even then, recognized the fallacy of overdependence on international tourists especially from Europe. The report noted that Kenyan tourism fluctuates according to economic conditions beyond its control in the world markets. It advocated for the speedy development of a niche of tourism to buffer the losses experienced in such cases.

According to Victoria Safaris, a tour operator in Nairobi involved in domestic tourism, it is not a wonder to mention that many Kenyans do not know the availability of tourism destinations in Kenya. Take a sample of Ten (10) Kenya executives and ask them who amongst them have been to a game park, you will be surprised to learn that half (50%) of them have never seen an elephant alive. Most Kenyans assume that the cost of tourism is so high that it is cheaper driving to the rural homestead than to the coast of Mombasa or the Lodge in Maasai Mara for a weekend retreat, and that it is the white person who should go for a holiday in the various hotels and lodges in the wild and the coast.

Victoria Safaris encourages various Multi-national companies, government departments, parastatals, individuals and NGO's to finance tours for their executives and family to the game parks and to the coastal hotels and Lodges where they have subsidized contract rates for accommodation and conference facilities. Africans should know Africa better than the white person from outside Africa, the latter being the case presently, they argue. Institutions and corporate bodies in Kenya are encouraging their management teams, senior staff members and employees to join the domestic tourism sector by paying holiday packages for senior staff and their family members, the best performers such as the best salesman of the year and his family, the best employee of the year and family, the best department staff members of the year and their family members. Retreats and Incentive Tourism is the most preferred tours for the corporate sector in that they take their workshops far away in the tourist sites from the normal office environment. This increases the domestic tourism docket. Victoria Safaris participates in the bookings and transport to these venues.

More than a decade since its initiation, domestic tourism has grown to a paltry 30% of total bed occupancy in Kenya. Nonetheless, the marginal increase in Domestic Travel is driven by sustained campaigns by industry players to promote local travel for pleasure. (Economic Survey 2007). The concept of domestic travel while not new, gathered momentum in 2007. It has attracted hoteliers, tour operators and the locals, with a meeting being held in May 2007 to discuss the initiative and how best to promote domestic tourism and investment in Kenya. It was as a result of this meeting that the Domestic Tourism Council of Kenya, an arm in the Ministry of Tourism and wildlife, was born. The process of constituting the management structure is underway and not much has been done so far to make a difference in the number of domestic tourists increasing.

The tourism sector began in January 2008. to intensify the campaign to promote domestic tourism. It is in this light that Nakumatt Holdings teamed up with Serena Hotels and lodges and later on the Sarova group of hotels to promote tourism amongst smart card shoppers. Nakumatt spent Kshs >0,000 million in this worthy venture. During the

promotion, dubbed "The Smart Safari promotion", holders of Nakumatt Smart Cards who spent certain amount on shopping at Nakumatt outlets (Kshs 2,000 for the Serena get away and Kshs 1.000 for the Sarova group) entered a draw for a chance to win a holiday in Amboseli Serena for 50 couples and any of the Sarova hotels for another 50 couples. This effort has ensured that the average Kenyan has a chance to visit domestic tourist attractions.

A local tour operator, in Kenya, Africa Point Holidays launched, in June 2008, The Africa Point Holiday Club. The concept is to bring together individual Kenyans who want to travel so that they can collectively bargain for affordable holidays in Kenya, much like the international tourists do. During the launch, Africa Point's Managing Director, Andrew Muigai, said "We are in business here in the long term, and we are seeking fair prices that both our members and the hotels and other travel providers can live with. This is unlike other charter operators who abuse their buying power and drive down prices in the destination and then abandon it as standards inevitably drop. We want the hotels to remain in business, as our members are overwhelmingly traveling locals. That's why we have found so much support amongst hotels, villas and cottage owners". Africa Point Holiday Club has partnered with Serena Hotels, Sarova, Severin Sea Lodge, Kenya Wildlife Service, Flight 540, Heritage Hotels, Sun & Sand Hotel, Drift Wood Beach Hotel, Aberdare Hotels, and numerous cottages and villas in the Coast and Naivasha. Other no industry players include, Mama Mikes, AAR, Standard Chartered diva club, and Barclay Card Africa.

The Holidays expo, held annually at Sarit Centre to market Easter Holiday getaway is yet another fair that has been utilized to promote domestic travel. Players in the tourism sector exhibit what their properties have to offer to the local market and offer discounts for holidays booked during the expo. We could argue though that as it takes place in a very up market shopping mall and charges entrance fees for would be domestic tourists, it locks out the average middle- level income employee.

2.5 Operational definitions of significant terms in the study

Tourism:

Tourism refers to those industries that provide accommodation, transport and other services for visitors to a particular location for more than 24 hours. Tourism refers to travel for leisure and recreation.

Domestic Tourism:

The act of travel within the borders on one's country for the purposes of recreation and the provision of services for this act.

The Tourism Sector:

This refers to the players in the travel industry. It therefore includes The Ministry of Tourism and Wildlife, Kenya Tourist Board, Tourism Trust Fund, Kenya Association of Tour Operators, Kenya Association of Hotel Keepers and Caterers, hotels, lodges, restaurants and pubs, Kenya Wildlife Service, airlines, tour operators and travel agents.

Middle- level income Kenyan employees:

This refers to Kenyans earning a salary or making income of between Kshs 50,000 and Kshs 100,000. According to the PricewaterhouseCoopers 2007 National Human Resource survey, the average cost of employment for the middle- level income employees at middle management level is Kshs 89,917 per month.

Holiday Culture:

This refers to a way of life that sees tourism or travel for pleasure as an essential part of recreation or every day life. It implies going on vacation for rest and relaxation. It entails planning for travel such as when the holiday will be taken, how much will be spent during the vacation, what activities will be carried out during the holiday and how they will save up to pay for accommodation and other related services.

2.7 Variables for the study

The study aimed to investigate the relationship between the low level of domestic tourism amongst middle- level income employees and the lack of a holiday culture. It wanted to determine the relationship between low level of domestic tourism amongst middle level employees and the attitude of the tourism sector towards the domestic tourist. For our purposes therefore, the variables under study were as follows:

The variable that this study wished to explain is the low level of domestic tourism amongst middle- level income employees in Kenya. This is therefore our dependent variable. The independent variables that we expected to cause or explain change in the dependent variables were; a.) The lack of a holiday culture, b.) The attitude of the tourism sector towards the domestic tourist. That is, we wished to explain why the level of domestic tourism remains low amongst middle-level income employees in Kenya. We were deducing that the levels of domestic tourism are affected by holiday culture and the attitude of the tourism sector. The higher the level of a holiday culture and the more positive the attitude of the tourist sector towards the domestic tourist; the higher the level of domestic tourism amongst middle level income employees. Thus low domestic tourism amongst middle level income employees in Kenya is the outcome of culture and attitude.

However, another factor or control variable was introduced into the study to explain the low level of domestic tourism amongst middle level income employees and that is cost. Cost could affect holiday culture. We therefore used perception of the cost of the holiday to test the possibility that the relation between the dependent variable and the independent variable of holiday culture was spurious and could thus only be explained by the presence of a control variable, cost. The relationship between the independent variables, the dependent variable and the control variable is further reflected in the conceptual framework, which is shown in figure 2.1 below.

Figure 2.1 Conceptual Framework



The low level of domestic tourism is caused by the lack of holiday culture and the attitude of the tourism sector towards the domestic tourist. Lack of holiday culture is in turn affected by the perceived cost of holiday packages, the control variable.

Table 2.2 Operationalization of concepts

| rYPE OF VARIABLE | WHAT IS TO BE MEASURED (OPERATIONAL DEFINITION) |
|--|---|
| Dependent Variable: <ul style="list-style-type: none"> • Low level of domestic tourism amongst mid-level income employees | <ul style="list-style-type: none"> • Incidences of actual travel for leisure • Number of employees who have never traveled for • Gender • Level of education. |
| Independent Variable: <ul style="list-style-type: none"> • Lack of holiday culture | <ul style="list-style-type: none"> • Reasons for not traveling • Mid-level income employees' attitude towards taking holidays. • Awareness of the concept of domestic travel and its benefits amongst mid-level income employees • Does a culture of taking holidays exist amongst mid-level income employees? • Income of the employees |
| Independent Variable <ul style="list-style-type: none"> • Attitude of the tourism sector towards the domestic tourist | <ul style="list-style-type: none"> • What do middle income employees feel about the commitment of the tourism sector towards promoting domestic tourism? • What do middle income employees feel about the marketing policies and procedures of the tourism sector; Have they hindered or promoted domestic tourism? • How is the domestic tourist perceived and treated by the tourism sector in comparison to the international tourist? Do middle income employees feel there is a difference in the treatment? • How can the tourism sector improve as far as domestic tourism is concerned? |
| Control variable <ul style="list-style-type: none"> • Cost of holiday packages | <ul style="list-style-type: none"> • Does perception of cost affect holiday culture and thus contribute to the low level of domestic tourism amongst mid-level income employees? |

2.8 Theoretical framework

Many Theories of tourism have been advanced. In fact, tourism has been described as shaping human identity and our world view. That is, we make judgment based on a single experience of a place, for example India- dirty and impoverished. Italy- romantic and stylish. Africa- beautiful and wild, Hawaii- a tropical paradise.

The earliest attempt to study tourism came from Erik Cohen (1972) and his theory on tourism is heavily quoted by many tourism scholars. Cohen came up with five meaning based categories of tourism:

- o Recreational tourism- relieves the strains and tensions of work with no deeper significance.
- o Diversionary tourism- escape from general boredom and routine of home,
- o Experiential tourism- refers to modern pilgrims looking for authenticity in other societies because it cannot be found at home,
- o Experimental tourism- experimenting with lifestyles other than one's own.
- o Existential tourism- the purpose is for the tourist to acquire a new spiritual centre.

Cohen went on to describe four different types of tourists: the organized mass tourist who takes a package holiday to a popular destination, the individual mass tourist who buys a travel package that allows him more individual travel but still tends to stay within the popular tourist environment, the explorer who uses the comfort of hotels and quality tourist transport but who branches out to spend time amongst the host community and finally the drifter who travels and explores using whatever transport and accommodation they can find, thus avoiding the formal tourism industry.

Cohen influenced many tourism scholars. Plog (1977) and Smith (1989) used his model to classify tourists. Plog used personality descriptions to classify tourists and then linked them directly to destinations, arguing that a certain type of personality ended up visiting a certain place. "Psychocentrics" were less adventurous and inward looking for example

and visited well established resorts while "allocentrics" were very adventurous and willing to take risks and thus traveled and overnights further away from the mass tourist services. Smith labeled tourists as explorers, elite tourists, off-beat tourists, unusual tourists, incipient mass tourists, mass tourists and charter tourists.

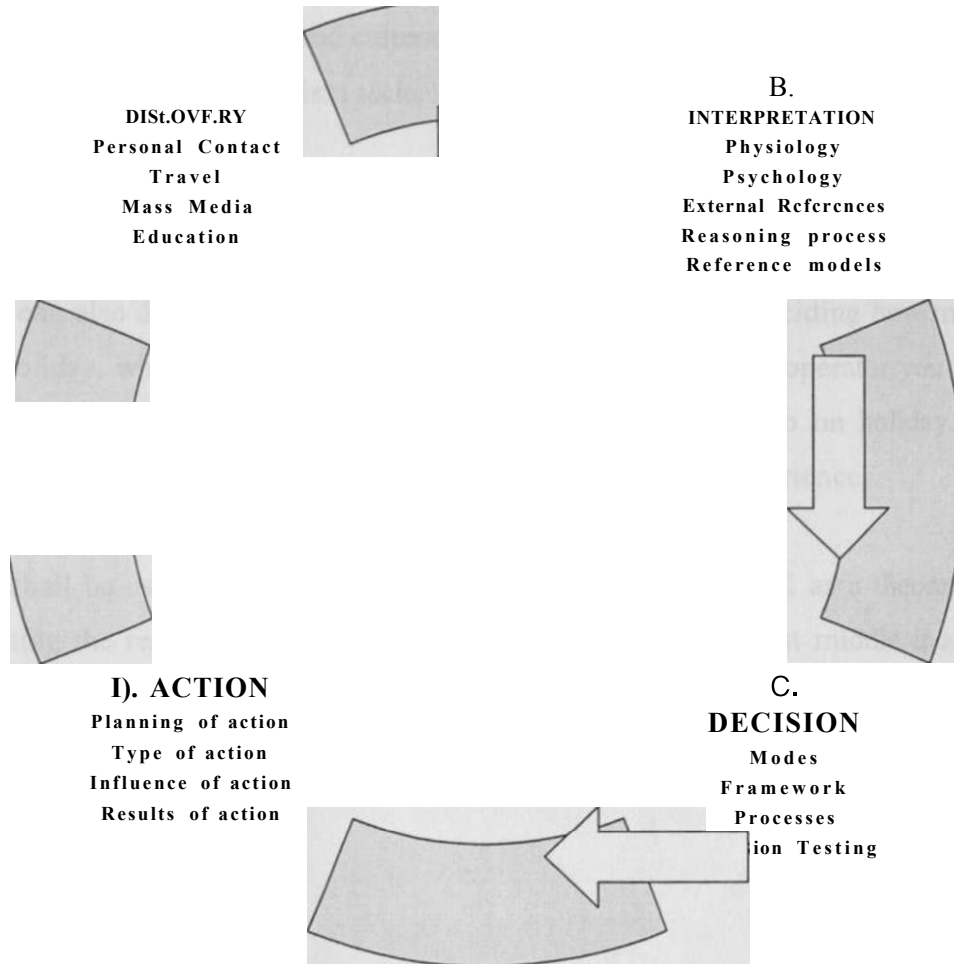
Cohen and other early theorists of tourism have been criticized for having categorized travelers into typologies that relate largely to leisure travel and perhaps mainstream business travel without considering other more influential ways of finding out about the world- for example the ordinary family shopper who makes an excursion to a city center perhaps staying overnight. Are they the same as a leisure visitor?

