

**FACTORS THAT AFFECT THE DEMAND FOR DOMESTIC TOURISM
AMONG PROFESSIONALS IN NAIROBI
AN APPLICATION OF THE AIDA MODEL**

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**A MANAGEMENT PROJECT SUBMITTED IN PARTIAL FULFILMENT OF
THE REQUIREMENT FOR THE MASTER OF BUSINESS AND
ADMINISTRATION (MBA) DEGREE, FACULTY OF COMMERCE,
UNIVERSITY OF NAIROBI**

AUGUST, 2000

DEDICATION

To my mother: **MRS. GRACE DORINE MARENYA NYANJOM**

who

has always been there for me.

To my late father: **JASPER AGGREY NYANJOM**

who

taught me the value of education.

ACKNOWLEDGEMENT

A number of people have contributed directly or indirectly towards the completion of this research. I wish to sincerely thank all of them. In addition, special thanks goes to **Jehovah** for giving me good health, strength and stamina during my entire period of study.

I am also grateful to **Kenya Utalii College**, my employer, for awarding me the scholarship to pursue the course.

Special gratitude goes to **Dr. Martin Ogutu** of University of Nairobi, who was my supervisor. He gave me valuable guidance and direction. He was always available for consultation and gave me inspiration that was unsurpassed. I truly feel indebted to him.

Special thanks goes to my Head of Division **Mr. Thomas Dudah**, Director of Studies, Kenya Utalii College. He was a source of encouragement. He availed me resources especially time and gave me support to pursue the programme.

I would like to appreciate the great support received from members of the Business Administration Department, especially **Mr. Frederick Okeyo**, **Mr. Justine Omondi** and **Charles Gitonga** and all the individuals who filled the questionnaire.

I am also grateful to members of my family especially **Prof. Dominic Makawiti, Michael Nyanjom, Julie Nyanjom** and **Martin Nyanjom**, who encouraged and gave advice when necessary, and Masters **Jasper Cain Makawiti** and **Paul Hawi Makawiti** for their patience during the entire study period.

Special thanks also goes to **Mrs. Lenah Kitetu** who typed the project.

There are other people for who I am indebted but have not been mentioned here. I am grateful for all their contributions.

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ABSTRACT

This study was conducted between April and July, 2000. The population of interest included all professionals in Nairobi. Three cases were chosen, namely, doctors, lawyers, and engineers. The sample was drawn from the following professional bodies:-

- ◆ Kenya Medical Association;
- ◆ Law Society of Kenya and
- ◆ The Institute of Engineers of Kenya.

A frame work of the **AIDA** model was used in the study. This study was an exploratory one with three main objectives, namely:

- 1) To determine the readiness state of professionals in the consumption of domestic tourism among professionals using the **AIDA** model.
- 2) To determine whether the readiness state of a professional can explain his/her demand for domestic tourism services.
- 3) To determine whether the readiness state of a professional can explain the marketing factors that would appeal to the professional to consume domestic tourism services.

A semi-structured questionnaire was used to collect data (see Appendix 8).

The findings were as follows:

The proportion of professionals that have high awareness was consistently low across the three categories of professionals, that is 2.4%, 0% and 10.3% among doctors, engineers and lawyers respectively. The proportion of professionals that had high interest was consistently high, that is 87.8%, 88.6% and 89.8% among doctors, engineers and lawyers, respectively. The proportion of professionals that had high desire was also consistently low, that is 2.4%, 6.8% and 0% among the doctors, engineers and lawyers, respectively. The proportion of professionals that had high action was also consistently low across the three categories, that is 7.3%, 4.5% and 12.8% among the doctors, engineers and lawyers, respectively. (See Table 1)

With regard to the second objective, there was no difference regardless of the readiness state of the respondents to their demand for domestic tourism services. With respect to the various readiness states, that is awareness, interest, desire and action; Price and security ranked in the first and second position respectively, by the professionals as factors that determine the demand for tourism services.

However, when the Pearson's correlation analysis was carried out, a significant relationship of -0.294 was found between the level of awareness and attraction at destination at 0.01 level. The significance, meaning, the less the awareness, the more important attraction at destination is. A

significant relationship of -0.216 was also found between the level of action and attraction at destination at 0.01 level. The significance, meaning, that the less action, the more important attraction at destination.

With regard to the third objective, there was no difference regardless of the readiness state of the respondents to the marketing factors that appeal to them in the consumption of domestic tourism services.

However when the Pearson's correlation analysis was carried out, significant relationship of -0.250 was found between advertising and level of awareness at 0.001 level, meaning, the less aware, the more important advertising is as a factor determining the appeal for consumption of domestic tourism services.

A significant relationship of 0.241 between word of mouth advertising and level of awareness at 0.001 level, meaning, the more aware, the more important word of mouth advertising is as a factor determining the appeal for consumption of domestic tourism services.

CHAPTER ONE

INTRODUCTION

1.1 Background

In recent years Kenya has experienced a decline in international tourism due to a variety of reasons. In 1997, ethnic violence swept through Mombasa (situated at the Coast which attracts 60% of the country's tourists) prompting western governments to warn their nationals against travelling to Kenya. The deterioration of roads, aggravated by the El-Nino rains in 1997, is another reason for the decline as well as the terrorist bombing of the American Embassy building in Nairobi in August, 1998.

According to the Economic Survey (1999) published by Central Bureau of Statistics, the visitor arrivals fell by 10.6% in 1998 while bed occupancy and average length of stay dropped by 16.3% and 18.6% respectively. The number of visitors to game parks and game reserves fell by 20.9% from 1,364,500 in 1997 to 1,079,000 in 1998 while the number of visitors to museums, snake parks and other historical sites fell by 16% i.e. 494,000 in 1998 (see appendices 1-6 for details).

Kenya has in the past relied heavily on international tourism. This reliance has resulted in a sharp decline of 22.7% in tourism receipts from K£ 1,132m recorded in 1997 to K£ 875m in 1998 according to economic survey 1999.

According to Dieke (1994) overdependence on tourists from certain countries implies that Kenya runs the risk of reduced tourist receipts occasioned by a fall in demand from such countries.

Dieke (1994) further states that certain countries in which foreign tourism dominates such as The Gambia, makes tourism seasonal. Thus most hotels close down and 50% of staff are laid off during the low season.

Apart from the decline in receipts, there has been loss of employment as a result of retrenchment in the tourism sector due to the slump in tourism, namely hotels, tour and travel companies and allied industries that depend on tourism. There has also been a decline in government revenue from licence fees, customs and excise duty, VAT on tourism services, entry fees to game parks as well as income tax levied on employees in the tourism industry. Kenya should, therefore, try to promote domestic tourism in order to avert situations such as those mentioned above and thereby preserve employment both during low season and during slumps such as the one experienced by Kenya since 1997.

There are other reasons for focussing on domestic tourism. Sindiga (1996) reported that international tourism is vulnerable to bad press publicity, internal security and poor tourism infrastructure. He also argued that there is also growing competition for overseas tourists with other countries such as Eastern Europe, South Africa, Tanzania and Uganda which provide similar tourist attractions. Sindiga observes that domestic tourism can be a substitute for foreign tourism because it is easy due to the existence of a common language, currency and absence of documentation barriers ordinarily required for foreign travel.

Tourism has attracted the attention of many Kenyan scholars, Nkari (1985) for example focused attention on the marketing of Kenya's tourist attractions; Gakuru (1993) studied on the marketing of domestic tourism in Kenya. Gakuru suggests that there is need for more research of the whole industry aimed at understanding the local market. This, he states, will ensure that the right marketing mix is developed and appropriately applied.

Wagoki (1998) studied the performance of the tourism industry in Kenya and tried to prioritise the factors that have contributed to the slump in tourism. Key among the factors that he came up with were security, infrastructure and tourism marketing.

Sindiga (1996) noted that research data was required to illuminate various aspects of domestic tourism. Such aspects are on demand for tourism, attitudes towards tourism, affordability of the tourism product and finally investment versus returns.

1.2 Statement of the Problem

The Domestic Tourism sector is a very useful segment, yet has been given very little attention in Kenya. It is, therefore, important to establish why people demand domestic tourism services, which destination they choose and the factors that play an important role in the selection of these services. It is equally important to establish the stage in readiness of the potential buyers of tourism services. The AIDA Model which stipulates the stages that an individual goes through before purchasing a product or service has been used to establish the stage of readiness of the potential buyers. These stages are awareness, then the individual becomes interested and his/her desire is then aroused and finally he/she purchases the product or service. By modelling the individual's readiness stage, appropriate and effective promotional strategies may be put in place by the sellers of these domestic tourism services.

1.3 Objectives of the Study

The three main objectives for this exploratory study were:-

- 1) To determine the readiness state of professionals in the consumption of domestic tourism among professionals using the AIDA model.
- 2) To determine whether the readiness state of a professional can explain his/her demand for domestic tourism services.
- 3) To determine whether the readiness state of a professional can explain the marketing factors that would appeal to the professional to consume domestic tourism services.

In order to address itself to these objectives the study, therefore, sought to answer the following major questions:-

- (i) What is the readiness state of the professionals in the consumption of domestic tourism services?
- (ii) What is the importance of various factors in determining the demand for domestic tourism services by a professional?
- (iii) What is the importance of various marketing factors in determining the appeal to consume domestic tourism services by a professional?
- (iv) Can the demand for domestic tourism services be explained by the readiness state of the professional?
- (v) Can the marketing factors that would appeal to the professional be explained by the readiness state of the professionals?

1.4 Importance of the Study

Tourism both international and domestic is important to Kenya due to a variety of reasons. Tourism has been the single highest foreign exchange earner. Tourism receipts from the years 1990 – 1998 are shown below:-

Figure 1: EXPORTS (in millions of US Dollars)

	1990	1991	1992	1993	1994	1995	1996	1997	1998
Coffee	191.6	158.6	128.0	170.5	233.3	287.0	286.7	295.7	211.9
Tea	292.4	277.1	294.7	298.6	301.1	330.6	396.3	406.3	545.9
Horticultural	83.0	73.3	70.3	67.8	83.7	119.2	136.7	146.2	161.4
Processed Fruits and Vegetables	44.1	49.3	46.0	44.7	44.0	94.4	87.1	64.8	62.6
Oil Products	59.1	75.7	68.7	62.3	63.6	94.7	96.9	170.1	149.3
Other Exports	298.6	329.6	351.0	601.7	785.0	920.9	1004.6	874.6	774.3
TOURISM	462.7	430.9	442.3	421.1	501.2	486.0	452.0	387.8	290.0

SOURCE: STATISTICAL BULLETIN BY CENTRAL BANK OF KENYA

Tourism is a labour intensive industry which generates employment opportunities at semi-skilled, technical and managerial level. The tourism sector currently employs approximately over 219,000. This figure represents about 11% of the total workforce in the country.

Tourism in Kenya also helps in economic growth. It contributes 11.8% to the country's Gross Domestic Product (**GDP**).

Tourism is also a reliable revenue source for central government and certain local authorities. Revenue is generated through customs and excise duty, VAT on tourism services, licence fees, entry fees to game parks and income tax levied on employees in the tourism industry. The revenues play a vital role in the overall development of the economy.

Tourism is a major promoter of international goodwill and understanding. It also contributes positively to nurturing and exploitation of cultural heritage of nations. The Maasai culture in Kenya is a good example.

According to a study by Japan International Corporation Agency (1995) the domestic market is important as it has a considerable market volume. It serves to diversify business risks for the Kenyan travel trade as the market is less influenced by the economic situations in Europe. Domestic tourism should also be promoted in order to promote mutual understanding of Kenyans living in different regions and diverse backgrounds.

The slump in tourism has had adverse effects on the Kenyan economy. Agriculture has suffered since the farmer is not able to sell his proceeds to the hotelier, the allied industries such as the breweries, soft drink, detergent have also suffered as a result of the slump. The hotels, tour and travel operations, and car hire and taxi have also suffered this slump. The findings of this paper will be useful to the Ministry of Tourism, Trade and Industry, Kenya Tourist Board and the tourism sector as a whole since it will provide information relevant to attracting the domestic tourist.