The next scholars in tourism based their studies on what motivates tourists. Boorstin (1964) an American Historian argued that the tourist main motive in traveling was to experience the idea of another culture, not the "real culture", he just wants pre-existing ideas that he has about a culture confirmed. For example- to confirm that Africans live on trees. MacCannell (1976), an American Sociologist said that tourists are searching for authentic experiences in other places and times because they assume that their modern life is empty and inauthentic. MacCannell however argues that what tourists find is actually "staged authenticity" since those who manage tourist attractions only portray what is in fact attractive to the tourist and not the actual reality.

Urry (1990), a British sociologist said that authenticity is not the basis of tourism , rather, the tourist is seeking a change from work and routine, a complete inversion of ordinary life- "king for a day" or "peasant for a day". This is why people visit castles, palaces and also have experiences with locals. Urry argues that tourism managers concentrate a lot of effort on manipulating our perceptions of their places, by making them attractive, keeping them well maintained and trying to ensure there are no hostilities going on within them. Umberto Eco (1987), an Italian linguist and novelist agreed saying that authenticity was not historical but visual, if it looks real, then it is real, if you see the copy, then there is no need to see the original.

Alan Machin (1998) argues that tourism is a way of discovering the world: its places and people. Machin states that there are four types of travel, though the traveler might simultaneously mix these four in different proportion. These are exploration, conquest, business and tourism. Exploration might be for the first traveler ever to set foot in a place, or it might be that of anyone visiting a place they have not seen before though others may have. Conquest can be military, ideological or economic. Business can be to do with trade and commerce or any form employment or occupation- merchants, teachers, charity workers. A journalist investigating a story might be exploring and on business simultaneously then in the evening, he could be enjoying the entertainment on offer- a leisure traveler. Machin came up with the Holdyne: The Action Cycle to study tourism. The Holdyne Cycle is also referred to as the ABCD of travel. The Holdyne cycle is shown in figure 2.2.

Figure 2.2: The Holdyne Action Cycle



Source : The Social Helix: Visitor Interpretation As a Tool For Social Development.

Machin argues that the first step in tourism is discovery. People have different ways of discovering their world; through personal contact with other people, through traveling, through mass media- TV, radio, music players, computers, books, newspapers, journals, photos, graphics on consumer goods, family photos, phone calls and letters. Formal education is another source of discovery. At this stage, their curiosity to see that world for themselves is sharpened. Secondly, people interpret their discoveries. Interpretation is

that which includes the actions that help us decide the meanings and significance of the discoveries that we make. Interpretation is influenced by a range of factors such as our physiology (need for food, sleep, shelter, sex, travel etc), psychology (what we think about travel), knowledge culture and cultural framework (philosophers, politicians, local leaders, social groups and the tourism sector).

The next phase is that in which we take decisions. Decision is a process within our mind or it might involve informal or formal activities. It requires a family discussion or a fixed- procedure meeting. Decision can also depend on one's culture and systems. It entails deciding how much will be spend on holiday, where you will go, where you will stay, which tour operator you will use and so on. The final phase is the action phase. It is here that people go on holiday. It involves actual travel, visiting of the tourist attraction and recording of the experiences.

In this study, we shall be using Alan Machin's theory of the ABCD of travel as a theoretical guide to investigating the reasons for the low rate of domestic travel amongst middle income employees in Nairobi as it is a well rounded theory that not only covers why people travel but also how culture comes into play when deciding on whether or not to go on holiday.

CHAPTER THREE

RESEARCH METHODOLOGY

The objective of this study was to investigate the low level of domestic travel amongst middle income Kenyans in Nairobi in relation to the lack of holiday culture and the tourism sector's attitude towards the domestic tourist. The methodology was a road map that guided the progress of the study and ensured that the objectives were met through the answering of the research questions. This chapter covers the research scope and design, the target population, the sampling design, data collection techniques and the development of the research instrument.

3.0 The Research Design

The study was modeled on a descriptive survey design because the major purpose of the descriptive design is to describe the state of affairs as it exists. A descriptive study is concerned with the what, who, where and how of a phenomenon. (Kombo and Tromp 2006). According to Mugenda and Mugenda (1999), a survey is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables. The purposes of a survey research are to obtain information that describes existing phenomena by asking individuals about their perceptions, attitudes, behaviour and values. Secondly, a survey research enables us to explain or explore the existing status of two or more variables at a given point in time. Finally, a survey is used to collect original data about the purpose of describing a population which maybe too large to observe directly. The reason for choosing the survey method in this particular study was that was easy to administer to a large number of respondents and also because we were testing attitudes. It also enabled a cross section analysis of the population being studied and it gathered data straight from the selected respondents. This design was appropriate because the study sought to determine whether the low incidence of domestic tourism is in any way related to a lack of holiday culture and the attitude of the tourism sector towards domestic tourists. The study collected information from respondents on their attitudes and opinions in relation to domestic

travel in Kenya. The initial identification process of respondents was carried out by a door to door survey of organizations in Nairobi.

3.1. Study Target

The study focused on middle income Kenyans within Nairobi. Purposive sampling was used to select Nairobi as the study site since it has the largest number of wage employees in Kenya. (Statistical Abstract 2007). Nairobi was seen as the key business and travel district in the country and the respondents here were seen to be representative of the national domestic tourist. The assumption here therefore was that the factors influencing domestic tourism among middle level income workers in Kenya were similar across the board with little if any differences. The middle level income employees were purposively selected as the study target group because they form the largest percentage of wage employees with the potential to spend money on domestic tourism.

3.2 Sample and Sampling Procedure

3.2.0 The Population:

The study found that Nairobi District comprised 466,480 wage employees employed in 10 sectors of the economy and industry. (Statistical Abstract 2007) The subjects for the study were drawn from all the 9 sectors of the economy and industry.

3.2.1 The Target population

The study found that according to the 2007 Human Resource survey Kenya (PriceWaterhouseCoopers 2007), carried out in 123 organizations in a broad spectrum of companies across all sectors of business in Nairobi, there are roughly 5,000 middle level income employees employed in 114 management positions and 23 mid-management positions in Nairobi. About 2000 of this middle level income employees are employed in the hospitality industry either as transportation, tour operations staff, hotel and restaurant staff, in game reserves, parks and other tourist attractions. We excluded from our study

these 2000 people because they work in the industry of study, therefore have a holiday culture and probably benefit from complimentary holidays or at the very least concessional rates at tourist destinations. Our target population therefore consisted of 3000 middle level income employees.

3.2.2 Sampling frame:

The sampling frame was developed from the nine different sectors as listed in the yellow pages of the Kenya Postel Telephone directories as follows:

Table 3.1 Sampling frame

| SECTOR | TOTAL NUMBER OF LISTED COMPANIES | RESPONDENTS REQUIRED |
|-------------------------------|---|-------------------------|
| Telecommunication | 10 | 6 |
| Educational Marketing | 3 | 2 |
| Manufacturing | 35 | 20 |
| Parastatals & Commissions | 5 | 3 |
| Banks & Financial services | 30 | 17 |
| NGO's, and embassies | 140 | 78 |
| Oil Companies | 20 | 11 |
| Insurance Companies | 54 | 30 |
| Private Businesses | 60 | 33 |
| TOTAL | 357 | 200 |

* $\text{Number of respondents} = \frac{\text{Total number of companies in the sector} \times \text{total number of required sample}}{\text{Total number of listed companies}}$

3.2.3 Sampling technique and size:

In order to ensure that the selected group of respondents was representative of the characteristics found in the entire group, the study adopted the stratified random sampling method. Respondents were selected randomly from each of the sectors stated above such that each had an equal chance of being included in the study. 200 respondents representing all the sectors of middle-income wage employment were to be interviewed. The number 200 was selected because it manageable in terms of time and costs and was seen to be representative as it was about 7% of the target population. Our criterion for inclusion in the sampling unit was that subjects should have been earning between Kshs 50,000 and 100,000 in gross revenue.

3.3 The Research Instrument

Primary data was collected using a semi- structured questionnaire developed by the researcher. The instrument had 36 items. It measured the age, gender, level of education and income of respondents against incidences of travel. It had questions that measured incidence of travel amongst respondents for a period of three years. The questionnaire had items measuring attitude of respondents to taking holidays; attitude of respondents towards cost of holidays. It also had questions measuring perception of the attitude of the tourism sector towards middle level income employees in Nairobi. This is further discussed in chapter four.

3.4 Instrument Validity:

To ensure that the questionnaire was measuring what we intended to measure, the researcher pilot tested the instrument to determine its appropriateness. After constructing each question in the questionnaire, it was reviewed to determine to what extent it was related to the variable it was intended to measure. Irrelevant, biased and ambiguous questions were removed. This ensured face validity. To ensure sampling validity (Nachmias & Nachmias 2005), we gave indicators or measures of the content for each of

the variables to be studied such that they adequately represented the qualities being measured. We are certain that the research instrument had content validity. To ensure construct validity, each question or statement in the questionnaire was analyzed in relation to our theoretical framework to determine if it measured the relevant properties of the concepts under study and discrepancies were removed. Empirical validity was established by the administering of the pilot questionnaire as the results obtained reflected a strong relationship with the results that we had predicted.

3.5 Instrument Reliability

Instrument reliability was ensured by using the split half parallel form technique where the questionnaire of 36 were split into odd numbered questions 18 and even numbered questions 18 administered to the pilot group. The scores were then correlated to estimate reliability. The reliability coefficient was 0.81. This implied that the research instrument had good reliability.

3.6 Data Presentation and analysis techniques

On completion of all questionnaires, they were checked to verify and ensure that there was consistency, exhaustiveness and completeness of the information expected. Data was analyzed using the SPSS software for the nominal elements. Qualitative data was analyzed using descriptive statistics such as percentages, frequencies, and mean scores. The data will be presented using tables, graphs, pie charts and bar graphs in Chapter Four. Tables 3.2 and 3.3 show the measurement scales that were used for the variables and the related objectives.

Table 3.2 *Measurement Scales for Variables*

| n PI: ok VARIABLE | WHAT IS TO BE MEASURED (OPERATIONAL DEFINITION) | MEASUREMENT SCALE |
|---|---|--|
| Dependent Variable <ul style="list-style-type: none"> • Low level of domestic tourism amongst mid-level income employees | <ul style="list-style-type: none"> • Incidences of actual travel for leisure • Number of employees who have never traveled for leisure. • Gender • Level of education | <ul style="list-style-type: none"> • Interval • Interval • Nominal • Nominal |
| Independent Variable: <ul style="list-style-type: none"> • Lack of holiday culture | <ul style="list-style-type: none"> • Reasons for not traveling • Mid-level income employees" attitude towards taking holidays. • Awareness of the concept of domestic travel and its benefits amongst mid-level income employees • Does a culture of taking holidays exist amongst mid-level income employees? • Income of the employees | <ul style="list-style-type: none"> • Ordinal • Ordinal • Ordinal • Ordinal • Interval |
| Independent Variable <ul style="list-style-type: none"> • Attitude of the tourism sector towards the domestic tourist | <ul style="list-style-type: none"> • What do middle income employees feel about the commitment of the tourism sector towards promoting domestic tourism? • What do middle income employees feel about the marketing policies and procedures of the tourism sector? Have they hindered or promoted domestic tourism? • How is the domestic tourist perceived and treated by the tourism sector in comparison to the international tourist? Do middle income employees feel there is a difference in the treatment? • How can the tourism sector improve as far as domestic tourism is concerned? | <ul style="list-style-type: none"> • Ordinal • Ordinal • Ordinal • Ordinal |
| Control variable <ul style="list-style-type: none"> • Cost of holiday packages | <ul style="list-style-type: none"> • Does perception of cost affect holiday culture and thus contribute to the low level of domestic tourism amongst mid-level income employees? | <ul style="list-style-type: none"> • Ordinal |

Table 3.3 Summary of analysis of the variables and related objectives

| Objectives | Type of analysis |
|---|---|
| <p>Objective 1: To determine the relationship between lack of a holiday culture and the low level of domestic tourism amongst middle- level income employees in Kenya.</p> | <p>Co variation (mean, standard deviation).</p> |
| <p>Objective 2 To establish the relationship between the attitude of the tourism sector to the domestic¹ tourist and the low level of domestic tourism amongst middle-level income employees in Kenya.</p> | <p>Co variation (mean, standard deviation).</p> |
| <p>Objective 3 To determine the level of awareness of the concept of domestic tourism and its benefits amongst middle-level income employees.</p> | <p>Co variation (mean, standard deviation).</p> |
| <p>Control Variable Does perception of cost affect holiday culture and thus contribute to the low level of domestic tourism amongst mid-level income employees?</p> | <p>Co variation</p> |

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

This chapter represents and explains the data collected in this research project. The data was collected in quantitative and qualitative form through a structured questionnaire administered to the respondents by the collect and pick later method and also via e-mail. The data was presented in the form of charts, graphs and tables.

The findings of this study were organized according to the specific research objectives. The analysis was focused on meeting the following specific objectives:

1. To determine the relationship between lack of a holiday culture and the low level of domestic tourism amongst middle- level income employees in Kenya.
2. To establish the relationship between the attitude of the tourism sector to the domestic tourist and the low level of domestic tourism amongst middle-level income employees in Kenya.
3. To determine the level of awareness amongst middle-level income employees of the benefits of domestic travel as a strategy towards sustainable development in tourism in Kenya.
4. To determine whether perception of cost affects holiday culture and thus contributes to the low level of domestic tourism amongst mid-level income employees.

4.0 Personal Information

The data needed from the study was collected from a total of 148 returned and completed questionnaires, a return rate of 74%. The initial sample frame sought to have 200 respondents from the middle income level employment level, earning Kshs 50,000- Kshs 100,000 as gross pay. However, as the researcher was conducting research under the guidance of the various Human Resource managers and corporate affairs managers for

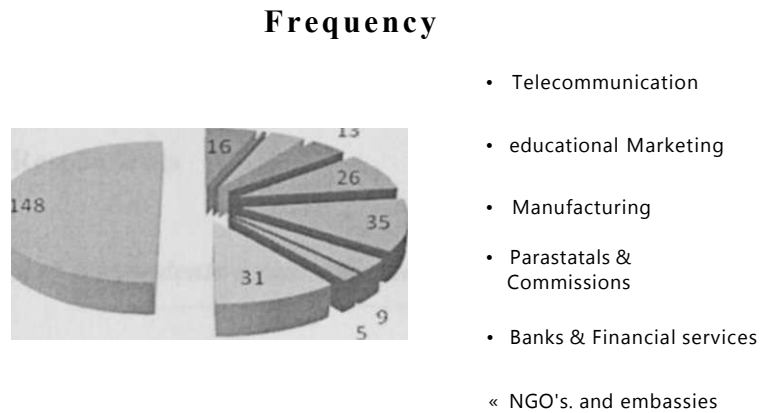
the researched companies, middle income level employees were found to fall in between Kshs 50,000 to Kshs 150,000, necessitating an adjustment of the upper-limit of the target sample group. The final sample thus showed a slight variation in the target sample but it was still an apt representation of the categories sought. The results are shown in Table 4.1.

Table 4.1 Number of respondents in various categories

| Category of company | Frequency | Percent |
|-------------------------------|------------------|----------------|
| Telecommunication | 16 | 10.81 |
| Educational Marketing | 1 | .68 |
| Manufacturing | 12 | 8.1 |
| Parastatals & Commissions | 13 | 8.78 |
| Banks & Financial services | 26 | 17.57 |
| NGO's, and embassies | 35 | 23.65 |
| Oil Companies | 9 | 6.08 |
| Insurance Companies | 5 | 3.38 |
| Private Businesses | 31 | 20.95 |
| TOTAL | 148 | 100.0 |

Figure 4.1 also shows the distribution of respondents according to the company categories.

Figure 4.1 Distribution of respondents according to company categories

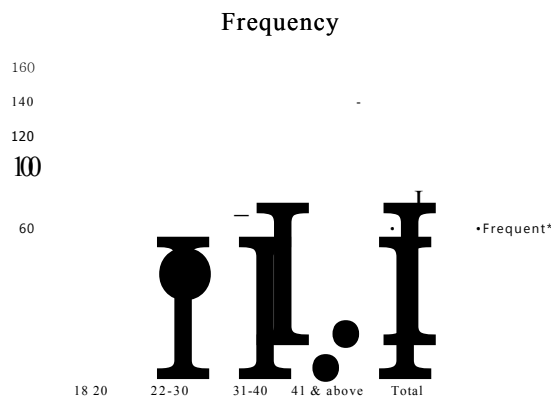


4.0.1 Position in the companies

Of the respondents interviewed, 14.9% (22 respondents) were unwilling to disclose their positions in their company. 6.1 % (9) were in Information Technology, 49.3% (73) were in administration- as officers, coordinators or assistants-, 14.2% (21) were Managers, 2.7 % (4) were Assistant Managers, 8.8 % (13) were bank officers and 4.1% (6) were technical staff.

4.0.2 Age Distribution

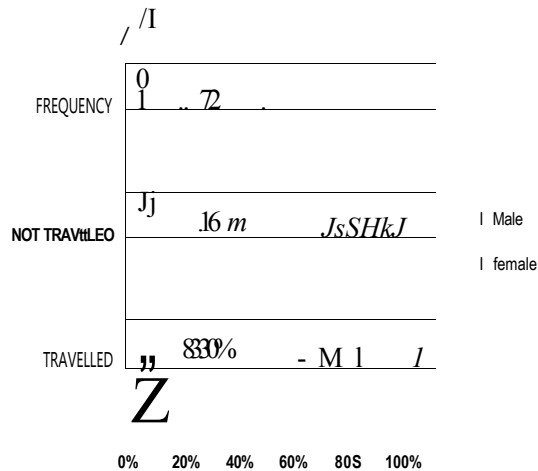
Figure 4.2 Age distribution of respondents



As shown in figure 4.2 above, of the respondents interviewed. 54.1% were between 31-40 years, 34.1% were between 22- 30 years old, 10.1% were 41 and above and 1.4 % were between 18-20 years old.

4.0.3. Gender of Respondents

Figure 4.3 Gender of respondents against incidences of travel for pleasure



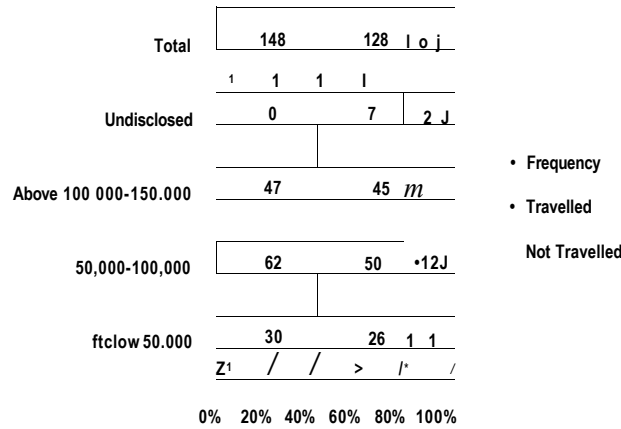
Of the 148 respondents, 72 were male and 76 female representing an almost even distribution according to gender. Of the 72 males, 12(16.7%) have never been on holiday within Kenya and 8 (10.5%) of the females have never traveled within Kenya.

4.1.0 Presence of a holiday culture in Kenya:

To establish whether a holiday culture exists amongst middle level income employees in Kenya, questions were put to the respondents to do with factors such as gross monthly income, incidence of travel and destinations visited by province, incidence of non travel and reasons for not traveling, the purpose for travel, the frequency of travel and the type of accommodation that was taken by the respondents during the vacation. The results are shown in detail below.

4.1.1 Monthly Income of respondents vis a vis travel in Kenya:

Figure 4.4 Monthly gross incomes of respondents against incidence of travel & non travel.



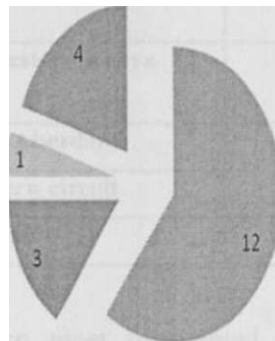
It was established that 30 respondents earned a gross income of below Kshs 50,000, 62 respondents earned between Kshs 50,000 and 100,000, 47 respondents earn over Kshs 100,000 but not above Kshs 150,000 and 9 respondents were unwilling or unable to disclose their gross pay as they found this question too sensitive to answer. Of the 20 people who have never been on holiday in Kenya, 2 earned over Kshs 100,000, 12 earned between Kshs 50,000 and 100,000, 4 earned less than Kshs 50,000 and 2 of the undisclosed pay have never traveled in Kenya. These Findings imply that the highest number of respondents who have traveled (39%) earn between Kshs 50,000 to Kshs 100,000. 35% of the respondents who have traveled earn between Kshs 100,000 to Kshs 150,000. 20% of those earning below Kshs 50,000 have been on holiday.

4.2.2 Incidncc of non-travel and reason for non travel

Figure 4.5 Reasons why Respondents did not travel

Number of Respondents

Frequency



- lack of finances
- Other priorities other than travel
- Holiday Destinations are expensive
- No reason

60 % of those who had not traveled claimed lack of finances was the key reason. 15% gave other priorities as a reason for non travel, 5% thought that holiday destinations were too expensive while 20% did not give a reason for not traveling.

4.2.3 Incidncc of travel and travel destinations

As discussed above, of the 148 respondents, 128 have been on holiday within Kenya. The areas that were visited, in some cases in combination include the Aberdare, Maasai Mara, Bamburi, Coast, Mt. Kenya, Western Kenya, Samburu, Rift Valley, El Al Nyiro Ranch, Embu, Nakuru, Mombasa, Maasai Mara, Kericho, Kisumu, Eldoret, L. Bogoria, Mt. Elgon, Baringo, Lake Nakuru, Leopard Beach, Fisherman's Camp, Birds of Paradise Lodge. Malindi. Kilifi, Nanyuki, Tsavo, Lokichogio, Kisumu, Garissa, Cray Fish Camp, Turkwell Gorge, Isiolo, Kvvale, Voi, Nyeri. Taita hills, Meru. Others also mentioned

Uganda, and Tanzania, which for this study are invalid. For the interest of research, we have put travel destinations in the following categories:

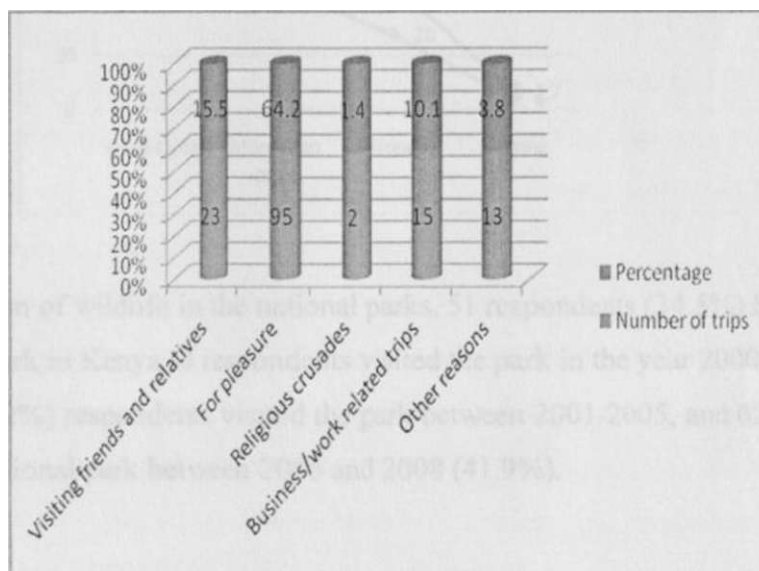
Table 4.2 Travel Destinations by province

| DESTINATION | FREQUENCY | PERCENTAGE |
|---|-----------|------------|
| Coast(Mombasa,Malindi, kilifi, Tsavo,K\vale) | 89 | 67.94 |
| RiftValley Mara,Amboseli, Nakuru,Naivasha, Samhuru, Magadi | 26 | 19.84 |
| Nyanza and Western Kenya | 4 | 3.05 |
| .Mt. Kenya, Aberdare | 9 | 6.87 |
| North Eastern circuit | 3 | 2.29 |
| Total | 131 | 100% |

Mombasa was the town most frequented by respondents with at least 80 (62.5%) respondents indicating that they had visited the town.

4.1.4 Purpose for Travel

Figure 4.6 Number of domestic trips by purpose



As shown above, domestic Tourism in Kenya is largely purpose driven with travel for pleasure accounting for 64% of all domestic trips. Visiting of friends and relatives comes next at 23%, business or work related trips 10% and religious crusades constitutes a paltry 1.4% of the reasons for travel amongst the respondents .

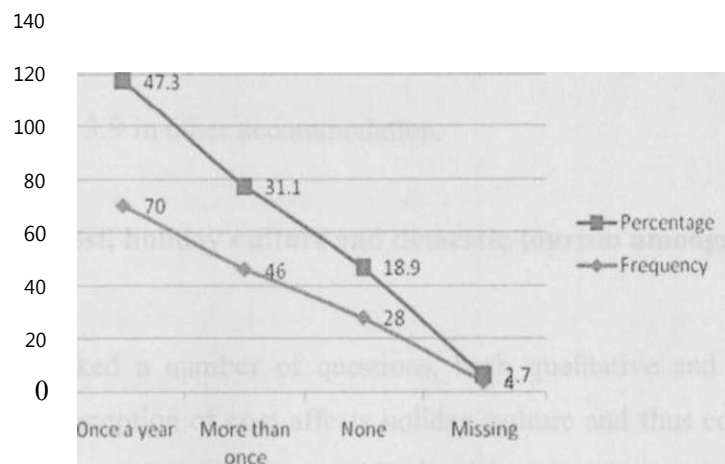
4.1.5 Activities during holidays

During domestic travel for pleasure, most respondents went of safari 12.8%, visited the beach 27% visited famous landmarks, 12.2%, carried out all of the above activities 15.5% other activities which accounted for 16.9% included drinking a lot, rest and relaxation out of town, night clubbing, visiting local markets, scaling Mount Kenya.

4.1.6 Frequency of travel in the past three years

Several of the respondents travel for pleasure more than once a year as shown in Figure 4.7.