1.5 Overview of the Report

The report of this project is composed of five chapters. Chapter one is an introduction chapter to the study and consists of background information on the subject matter, the statement of the problem, the objectives of the study and the importance of the study.

Chapter two reviews the literature relevant to the subject of the study. The following are covered in the review of literature, tourism in Kenya, development of domestic tourism in Kenya, the challenge in marketing tourism products, demand for tourism and specification of the **AIDA** model.

The third chapter provides the research design and included are the population of interest, persons interviewed, sample design and the data collection method.

The fourth chapter deals with analysis of the data collected from the study and reporting of the findings.

Chapter five is the final chapter which highlights the summary findings of the study, discussions of the findings, conclusion, limitations of the study and provides recommendations and suggestions for future research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter captures tourism in Kenya particularly the development of domestic tourism. It also reviews studies carried out on tourism marketing and demand for tourism. The AIDA model that is used in the study has also been described.

2.1 Tourism in Kenya

According to Bauchmann (1987), tourism in Kenya was restricted to a number of adventures until World War II. He further states that deliberate tourism planning started after the second world war and until then the tourists that visited Kenya arrived by ship.

According to Ouma (1970), during the period 1890 to 1938, tourists found the sea journey to East Africa too long and expensive and attractions were undeveloped. There was no transport and accommodation facilities.

The great depression of the 1930's prevented a further expansion of tourism from Europe or North America but tourism was limited to the white settlers of the Kenya highlands to coastal places such as Malindi.

In 1938, there was an attempt to promote tourism by forming the East African Publicity Association (**E.A.P.A.**) but the World War II never gave it a chance to gain momentum as observed further by Ouma. In 1948, **E.A.P.A.** was reorganised changing its name to East African Tourist Travel Association (**E.A.T.T.A.**). The **E.A.T.T.A.** attracted the British, Continental Europeans, Americans and South Africans. It dissolved itself in November, 1965.

Soon after independence, the Kenya Government realised the potential of the tourism industry and upgraded the infrastructure, encouraged the local and foreign entrepreneurs to invest in the tourism and hospitality industries. Kenya's tourism attractions included sun, sand and safari.

According to Bauchmann (1987), the introduction of scheduled charter flights in 1965 made airfares from Central Europe to Kenya quite cheap and improved the tourist offer in terms of more hotel beds, better transport facilities and new game parks.

The main tourism boom of Kenya took place between 1968 to 1972. According to the Economic Survey (1973), visitors from North America increased from 40,000 to 81,500 and other European countries from 53,700 to 118,000. From 1973 to 1975, the number of visitors to Kenya increased from 397,700 to 407,000, according to Economic Survey (1976). From 1976 to 1977, the number of visitors to Kenya declined from 446,000 to 346,500 respectively, according to Economic Survey (1977 and 1980). The decline in 1977 was mainly due to the closure of the Kenya Tanzania border after the disbanding of the East African Community.

From 1978 to 1979, total arrivals increased from 360,600 to 383,100 respectively, according to Economic Survey (1981).

From 1985, the visitors to Kenya increased from 477,500 to 616,900 in 1988 according to Economic Survey (1989). The trend of tourism in Kenya has been upward even though there have been decline in certain years.

2.2 Development of Domestic Tourism in Kenya

The Kenya Government realised the need and importance of Domestic Tourism and set a policy to promote domestic tourism alongside international tourism by forming the Kenya Tourist Development Corporation (**KTDC**) in 1965 according to Tourist Market, (1987/88). Its function was to investigate and formulate projects. Other functions were to

promote domestic tourism. **KTDC** established the “Msafiri Inns” to market some of the budget hotels it owned along side other hotels which it did not own.

The Government also recognised that a well developed domestic tourism would be more reliable to sustain the industry in the long term since international tourism is subject to fluctuations due to external circumstances. In 1984, the Domestic Tourism Council (**DTC**) was formed according to Tourist Market (1987/88). The **DTC** was charged with the responsibility of promoting domestic tourism in Kenya. Members to this Council were drawn from both the public and private sector.

In order to promote domestic tourism, hotels were urged to reduce tariffs for local residents. The **DTC** had four trophies donated to organizations that had contributed significantly towards promotion of domestic tourism. A market research department within the department of tourism was also established.

In 1989, the Ministry of Tourism and Wildlife with the **DTC** as its executing agent introduced the National Tourism Exhibition at Kenyatta International Conference Centre. This exhibition later to be called Kenya International Tourism Exhibition (**KITE**) had the following objectives:-

- i) To bring the tourist product sellers and their prospective buyers together.
- ii) To create maximum awareness in domestic tourism in the country.
- iii) To facilitate exchange of information and ideas.
- iv) To offer the local market the opportunity to buy cheap holidays on the spot.
- v) To highlight local cuisine.
- vi) To propagate the value of a domestic holiday to the general public.
- vii) To expose Kenyans to the available range of the tourist product in the country.

KITE takes place annually during the months of March/April.

At the same time youth tourism was also encouraged through schools, colleges, and the wildlife clubs of Kenya. The Ministry of Tourism and Wildlife participated in Agricultural Society of Kenya (**A.S.K**) shows in order to educate the public by exhibiting major attractions in game reserves and National Parks. The Ministry was represented in most District Agricultural Shows in order to promote domestic tourism to the rural populations.

According to a study by Japan International Corporation Agency (**JIKA**) 1995, interviews with travel agents in Kenya revealed that the peak season for domestic travel is August and December, since it corresponds to school holidays. There is also a short peak in April for the easter holidays.

In 1996 the Government of Kenya established the Kenya Tourist Board (**KTB**) to carry out destination marketing for Kenya on behalf of both public and private sectors in tourism. Among its mandate is to encourage the tourist industry to develop domestic tourist market within Kenya.

Kenya Wildlife Services (**KWS**) has also encouraged local tourism. According to Nzioka (1998), the Kenyan Wildlife Services under the slogan "Parks for Kenyans" is encouraging Kenyans to visit the Kenyan Parks and sample the rich heritage through various measures among them reduced park entry fee.

Estimates of the size of domestic tourists vary because in many countries, Kenya included domestic tourism is not adequately measured at present time. However, in Kenya the size is currently mainly measured by the number of bed-nights occupied by residents.

Bed-nights occupied by Kenyan Residents

In 1998, 696,900 bed-nights were occupied by Kenyan residents. The domestic market has been growing at a good pace since 1994.

2.3 The Challenge in Marketing Tourism Products

These figures do not include residents who stay with relatives and friends and those who stay in non-classified hotels. The domestic market is a large segment only next to Germany and the United Kingdom occupying around 16% of the total bed-nights (See Appendix 2).

Figure 2: Change in Bed-nights occupied by Kenyan Residents

	KENYAN RESIDENTS	SHARE IN TOTAL BED-NIGHTS	INTERNATIONAL VISITORS
1994	689,600	13%	4,420,100
1995	689,300	13.6%	4,365,500
1996	782,600	15.4%	4,278,600
1997	776,800	15.8%	4,133,500
1998	696,900	24.7%	2,116,100

SOURCE: CENTRAL BUREAU OF STATISTICS (ECONOMIC SURVEY 1999)

Figure 3: Bed-nights occupied by Kenyan Residents by Area in 1998

COAST	303,000
NAIROBI	206,800
LODGES	27,200
OTHERS	159,900
TOTAL	696,900

SOURCE: CENTRAL BUREAU OF STATISTICS

In 1998, bed-nights at the Coast constituted almost half of the total bed-nights occupied by Kenyan residents. This situation may reflect their preference for beach holidays.

As can be seen in Appendix 6, the bed-nights occupied by Kenyan residents at the Coast is higher than that of other Europe, United States of America and Asia.

2.3 The Challenge in Marketing Tourism Products

Tourism is a service. Services have unique characteristics that pose challenges in marketing them. These characteristics are intangibility, heterogeneity, perishability, inseparability and seasonality.

With tourism the consumer has to be brought to the place where the product is manufactured before it can be enjoyed. This poses a perceived risk. The tourism product is experienced. It cannot be touched, felt, seen or inspected or sampled in advance. It cannot be stored or inventoried for later use.

The tourism product cannot be standardised. Plant and others (1988) reports that a holiday taken in a week of continuous rainfall is a totally different product to one taken in glorious sunshine even if the package tour concept which ensures standardisation is applied.

The tourism product once not sold today is lost forever and holiday demand is usually concentrated during seasons such as summer, school holidays or weekends.

Services are also highly personalised. Plant and others (1988) further report that the travel agent who sells the holiday, the airline steward/ess who caters to customer needs en route, the hotel's front office receptionist – all are elements in the product that is being purchased and their social skills in dealing with the customer are an essential part of the product.

Other factors that create challenges in marketing of the tourist product are that the product is made up of a combination of resources from a variety of businesses such as hotels, restaurants, transportation, attractions requiring co-operation in marketing. The tourism product is prone to changes in demand caused by politics, insecurity, economic conditions such as fluctuations in currency rates. The products demand is highly elastic, an increase in price will decrease the volume of tourists.

The time interval that elapses between the choice of travel product and start of consumption of the same creates a recipe for dissonance arousal. Therefore the promotional strategies that may be adopted may not be in line with the conventional approach. The tourism products' marketing will require specialised efforts.

2.4 Demand for Tourism

Several factors influence the demand for tourism. According to Cooper and others (1993) the determinants of tourism demand at a personal level can be broadly divided into two groups: the first group of factors can be termed lifestyle and include income, employment, holiday entitlement, educational attainment and mobility. The second group can be termed lifecycle, where the age and domestic circumstances of an individual affect both the amount and type of tourism demanded.

The authors found further that the most useful measure of the ability to participate in tourism is discretionary income and that the level of educational attainment is an important determinant of travel propensity as education broadens horizons and stimulates one's desire to travel. The better educated the individual, the higher the awareness of travel opportunities and susceptibility to information, media, advertising and sales promotion.

Cooper and others (1993), further found that the propensity to travel and the type of tourism experience demanded is closely related to an individual's age referred to as domestic age which refers to the stage in lifecycle. The lifecycle stages have individuals as having preoccupations, interests and activities.

According to Mill (1990) the demand for tourism is influenced by among other factors, distribution of discretionary income, the amount and distribution of leisure time and changing consumer tastes. Mill (1990) observes further that there is an increased tendency to spend discretionary

income on leisure, recreation, and travel. He also states that both travel and tourism are affected greatly by the amount and distribution of leisure time available, therefore, for travel purposes the amount of free time on a daily basis is of less concern than that available over extended periods of time.

Mill suggests that with regard to consumer tastes, the increased differentiation of demand will bring about growing need for individualised service packages. He further states that as consumers increasingly become better educated they will become more critical of the offerings and will place more pressure on tourism suppliers to deliver quality experiences.

According to McIntosh and others (1995), demand for travel to a particular destination will be a function of the persons propensity to travel and the reciprocal of the resistance of the link between origin and destination areas.

Propensity is a person's predisposition to travel, in other words, how willing the person is to travel, what types of travel experiences he/she prefers and what types of destinations are considered. Propensity is directly related to demand. Propensity depends on:-

- ◆ Psychographics
- ◆ Demographics (socio-economic status)
- ◆ Marketing effectiveness

Resistance relates to the relative attractiveness of various destinations. Resistance depends on: economic distance, cultural distance, the cost of tourist services at destination, the quality of service at destination, effectiveness of advertising and promotion and seasonality. Resistance is inversely related to demand.

According to Mak and others (1980), Kucukurt (1981), Haaht (1984), Phelps (1986), Shih (1986) Davis and others (1987), Chun (1989), Embacher and others (1989) and Borocz (1990), as reported by Sirakaya and others (1996), factors influencing vacation destination choices may be regarded as 'push

factors' and 'pull factors'. Push factors (psychological motives) enable potential tourists to develop attitudes towards travelling in general. They involve different cognitive processes such as the need for escape, socialising, belonging, self-esteem, and self-actualisation. Pull factors, on the other hand refer to man-made attractions, (e.g. scenic attractions, historical sights, beaches, climate) and socio-cultural attractions (e.g. accessibility, family and friends, tourist conveniences, historical interest, suitability)

Middleton (1988) categorised the main determinants of demand for travel and tourism as economic, demographic, geographic, socio-cultural, comparative prices, mobility, government and media communications.