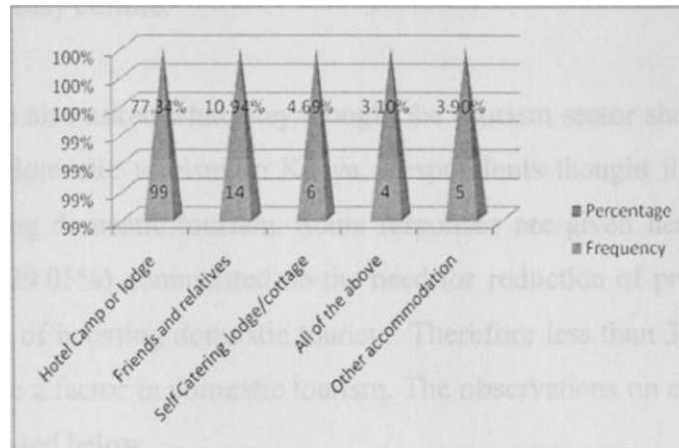
Figure 4.7 Frequency of travel



On appreciation of wildlife in the national parks, 51 respondents (34.5%) have never been to any Park in Kenya. 8 respondents visited the park in the year 2000 (5.4%) and below. 27(18.2%) respondents visited the park between 2001-2005, and 62 respondents visited the National park between 2006 and 2008 (41.9%).

4.1.7 Where did respondents stay when on holiday

Figure 4.8 Type of accommodation taken by respondents



Of the 128 respondents who had been on holiday, 77.34% stayed in a hotel, camp or lodge. 10.94% with friends and relatives, 4.69% in a self-catering cottage or lodge 3.1% in all of the above and 3.9 in other accommodation.

4.1.8 Perception of cost, holiday culture and domestic tourism amongst mid-level income employees

Respondents were asked a number of questions, both qualitative and quantitative, to determine whether perception of cost affects holiday culture and thus contributes to the low level of domestic tourism amongst middle level income employees in Kenya. The questions are discussed below.

Respondents were asked to list amongst the income ranks in order of the most likely to travel for leisure to the least likely to travel for leisure purposes, a), the Lower income Kenyans, b). Expatriates and foreign diplomats, c). The upper-income Kenyans and d). Middle-income Kenyans. In answer to the above question, 140 respondents ranked b,c,d,a as the most to the least likely and 8 did not answer this question. Middle level income

employees thus see expatriates and foreign diplomats (International Travelers) as those most likely to afford holidays, followed by upper income Kenyans then middle income Kenyans and finally lower income Kenyans. Meaning that 94.6% of the respondents agree that cost is a factor in determining who of the income ranks gets to go on holiday and thus affects holiday culture.

Respondents were also asked what they thought the tourism sector should do to improve the low level of domestic tourism in Kenya. Respondents thought that cost was a key factor in improving domestic tourism. Some responses are given here. Out of the 148 respondents, 43 (29.05%) commented on the need for reduction of prices in the tourism sector as a means of boosting domestic tourism. Therefore less than 30% of respondents perceive cost to be a factor in domestic tourism. The observations on cost as given by the respondents are listed below.

Table 4.3 Cost as a factor affecting holiday Culture:

| COMMENTS ON COST | FREQUENCY | PERCENTAGE |
|---|------------------|-------------------|
| Address the cost price | 12 | 27 |
| Affordable rates for domestic tourists | 2 | 4.6 |
| Charge locals cheaper than international tourists | 1 | 2.3 |
| Subsidized rates | 5 | 11.6 |
| Competitive and affordable packages for locals | 3 | 6.9 |
| Differentiate products by cost for middle and lower classes | 2 | 4.6 |
| Lower park fees for locals | 1 | 2.3 |
| Lower cost of transportation and hotels | 6 | 13.9 |
| Lower tariffs | 8 | 18.7 |
| Affordable rates for tourism all year round not only at off peak season and in times of disaster | 3 | 6.9 |
| | 43 | 100 |

There were a total of 43 (29.05%) comments related to cost, implying that it is a somewhat important factor amongst middle level income employees, when taking holidays and it contributes to directly to why the level of domestic tourism is low in Kenya.

4.1.9 The attitude of middle level income employees towards holidays.

To determine the attitude of respondents towards domestic tourism, a series of questions were posed to respondents. To determine attitude, the researcher ranked respondents answers as follows, the best score of 1 meant that the respondent whole heartedly embraced the idea of going on holiday and in fact had a thriving sense of holiday culture. A score of 2 meant that the respondent has a somewhat positive attitude towards holidays; a budding element of holiday culture which could be nurtured. The next score was 3rd, meaning the respondent's attitude towards taking holidays bordered on the negative. The worst score was 4th, meaning the respondent has a very negative attitude towards taking holidays, is completely averse to taking holidays thus has no holiday culture at all.

For the first question on attitude, respondents were asked to give their reaction to a number of comments. The findings are listed below:

Table 4.4 Attitudes of middle level income employees towards holidays

| Attitude Value | Strongly Agree | Agree | Disagree | Strongly disagree | No Answer | Total |
|--|----------------|-------------|-------------|-------------------|-----------|-------------|
| Mid-level income employees do not have time to go on holiday | 8.1% 12 | 23.6% 35 | 42.6% 63 | 25% 37 | 0.7% 1 | 100% 148 |
| Mid-level income employees do not have financial resources to go on holiday | 14.2% 21 | 35.8% 53 | 33.8% 50 | 15.5% 23 | 0.7% 1 | 100% 148 |
| The idea of holidays is still very foreign to Mid-level income employees in Kenya | 16.2% 24 | 38.5% 57 | 31.8% 47 | 12.8% 19 | 0.7% 1 | 100% 148 |
| Mid-level income employees perceive themselves as not belonging to the same group as international tourists thus do not frequent same hotels | 28.4% 42 | 41.9% 62 | 19.6% 29 | 8.8% 13 | 1.4% 2 | 100% 148 |
| Tourism is a foreign concept best left to the international tourist | 7.4% 11 | 11.5% 17 | 40.5% 60 | 39.9% 59 | 0.7% 1 | 100% 148 |

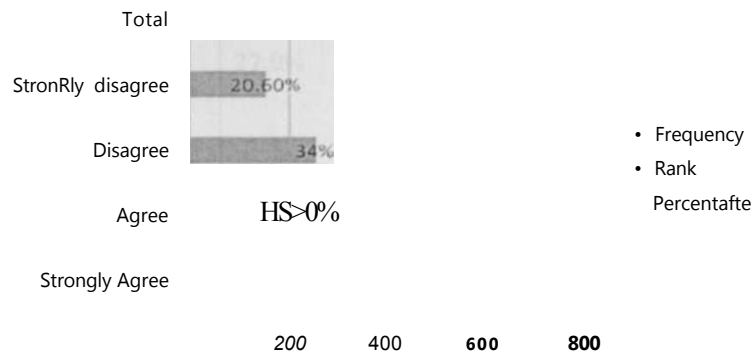
Table 4.4 below shows how the respondents scored on their attitude towards taking holidays.

Table 4.5 Score on attitude towards taking holidays.

| Attitude Value | Frequency | Rank | Percentage |
|-------------------|-----------|------|------------|
| Strongly Agree | 110 | 4 | 15% |
| Agree | 224 | 3 | 30.50% |
| Disagree | 249 | 2 | 34% |
| Strongly disagree | 151 | 1 | 20.60% |
| Total | 734 | | 100% |

These results are further shown in Figure 4.9 below.

Figure 4.9 Score on attitude towards taking holidays.



From the responses summarized in Table 4.4 and 4,5 and figure 4.9, 33.92 % of the respondents have a budding sense of holiday culture, which can be nurtured. 20.6% of the respondents have an overwhelming sense of holiday culture. 30.5% of the respondents scored a 3 meaning they have a negative attitude towards holidays while 14% of the respondents have no holiday culture to speak of at all and thus would probably be averse to taking holidays. Overall, on average 53% of the respondents disagree and strongly disagree meaning roughly half the respondents have some sense of holiday culture and a positive attitude towards travel.

The second set of questions to gauge attitude of the respondents towards taking holidays was based on their interest in visiting game parks and their interest in joining a holiday fund scheme. Respondents were told to list answers from a very strong interest to no interest at all.

Table 4.6 Rating of Interest in taking holidays

| Attitude Value | Very Strong Interest | Moderate Interest | Very Limited Interest | No Interest At all | No Answer | Total |
|--|-----------------------------|--------------------------|------------------------------|---------------------------|------------------|--------------|
| Interest in Visiting Kenyan Parte. For which Kenya is renowned worldwide. | 25 16.9% | 81 54.7% | 28 18.9% | 12 8.1% | 2 1.4% | 148 100% |
| Interest in joining an employer initiated contribution towards a holiday fund scheme | 95 64.2% | 40 27.0% | 7 4.7% | 5 3.4% | 1 0.7% | 148 100% |

The score of respondents on their interest in taking holidays is shown in table 4.7.

Table 4.7 Rating on interest in taking holidays

| Attitude Value | Frequency | Rank | Percentage |
|------------------------------|------------------|-------------|-------------------|
| No interest at all | 17 | 4 | 5.8% |
| Very limited Interest | 35 | 3 | 11.94% |
| Moderate Interest | 121 | 2 | 41.29% |
| Very strong Interest | 120 | 1 | 40.95% |
| Total | 293 | | 100 |

MEAN 73.25

STD DEV 55.0537616

Figure 4.10 Ratings on interest in taking holidays

| STDDCV | M | | | |
|-----------------------|-------|-----|-------------|-----|
| MEAN | • • | | | |
| Total | • • • | 100 | • Frequency | |
| Very strong Interest | • • • | 1% | • Rank | |
| Moderate Interest | I' MH | 80% | Percentage | |
| Very limited Interest | •% | | | |
| No interest at all | SHO% | | | |
| | | 200 | 400 | 600 |

From the responses summarized in tables 4.6 and 4.7 as well as figure 4.10 above, 41% respondents scored 1, which meant they have a very strong sense of holiday culture. 41.3% scored 2, which meant that they have a budding sense of holiday culture and a positive attitude towards taking holidays. 12% scored 3 while only 5.8% scored 4 in this question, which meant overall that over 80% of the respondents have a positive attitude towards holidays.

The third question on attitude of middle income employees towards holidays focused on respondents' priorities as far as goals in life are concerned.

Table 4.8 Priorities of respondents in terms of goals in life

| Goal | Rank 1 | Rank 2 | Rank 3 | Rank 4 | No Answer | Total |
|---|-------------|-------------|-------------|-------------|------------|-------------|
| A secure life with all expenses provided | 81 54.7% | 35 23.6% | 14 9.5% | 8 5.4% | 10 6.8% | 148 100% |
| A family life that is centered solely on the family | 50 33.8% | 58 39.2% | 13 8.8% | 17 11.5% | 10 6.8% | 148 100% |
| An important life that is based on recognition and achievement | 13 8.8% | 25 16.9% | 48 32.4% | 51 34.5% | 11 7.4% | 148 100% |
| A prosperous life based on affording good things such as holidays | 22 14.9% | 17 11.5% | 48 32.4% | 49 33.1% | 12 8.1% | 148 100% |

Table 4.9 Score on priorities in life

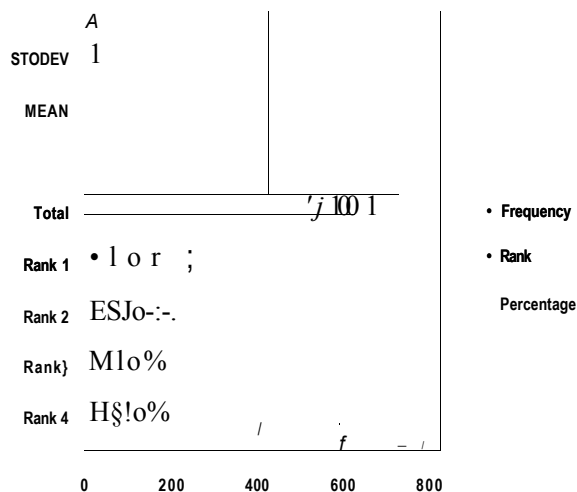
| Attitude value | Frequency | Rank | Percentage |
|----------------|-----------|------|------------|
| Rank 4 | 125 | 4 | 22.76 |
| Rank 3 | 123 | 3 | 22.4 |
| Rank 3 | 135 | 2 | 24.59 |
| Rank 4 | 166 | 1 | 30.23 |
| Total | 549 | | 100 |

MEAN 137.25

STD DEV 19.87

Respondents were asked to rank in order, what they considered important as goals in their lives. They were to Rank 1 as most important, 2 as next in importance, 3 as third in importance and 4 as least important. The options given were: a), a secure life where all expenses are provided, b). A family life which is centered completely on family, c). An important life which is based on recognition and achievement, d). A prosperous life which is based on affording good things in life.

Figure 4.11 priorities in life of respondents



As shown above, the lower end needs such as a secure life where respondents can meet all their expenses had a relatively high priority with 54.7% of the respondents ranking it as 1; very important as a goal. Family life was given a ranking of 2, moderately important

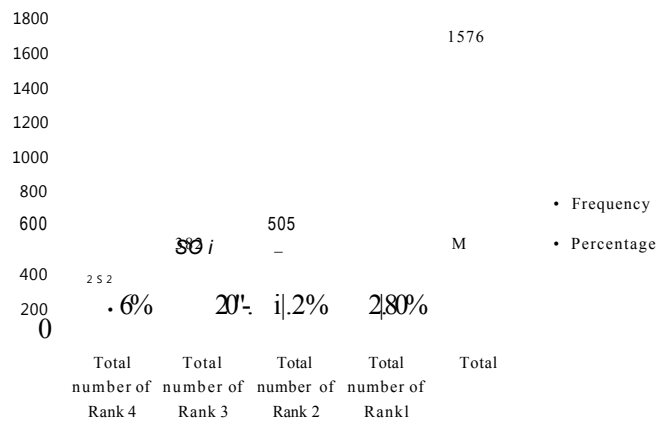
by about 39.2% of the respondents. An important life that is based on recognition was given a priority rating of 4, least important by 34.5% of the respondents. A prosperous life was given a priority rating of 3, by 32.4 percent and 33.1% gave it a priority rating of 3. This means that an average of 46 respondents or an average of 31.08% of the respondents give marginal to limited interest to holidays as a priority or a goal in their lives.