Middleton (1988) further argues that economic factors such as average disposable income, demographic factors such as household size and composition, age and the experience of further and higher education. Geographic factors such as the weather, size of the community in which the population lives, comparative pricing such as prices of products compared with those of competitors, variability of exchange rates; personal mobility provided by private motor cars are all determinants of demand for tourism products. A powerful and relatively recent influence over the demand for tourism is mass media communications is further observed by Middleton (1988)

According to Montinho and others (1989), image, attitude, perceived risk, cognitive dissonance, consumer values and lifestyles affect the demand for the tourism product.

Image of a tourist product consists of connotative and emotional criteria associated with the product. A high preference for a tourist product may affect the consumer's demand positively while a low preference may affect demand negatively.

Positive attitude will increase demand for a tourist product while perceived risk such as unfriendly locals, bad weather, contagious diseases, political

unrest may decrease the demand while dissonance may prevent a tourist from becoming a loyal visitor.

Coltman (1989) reports that the tourist industry paid very little interest to tourist's motives for travel but when business slowed down and created a lot more competition for a share of the individual's discretionary income, and the tourist industry had to fight a lot harder to obtain its share, this created more interest in researching the needs of the tourists and their motivations.

Johnson and Vahlne (1977) as reported by Wagoki (1998) states that lack of market knowledge creates uncertainty and heightens the risk perceived by decision makers in a given situation. It is, therefore, paramount to study the determinants of tourism demand by looking at effect of attitude (Psychographics), the effect of price, the effect of packaging and appeal, the effect of promotion, effect of accessibility of services, effect of income, effect of age, effect of time, effect of education, effect of image, effect of socio-cultural factors, effect of demographic factors.

2.5 Tourism Marketing Factors

Marketing as a discipline has been defined in various ways by different individuals. The definition of marketing by American Marketing Association, as reported by Evans J. and others (1994) is:-

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizations objectives”.

From this definition, the product, price, promotion and distribution are factors important in the marketing of a product or service.

According to Kotler, these four factors are regarded as the “marketing mix” Kotler and others (1999) define marketing mix as a “set of controllable, tactical marketing tools that the firm blends to produce the response it

wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its products”.

According to Middleton (1988), product components include its basic design, such as size and facilities of a hotel, presentation such as atmosphere and environment created, attitudes and appearance of staff, branding, unique name and image which must be continuously adapted to match target segments' needs, expectations and ability to pay.

According to Kotler and others (1999), price is the amount of money customers have to pay to obtain the product. Kotler and others (1999) suggest that price should be negotiated with each customer, offering discounts, credit terms to adjust for competitive situation and to bring price into line with the buyer's perception of a product's value.

Promotion is the most visible of the marketing mix. The promotion mix includes advertising, sales, promotion, merchandizing, public relations, personal selling and word of mouth advertising. Middleton and others indicate that promotion is used to make prospective customers aware of products and stimulate demand.

Place or channels of distribution involves making product available and accessible to the potential customer. Keegan and others observe that like a product itself, easy accessibility of a good or service can enhance value in the eyes of consumers. For the tourism product distribution may be carried out through travel agents, airlines, tour operators, tour and driver guides, taxi drivers or central and computerized reservation systems.

2.6 Specification of the AIDA Model

The **AIDA** model as quoted by Gilligan and Crowther (1976) was devised by E.K. Strong. According to Gilligan and Crowther, Strong postulated that before becoming a user of a product the recipient of a message moves from an Awareness of the product to an Interest in it. From this he develops a Desire for the product and then results in Action in which he goes and purchases the good.

The AIDA model has been used in promotion especially in advertising and personal selling by sales representatives for persuasion. This model may also be used to determine the buyer-readiness stage so that appropriate promotional strategies may be used and thereby making the promotions more objective. The different promotional tools i.e. advertising, public relations and publicity, sales promotion and personal selling generally have different impacts on the various readiness stages of the AIDA model. Bernhardt and others shows the relationship between the four stages and various promotional tools (see table 4 for details).

Advertising has its greatest impact on creating attention or awareness and developing interest, it is generally much less effective at inducing action. Personal selling shows just the opposite pattern. Sales promotion is best at stimulating action. Publicity is limited to creating awareness and generating a low level of interest. This study shall try to establish the stage in which the individual professionals are in with regard to domestic tourism in Kenya.

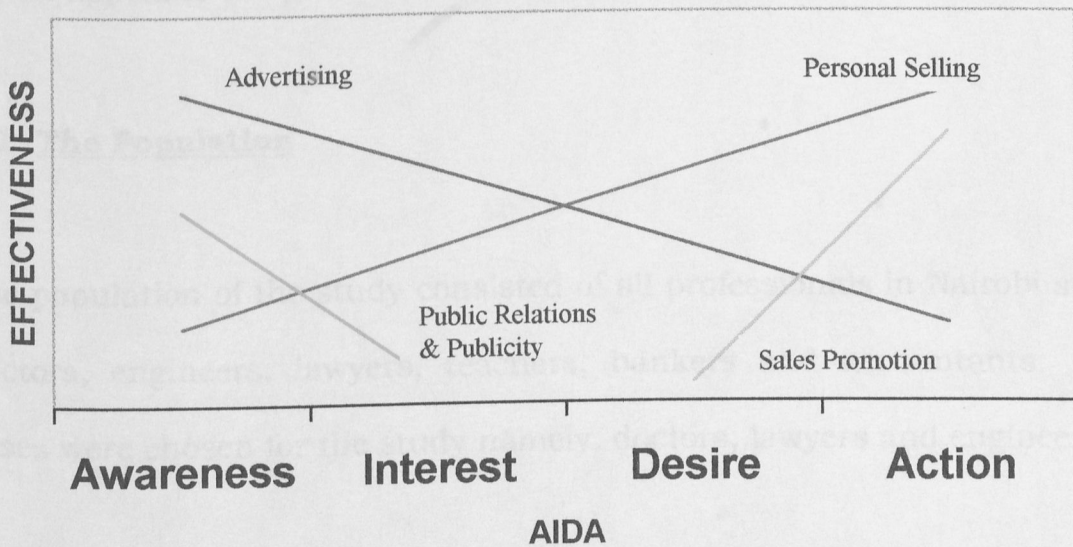
Awareness – If promotion does not create awareness then no matter how attractive it may be it will not persuade anyone. The domestic product must therefore be made creative, appropriate media should be used to gain attention. The promotion must be visible and the timing must be right. Awareness means that the message has made an impression on the viewer who can subsequently identify the advertiser.

Rosenberg and others (1977) note that ideally as the beginning of the message flows into its body, the attention/awareness stage should flow naturally into the interest stage. Being aware of the message is not adequate. Rosenberg and others further note that the strongest way to create interest is to appeal to the consumer's self-interest.

Desire can be stimulated by showing how the product or service will benefit the consumer.

Action is to try the product or to buy it. Success for tourism products is normally measured in terms of sales generated.

Figure 4: The Impact of Promotional tools on consumer response



Source: Bernhardt and others, Principles of Marketing 3rd Edition.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This study was an exploratory one which investigated the factors that affect the demand for domestic tourism among professionals in Nairobi. The AIDA (Awareness, Interest, Desire, Action) model was used as a framework for this investigation.

More specifically, the study investigated whether the readiness state of the professionals could explain the factors that determine the demand for domestic tourism services among the professionals and the factors that would appeal to the professionals to consume domestic tourism services.

3.1 The Population

The population of the study consisted of all professionals in Nairobi such as doctors, engineers, lawyers, teachers, bankers and accountants. Three cases were chosen for the study namely, doctors, lawyers and engineers..

3.2 Sample Design

The sample was drawn from the following professional bodies:-

- ◆ The Law Society of Kenya,
- ◆ Kenya Medical Association and
- ◆ The Institute of Engineers of Kenya.

At the time of the study there were a total of 1000 members of the Kenya Medical Association and 3,800 members of the Law Society of Kenya, 889 members of the Institute of Engineers of Kenya with approximately 426, 2000 and 670 members in Nairobi respectively.

A sample of 50 professionals was selected within each profession using a stratified sampling procedure. The basis of stratification was on the location of the offices. The researcher closed in on three strata namely, the central business district, Nairobi suburbs including upmarket (Western) region and Nairobi suburb including the low market region (Eastlands). A random sample procedure was used to pick the respondents. Out of the 150 questionnaires distributed equally among the three professionals, a total of 41 doctors, 39 lawyers and 44 engineers responded.

3.3 Data Collection Method

The pertinent data for this study were collected from the doctors, lawyers and engineers using a semi-structured questionnaire (see Appendix 9) which was divided into 3 parts.

The questionnaire was delivered by a personal visit and picked at a later date.

The part A of the questionnaire provided a list of 21 items and respondents were requested to rate the items with regard to their importance in

determining their consumption of domestic tourism services using the likert scale rating. This section addressed the second objective of the study.

4.9. Introduction

Part B of the questionnaire sort to determine the factors that appeal to the professionals in their consumption of domestic tourism services. These were mainly product/service offer, accessibility, price and promotion which addressed the third objective of the study.

Part C of the questionnaire consisted of questions that addressed the readiness state of the professional according to the first objective of the study.

Questions 1 – 6 were on awareness state

Questions 7 – 13 on interest state

Questions 14 – 18 on desire state

Questions 18 – 23 on action

Questions 24 – 36 were on demographics

Part C of the questionnaire which logically would have come first in the questionnaire was placed last so that the professionals were not sensitized to respond in predictable ways to the first and second part of the questionnaire which addressed the second and third objectives respectively.

Initially the questionnaire was pre-tested on 6 professionals before the final version of the questionnaire was developed.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.0 Introduction

This chapter highlights how the questionnaire was scored and the data analysed. The data gathered in the study are analysed in this chapter using descriptive statistics. The statistics include frequencies, percentages, cross tabulation and correlation analysis.

The data is analysed under three main headings in line with the three objectives of the study accordingly.

Part C of the questionnaire addressed the readiness state of the professionals and had a total of 36 items. Questions 1 to 6 addressed the awareness readiness state and had a total possible score of 22, which was the highest. Scores between 17 to 22 were regarded as indicative of high awareness, 12 – 16 average awareness and 11 and below, low awareness.

Questions 7 to 13 addressed interest readiness state and had a total possible score of 7. Scores of 6 and 7 were regarded as indicative of high level interest, 4 and 5, average interest and below 3, low level interest.

Questions 14 to 18 addressed desire readiness state and had a total possible score of 17. Scores between 13 and 17 were regarded as indicative of high desire, 10 – 12, average desire and 9 and below, low desire.

Questions 19 to 23 addressed action readiness state and had a total possible score of 8. Scores of 7 and 8 were regarded as indicative of high action, 5 and 6 average action and 4 and below, low action.

4.1 The Readiness Level of the Professionals

Table 1 below shows the proportion of the respondents that score high, average or low in each readiness state.

Table 1 shows the proportion of the professionals that have high awareness consistently is low across the three categories that is 2.4%, 0% and 10.3% among doctors, engineers and lawyers respectively.

As table 1 shows in terms of interest, the proportion of the professionals that have high interest is consistently high that is 87.8%, 88.6% and 89.8%, among doctors, engineers and lawyers, respectively. The proportion of those professionals who have high interest in the domestic tourism services are much higher than the proportion of those that have high awareness and this applies across the board, that is in all the three categories.

Table 1 shows, in terms of desire, that the proportion of the professionals that have high desire is consistently low across the three categories that is, 2.4%, 6.8% and 0% among the doctors, engineers and lawyers, respectively.

As shown in table 1, the proportion of the professionals that have high action is also consistently low across the three categories, that is 7.3%, 4.5% and 12.8% among the doctors, engineers and lawyers, respectively.

TABLE 1: The Readiness Level of Professionals

	DOCTORS								ENGINEERS								LAWYERS								TOTAL							
	Low		Average		High		N/R		Low		Average		High		N/R		Low		Average		High		N/R		Low		Average		High		N/R	
		%		%		%		%		%		%		%		%		%		%		%		%		%		%		%		%
Awareness	35	85.4	5	12.2	1	2.4	-	-	38	86.4	6	13.6	-	-	-	-	27	69.2	8	20.5	4	10.3	-	-	100	80.7	19	15.3	5	4	-	-
Interest	2	4.9	-	-	36	87.8	3	7.3	-	-	-	-	39	88.6	5	11.4	2	5.1	-	-	35	89.8	2	5.1	4	3.2	-	-	110	88.7	10	8.1
Desire	39	95.2	1	2.4	1	2.4	-	-	38	86.4	1	2.3	3	6.8	2	4.5	37	94.8	1	2.6	-	-	1	2.6	114	92	3	2.4	4	3.2	3	2.4
Action	31	75.7	6	14.6	3	7.3	1	2.4	31	70.5	10	22.7	2	4.5	1	2.3	17	43.6	17	43.6	5	12.8	-	-	79	63.7	33	26.6	10	8.1	2	1.6

Note: N/R = No Response

Table 2: The relationship between the importance rating of Accommodation and Hospitality and the readiness state of professionals

				Accommodation and Hospitality			
				Low	Average	High	Total
Level of Awareness							
Doctors	Low	No. of Resps. % of Total	4 9.8%	15 36.6%	16 39.0%	35 85.4%	
	Average	No. of Resps. % of Total		3 7.3%	2 4.9%	5 12.2%	
	High	No. of Resps. % of Total		1 2.4%		1 2.4%	
	Total	No. of Resps. % of Total	4 9.8%	19 46.3%	18 43.9%	41 100.0%	
Lawyers	Low	No. of Resps. % of Total	1 2.7%	12 32.4%	12 32.4%	25 67.6%	
	Average	No. of Resps. % of Total	1 2.7%	3 8.1%	4 10.8%	8 21.6%	
	High	No. of Resps. % of Total		2 5.4%	2 5.4%	4 10.8%	
	Total	No. of Resps. % of Total	2 5.4%	17 45.9%	18 48.6%	37 100.0%	
Engineers	Low	No. of Resps. % of Total	2 4.5%	11 25.0%	25 56.8%	38 86.4%	
	Average	No. of Resps. % of Total		5 11.4%	1 2.3%	6 13.6%	
	High	No. of Resps. % of Total	2 4.5%	16 36.4%	26 59.1%	44 100.0%	
	Total	No. of Resps. % of Total	2 4.5%	16 36.4%	26 59.1%	44 100.0%	
GRAND TOTAL			No. of Resps. % of Total	8 6.6%	52 48.6%	62 50.8%	122 100%
Level of Interest				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total				2 5.3%	2 5.3%
	High	No. of Resps. % of Total	4 10.5%	18 47.4%	14 36.8%	36 94.7%	
	Total	No. of Resps. % of Total	4 10.5%	18 47.4%	16 42.1%	38 100.0%	
Lawyers	Low	No. of Resps. % of Total				2 5.7%	2 5.7%
	High	No. of Resps. % of Total	2 5.7%	17 48.6%	14 40.0%	33 94.3%	
	Total	No. of Resps. % of Total	2 5.7%	17 48.6%	16 45.7%	35 100.0%	
Engineers	High	No. of Resps. % of Total	2 5.1%	12 30.8%	25 64.1%	39 100.0%	
	Total	No. of Resps. % of Total	2 5.1%	12 30.8%	25 64.1%	39 100.0%	
	GRAND TOTAL	No. of Resps. % of Total	1 0.8%	9 7.4%	111 97.7%	121 100%	
Level of Desire				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	4 9.8%	18 43.9%	17 41.5%	39 95.1%	
	Average	No. of Resps. % of Total		1 2.4%		1 2.4%	
	High	No. of Resps. % of Total			1 2.4%	1 2.4%	
	Total	No. of Resps. % of Total	4 9.8%	19 46.3%	18 43.9%	41 100.0%	
Lawyers	Low	No. of Resps. % of Total	2 5.6%	15 41.7%	18 50.0%	35 97.2%	
	Average	No. of Resps. % of Total		1 2.8%		1 2.8%	
	Total	No. of Resps. % of Total	2 5.6%	16 44.4%	18 50.0%	36 100.0%	
Engineers	Low	No. of Resps. % of Total	2 4.8%	15 35.7%	21 50.0%	38 90.5%	
	Average	No. of Resps. % of Total			1 2.4%	1 2.4%	
	High	No. of Resps. % of Total		1 2.4%	2 4.8%	3 7.1%	
	Total	No. of Resps. % of Total	2 4.8%	16 38.1%	24 57.1%	42 100.0%	
GRAND TOTAL			No. of Resps. % of Total	8 6.7%	51 42.9%	60 50.4%	119 100%

			Level of Action	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	3 7.5%	16 40.0%	12 30.0%	31 77.5%
		Average	No. of Resps. % of Total	1 2.5%	1 2.5%	5 12.5%	6 15.0%
		High	No. of Resps. % of Total	1 2.5%	2 5.0%		3 7.5%
	Total		No. of Resps. % of Total	4 10.0%	19 47.5%	17 42.5%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	1 2.7%	11 29.7%	3 8.1%	15 40.5%
		Average	No. of Resps. % of Total	1 2.7%	6 16.2%	10 27.0%	17 45.9%
		High	No. of Resps. % of Total			5 13.5%	5 13.5%
	Total		No. of Resps. % of Total	2 5.4%	17 45.9%	18 48.6%	37 100.0%
Engineers		Low	No. of Resps. % of Total	2 4.7%	11 25.6%	18 41.9%	31 72.1%
		Average	No. of Resps. % of Total		4 9.3%	6 14.0%	10 23.3%
		High	No. of Resps. % of Total		1 2.3%	1 2.3%	2 4.7%
	Total		No. of Resps. % of Total	2 4.7%	16 37.2%	25 58.1%	43 100.0%
			GRAND TOTAL	8 6.7%	52 43.3%	60 50%	120 100%

Table 2 shows the relationship between the ratings in terms of importance of accommodation and hospitality and the readiness state of the professionals.

As Table 2 shows, the proportion of the professionals who have rated accommodation and hospitality high in importance among the various readiness states that is, awareness, interest, desire and action are as follows: In terms of level of awareness 62 (50.8%) professionals rate the factor high as compared to 8 (6.6%) who rate the factor low; with regard to level of interest 111(97.7%) professionals rate the factor high as compared to 1 (0.8%) who rate the factor low, and with regard to level of desire 60 (50.4%) rate the factor high as compared to 8 (6.7%) who rate the factor low while with regard to level of action 60 (50%) rate the factor high as compared to 8 (6.7%) who rate the factor low. From this analysis, it may be concluded

Table 3: The relationship between the importance rating of Transport and Accessibility and readiness state by the professionals

Professionals	Transport and Accessibility	
	Importance	Readiness
Doctors	High	Low
Lawyers	Average	Average
Engineers	High	High
Accountants	Average	Average
Teachers	Average	Average
Managers	Average	Average
Businessmen	Average	Average
Journalists	Average	Average
Scientists	Average	Average
Artists	Average	Average
Politicians	Average	Average
Students	Average	Average
Unemployed	Average	Average
Retired	Average	Average
Others	Average	Average
Total	Average	Average

that accommodation is an important factor that is considered by professionals in their demand for domestic tourism services. Generally, the professionals rate low in awareness regardless of their professional orientation. As can be seen from the table, accommodation and hospitality, as a factor that determines demand for domestic tourism services, is considered by the majority of the professionals as important.

Generally, the professionals rate high in interest regardless of their professional orientation. In general, therefore, accommodation, regarded as important among the professionals who rate high in interest for domestic tourism services.

As the table shows, the results for desire and action were similar to those found for awareness. Generally, the professionals rated low in desire and action. Among doctors and lawyers for both desire and action, a majority rated the factor average in importance while the engineers rated accommodation and hospitality high in importance.

Table 3: The relationship between the importance rating of Transport and Accessibility and readiness state by the professionals

				Transport and Accessibility			
				Low	Average	High	Total
Level of Awareness							
Doctors		Low	No. of Resps. % of Total	1 2.5%	7 17.5%	27 67.5%	35 87.5%
		Average	No. of Resps. % of Total			4 10.0%	4 10.0%
		High	No. of Resps. % of Total			1 2.5%	1 2.5%
	Total		No. of Resps. % of Total	1 2.5%	7 17.5%	32 80.0%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	1 2.8%	6 16.7%	18 50.0%	25 69.4%
		Average	No. of Resps. % of Total		1 2.8%	6 16.7%	7 19.4%
		High	No. of Resps. % of Total		1 2.8%	3 8.3%	4 11.1%
	Total		No. of Resps. % of Total	1 2.8%	8 22.2%	27 75.0%	36 100.0%
Engineers		Low	No. of Resps. % of Total		4 9.3%	33 76.7%	37 86.0%
		Average	No. of Resps. % of Total		1 2.3%	5 11.6%	6 14.0%
	Total		No. of Resps. % of Total		5 11.6%	38 88.4%	43 100.0%
		GRAND TOTAL	No. of Resps. % of Total	2 1.7%	20 16.8%	97 81.5%	119 100%
Level of Interest				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total			2 5.3%	2 5.3%
		High	No. of Resps. % of Total	1 2.6%	7 18.4%	28 73.7%	36 94.7%
	Total		No. of Resps. % of Total	1 2.6%	7 18.4%	30 78.9%	38 100.0%
Lawyers		Low	No. of Resps. % of Total			1 2.9%	1 2.9%
		High	No. of Resps. % of Total	1 2.9%	8 23.5%	24 70.6%	33 97.1%
	Total		No. of Resps. % of Total	1 2.9%	8 23.5%	25 73.5%	34 100.0%
Engineers		High	No. of Resps. % of Total		5 13.2%	33 86.8%	38 100.0%
	Total		No. of Resps. % of Total		5 13.2%	33 86.8%	38 100.0%
		GRAND TOTAL	No. of Resps. % of Total	2 1.8%	20 18.2%	88 80.0%	110 100%
Level of Desire				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total		7 17.5%	31 77.5%	38 95.0%
		Average	No. of Resps. % of Total	1 2.5%			1 2.5%
		High	No. of Resps. % of Total			1 2.5%	1 2.5%
	Total		No. of Resps. % of Total	1 2.5%	7 17.5%	32 80.0%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	1 2.9%	8 22.9%	25 71.4%	34 97.1%
		Average	No. of Resps. % of Total			1 2.9%	1 2.9%
	Total		No. of Resps. % of Total	1 2.9%	8 22.9%	26 74.3%	35 100.0%
Engineers		Low	No. of Resps. % of Total		5 12.2%	32 78.0%	37 90.2%
		Average	No. of Resps. % of Total			1 2.4%	1 2.4%
		High	No. of Resps. % of Total			3 7.3%	3 7.3%
	Total		No. of Resps. % of Total		5 12.2%	36 87.8%	41 100.0%
		GRAND TOTAL	No. of Resps. % of Total	2 1.7%	20 12.2%	94 81.0%	116 100%

			Level of Action		Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	1 2.6%	6 15.4%	24 61.5%	31 79.5%	
		Average	No. of Resps. % of Total			5 12.8%	5 12.8%	
		High	No. of Resps. % of Total		1 2.6%	2 5.1%	3 7.7%	
	Total		No. of Resps. % of Total	2.6%	7 17.9%	31 79.5%	39 100.0%	
Lawyers		Low	No. of Resps. % of Total		5 13.9%	10 27.8%	15 41.7%	
		Average	No. of Resps. % of Total	1 2.8%	2 5.6%	14 38.9%	17 47.2%	
		High	No. of Resps. % of Total		1 2.8%	3 8.3%	4 11.1%	
	Total		No. of Resps. % of Total	1 2.8%	8 22.2%	27 75.0%	36 100.0%	
Engineers		Low	No. of Resps. % of Total		5 11.9%	25 59.5%	30 71.4%	
		Average	No. of Resps. % of Total			10 23.8%	10 23.8%	
		High	No. of Resps. % of Total			2 4.8%	2 4.8%	
	Total		No. of Resps. % of Total		5 11.9%	37 88.1%	42 100.0%	
			GRAND TOTAL	No. of Resps. % of Total	2 1.7%	20 17.1%	95 81.2%	117 100%

Table 3 shows the relationship between the importance ratings in terms of importance of transport and accessibility and the readiness state of the professionals.