4.1.10 Findings on attitude towards taking holidays

Table 4.10 OVERALL SCORE ON ATTITUDE

| SCORE | Frequency | Percentage |
|------------------------|-----------|------------|
| Total number of Rank 4 | 252 | 15.98 |
| Total number of Rank 3 | 382 | 24.23 |
| Total number of Rank 2 | 505 | 32.04 |
| Total number of Rank 1 | 437 | 27.72 |
| Total | 1576 | 100 |

Figure 4.12 Overall Score on attitude towards taking holidays



Overall, in terms of attitude scores, a total number of 252 ranked 4th, 382 were ranked 3rd. 505 scores were ranked 2nd and 437 scores were ranked 1st. This implies that 27% of the answers of questions on attitude indicate that the respondents in fact have a strong sense of holiday culture. 32% have a budding sense of holiday culture. 24% of the answers received score 3 which means these have a negative attitude towards taking holidays while only 15% of the answers were scored 4th. This implies that only 15% of the respondents have no sense of holiday culture at all and are averse to being domestic tourists.

4.2.11 Domestic Tourism and its benefits to middle level income employees

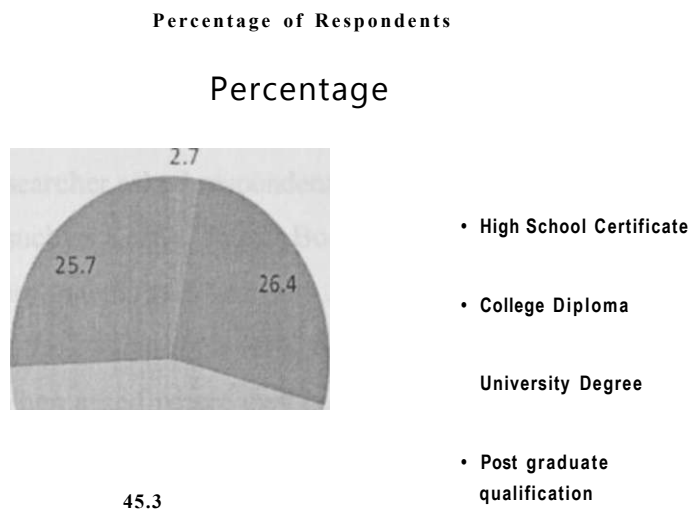


Figure 4.13 Level of education of respondents

The researcher sought to determine the level of awareness of the respondents about the concept of domestic tourism and its possible benefits towards middle-level income employees. In order to determine this, the researcher asked a question on the level of education of the 148 respondents and the findings are as follows. Four of the respondents had a high school certificate, 39 had college diplomas, 67 of the respondents had a university degree and 38 had postgraduate qualifications. The education demographic thus indicates that middle level employees in Nairobi are well read.

Next, to establish awareness of the concept of domestic tourism, respondents were asked to explain in brief their understanding of the term domestic tourism. All 148 respondents, giving various definitions on their own understanding of the term, tackled this question. All 148 responses were valid and correct with the key theme being Citizens touring their own country for leisure, visiting local attractions in their country. There was a 100% correct response to this question.

Then, the researcher asked respondents if they were aware of whom to call when planning a domestic trip. Ninety-three of respondents answered yes, this constituted 62.8%, 38 respondents said No, this constituted 25.7% and 17 respondents did not answer this question. Well over half the respondents knew where to turn to when planning a holiday in Kenya.

Further to this, the researcher asked respondents if they had ever heard of the key players in the tourism sector such as Kenya Tourist Board, Kenya Association of Tour Operators. About 129 (87.2%) respondents said yes, only 3 (2%) said no and 17 respondents skipped this question. Overall, the awareness level of these players is good amongst middle-level income employees. When asked where they had heard of these organizations, 58% of the respondents said the media- that is TV and radio. About 4.7% had heard of them through friends, 2% through tour operators and 1.4% heard of them through the internet. Other sources accounted for 7% of the responses and these varied from an IT development expo at KICC in 2008 to college and general knowledge.

To gauge the level of awareness of the benefits of domestic tourism amongst middle-level income employees, the researcher asked respondents a set of questions. These answers were ranked as follows; strongly agree was ranked first, agree was ranked second, disagree was ranked third and strongly disagree was ranked fourth. Rank 1 meant that the level of awareness of the benefits of domestic tourism is excellent. Rank 2 meant that the respondent has a very good awareness of the benefits of domestic tourism, rank 3 meant that the respondent has some limited awareness of the benefits and 4 meant no

awareness at all. First, the respondents were asked to give their reaction to the statement that "Domestic tourism has the potential to develop and grow over time. These results are indicated below.

Table 4.11 Rating of Awareness of growth potential of domestic tourism

| AWARENESS VALUE | Strongly Agree | Agree | Disagree | Strongly Disagree | No Answer | Total |
|--|----------------|-------------|-----------|-------------------|-----------|-------|
| Domestic tourism has growth potential amongst mid-level income employees | 41.9% 62 | 52.7% 78 | 1.4% 2 | 3.4 % 5 | 0.7% 1 | 148 |

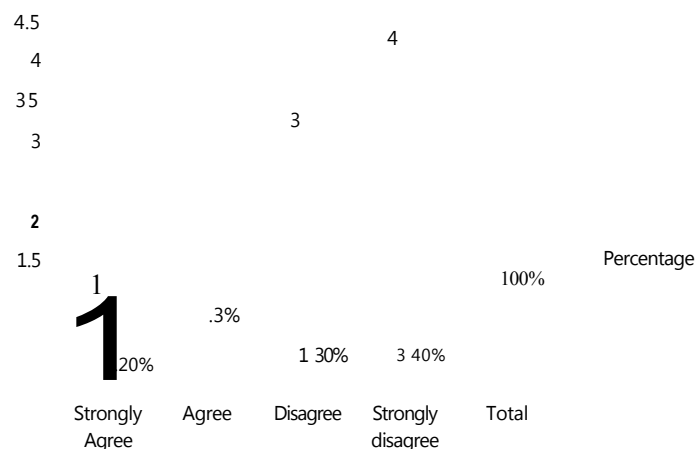
Table 4.12 Scoring of awareness of growth potential of domestic tourism

| Awareness level | Frequency | Rank | Percentage |
|-------------------|-----------|------|------------|
| Strongly Agree | 62 | 1 | 42.1768707 |
| Agree | 78 | 2 | 53.0612245 |
| Disagree | 2 | 3 | 1.36054422 |
| Strongly disagree | 5 | 4 | 3.40136054 |
| Total | 147 | | 100 |

Mean 36.75
Standard Deviation 38.964728

Figure 4.14 below shows the awareness amongst middle level income employees.

Figure 4.14 scores of awareness of growth potential of domestic tourism



From the above 53% scored 2 and 42.2 % scored 1. This meant the level of awareness of the growth potential of domestic tourism was very good to excellent.

Next respondents were asked which amongst three things they considered most important when planning a domestic holiday; the cost of the holiday, the location of the holiday and the attitude of staff at the holiday destination. Rank 1 was very important. Rank 2 was important, rank 3 was somewhat important and Rank 4 was not at all important. The findings are listed below.

Table 4.13 Rating of priorities

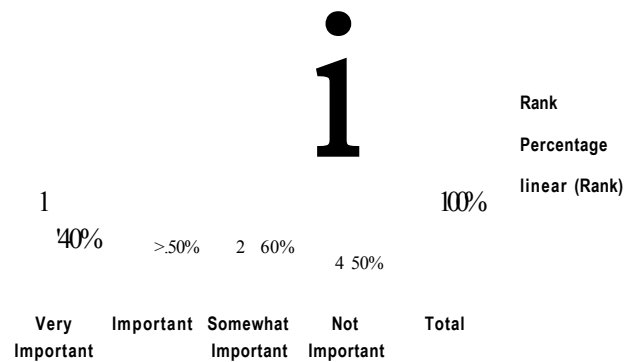
| AWARENESS VALUE | Very Important | Important | Somewhat Important | Not Important | No Answer | Total |
|--|----------------|-------------|--------------------|---------------|-------------|------------|
| Cost of the holiday | 79 53% | 38 25.7% | 7 4.7% | 4 2.7% | 20 13.5% | 148 100 |
| Location of the holiday | 56 37% | 54 36.5% | 14 9.5% | 3 2.0 | 21 14.2% | 148 100 |
| Attitude of the staff at Holiday destination | 11 7.4% | 24 16.2% | 80 54.1 | 10 6.8% | 23 15.5% | 148 100 |

Table 4.14 Score of priorities

| Awareness level | Frequency | Rank | Percentage |
|--------------------|------------|------|------------|
| Very Important | 146 | 1 | 38.42 |
| Important | 116 | 2 | 30.52 |
| Somewhat Important | 101 | 3 | 26.57 |
| Not Important | 17 | 4 | 4.47 |
| Total | 380 | | 100 |

Mean 95
STD DEV 55.263008

Figure 4.14 score of priorities



The respondent's score were as follows; 38.4% scored 1 meaning the cost of the holiday, location and the attitude of the staff at the holiday destination were of paramount importance and thus their awareness level is excellent. 30.52% scored 2 meaning their awareness of the benefits of domestic tourism is very good 26.6 % scored 3 and only 4.5% of the respondents scored 4. This means that about 60% of the respondents are aware of the benefits of domestic tourism.

4.1.12. Overall awareness of respondents on the benefits of domestic tourism

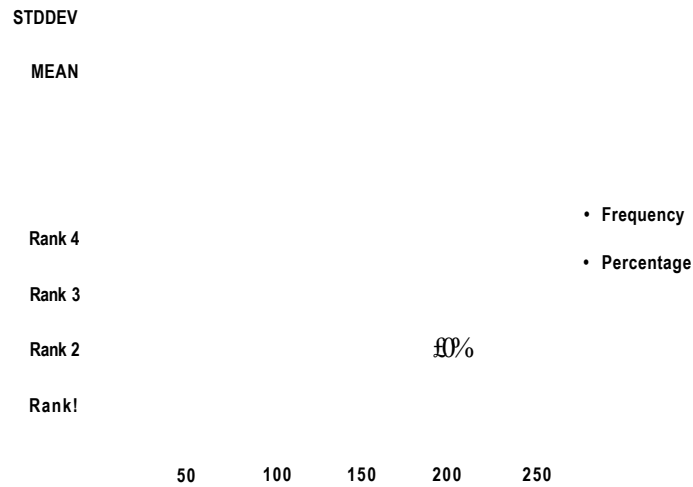
To determine the overall awareness of the respondents about the benefits of domestic tourism to the middle level income employees, the researcher summed up all score 1s, 2s, 3s and 4s and the results are shown below.

Table 4.15 Overall score on awareness

| Total score of awareness | Frequency | Percentage |
|--------------------------|-----------|------------|
| Rank 1 | 208 | 39.46 |
| Rank 2 | 194 | 36.81 |
| Rank 3 | 103 | 19.54 |
| Rank 4 | 22 | 4.17 |
| TOTAL | 527 | |

MEAN 131.75
 STD DEV 86.71

Figure 4.15 Overall score on awareness of the benefits of domestic tourism



From the above, 39.5% of the respondents scored 1 while 36.8% of the respondents scored 2 on all the questions to determine awareness. Meaning that a combined total of 76% of the respondents have a good to excellent understanding of the benefits of developing and growing domestic tourism amongst middle income employees in Kenya.

4.2.0 THE ATTITUDE OF THE TOURISM SECTOR TOWARDS THE DOMESTIC TOURIST

To research this variable appropriately, the researcher was concerned with the following factors:

4.2.1 The tourism sector and promotion of domestic tourism

The researcher sought to determine what middle-level income employees felt about the commitment of the tourism sector towards promoting domestic tourism. In order to test this, a number of questions relating to the satisfaction ratings of the respondents were

posed. The first question was in relation to the Government of Kenya and the Ministry of Tourism's efforts in promoting domestic tourism amongst middle- level income employees. Respondents were asked if they thought that these bodies were trying hard as hard as they could to promote domestic tourism or if they were not doing anything at all. The scores were ranked 1, 2, 3, and 4. A score of 1 meant that the government and the ministry were trying as hard as they could and the effort to promote domestic tourism was excellent. A score of 2 meant that the government and the ministry were putting in good effort. A score 3 meant the government was putting minimal effort and a score of 4 meant that the government was not doing anything at all to promote domestic tourism amongst middle-income employees. The findings were as follows:

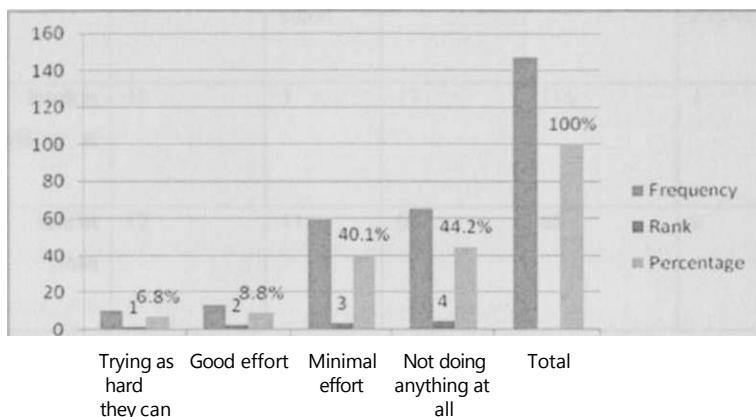
Table 4.16 Perception on promotion of domestic tourism

| Effort Placed | Frequency | Percentage |
|----------------------------|------------------|-------------------|
| Trying as hard as they can | 10 | 6.8% |
| Putting in good effort | 13 | 8.8% |
| Minimal effort | 59 | 39.9% |
| Not doing anything at all | 65 | 43.91% |
| Missing | 1 | 0.7% |
| Total | 148 | 100% |

Table 4.17 score of perception on promotion of domestic tourism

| VALUE | Frequency | Rank | Percentage |
|-----------------------------------|--------------------|-------------|-------------------|
| Trying as hard as they can | 10 | 1 | 6.80 |
| Good effort | 13 | 2 | 8.84 |
| Minimal effort | 59 | 3 | 40.13 |
| Not doing anything at all | 65 | 4 | 44.21 |
| Total | 147 | | 100 |
| Mean | 36.75 | | |
| STD DEV | 29.28452379 | | |

Fig lire 4.17 score of perception of promotion of domestic tourism



According to the above, 44.2% of the respondents thought that the government and the ministry of tourism were not doing anything at all to promote domestic tourism amongst middle level income employees. 40.1% of the respondents felt that the effort by the government and ministry of tourism was minimal at best. Meaning roughly 84% of the respondents believed that not enough was being done to promote domestic travel amongst this group. Only 6.8% actually believed that the government was trying very hard to promote tourism while 8.8 % thought there is good effort in this area.