As Table 3 shows, the proportion of the professionals who have rated transport and accessibility high in importance among the various readiness states that is awareness, interest, desire and action are as follows:

In terms of level of awareness, 97 (81.5%) professionals rate the factor high as compared to 2 (1.7%) who rate the factor low, with regard to level of interest, 88 (80%) rate the factor high as compared to 2 (1.8%) who rate the factor low, with regard to desire. 94 (81%) rate the factor high while 2 (1.7%) rate the factor low and with regard to action 95 (81.2%) rate the

Table 4. The relationship between the importance of rating of Attraction at Destination and reading of state of the professionals

factor high as compared to 2 (1.7%) who rate the factor low in importance. From this analysis, it may be concluded that transport and accessibility is an important factor that is considered by professionals in their demand for domestic tourism services. As compared to accommodation and hospitality, an even higher proportion consider transport and accessibility important. Generally, the professionals rate low in awareness regardless of their professional orientation. As can be seen from the table, transport and accessibility, as a factor that determines demand for domestic tourism services, is considered by the majority of the professionals as important.

Generally, the professionals rate high in interest regardless of their professional orientation. In general, therefore, transport and accessibility is regarded as important among the professionals who rate high in interest for domestic tourism services.

Generally, the professionals rated low in desire and action. As the table shows, the factor was rated high in importance by a majority of the professionals across the three categories.

Table 4: The relationship between the importance of rating of Attraction at Destination and readiness state of the professionals

Level of Awareness				Attraction at Destination			
				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	3 7.3%	15 36.6%	17 41.5%	35 85.4%
		Average	No. of Resps. % of Total	1 2.4%	1 2.4%	3 7.3%	5 12.2%
		High	No. of Resps. % of Total	1 2.4%			1 2.4%
	Total		No. of Resps. % of Total	5 12.2%	16 39.0%	20 48.8%	41 100.0%
Lawyers		Low	No. of Resps. % of Total	4 12.1%	12 36.4%	7 21.2%	23 69.7%
		Average	No. of Resps. % of Total	2 6.1%	5 15.2%	1 3.0%	8 24.2%
		High	No. of Resps. % of Total	1 3.0%	1 3.0%		2 6.1%
	Total		No. of Resps. % of Total	7 21.2%	18 54.5%	8 24.2%	33 100.0%
Engineers		Low	No. of Resps. % of Total	3 6.8%	11 25.0%	24 54.5%	38 86.4%
		Average	No. of Resps. % of Total	3 6.8%	1 2.3%	2 4.5%	6 13.6%
		High	No. of Resps. % of Total	6 13.6%	12 27.3%	26 59.1%	44 100.0%
	Total		No. of Resps. % of Total	6 13.6%	12 27.3%	26 59.1%	44 100.0%
		GRAND TOTAL	No. of Resps. % of Total	18 15.3%	46 34.0%	54 45.8%	118 100%
Level of Interest				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total		1 2.6%	1 2.6%	2 5.3%
		High	No. of Resps. % of Total	5 13.2%	14 36.8%	17 44.17%	36 94.7%
		Total	No. of Resps. % of Total	5 13.2%	15 39.5%	18 47.4%	38 100.0%
Lawyers		Low	No. of Resps. % of Total		1 3.1%	1 3.1%	2 6.3%
		High	No. of Resps. % of Total	7 21.9%	16 50.0%	7 21.9%	30 93.8%
		Total	No. of Resps. % of Total	7 21.9%	17 53.1%	8 25.0%	32 100.0%
Engineers		High	No. of Resps. % of Total	6 15.4%	11 28.2%	22 56.4%	39 100.0%
		Total	No. of Resps. % of Total	6 15.4%	11 28.2%	22 56.4%	39 100.0%
			GRAND TOTAL	No. of Resps. % of Total	18 16.5%	43 39.9%	98 44.0%
Level of Desire				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	5 12.2%	15 36.6%	19 46.3%	39 95.1%
		Average	No. of Resps. % of Total		1 2.4%		1 1.4%
		High	No. of Resps. % of Total			1 2.4%	1 2.4%
	Total		No. of Resps. % of Total	5 12.2%	16 39.0%	20 48.8%	41 100.0%
Lawyers		Low	No. of Resps. % of Total	7 21.9%	16 50.0%	8 25.0%	31 96.9%
		Average	No. of Resps. % of Total		1 3.1%		1 3.1%
		Total	No. of Resps. % of Total	7 21.9%	17 53.1%	8 25.0%	32 100.0%
Engineers		Low	No. of Resps. % of Total	6 14.3%	11 26.2%	21 50.0%	38 90.5%
		Average	No. of Resps. % of Total			1 2.4%	1 2.4%
		High	No. of Resps. % of Total		1 2.4%	2 4.8%	3 7.1%
	Total		No. of Resps. % of Total	6 14.3%	12 26.6%	24 57.1%	42 100.0%
		GRAND TOTAL	No. of Resps. % of Total	18 15.7%	45 39.1%	52 45.2%	115 100%

			Level of Action	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	3 7.5%	14 35.0%	14 35.0%	31 77.5%
		Average	No. of Resps. % of Total	2 5.0%	2 5.0%	4 10.0%	6 15.0%
		High	No. of Resps. % of Total	2 5.0%		1 2.5%	3 7.5%
		Total	No. of Resps. % of Total	5 12.5%	16 40.0%	19 47.5%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	2 6.1%	9 27.3%	3 9.1%	14 42.4%
		Average	No. of Resps. % of Total	4 12.1%	7 21.2%	4 12.1%	15 45.5%
		High	No. of Resps. % of Total	1 3.0%	2 6.1%	1 3.0%	4 12.1%
		Total	No. of Resps. % of Total	7 21.2%	18 54.5%	8 24.2%	33 100.0%
Engineers		Low	No. of Resps. % of Total	3 7.0%	8 18.6%	20 46.5%	31 72.1%
		Average	No. of Resps. % of Total	2 4.7%	3 7.0%	5 11.6%	10 23.3%
		High	No. of Resps. % of Total	1 2.3%	1 2.3%		2 4.7%
		Total	No. of Resps. % of Total	6 14.0%	12 27.9%	25 58.1%	43 100.0%
			GRAND TOTAL	18 15.5%	46 39.7%	52 44.8%	116 100%

Table 4 shows the relationship between the importance ratings in terms of attraction at destination and the readiness state of the professionals.

As table 4 shows, the proportion of the professionals who have rated attraction at destination high in importance among the various readiness states that is awareness, interest, desire and action are as follows. In terms of level of awareness 45.8% of the professionals rated the factor as high as compared to 15.3% who rated the factor low, with regard to level of interest 44% rated the factor high as compared to 16.5% who rated the factor low with regard to desire 45.2% of the professionals rated the factor as high while 15.7% rated the factor as low and with regard to action 44.8% rate the factor as high in importance compared with 15.5% who rate the factor as low in importance. From this analysis it may be concluded that attraction at destination is an important factor that is considered by professionals in their demand for domestic tourism services. But as compared to

accommodation and hospitality and transport and accessibility a smaller proportion consider attraction at destination important. In overall terms, the professionals rate low in awareness regardless of their professional orientation. As can be seen from the table, attraction at destination, as a factor that determines demand for domestic tourism at destination, is considered by the majority of the professionals as important.

All the categories of the professionals rate high in interest. Attraction at destination is regarded as important for domestic tourism services even though a smaller proportion consider the factor important compared to transport and accessibility and accommodation and hospitality.

In overall terms, the professionals rated low in desire and action. As the table shows, among the lawyers, for both desire and action, a majority rated the factor average in importance while among the doctors and engineers, for both desire and action, a majority rated the factor high in importance.

Table 5: The relationship between the importance rating of Price and the readiness state of the professionals

				Price			
				Low	Average	High	Total
		Level of Awareness					
Doctors		Low	No. of Resps. % of Total		6 14.6%	29 70.7%	35 85.4%
		Average	No. of Resps. % of Total			5 12.2%	5 12.2%
		High	No. of Resps. % of Total			1 2.4%	1 2.4%
	Total	No. of Resps. % of Total		6 14.6%	35 85.4%	41 100.0%	
Lawyers		Low	No. of Resps. % of Total			23 65.7%	23 65.7%
		Average	No. of Resps. % of Total		1 2.9%	7 20.0%	8 22.9%
		High	No. of Resps. % of Total		1 2.9%	3 8.6%	4 11.4%
	Total	No. of Resps. % of Total		2 5.7%	33 94.3%	35 100.0%	
Engineers		Low	No. of Resps. % of Total	1 2.3%	2 4.5%	35 79.5%	38 86.4%
		Average	No. of Resps. % of Total			6 13.6%	6 13.6%
		High	No. of Resps. % of Total	1 2.3%	2 4.5%	41 93.2%	44 100.0%
	Total	No. of Resps. % of Total	1 2.3%	10 4.5%	109 93.2%	120 100.0%	
		GRAND TOTAL	No. of Resps. % of Total	1 0.8%	10 8.3%	109 90.8%	120 100%

Level of Interest				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total			2 5.3%	2 5.3%
		High	No. of Resps. % of Total		5 13.2%	31 81.6%	36 94.7%
	Total		No. of Resps. % of Total		5 13.2%	33 86.8	38 100.0%
Lawyers		Low	No. of Resps. % of Total			2 5.9%	2 5.9%
		High	No. of Resps. % of Total		2 5.9%	30 88.2%	32 94.1%
	Total		No. of Resps. % of Total		25.9%	32 94.1%	34 100.0
Engineers		High	No. of Resps. % of Total	1 2.6%	2 5.1%	36 92.3%	39 100.0%
		Total	No. of Resps. % of Total	1 2.6%	2 5.1%	36 92.3%	39 100.0%
	GRAND TOTAL		No. of Resps. % of Total	1 0.9%	9 8.1%	101 91.0%	111 100%
Level of Desire				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total		5 12.2%	34 82.9%	39 95.1%
		Average	No. of Resps. % of Total		1 2.4%		1 2.4%
		High	No. of Resps. % of Total			1 2.4%	1 2.4%
	Total		No. of Resps. % of Total		6 14.6%	35 85.4%	41 100.0%
Lawyers		Low	No. of Resps. % of Total		2 5.9%	31 91.2%	33 97.1%
		Average	No. of Resps. % of Total			1 2.9%	1 2.9%
	Total		No. of Resps. % of Total		2 5.9%	31 94.1%	33 100.0%
Engineers		Low	No. of Resps. % of Total	1 2.4%	2 4.8%	35 83.3%	38 90.5%
		Average	No. of Resps. % of Total			1 2.4%	1 2.4%
		High	No. of Resps. % of Total			3 7.1%	3 7.1%
	Total		No. of Resps. % of Total	1 2.4%	2 4.8%	39 92.9%	42 100.0%
	GRAND TOTAL		No. of Resps. % of Total	1 0.9%	10 8.5%	106 90.6%	117 100.0%
Level of Action				Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total		3 7.5%	28 70.0%	31 77.5%
		Average	No. of Resps. % of Total		2 5.0%	4 10.0%	6 15.0%
		High	No. of Resps. % of Total		1 2.5%	2 5.0%	3 7.5%
	Total		No. of Resps. % of Total		6 15.0%	34 85.0%	40 100.0%
Lawyers		Low	No. of Resps. % of Total			15 42.9%	15 42.9%
		Average	No. of Resps. % of Total		2 5.7%	14 40.0%	16 45.7%
		High	No. of Resps. % of Total			4 11.4%	4 11.4%
	Total		No. of Resps. % of Total		2 5.7%	33 94.3%	35 100.0%
Engineers		Low	No. of Resps. % of Total	1 2.3%	2 4.7%	28 65.1%	31 72.1%
		Average	No. of Resps. % of Total			10 23.3%	10 23.3%
		High	No. of Resps. % of Total			2 4.7%	2 4.7%
	Total		No. of Resps. % of Total	1 2.3%	2 4.7%	40 93.0%	43 100.0%
	GRAND TOTAL		No. of Resps. % of Total	1 0.8%	10 8.5%	107 90.7%	118 100.0%

Table 5 shows the relationship between the importance rating of price and the readiness state of the professionals.