Next, the respondents were asked to rate their level of satisfaction with the services provided by the tourism sector when they were planning for a domestic trip or at their holiday destination. Excellent service was ranked 1 meaning the tourism sector valued domestic tourists and had a positive outlook towards the promotion of domestic tourism amongst middle- level income employees. Very good service was ranked 2 meaning the tourism sector had a good interest in promoting domestic tourism amongst middle- level income employees. Satisfactory service was ranked 3rd meaning the tourism sector was neutral or indifferent to the promotion of domestic tourism amongst the respondents. Poor service was ranked 4th meaning the tourism sector had no interest whatsoever in promoting domestic tourism amongst middle- level income employees. These results are demonstrated below.

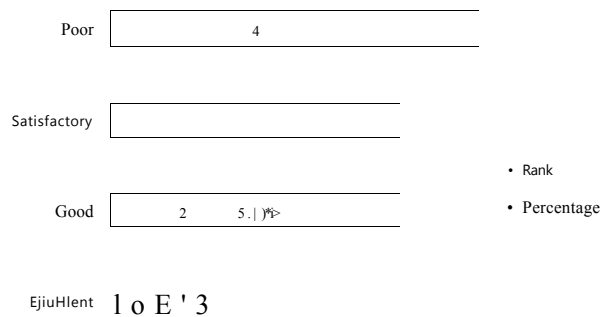
4.18 Satisfaction ratings on domestic tourism information

| Attitude Value | Excellent | Very Good | Satisfactory | Poor | No Answer | Total |
|---|-----------|-----------|--------------|------|-----------|-------|
| Domestic tourism information available at destination | 10 | 5 | 17 | 116 | 1 | 148 |
| Domestic tourist information when planning trip | 12 | 11 | 60 | 65 | 0 | 148 |

Table 4.19 Satisfaction ratings with information available at destination and while planning the holiday

| Attitude value | Rank | Percentage | FREQUENCY |
|----------------|------|------------|-----------|
| Excellent | 1 | 7.40% | 22 |
| Good | 2 | 5.40% | 16 |
| Satisfactory | 3 | 26.00% | 77 |
| Poor | 4 | 61% | 181 |

Figure 4.18 score of satisfaction levels with domestic tourism information available at destination and while planning a domestic holiday.



According to figure 4.18 above, domestic tourists were very dissatisfied with the information available on domestic tourism at the holiday destination and while planning

domestic holidays. In fact, **61** % of the respondents considered the information received poor. About **26%** thought that the information was satisfactory while only **5.4%** thought that the information received was very good. Only **7.4** % of the respondents ranked the information received as excellent.

4.2.1.1 Overall analysis of the commitment of the tourism sector towards promoting domestic tourism

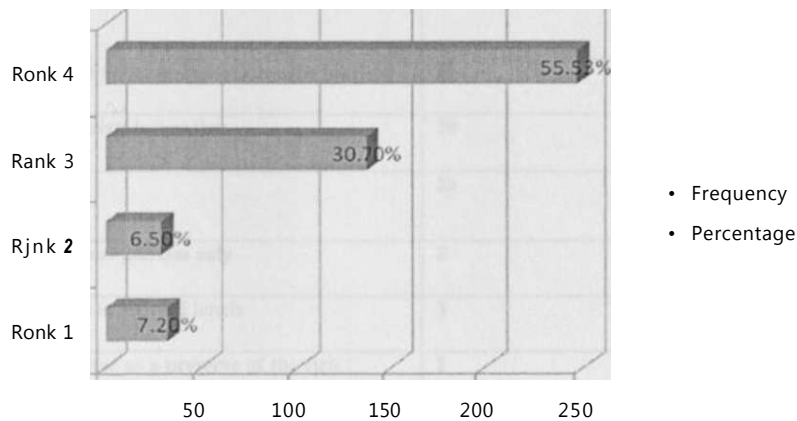
Table 4.20 Overall scores on commitment towards promoting domestic tourism

| Scores | Frequency | Percentage |
|--------|-----------|------------|
| Rank 1 | 32 | 7.20% |
| Rank 2 | 29 | 6.50% |
| Rank 3 | 136 | 30.70% |
| Rank 4 | 246 | 55.53% |

Mean 110.75
 Median 110.75
 STD DEV 102.9801761

Figure 4.19 shows the overall scores on commitment towards promoting domestic tourism amongst middle- level income employees.

Figure 14.19 overall scores on commitment towards promoting domestic tourism



From the above. Rank 4 had 55.53%. rank three had 30.7% of the responses, rank 2 rated 6.5% of the responses and Rank 1 rated 7.2 % of the responses. This implies that middle-level income employees in Kenya think that the commitment towards the promotion of domestic tourism by the tourism sector is poor and lacking.

4.2.2 Marketing strategies and policies of the tourism sector and domestic tourism

The study sought to determine how middle-level income employees felt about the marketing strategies and policies of the tourism sector: had they hindered or promoted domestic tourism. To get an objective and unbiased response to the above question, the researcher asked respondents if there were areas that they felt that the tourism sector had excelled in or not in handling of domestic tourism. (For example in recognizing repeat guests, remembering of birthdays and the provision great service). This was an opened ended question with respondents giving their brief opinion on the subject. There was a 100% response rate to this question. The researcher noted that 61.5% of the respondents commented that they are not frequent domestic tourists. Nonetheless, their observations are mentioned below.

Table 4.21 Marketing strategies and policies on domestic tourism

| OBSERVATIONS ON TOURISM STRATEGIES | FREQUENCY | PERCENTAGE |
|--|-----------|------------|
| More attention paid to international tourism by hotel establishments | 50 | 34% |
| Policies have neglected and failed to notice domestic tourists. | 31 | 21% |
| Marketing of domestic tourism is wanting | 20 | 13.5% |
| Preference for foreigners. | 20 | 13.5% |
| K'LB focuses on international tourism only | 8 | 5.4% |
| Noil existent resident rates in Nairobi holds | 3 | 2% |
| Domestic tourism is marketed as a preserve of the rich | 1 | 0.7% |
| The policies are satisfactory | 14 | 9.5% |
| TOTAL | 148 | 100% |

From the comments above, the researcher determined that 90.5% of the respondents thought that existing policies had somewhat hindered the development of domestic tourism in Kenya. However, not all comments were negative on the performance of the tourism sector. 9.5% gave positive comments on excellent service, for example, the giving subsidized rates for repeat guests, it was mentioned that KTB had very good documentation in the media, which had helped people open up, museums, and parks have renovated offering a variety of attractions. It was also said that the resident rates at National Parks were attractive, there was more recognition of repeat guests and finally that the Nairobi Safari walk at KWS was good.

4.2.2 The perception and treatment of the domestic tourist by the tourism sector

The study sought to determine how the domestic tourist was perceived and treated by the tourism sector in comparison to the international tourist and whether middle- level income employees felt that there was a difference in the treatment of the two categories of tourists. Several questions were asked of the respondents to determine their reaction to the above question. First, respondents were asked if in general they thought that the tourism sector pays more, less or the same amount of attention to local tourists as they do to international tourists. About 15 respondents did not know, 130 respondents said less attention is paid to local tourists while only three respondents said that more attention is paid to local tourists. This means that 87% of the respondents believe that more attention was paid to international tourists than local tourists.

Secondly, the researcher asked the respondents if they had ever been in a situation where they felt they were treated unfairly by staff in a tourist attraction. The response to this question is given in table 4.22:

Table 4.22 Unfair treatment by staff in a tourist attraction:

| EXPERIENCED UNFAIR TREATMENT | FREQUENCY | PERCENTAGE |
|------------------------------|-----------|------------|
| YES | 91 | 64.5% |
| NO | 50 | 33.8% |
| MISSING | 7 | 4.7% |
| TOTAL | 148 | 100% |

64.5% of the respondents felt that they had been treated unfairly in a tourist attraction. When asked to explain the circumstances, a number of open-ended answers were given and are listed in Table 4.23.

Table 4.23 Incidences of unfair treatment by the tourism sector

| OBSERVATIONS ON UNFAIR TREATMENT | FREQUENCY | PERCENTAGE |
|---|-----------|------------|
| Being ignored by waiters and service staff | 45 | 30% |
| Speedier service for foreigners | 50 | 34% |
| Open discrimination | 35 | 24% |
| followed around suspiciously in gift shops | 3 | 2 % |
| Enforced check out due to hotel being filled by foreigners | 2 | 1.4% |
| Thrown out of campsite in Naivasha for boisterous singing that was a bother to white guests | 1 | 0.7% |
| Reluctance to accept credit card payment | 3 | 2% |
| Mistaken for driver, prostitutes, beach boys | 6 | 4% |
| Inspection of bags upon check out at Nairobi Motel | 1 | 0.7% |
| Treated as potential hill skip nuts | 2 | 1.4% |
| TOTAL | 148 | 100% |

From the above observations, respondents had the impression that international tourists got much better treatment than domestic tourists did and there was a great difference in the handling of international tourists as compared to domestic tourists. About 34% of the

respondents had experienced speedier service for foreign tourists as the greatest ill, followed closely by being ignored by waiters at 30%.

Boosting Domestic Tourism.

The study wanted to determine how the tourism sector could improve in order to boost domestic tourism amongst middle- level income employees. The researcher asked this open ended question to determine what would entice the middle level income employee to take more interest in going on holiday and thus improve the percentage of domestic tourism in Kenya from the current 30%. The responses were vast and varied. Many had to do with cost, which was discussed at length earlier. Other key ideas included aggressive marketing and advertisement, a shift in the attitude of the tourism sector, provision of information, creation and intensification of awareness about domestic tourism, improvement of infrastructure, targeting of all income groups- even lower income groups- for travel, acting on client feedback to improve service levels in the industry, appreciating local tourists more, differentiation of tourism products to suit various target markets, educating local tourists, holding quality exhibitions in locally accessible areas, eradication of racial discrimination, introduction of travel culture right from primary school, development of products focusing on long term holiday planning for example holiday fund schemes clubs and a directory information service for domestic tourism. Other important suggestions included training for the tourism industry and lastly ensuring that local communities in tourist attraction zones also benefit from the tourism products through employment, water, market for their goods and services.

From the above observations, the study established that the respondents believe that there should be more information made available on domestic tourism and that the domestic tourist should be treated equally to the international tourists.

4.3 Summary of Findings

The results analyzed in the section above gave rise to a number of findings, which are summed up as follows:

1. The study established that 86% of the respondents had taken at least one holiday in the past three years. Only 14% of the respondents had not traveled at all. Lack of finances and other priorities were the key reasons for not traveling.
2. The study determined that the highest number of respondents who traveled, (39%), earn a gross monthly income of between Kshs 50,000-Kshs 100,000. 35% of the respondents who have traveled earn between Kshs 100,000- Kshs 150,000. Implying that middle level income employees can afford to go on holiday.
3. Middle level income employees travel most for pleasure (64.2%) and stay in hotels camps or lodges (77.34% of the respondents stayed in hotels), middle- level income employees thus have a holiday culture.
4. The study discovered that cost is a key factor that affects the growth of domestic tourism. It emerged that 30% of middle- level income employees perceive domestic tourism packages to be expensive and require reduction of cost to boost growth of domestic tourism.
5. It was established that over half of the respondents, 59%, have a positive attitude towards holidays. They disagree that the idea of taking holidays is still foreign to middle-level income employees in Kenya. They also disagree that tourism is a foreign concept best left to the foreigner. The respondents also have a strong interest in visiting local tourist attraction sites. It was determined that the respondents interviewed have a good amount of holiday culture.
6. It is evident that middle level income employees have an excellent understanding of the term domestic tourism and also its benefits.76% of the respondents believe that domestic tourism has the potential to grow and develop amongst middle level income employees.