As table 5 shows the proportion of the professionals who have rated price high in importance among the various readiness states that is awareness, interest, desire and action are as follows. In terms of level of awareness 90.8% of the professionals rate the factor as high as compared to 0.8% who rated the factor low, with regard to level of interest 91.0% rated the factor high as compared to 0.9% who rated the factor low, with regard to desire 90.6% rate the factor high while 0.9% rate the factor as low, and with regard to action 90.7% rate the factor high in importance while 0.8% rate the factor as low. From this analysis it may be concluded that price is an important factor that is considered by professionals in their demand for domestic tourism services. As compared to accommodation and hospitality, transport and accessibility and attraction at destination, a higher proportion of professionals rate it as high in importance. All the categories of professionals rate low in awareness. The table shows that price, as a factor that determines demand for domestic tourism services, is considered by the majority of the professionals as important.

Generally, all the categories of the professionals rate high in interest. Table 5 shows that price is regarded as important for domestic tourism services.

In overall terms, the professionals rated low in desire and action. As the table shows, among all the three categories of professionals, for both desire and action, a majority rated price high in important.

Table 6: The relationship between the importance rating of Entertainment, Recreation and Shopping and the readiness state of the professionals

				Entertainment, Recreation and Shopping		
Level of Awareness				Low	Average	Total
Doctors		Low	No. of Resps. % of Total	30 75.0%	4 10.0%	34 85.0%
		Average	No. of Resps. % of Total	4 10.0%	1 2.5%	5 12.5%
		High	No. of Resps. % of Total	1 2.5%		1 2.5%
	Total		No. of Resps. % of Total	35 87.5%	5 12.5%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	22 66.7%	2 6.1%	24 72.7%
		Average	No. of Resps. % of Total	6 18.2%	1 3.0%	7 21.2%
		High	No. of Resps. % of Total	2 6.1%		2 6.1%
	Total		No. of Resps. % of Total	30 90.9%	3 9.1%	33 100.0%
Engineers		Low	No. of Resps. % of Total	35 83.3%	1 2.4%	36 85.7%
		Average	No. of Resps. % of Total	6 14.3%		6 14.3%
		High	No. of Resps. % of Total	41 97.6%	1 2.4%	42 100.0%
	Total		No. of Resps. % of Total	106 92.2%	9 7.8%	115 100%
Level of Interest				Low	Average	Total
Doctors		Low	No. of Resps. % of Total	2 5.4%		2 5.4%
		High	No. of Resps. % of Total	30 81.1%	5 13.5%	35 94.6%
		Total	No. of Resps. % of Total	32 86.5%	5 13.5%	37 100.0
Lawyers		Low	No. of Resps. % of Total	1 3.2%	1 3.2%	2 6.5%
		High	No. of Resps. % of Total	27 87.1%	2 6.5%	29 93.5%
		Total	No. of Resps. % of Total	28 90.3%	3 9.7%	31 100.0%
Engineers		High	No. of Resps. % of Total	36 97.3%	1 2.7%	37 100.0%
		Total	No. of Resps. % of Total	36 97.3%	1 2.7%	37 100.0%
			No. of Resps. % of Total	96 91.9%	9 8.6%	105 100%
Level of Desire				Low	Average	Total
Doctors		Low	No. of Resps. % of Total	34 85.0%	4 10.0%	38 95.0%
		Average	No. of Resps. % of Total		1 2.5%	1 2.5%
		High	No. of Resps. % of Total	1 2.5%		1 2.5%
	Total		No. of Resps. % of Total	35 87.5%	5 12.5%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	28 87.5%	3 9.4%	31 96.9%
		Average	No. of Resps. % of Total	1 3.1%		1 3.1%
		Total	No. of Resps. % of Total	29 90.6%	3 9.4%	32 100.0%
Engineers		Low	No. of Resps. % of Total	35 87.5%	1 2.5%	36 90.0%
		Average	No. of Resps. % of Total	1 2.5%		1 2.5%
		High	No. of Resps. % of Total	3 7.5%		3 7.5%
	Total		No. of Resps. % of Total	39 97.5%	1 2.5%	40 100.0
	GRAND TOTAL		No. of Resps. % of Total	103 92.0%	9 8.0%	112 100%

Level of Action				Low	Average	Total
Doctors	Low	No. of Resps. % of Total	25 64.1%	5 12.8%	30 76.9%	
	Average	No. of Resps. % of Total	6 15.4%		6 15.4%	
	High	No. of Resps. % of Total	3 7.7%		3 7.7%	
Lawyers	Total	No. of Resps. % of Total	34 87.2%	5 12.8%	39 100.0%	
	Low	No. of Resps. % of Total	14 42.4%	1 3.0%	15 45.5%	
	Average	No. of Resps. % of Total	12 36.4%	1 3.0%	13 39.4%	
Engineers	High	No. of Resps. % of Total	4 12.1%	1 3.0%	5 15.2%	
	Total	No. of Resps. % of Total	30 90.9%	3 9.1%	33 100.0%	
	Low	No. of Resps. % of Total	29 70.7%		29 70.7%	
GRAND TOTAL	Average	No. of Resps. % of Total	9 22.0%	1 2.4%	10 24.4%	
	High	No. of Resps. % of Total	2 4.9%		2 4.9%	
	Total	No. of Resps. % of Total	40 97.6%	1 2.4%	41 100.0%	
GRAND TOTAL			104 92.0%	9 8.0%	113 100.0%	

Table 6 shows the relationship between the importance ratings in terms of entertainment, recreation and shopping and the readiness state of the professionals.

Table 6 shows that no proportion of professionals have rated entertainment, recreation and shopping high in importance among the various readiness states that is awareness, interest, desire and action. The proportion of professionals who rate the factor low in importance are as follows, 92.2%, 91.9%, 92%, and 92% rate the factor as low with regard to awareness, interest and desire and action respectively.

From this analysis, it may be concluded that the factor is not considered important by the professionals in their demand for domestic tourism services.

Generally, the professionals rate low in awareness regardless of their professionals orientation. As can be seen from the table, entertainment, recreation and shopping, as a factor that determines demand for domestic tourism services, is considered by a majority of the professionals as unimportant.

All the categories of the professionals rate high in interest but regard the factor as unimportant.

Generally, the professionals rated low in desire and action. As the table shows among all the three categories of professionals, a majority rated the factor as unimportant

Table 7: The relationship between importance rating of Security and the readiness state of the professionals

			Security			
Level of Awareness			Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	1 2.4%	6 14.6%	28 68.3%	35 85.4%
	Average	No. of Resps. % of Total			5 12.2%	5 12.2%
	High	No. of Resps. % of Total			1 2.4%	1 2.4%
	Total	No. of Resps. % of Total	1 2.4%	6 14.6%	34 82.9%	41 100.0%
Lawyers	Low	No. of Resps. % of Total	1 2.8%	5 13.9%	19 52.8%	25 69.4%
	Average	No. of Resps. % of Total		1 2.8%	7 19.4%	8 22.2%
	High	No. of Resps. % of Total			3 8.3%	3 8.3%
	Total	No. of Resps. % of Total	1 2.8%	6 16.7%	29 80.6%	36 100.0%
Engineers	Low	No. of Resps. % of Total	1 2.3%	1 2.3%	37 84.1%	38 86.4%
	Average	No. of Resps. % of Total		1 2.3%	4 9.1%	6 13.6%
	High	No. of Resps. % of Total	1 2.3%	2 4.5%	41 93.2%	44 100.0%
	Total	No. of Resps. % of Total	3 2.5%	14 11.6%	104 86%	121 100%

			Level of Interest	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total			2 5.3%	2 5.3%
		High	No. of Resps. % of Total	1 2.6%	6 15.8%	29 76.3%	36 94.7%
	Total		No. of Resps. % of Total	1 2.6%	6 15.8%	31 81.6%	38 100.0%
Lawyers		Low	No. of Resps. % of Total			2 5.9%	2 5.9%
		High	No. of Resps. % of Total	1 2.9%	6 17.6%	25 73.5%	32 94.1%
	Total		No. of Resps. % of Total	1 2.9%	6 17.6%	27 79.4%	34 100.0%
Engineers		High	No. of Resps. % of Total	1 2.6%	2 5.1%	36 92.3%	39 100.0%
	Total		No. of Resps. % of Total	1 2.6%	2 5.1%	36 92.3%	39 100.0%
			GRAND TOTAL	3 2.7%	14 12.6%	94 84.7%	111 100.0%
			Level of Desire	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	1 2.4%	5 12.2%	33 80.5%	39 95.1%
		Average	No. of Resps. % of Total		1 2.4%		1 2.4%
		High	No. of Resps. % of Total			1 2.4%	1 2.4%
	Total		No. of Resps. % of Total	1 2.4%	6 14.6%	34 82.9%	41 100.0%
Lawyers		Low	No. of Resps. % of Total	12.9%	6 17.1%	27 77.1%	34 97.1%
		Average	No. of Resps. % of Total			1 2.9%	1 2.9%
	Total		No. of Resps. % of Total	1 2.9%	6 17.1%	28 80.0%	35 100.0%
Engineers		Low	No. of Resps. % of Total	1 2.4%	2 4.8%	35 83.3%	38 90.5%
		Average	No. of Resps. % of Total			1 2.4%	1 2.4%
		High	No. of Resps. % of Total			3 7.1%	3 7.1%
	Total		No. of Resps. % of Total	1 2.4%	2 4.8%	39 92.9%	42 100.0%
			GRAND TOTAL	3 2.5%	14 11.9%	101 85.6%	118 100.0%
			Level of Action	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total		6 15.0%	25 62.5%	31 77.5%
		Average	No. of Resps. % of Total			6 15.0%	6 15.0%
		High	No. of Resps. % of Total	1 2.5%		2 5.0%	3 7.5%
	Total		No. of Resps. % of Total	1 2.5%	6 15.0%	33 82.5%	40 100.0%
Lawyers		Low	No. of Resps. % of Total		4 11.1%	11 30.6%	15 41.7%
		Average	No. of Resps. % of Total	1 2.8%	2 5.6%	13 36.1%	16 44.4%
		High	No. of Resps. % of Total			5 13.9%	5 13.9%
	Total		No. of Resps. % of Total	1 2.8%	6 16.7%	29 80.6%	36 100.0%
Engineers		Low	No. of Resps. % of Total	1 2.3%	1 2.3%	29 67.4%	31 72.1%
		Average	No. of Resps. % of Total		1 2.3%	9 20.9%	10 23.3%
		High	No. of Resps. % of Total			2 4.7%	2 4.7%
	Total		No. of Resps. % of Total	1 2.3%	2 4.7%	40 93.0%	43 100.0%
			GRAND TOTAL	3 2.5%	14 11.8%	102 85.7%	119 100%

Table 7 shows the relationship between the importance rating of security and the readiness state of the professionals.

As table 7 show the proportion of the professionals who have rated security high in importance among the various readiness states that is awareness, interest, desire and action are as follows. In terms of awareness 86% of the professionals rate security as high compared with 2.5% that rate the factor as low. With regard to interest 84.7% rate the factor as high compared with 2.7% that rate the factor as low. With regard to desire 85.6% rate the factor as high compared to 2.5% that rate the factor as low and with regard to action 85.7% rate the factor as high compared with 2.5% that rate the factor low in action.

From this analysis it may be concluded that security is considered an important factor that is considered by professionals in their demand for domestic tourism services.

Generally, all the three categories rate low in awareness. As can be seen from the table, security, as a factor that determines demand for domestic tourism services, is considered by a majority of the professionals as important.

All the categories of the professionals rate high in interest. Security is regarded as important for domestic tourism services.

Generally, the professionals rated low in desire and action as can be seen in Table 7. As the table shows, for all the categories, for both desire and action, a majority of the professionals rated the factor high in importance.

It may be concluded that with respect to the various readiness states, that is awareness, interest, desire and action; price and security rank in the first and second position, respectively by the professionals as factors that determine the demand for domestic tourism services. (See appendix 10 for details).

Generally, there is no difference regardless of the readiness state of the respondents. However, when a Pearson's correlation analysis was carried out (See Appendix 11) a significant relationship of $-.294$ was found between the level of awareness and attraction at destination at 0.01 level. The significance meaning the less awareness, the more important attraction at destination is.