7. It emerged that middle- level income employees feel that the commitment of the tourism sector towards promoting domestic tourism amongst middle-level income employees is lacking. The respondents feel that the government and the Ministry of Tourism and Wildlife are simply not doing enough to promote domestic tourism and that the information available on domestic tourism is inadequate.
8. It is apparent that middle- level income employees feel that existing marketing policies and procedures of the tourism sector have hindered rather than promoted the development of domestic tourism. The perception is that the existing policies favour international tourism rather than domestic or local tourism which is promoted as an after thought.
9. The study determined that middle- level income employees feel that there is a vast difference in the treatment of domestic tourist and the treatment of international tourists, it was established that a majority of the respondents had been treated unfairly as domestic tourists at one point or another. This could explain the low level of domestic tourism amongst middle- level income employees in Kenya.
10. The study established in observation 4.4 that an improvement in marketing, advertising, the attitude of the tourism sector, infrastructure, pricing and lastly availability of information on domestic tourism could boost the growth of domestic tourism in Kenya.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the findings of the study. Based on these findings, it makes conclusions and recommendations on the factors that influence the growth of domestic tourism amongst middle- level income employees in Kenya, the case study of Nairobi. Chapter five is organized into the following sections: a summary of the study against the research problem, the objectives of the study, research questions the variables of study and the research methodology. This is followed by discussions, conclusions and recommendations under each of the findings and finally a look at possible area for future research.

5.0 Summary of the study

This study sought to analyze the factors inhibiting the growth of domestic tourism and the level of awareness of domestic tourism amongst middle level income employees in Kenya; the case study of Nairobi. The study attempted to analyze the lack of holiday culture and the attitude of the tourism sector towards domestic tourists as the factors inhibiting the growth of domestic tourism amongst middle- level income employees in Nairobi.

The purpose of the study was to investigate the link between the lack of holiday culture, the tourism sector's attitude towards the domestic tourist and the low level of domestic tourism amongst middle- level income employees in Kenya. The study's main objective was to establish whether the lack of a holiday culture amongst middle- level income employees and the tourism sector's attitude towards the domestic tourist impedes domestic tourism. The study was guided by the following specific objectives:

1. To determine the relationship between lack of a holiday culture and the low level of domestic tourism amongst middle- level income employees in Kenya.
2. To establish the relationship between the attitude of the tourism sector to the domestic tourist and the low level of domestic tourism amongst middle-level income employees in Kenya.
3. To establish the level of awareness amongst middle-level income employees of the concept of domestic tourism and its benefits as a strategy towards sustainable development in tourism in Kenya.
4. To determine whether perception of cost affects holiday culture and thus contributes to the low level of domestic tourism amongst mid-level income employees?

The study was guided by the following research questions:

1. Why are middle-level income employees in Kenya not traveling for leisure?
2. To what extent do middle- level income employees travel for leisure?
3. What is the attitude of middle- level income employees towards domestic tourism; a foreign culture or an adaptable one?
4. Is the slow rate of growth of domestic tourism amongst middle income Kenyans related to a lack of holiday culture?
5. To what extent are middle- level income employees aware of the concept of domestic tourism and its benefits as a sustainable development strategy?
6. Is the slow rate of growth of domestic tourism amongst middle income Kenyans related to the attitude of the tourism sector towards the domestic tourist?
7. Does the price of tourism packages lock out middle- level income employees from domestic travel?

The variables that the researcher sought to study were "the low level of domestic tourism" as the dependent variable. The independent variables were "lack of holiday culture" and "the attitude of the tourism sector towards the domestic tourist". A control

variable "cost of the holiday package" was introduced to study its effect on the independent variables and the dependent variable. The researcher postulated that a high level of holiday culture and a positive attitude towards domestic tourism would increase the level of domestic travel. We gave operational measures for each of the variables to enable its study. These are discussed in detail in the next section.

Finally, the study was modelled on a descriptive survey design. The target population consisted of 3000 middle level income employees. The sample size selected was 200 respondents because this number represents 7% of the target population and was manageable in size and representative of all the characteristics of the target population. The criterion for inclusion in the sample was that the respondent had to have a gross monthly income of between Kshs 50,000 and Kshs 100,000 as per our operational definition of the term "middle level income employee". Data used in the study was primary, collected by the use of a questionnaire. In conducting the research, some variations presented themselves regarding the sample. Data was collected from a total of 148 returned questionnaires, 74% of the original targeted sample size. The criterion for inclusion in the sample was also revised upwards to read middle level income employees earn between Kshs 50,000- Kshs 150,000. This was done under the guidance of various Human Resource Managers and Corporate affairs Managers of the selected companies.

5.1 Discussion on the presence of a holiday culture

The objective behind the three findings was to determine the relationship between lack of a holiday culture and the low level of domestic tourism amongst middle-level income employees in Kenya. The objective was guided by the research questions "Does a holiday culture exist amongst middle level income employees?" "Is the slow rate of growth of domestic tourism amongst middle income Kenyans related to a lack of holiday culture?"

The concept of "holiday culture" was defined in chapter two, as a life that sees tourism or travel for leisure as an integral part of every day life. It implies going on vacation for rest and relaxation, it entails planning for travel such that the traveler knows when the

holiday will be taken, how much will be spent, what activities will be carried out during the holidays and how will savings be made to pay for accommodation and other relevant activities.

The study found that most of the respondents have taken a holiday at least once a year in the past three years. About a third of the respondents have taken a holiday more than once in the past three years. The study compared the monthly income of respondents against the incidences of travel in Kenya and found that the highest proportion of those who had gone on holiday earned between Kshs 50,000 and Kshs 100,000. 35% of those who had gone on holiday earned between Kshs 50,000 and Kshs 150,000 while 20% of those who earn below 50,000 Kshs had gone on holiday. The study thus established that there is no significant relationship between going on holiday and the amount of money earned as most middle level income employees can afford to go on holiday.

The respondents have widely traveled in Kenya with the Coast Province and Mombasa in particular being the most popular holiday destination. Rift Valley Province came second as a choice destination with Maasai Mara, Naivasha and Amboseli being popular destinations to visit there. Mt Kenya and Central Province was third, Nyanza Province was fourth and a few respondents mentioned visiting North Eastern Province.

It was established that the primary reason that respondents travel is actually for pleasure. Visiting friends and relatives came second and work and business related trips was a mere third. Activities carried out during holidays included going on safari, visiting the beach, visiting famous landmarks. The study found that most respondents stayed at hotels, camps or lodges only a small minority stayed with friends and relatives and thus have a culture of going on holiday.

The study determined that the incidence of non-travel in the target group is actually very low. Those who have never traveled gave lack of finances as the primary reason why they had not traveled. Other priorities other than travel were given as the second reason for non-travel and expensive destinations was given as the third reason for non-travel.

Going by the definition of a holiday culture given above, the study did find that the respondents actually have a strong holiday culture. Therefore, lack of holiday culture amongst middle level income employees in Kenya is not a factor that inhibits the growth of domestic tourism in Kenya.

5.2 Discussion on the perception of cost

This was guided by the objective "Does perception of cost affect holiday culture and thus contribute to the low level of domestic tourism amongst middle level income employees?" The pertinent research question was "does perception of cost lock out middle level income employees from traveling?" The study established that vast majority of the respondents believe that expatriates and foreigners form the bulk of those likely to spend money on holidays followed by upper income Kenyans then middle level income employees and finally the lower classes. However, many respondents commented that even the lower classes could be interested in traveling if packages, whose payments were staggered to consider, them were developed.

The study discovered that cost is a factor that influences the growth of domestic tourism. It emerged that a vast majority of middle- level income employees perceive domestic tourism packages to be expensive and require reduction of cost to boost growth of domestic tourism. Middle- level income employees can only plan to travel if they have funds. Yet. it emerged that cost was not a prohibitive factor, over three quarters of the respondents had taken a holiday in the past three years. Only a paltry 13.5% have never traveled. Of the group that has traveled, 47. % has been on holiday at least once a year in the past three years, while 31% has traveled more than once a year in the past three years. The group with the largest number of those who had traveled was in the income group earning between Kshs 50,000 and Kshs 150,000 at 39 %. While 20% of those earning below Kshs 50,000 has been on holiday. Therefore, while the perceived high cost of domestic tourism could prohibit travel in Kenya; it has not negatively influenced growth of domestic tourism amongst middle-level income employees in Kenya.

5.3 Discussion on the attitude towards holidays

This was guided by the research question "What is the attitude of middle level income employees towards domestic tourism; a totally foreign concept or an adaptable one?" It was established that over half of the respondents, 59%, have a positive attitude towards holidays. They disagree that the idea of taking holidays is still very foreign to mid-level income employees in Kenya. They also disagree that tourism is a foreign concept best left to the foreigner. The respondents also have a strong interest in visiting local tourist attraction sites. It was determined that the respondents interviewed have a good amount of holiday culture. It is worth mentioning however, that a great number of respondents agree that domestic tourists do not belong to the same class as foreign tourists and thus are not worthy to frequent the same hotels. This implies that there is a perception of inferiority to the international tourist by the domestic tourist. The study established that middle level income employees have a somewhat positive attitude towards holidays; a budding element of holiday culture which could be nurtured to grow.

Overall, the study established that about 30% or a third of the respondents have a very strong sense of holiday culture, they wholly embrace the concept of going on holiday, have a positive attitude towards the concept of holidays. Another 1/3 of the respondents have a good sense of holiday culture, a budding sense of holiday culture that can be nurtured. Only a quarter of the respondents was found to have no sense of holiday culture at all. is averse to being domestic tourists, and has a negative attitude towards travel.

The study thus established that lack of holiday culture is not a factor inhibiting the growth of domestic tourism in Kenya amongst middle-level income employees in Kenya as they have a holiday culture.

5.4 Discussion on the level of awareness about domestic tourism

This was guided by the research question "To what extent are middle level income employees aware of the concept of domestic tourism and its benefits as a sustainable

development strategy? It is evident that middle level income employees have an excellent understanding of the term domestic tourism and also its benefits. 76% of the respondents believe that domestic tourism has the potential to grow and develop amongst middle level income employees. The study established that the respondents are very well read or educated with just under half the respondents having a university degree, a fifth having a college diploma and another fifth having postgraduate qualifications.

The respondents were asked to explain in brief their understanding of the term domestic tourism. The question was answered correctly by all 148 respondents with the key theme in the answer being "citizens touring their own country for leisure. The study established that there is an excellent understanding on the concept of domestic tourism. Well over half of the respondents answered yes when asked if they knew whom to call when planning a domestic trip. The knowledge of key players in the tourism sector such as Kenya Tourist Board and Kenya Association of Tour Operators was also excellent with over three quarters of the respondents knowing what the bodies do.

The study established that the majority of the respondents were aware of the growth potential of domestic tourism amongst middle level income employees. Respondents were asked what they found most important when planning a domestic holiday, cost, location and the attitude of staff at the holiday destination. It was found that over half the respondents gave key consideration to cost, location and attitude meaning that awareness is high on the benefits of domestic tourism.

Overall, the study established that middle level income employees have a good understanding of the concept of domestic tourism and its benefits towards sustainable development of tourism.

5.5 Discussion on the attitude of the tourism sector

The objective guiding the above findings was to establish the relationship between the attitude of the tourism sector and the low level of domestic tourism amongst middle level

income employees in Kenya. The study was guided by the following questions: "What do **m:ddle** income employees feel about the commitment of the tourism sector towards **promoting** domestic tourism?" "What do middle income employees feel about the **marketing** policies and procedures of the tourism sector; Have they hindered or promoted **domestic** tourism?" "How is the domestic tourist perceived and treated by the tourism **sector in** comparison to the international tourist? Do middle income employees feel there **is a** difference in the treatment?" "How can the tourism sector improve in order to boost **the growth** of domestic tourism amongst middle-level income employees?"

The study established that most of the respondents felt that the government and Ministry of Tourism were not doing anything at all to promote domestic tourism. A good number felt that minimal effort has been put if at all, to encourage locals to visit local attractions. In fact, only a small minority feel that the government and the ministry are trying very hard. The study found that when asked to rate level of satisfaction on the information received when planning a domestic trip and the information on domestic tourism available at the tourist destination, a vast number of respondents were very disappointed. Only about 7% of the respondents found the information on domestic tourism to be excellent. Overall, the study established that the commitment towards the promotion of domestic tourism by the sector is poor and lacking. The implication is that the attitude towards the domestic tourist is negative at best.

It is apparent that middle level income employees feel that existing marketing policies and procedures of the tourism sector have hindered rather than promoted the development of domestic tourism. The perception is that the existing policies favour international tourism rather than domestic or local tourism which is promoted as an after thought and this could explain the low level of growth of domestic tourism amongst middle level income employees in Kenya .

The study found that in general, more attention is paid to the international tourist than the local tourist by the tourism sector. Nearly three quarters of the respondents thought this was so. The study also found that over half the respondents had experienced situations

••"ere they were treated unfairly as domestic tourists. The unfair treatment mostly stemmed from delayed service delivery in preference of international tourists, discrimination of sorts by tourist destination staff, domestic tourists not being regarded as tourists. The study established that a vast majority of the respondents have the impression that international tourists get much better treatment than domestic tourists and there is a great difference in the handling of international tourists as compared to domestic tourists. Many have experienced negative treatment at the hands of the tourism sector. The study established that there is indeed a big difference in the way local tourists and the international tourists are treated and this can explain the low levels of growth of domestic tourism amongst middle level income employees in Kenya.

The study sought to establish what ideas the respondents thought would entice the middle level income employees to take a more active interest and improve the percentage of domestic tourism from its current 30%. The question was open ended but the study concluded that the key areas that need attention, from the responses obtained from the respondents are: increase cost incentives, market aggressively, change the attitude of the tourism sector, improvement of infrastructure especially roads for the local tourist, target all income groups for travel by introducing packages suitable for each group, appreciate local tourists more, introduce travelling as a way of life right from primary school.

The study surmised that lack of information was a key factor for many respondents that discourages domestic travel. Comments on this are given below included a need to avail information on local tourism. Create awareness amongst local tourists. Educate local tourists. Expose Kenyans to information on tourism. Intensify education on domestic tourism. Make information on hotels and excursions prices readily available online. Market to Kenyans more. Provide more information in and out of towns. Sensitize people on travel right from primary school. Train the tourism sector on how to handle domestic tourists. Air more tourism news on the media. Domesticate the concept of tourism right from the grassroots. Improve and create awareness as many people still believe that holidays are a preserve of the rich alone.

5.6 Conclusions

5.6.1 The relationship between Holiday Culture and Domestic Tourism

Based on the findings of the study, it can be concluded that there is no relationship between the low level of domestic travel amongst middle level income employees and the lack of holiday culture. The study found that Kenyans do not lack holiday a culture; in fact, a good number of the respondents have been on holiday. The key is to nurture the culture that is budding in middle level income employees to travel within their country. In conclusion, the dependent variable "low level of domestic travel" has no relationship to independent variable "lack of culture". Lack of culture is not a factor that inhibits domestic travel in Kenya.

5.6.2 The Relationship between Attitude and Domestic Tourism

Based on the findings of the study, there is a relationship between the attitude of the tourism sector towards the domestic tourist and the low level of growth of domestic tourism amongst middle-income employees. The study established that there is a lack of commitment by the tourism sector to promote domestic tourism. The information available is wanting on domestic tourism. The marketing policies and strategies developed by the tourism sector have largely been geared towards international tourists thus locking out the needs of domestic tourists. The study has proven that there is a vast difference in the treatment of the domestic tourist and the international tourist with the former being treated negatively. It can be concluded that the tourism sector's attitude to the domestic tourist negatively affects the growth of domestic tourism amongst middle level income employees in Kenya.

5.6.3 The level of awareness about Domestic Tourism

The study established that there is a good awareness and understanding of the concept of domestic tourism and its benefits in promoting sustainable tourism development in Kenya.

5.6.4 The relationship between perception of cost and domestic tourism

The researcher had identified "Cost" as a control variable affecting holiday culture. The study found that perception of cost is in fact a key factor that indirectly affects the dependable variable "low level of domestic travel". Middle-income employees gave cost consideration as one of the major reasons people do not go on holiday but the study revealed that while holidays were perceived as expensive, most respondents have spent money on them. While cost was found not to affect holiday culture, which respondents have in plenty, it influences the level of growth of domestic tourism

5.7 Recommendations

The following are some recommendations that the researcher would like to make in regard to the promotion of domestic tourism:

5.7.1 Holiday Culture

While the study show that Kenyans indeed to have a culture of going on vacation, holidays are still seen as a luxury which many can ill afford. The idea of going on holiday can be inculcated right from school with the tourism sector partnering with the schooling system. This culture should be focused on attaining local revenue from locals in Kenya to build Kenya and putting back the gains from tourism to alleviate poverty and improve infrastructure and tourism services.

5.7.2 Attitude of the tourism sector

This research was conducted from the perspective of the traveler, it would have been worthwhile to talk to the tourism sector but that scope was far too wide for this research. An audit needs to be conducted by players in this sector to determine whether the differential in treatment of domestic tourists and international tourists can be overcome.

5.7.3 Cost of holidays

While it is true that the cost of vacationing has locked out many would be travelers, the study has shown that a viable niche exists amongst middle level income employees who with careful planning can afford holidays. The Holiday scheme fund idea is a viable one if pursued.

5.8 Suggestions for further research

The scope of this study was limited to middle- level income employees, yet research has shown that only 30% of the tourists are local to Kenya. This means that even the upper class are not traveling as well as they should, this is another area of possible research. Secondly, this study focused on the factors influencing the growth of domestic tourism from the perspective of the middle- level income employee. It would have been worthwhile to study the factors influencing the growth of domestic tourism from the perspective of the tourism sector. However, the scope was found to be too wide for this research in terms of cost and time but this study can form the basis of additional research into domestic tourism. Thirdly, the study was limited to lack of culture, cost, awareness and the attitude of the tourism sector as variables affecting the growth of domestic tourism in Kenya. The respondents have indicated that Information is a key factor that could boost domestic tourism growth, making it an area of possible research for future investigators.

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APPENDIX 1

QUESTIONNAIRE:

1. Name of Company

2. Position in your Company

3. Age bracket?

- 18-21 years
- 22-30 years
- 31 -40 years
- 41 and above

4. Gender

- Male
- Female

5. Level of Education

- High school certificate
- College diploma
- University Degree
- Postgraduate education

6. Monthly Income (Gross)

- Below Kshs 50,000
- Between Kshs 50,000- 100,000
- Above 100,000

7. Have you ever been on holiday within Kenya?

- Yes
- No

8. If yes, where did you travel ?

9. If no, why not?

- Lack of finances to travel
- D** Other priorities than travel
- Not interested in holidaying
- Think that tourist destinations are expensive.
- Any other reason

10. Reason for traveling?

- o To visit friends and relatives
- For pleasure
- Religious crusades
- Business or work related
- **Other reasons**

11. How many holidays have you taken in the past 3 years?

- Once every year
- More than once a year
- None

12. What did you do when you went on holiday?

- Went on a wildlife safari
- o Visited the beach
- Visited famous land marks (Fort Jesus, Museums)
- Others- please specify what you did

13. Have you ever been to any National park in Kenya? If yes, when?

14. Where did you stay when you went on holiday?

- With friends or relatives
In a hotel, camp or lodge
- In a self-catering cottage
- Others- please specify....

15. Who amongst the people listed below is likely to travel most? Rank them in order in terms of those likely to travel the most and those likely to travel the least within Kenya, (a, b, c, d)

- a. The lower income Kenyans.
- b. Expatriates and foreign diplomats.
- c. The upper income Kenyans.
- d. Middle income Kenyan.

16. Briefly explain your understanding of domestic tourism

17. Domestic Tourism has the potential to develop and grow over time among the middle income Kenyan employees.

- I strongly agree.
- I agree.
- I disagree.
- I strongly disagree.

18. Indicate your reaction to each of the following statements.

a. Middle income Kenyans do not have time to go on holiday.

- I strongly agree
- I agree
- I strongly disagree
- I disagree

b. Middle income Kenyans do not have adequate financial resources to go on holiday.

- I strongly agree
- I agree
- I strongly disagree
- I disagree

c. The idea of going on holiday is still very foreign to Kenyans.

- I strongly agree
- I agree
- I strongly disagree
- I disagree

d. Middle income Kenyans perceive themselves as not belonging to the same group as international tourists and do not frequent the same hotels as foreigners.

- I strongly agree
- I agree
- I strongly disagree
- I disagree

19. Kenya is famed worldwide for its wildlife and national parks. What kind of interest have you taken in visiting the parks of Kenya to gain knowledge on the wildlife?

- A very strong interest
- Moderate interest
- Very limited interest
- No interest at all.

20. "Tourism is a foreign concept that is best left to the international tourist." To what extent do you agree with this statement?

- a I strongly agree.
- I agree.
- I strongly disagree.
- I disagree.

21. Your organization in collaboration with a local tour operator wants to encourage domestic tourism. They develop a holiday fund scheme where employees can contribute between Kshs 1000- 1500/= per month to be used on the holiday at a stipulated time. What would your interest be in the scheme?

- Strong interest.
- a Moderate interest.
- Very little interest.
- No interest at all.

22.1 would like you to tell me what you have found important in life. Please look at the statements below and tell me which of these is most important to you as a goal in your life, which comes next in importance which is third and which ranks fourth.

| | <u>Rank</u> | | | |
|---|-------------|---|---|---|
| A secure life (all basic needs and expenses are provided) | 1 | 2 | 3 | 4 |
| A family life (centered completely on family) | 1 | 2 | 3 | 4 |
| An important life (based on recognition, achievement) | 1 | 2 | 3 | 4 |
| A prosperous life (affording good things as holidays) | 1 | 2 | 3 | 4 |

23.1 would like to tell me what factor you would consider most important when planning a domestic holiday. Please rank in order of importance.

| | <u>Rank</u> | | |
|--|-------------|---|---|
| The cost of the holiday | 12 | 3 | 4 |
| The location of the holiday (security) | 12 | 3 | 4 |
| Attitude of the staff at holiday destination | 12 | 3 | 4 |

24. When planning a domestic tourism trip do you know whom to call?
- Yes
 - No
25. Have you ever heard of Kenya Tourist Board, Kenya Association of Tour Operators?
- a Yes
 - No
26. If the answer to Question 27 is yes, where did you hear about them?
- Friends
 - D** Media- TV and Radio
 - a The internet
 - Local tour operator
 - Others specify
27. When planning your last holiday in Kenya, how do you rate the information received from the tourism sector about destination, the cost and where to stay?
- Excellent
 - D** Very **good**
 - Satisfactory
 - Poor.
28. Do you feel you get value for money at your local tourist attraction? (National Park, city tour, museum, restaurant eg. Carnivore ? Rate your level of satisfaction
- Extremely satisfied
 - Satisfied
 - Not at all satisfied.
29. If your answer to question 28 was not at all satisfied please tick the following answer or answers as appropriate:
- The service was slow
 - The staff was not friendly
 - Facilities were ran down.
 - Foreigners get faster and better service
30. Have you ever experienced a situation where you felt you were treated unfairly by staff in a tourist attraction?
- Yes
 - No

31. If yes, please explain the circumstances

32. In general, do you think the tourist sector pays more, less or the same attention to local tourists as international tourists?

- More
- Less
- Same
- Don't know

33. How about the government and the Ministry of Tourism, do you think they are trying as hard as they can to promote domestic tourism or that they are not doing anything at all?

- Trying as hard as they can
- Not doing anything at all
- Don't know.

34. How do you think the tour sector (tour operators, airlines, restaurants, hotels, lodges, camps, bars, KTB, Ministry of Tourism and wildlife) can improve domestic tourism? State briefly in point form.

35. Are there areas where you feel the tourism sector has excelled in the handling of domestic tourists? (for example recognizing repeat guests, remembering birthdays, great service).

36. Any other comments?

APPENDIX 2 LIST OF PARTICIPATING COMPANIES

- 1. AAR**
- 2. ACCA**
- 3. ACCESS KENYA**
- 4. ACORD**
- 5. ACTION AID**
- 6. ADTEL**
- 7. AFRICAN ACADEMY OF SCIENCES**
- 8. AFRICAN COUNCIL OF RELIGIOUS LEADERS**
- 9. AFRICAN RURAL CREDIT ASSOCIATION**
- 10. AFRICAN TECHNOLOGY POLICY STUDIES NETWORK**
- 11. AGAKHAN GROUP**
- 12. ATHI RIVER MINING**
- 13. AVENTIS SANOFI**
- 14. BAMBURI CEMENT**
- 15. BLUE SHIELD INSURANCE**
- 16. BROOKSIDE DAIRY**
- 17. CADBURY KENYA**
- 18. CANADIAN HIGH COMMISSION**
- 19. CAPITAL FM**
- 20. CELTEL COMMUNICATIONS**
- 21. CHEVRON**
- 22. CLINTON FOUNDATION**
- 23. COMMERCIAL BANK OF AFRICA**
- 24. COOPERS**
- 25. DELOITTE AND TOUCHE**
- 26. DFID**
- 27. DHL**
- 28. DIAMOND TRUST**
- 29. EAST AFRICA BREWERIES LIMITED**

- 30. EAST AFRICA REINSURANCE**
- 31. ELECTORAL COMMISSION OF KENYA**
- 32. ELECTORAL COMMISSION OF KENYA**
- 33. ELECTRICITY REGULATORY BOARD**
- 34. ENGEN**
- 35. ERNEST AND YOUNG**
- 36. EUROPEAN UNION**
- 37. EVEREADY**
- 38. FEDERATION OF KENYA EMPLOYERS**
- 39. FEDERATION OF WOMEN LAWYERS**
- 40. FINA BANK**
- 41. FINTECH**
- 42. FRENCH EMBASSY**
- 43. HEWLETT PACKARD**
- 44. HOUSING FINANCE**
- 45. IDRC**
- 46. INSTITUTE OF POLICY ANALYSIS AND RESEARCH**
- 47. JHPIEGO**
- 48. KENGEN**
- 49. KENOL KOBIL**
- 50. KENYA COMMERCIAL BANK**
- 51. KENYA POSTEL DIRECTORIES**
- 52. KENYA SHELL**
- 53. KENYA TELEVISION NETWORK**
- 54. KISS FM**
- 55. KPMG**
- 56. LAWRIE GREEN EDUCATION**
- 57. LOITA HOLDINGS**
- 58. MANAGEMENT SCIENCES FOR HEALTH**
- 59. MARIE STOPES**
- 60. MIDDLE EAST BANK**

61. NATION TELEVISION
62. NATIONAL AIDS CONTROL COUNCIL
63. NETHERLANDS EMBASSY
64. NHIF
65. NIC BANK
66. NOKIA SIEMENS
67. OIL LIBYA
68. OLD MUTUAL
69. PANAFRICAN SECRETARIAT
70. PAYNET
71. PIPECOR
72. PLAN INTERNATIONAL
73. PRICEWATERHOUSE COOPERS
74. PTA REINSURANCE
75. RECSA
76. RESEARCH INTERNATIONAL
77. RESOLUTION HEALTH
78. SAFARICOM
79. SCHINDLER
80. SHELTER AFRIQUE
81. SHELTER FORUM
82. STANBIC
83. STANDARD CHARTERED
84. STANDARD GROUP
85. STEADMAN RESEARCH
86. TETRAPAK
87. TOTAL
88. TRITON PETROLEUM
89. UUNET
90. VICTORIA BANK
91. WANANCHI ONLINE