A significant relationship of $-.216$ was found between the level of action and attraction at destination at 0.01 level. The significance, meaning the less action, the more important attraction at destination.

Table 8: The relationship between the importance rating of advertising and readiness state of professionals

Level of Awareness				Advertising			
				Low	Average	High	Total
Doctors	Low	No. of Resps.	5	16	13	34	
		% of Total	13.2%	42.1%	34.2%	89.5%	
	Average	No. of Resps.	1	2	1	4	
		% of Total	2.6%	5.3%	2.6%	10.5%	
	Total	No. of Resps.	6	18	14	38	
		% of Total	15.8%	47.4%	36.8%	100.0%	
Lawyers	Low	No. of Resps.	2	12	12	26	
		% of Total	5.6%	33.3%	33.3%	72.2%	
	Average	No. of Resps.	1	4	2	7	
		% of Total	2.8%	11.1%	5.6%	19.4%	
	High	No. of Resps.	1	2		3	
		% of Total	2.8%	5.6%		8.3%	
	Total	No. of Resps.	4	18	14	36	
		% of Total	11.1%	50.0%	38.9%	100.0%	
Engineers	Low	No. of Resps.	2	9	23	34	
		% of Total	5.0%	22.5%	57.5%	85.0%	
	Average	No. of Resps.	1	4	1	6	
		% of Total	2.5%	10.0%	2.5%	15.0%	
	Total	No. of Resps.	3	13	24	40	
		% of Total	7.5%	32.5%	60.0%	100.0%	
	GRAND TOTAL	No. of Resps.	13	49	52	114	
		% of Total	11.4%	4.3%	45.6%	100%	
Level of Interest				Low	Average	High	Total
Doctors	Low	No. of Resps.				2	2
		% of Total				5.6%	5.6%
	High	No. of Resps.	6	16	12	34	
		% of Total	16.7%	44.4%	33.3%	94.4%	
	Total	No. of Resps.	6	16	14	36	
		% of Total	16.7%	44.4%	38.9%	100.0%	
Lawyers	Low	No. of Resps.		1	1	2	
		% of Total		2.9%	2.9%	5.9%	
	High	No. of Resps.	4	17	11	32	
		% of Total	11.8%	50.0%	32.4%	94.1%	
	Total	No. of Resps.	4	18	12	34	
		% of Total	11.8%	52.9%	35.3%	100.0%	
Engineers	High	No. of Resps.	3	10	22	35	
		% of Total	8.6%	28.6%	62.9%	100.0%	
	Total	No. of Resps.	3	10	22	35	
		% of Total	8.6%	28.6%	62.9%	100.0%	
	GRAND TOTAL	No. of Resps.	13	46	48	105	
		% of Total	12.4%	41.9%	45.7%	100%	
Level of Desire				Low	Average	High	Total
Doctors	Low	No. of Resps.	6	18	13	37	
		% of Total	15.8%	47.4%	34.2%	97.4%	
	High	No. of Resps.			1	1	
		% of Total			2.6%	2.6%	
	Total	No. of Resps.	6	18	14	38	
		% of Total	15.8%	47.4%	36.8%	100.0%	
Lawyers	Low	No. of Resps.	6	16	14	34	
		% of Total	11.4%	45.7%	40.0%	97.1%	
	Average	No. of Resps.		1		1	
		% of Total		2.9%		2.9%	
	Total	No. of Resps.	4	17	14	35	
		% of Total	11.4%	48.6%	40.0%	100.0%	
Engineers	Low	No. of Resps.	3	11	21	35	
		% of Total	7.7%	28.2%	53.8%	89.7%	
	Average	No. of Resps.		1		1	
		% of Total		2.6%		2.6%	
	High	No. of Resps.		1	2	3	
		% of Total		2.6%	5.1%	7.7%	
	Total	No. of Resps.	3	13	23	39	
		% of Total	7.7%	33.3%	59.0%	100.0%	
	GRAND TOTAL	No. of Resps.	13	48	51	112	
		% of Total	11.6%	42.9%	45.5%	100.0%	

Level of Action			Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	5 13.5%	14 37.8%	10 27.0%	29 78.4%
	Average	No. of Resps. % of Total		4 10.8%	2 5.4%	6 16.2%
	High	No. of Resps. % of Total	1 2.7%		1 2.7%	2 5.4%
	Total	No. of Resps. % of Total	6 16.2%	18 48.6%	13 35.1%	37 100.0%
Lawyers	Low	No. of Resps. % of Total	1 2.8%	8 22.2%	8 22.2%	17 47.2%
	Average	No. of Resps. % of Total	2 5.6%	9 25.0%	3 8.3%	14 38.9%
	High	No. of Resps. % of Total	1 2.8%	1 2.8%	3 8.3%	5 13.9%
	Total	No. of Resps. % of Total	4 11.1%	18 50.0%	14 38.9%	36 100.0%
Engineers	Low	No. of Resps. % of Total	1 2.6%	9 23.1%	18 46.2%	28 71.8%
	Average	No. of Resps. % of Total	1 2.6%	4 10.3%	4 10.3%	9 23.1%
	High	No. of Resps. % of Total	1 2.6%		1 2.6%	2 5.1%
	Total	No. of Resps. % of Total	3 7.7%	13 33.3%	23 59.0%	39 100.0%
GRAND TOTAL		No. of Resps. % of Total	13 11.6%	49 43.8%	50 44.6%	112 100.0%

Table 8 shows the relationship between the importance rating of advertising and the readiness state of the professionals.

As table 8 shows, the proportion of the professionals who have rated advertising high in importance among the various readiness states that is awareness, interest, desire and action are as follows: In terms of awareness 52 (45.6%) professionals rate advertising as high in importance while 13 (11.4%) professionals rate advertising as low in importance, in terms of interest, 48 (45.7%) of the professionals rate the factor as high in importance while 13 (12.4%) of the professionals rate the factor as low in importance; in terms of desire 51 (45.5%) of the professionals rate the factor as high in importance while 13 (11.6%) of the professionals rate the factor as low in importance and in terms of the action readiness state 50 (44.6%) of the professionals rate the factor as high in importance while 13 (11.6%) of

Table 9: The relationship between the importance rating of Sales Promotion and readiness state of professionals

the professionals rate the factor as low in importance. From this analysis it may be concluded that a higher proportion of the professionals rate the factor as important in their appeal to consume domestic tourism services.

Generally the professionals rate low in awareness regardless of their professional orientation. As can be seen from the table, advertising, as a marketing factor that determines the appeal for consumption of domestic tourism services, is considered by a majority of the professionals, equally, as average and high in importance.

Generally, the professionals rate advertising as high in interest. Advertising is regarded by an almost equal proportion as average and high in importance respectively as an appeal for the consumption of domestic tourism services.

In overall terms, the professionals rated low in desire and action as the table shows among all the three categories of professionals, for both desire and action, a majority rated advertising in equal proportions as average and high in important.

Table 9: The relationship between the importance rating of Sales Promotion and readiness state of professionals

				Sales Promotion			
				Low	Average	High	Total
Doctors		Level of Awareness	No. of Resps.				
		Low	No. of Resps.	4	13	17	34
		% of Total	10.3%	33.3%	43.6%	87.2%	
	Average	No. of Resps.	1	1	2	4	
		% of Total	2.6%	2.6%	5.1%	10.3%	
		High	No. of Resps.	1			1
		% of Total	2.6%				2.6%
	Total		No. of Resps.	6	14	19	39
			% of Total	15.4%	35.9%	48.7%	100.0%
Lawyers		Level of Awareness	No. of Resps.				
		Low	No. of Resps.	1	8	17	26
		% of Total	2.7%	21.6%	45.9%	70.3%	
	Average	No. of Resps.	2	2	3	7	
		% of Total	5.4%	5.4%	8.1%	18.9%	
		High	No. of Resps.		3	1	4
		% of Total		8.1%	2.7%	10.8%	
	Total		No. of Resps.	3	13	21	37
			% of Total	8.1%	35.1%	56.8%	100.0%
Engineers		Level of Awareness	No. of Resps.				
		Low	No. of Resps.	5	10	21	36
		% of Total	11.9%	23.8%	50.0%	85.7%	
	Average	No. of Resps.	1	2	3	6	
		% of Total	2.4%	4.8%	7.1%	14.3%	
		High	No. of Resps.	6	12	24	42
	Total		% of Total	14.3%	28.6%	57.1%	100.0%
		GRAND TOTAL	No. of Resps.	15	59	64	119
			% of Total	12.7%	33.1%	54.2%	100%
Level of Interest				Low	Average	High	Total
Doctors		Level of Interest	No. of Resps.		1	1	2
		Low	% of Total		2.7%	2.7%	5.4%
		High	No. of Resps.	6	12	17	35
		% of Total	16.2%	32.4%	45.9%	94.6%	
	Total		No. of Resps.	6	13	18	37
			% of Total	16.2%	35.1%	48.6%	100.0%
Lawyers		Level of Interest	No. of Resps.		1	1	2
		Low	% of Total		2.8%	2.8%	5.6%
		High	No. of Resps.	3	12	19	34
		% of Total	8.3%	33.3%	52.8%	94.4%	
	Total		No. of Resps.	3	13	20	36
			% of Total	8.3%	36.1%	55.6%	100.0%
Engineers		Level of Interest	No. of Resps.		6	10	21
		High	% of Total	16.2%	27.0%	56.8%	100.0%
		Total	No. of Resps.	6	10	21	37
		% of Total	16.2%	27.0%	56.8%	100.0%	
	GRAND TOTAL	No. of Resps.	15	36	59	110	
		% of Total	13.6%	82.7%	53.6%	100.0%	
Level of Desire				Low	Average	High	Total
Doctors		Level of Desire	No. of Resps.		6	13	37
		Low	% of Total	15.4%	33.3%	46.2%	94.9%
		Average	No. of Resps.		1		1
		% of Total		2.6%		2.6%	
		High	No. of Resps.			1	1
		% of Total			2.6%	2.6%	
	Total		No. of Resps.	6	14	19	39
			% of Total	15.4%	35.9%	48.7%	100.0%
Lawyers		Level of Desire	No. of Resps.		3	20	35
		Low	% of Total	8.3%	33.3%	55.6%	97.2%
		Average	No. of Resps.		1		1
		% of Total		2.8%		2.8%	
	Total		No. of Resps.	3	13	20	36
			% of Total	8.3%	36.1%	55.6%	100.0%
Engineers		Level of Desire	No. of Resps.		5	21	37
		Low	% of Total	12.2%	26.8%	51.2%	90.2%
		Average	No. of Resps.		1		1
		% of Total		2.4%		2.4%	
		High	No. of Resps.		1	2	3
		% of Total		2.4%	4.9%	7.3%	
	Total		No. of Resps.	6	12	23	41
			% of Total	14.6%	29.3%	56.1%	100.0%
	GRAND TOTAL	No. of Resps.	15	39	62	116	
		% of Total	12.9%	33.6%	53.4%	100.0%	

			Level of Action	Low	Average	High	Total	
Doctors		Low	No. of Resps. % of Total	4 10.5%	11 28.9%	15 39.5%	30 78.9%	
		Average	No. of Resps. % of Total		2 5.3%	3 7.9%	5 13.2%	
		High	No. of Resps. % of Total	2 5.3%	1 2.6%		3 7.9%	
		Total	No. of Resps. % of Total	6 15.8%	14 36.8%	18 47.4%	38 100.0%	
Lawyers		Low	No. of Resps. % of Total	1 2.7%	6 16.2%	10 27.0%	17 45.9%	
		Average	No. of Resps. % of Total	1 2.7%	6 16.2%	8 21.6%	15 40.5%	
		High	No. of Resps. % of Total	1 2.7%	1 2.7%	3 8.1%	5 13.5%	
		Total	No. of Resps. % of Total	3 8.1%	13 35.1%	21 56.8%	37 100.0%	
Engineers		Low	No. of Resps. % of Total	4 9.8%	6 14.6%	20 48.8%	30 73.2%	
		Average	No. of Resps. % of Total	2 4.9%	4 9.8%	3 7.3%	9 22.0%	
		High	No. of Resps. % of Total		2 4.9%		2 4.9%	
		Total	No. of Resps. % of Total	6 14.6%	12 29.3%	23 56.1%	41 100.0%	
			GRAND TOTAL	No. of Resps. % of Total	15 12.9%	39 33.6%	62 53.4%	116 100.0%

Table 9 shows the relationship between the importance rating of sales promotion and the readiness state of the professionals.

Table 9 shows, the proportion of the professionals who have rated sales promotion high in importance among the various readiness states that is awareness, interest, desire and action are as follows: In terms of awareness

54.2% rated the factor high, as compared to 12.7% who rated the factor low, with regard to interest 53.6% rated the factor high as compared to 13.6% who rated the factor low, with regard to desire 53.4% rated the factor high as compared to 12.9% who rated the factor low and with regard to action 53.4% rated the factor high as compared to 12.9% who rated the factor low.

From this analysis we may conclude that sales promotion is an important marketing appeal to the professionals with regard to their consumption of domestic tourism services.

Generally, the professionals rate low in awareness regardless of their professional orientation. As can be seen from the table, sales promotion, as a factor that determines the appeal for consumption of domestic tourism services, is considered by a majority of the professionals as important.

Generally, the professionals rate high in interest. Sales promotion is regarded as important as an appeal for the consumption of domestic tourism services.

In overall terms, the professionals rated low in desire and action. As the table shows, among all the three categories of professionals, for both desire and action, a majority rated sales promotion as high in importance.

Table 10: The relationship between the importance rating of Public Relations and readiness state of professionals

Level of Awareness			Public Relations			
			Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	2 5.0%	9 22.5%	23 57.5%	34 85.0%
	Average	No. of Resps. % of Total	1 2.5%	3 7.5%	1 2.5%	5 12.5%
	High	No. of Resps. % of Total			1 2.5%	1 2.5%
	Total	No. of Resps. % of Total	3 7.5%	12 30.0%	25 62.5%	40 100.0%
Lawyers	Low	No. of Resps. % of Total		7 17.9%	20 51.3%	27 69.2%
	Average	No. of Resps. % of Total		3 7.7%	5 12.8%	8 20.5%
	High	No. of Resps. % of Total			4 10.3%	4 10.3%
	Total	No. of Resps. % of Total		10 25.6%	29 74.4%	39 100.0%
Engineers	Low	No. of Resps. % of Total	4 9.3%	10 23.3%	23 53.5%	37 86.0%
	Average	No. of Resps. % of Total		1 2.3%	5 11.6%	6 14.0%
	Total	No. of Resps. % of Total	4 9.3%	11 25.6%	28 65.1%	43 100.0%
		No. of Resps. % of Total	7 5.7%	33 27.0%	82 67.2%	122 100%

			Level of Interest		Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total			1 2.7%	1 2.7%	2 5.4%
		High	No. of Resps. % of Total	3 8.1%	10 27.0%	22 59.5%	35 94.6%	
	Total		No. of Resps. % of Total	3 8.1%	11 29.7%	23 62.2%	37 100.0%	
Lawyers		Low	No. of Resps. % of Total			2 5.4%	2 5.4%	
		High	No. of Resps. % of Total		10 27.0%	25 67.6%	35 94.6%	
	Total		No. of Resps. % of Total		10 27.0%	27 73.0%	37 100.0%	
Engineers		High	No. of Resps. % of Total	3 7.9%	9 23.7%	26 68.4%	38 100.0%	
	Total		No. of Resps. % of Total	3 7.9%	9 23.7%	26 68.4%	38 100.0%	
		GRAND TOTAL	No. of Resps. % of Total	6 5.4%	30 26.8%	76 67.9%	117 100.0%	
			Level of Desire		Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	3 7.5%	12 30.0%	23 57.5%	38 95.0%	
		Average	No. of Resps. % of Total			1 2.5%	1 2.5%	
		High	No. of Resps. % of Total			1 2.5%	1 2.5%	
	Total		No. of Resps. % of Total	3 7.5%	12 30.0%	25 62.5%	40 100.0%	
Lawyers		Low	No. of Resps. % of Total		9 23.7%	28 73.7%	37 97.4%	
		Average	No. of Resps. % of Total		1 2.6%		1 2.6%	
	Total		No. of Resps. % of Total		10 26.3%	28 73.7%	38 100.0%	
Engineers		Low	No. of Resps. % of Total	4 9.5%	9 21.4%	25 59.5%	38 90.5%	
		Average	No. of Resps. % of Total			1 2.4%	1 2.4%	
		High	No. of Resps. % of Total		1 2.4%	2 4.8%	3 7.1%	
	Total		No. of Resps. % of Total	4 9.5%	10 23.8%	28 66.7%	42 100.0%	
		GRAND TOTAL	No. of Resps. % of Total	7 5.8%	32 26.7%	81 67.5%	120 100.0%	
			Level of Action		Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	2 5.1%	10 25.6%	19 48.7%	31 79.5%	
		Average	No. of Resps. % of Total		1 2.6%	4 10.3%	5 12.8%	
		High	No. of Resps. % of Total	1 2.6%		2 5.1%	3 7.7%	
	Total		No. of Resps. % of Total	3 7.7%	11 28.2%	25 64.1%	39 100.0%	
Lawyers		Low	No. of Resps. % of Total		6 15.4%	11 28.2%	17 43.6%	
		Average	No. of Resps. % of Total		3 7.7%	14 35.9%	17 43.6%	
		High	No. of Resps. % of Total		1 2.6%	4 10.3%	5 12.8%	
	Total		No. of Resps. % of Total		10 25.6%	29 74.4%	39 100.0%	
Engineers		Low	No. of Resps. % of Total	4 9.5%	5 11.9%	21 50.0%	30 71.4%	
		Average	No. of Resps. % of Total		5 11.9%	5 11.9%	10 23.8%	
		High	No. of Resps. % of Total			2 4.8%	2 4.8%	
	Total		No. of Resps. % of Total	4 9.5%	10 23.8%	28 66.7%	42 100.0%	
		GRAND TOTAL	No. of Resps. % of Total	7 5.8%	31 25.8%	82 68.3%	120 100.0%	

Table 10 shows the relationship between the importance rating of public relations and the readiness state of professionals.

As shown in Table 10, the proportion of the professionals who have rated public relations high in importance among the various readiness states, that is awareness, interest, desire and action are as follows: In terms of awareness 67.2% rate the factor high as compared to 5.7% that rate the factor low. In terms of interest 67.9% rate the factor high compared to 5.4% that rate the factor low. With regard to desire 67.5% rate the factor high compared to 5.8% that rate the factor low and in terms of action 68.3% rate the factor high compared to 5.8% that rate the factor low. From the above analysis it may be concluded that public relations is a marketing factor considered important by the professionals in their appeal to consume domestic tourism services.

Generally, the professionals rate low in awareness regardless of their professional orientation. As can be seen from the table, public relations, as a marketing factor that determines the appeal for consumption of domestic tourism services, is considered by a majority of the professionals as important.

All the categories of professionals rate high in interest. Public relations is regarded as important as an appeal for the consumption of domestic tourism services.

Generally, the professionals rated low in desire and action. As the table shows, among all the three categories of professionals, for both desire and action, a majority rated public relations as high in importance.

Table 11: The relationship between the important rating of Personal Selling and readiness state of professionals

Level of Awareness				Personal Selling			
				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	6 15.8%	13 34.2%	14 36.8%	33 86.8%	
	Average	No. of Resps. % of Total		4 10.5%	1 2.6%	5 13.2%	
	Total	No. of Resps. % of Total	6 15.8%	17 44.7%	15 39.5%	38 100.0%	
Lawyers	Low	No. of Resps. % of Total	5 13.5%	12 32.4%	9 24.3%	26 70.3%	
	Average	No. of Resps. % of Total		4 10.8%	4 10.8%	8 21.6%	
	High	No. of Resps. % of Total		3 8.1%		3 8.1%	
Total	No. of Resps. % of Total	5 13.5%	19 51.4%	13 35.1%	37 100.0%		
Engineers	Low	No. of Resps. % of Total	3 7.0%	13 30.2%	21 48.8%	37 86.0%	
	Average	No. of Resps. % of Total	3 7.0%		3 7.0%	6 14.0%	
	Total	No. of Resps. % of Total	6 14.0%	13 30.2%	24 55.8%	43 100.0%	
GRAND TOTAL			No. of Resps. % of Total	17 14.4%	49 41.5%	52 44.1%	48 100.0%
Level of Interest				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total				2 5.7%	2 5.7%
	High	No. of Resps. % of Total	6 17.1%	14 40.0%	13 37.1%	33 94.3%	
	Total	No. of Resps. % of Total	6 17.1%	14 40.0%	15 42.9%	35 100.0%	
Lawyers	Low	No. of Resps. % of Total		1 2.9%	1 2.9%	2 5.7%	
	High	No. of Resps. % of Total	5 14.3%	17 48.6%	11 31.4%	33 94.3%	
	Total	No. of Resps. % of Total	5 14.3%	18 51.4%	12 34.3%	35 100.0%	
Engineers	High	No. of Resps. % of Total	6 15.8%	11 28.9%	21 55.3%	38 100.0%	
	Total	No. of Resps. % of Total	6 15.8%	11 28.9%	21 55.3%	38 100.0%	
	GRAND TOTAL	No. of Resps. % of Total	17 15.7%	43 39.8%	48 44.4%	108 100.0%	

			Level of Desire	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	6 15.8%	17 44.7%	13 34.2%	36 94.7%
		Average	No. of Resps. % of Total			1 2.6%	1 2.6%
		High	No. of Resps. % of Total			1 2.6%	1 2.6%
	Total		No. of Resps. % of Total	6 15.8%	17 44.7%	15 39.5%	38 100.0
Lawyers		Low	No. of Resps. % of Total	5 13.9%	18 50.0%	12 33.3%	35 97.2%
		Middle-average	No. of Resps. % of Total			1 2.8%	1 2.8%
	Total		No. of Resps. % of Total	5 13.9%	19 52.8%	12 33.3%	36 100.0%
Engineers		Low	No. of Resps. % of Total	6 14.3%	11 26.2%	21 50.0%	38 90.5%
		Middle-average	No. of Resps. % of Total			1 2.4%	1 2.4%
		High	No. of Resps. % of Total			2 4.8%	3 7.1%
	Total		No. of Resps. % of Total	6 14.3%	13 31.0%	23 54.8%	42 100.0%
		GRAND TOTAL	No. of Resps. % of Total	17 14.7%	49 452.2%	50 43.1%	116 100.0%
			Level of Action	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	5 13.5%	14 37.8%	11 29.7%	30 81.1%
		Average	No. of Resps. % of Total			2 5.4%	5 13.5%
		High	No. of Resps. % of Total	1 2.7%		1 2.7%	2 5.4%
	Total		No. of Resps. % of Total	6 16.2%	17 45.9%	14 37.8%	37 100.0%
Lawyers		Low	No. of Resps. % of Total	3 8.1%	8 21.6%	5 13.5%	16 43.2%
		Average	No. of Resps. % of Total	2 5.4%	8 21.6%	6 16.2%	16 43.2%
		High	No. of Resps. % of Total			2 5.4%	5 13.5%
	Total		No. of Resps. % of Total	5 13.5%	19 51.4%	13 35.1%	37 100.0%
Engineers		Low	No. of Resps. % of Total	3 7.1%	8 19.0%	19 45.2%	30 71.4%
		Average	No. of Resps. % of Total	2 4.8%	5 11.9%	3 7.1%	10 23.8%
		High	No. of Resps. % of Total	1 2.4%		1 2.4%	2 4.8%
	Total		No. of Resps. % of Total	6 14.3%	13 31.0%	23 54.8%	42 100.0%
		GRAND TOTAL	No. of Resps. % of Total	17 14.7%	49 42.2%	50 43.1%	116 100.0%

Table 11 shows the relationship between personal selling and readiness state of professionals.

As table 11 show, the proportion of the professionals who have rated personal selling high in importance among the various readiness states, that

Table 12: The relationship between the importance rating of Word of Mouth Advertising and readiness state of professionals

is awareness, interest, desire and action are as follows: 44.1% 44.4%, 43.1% and 43.1% respectively compared to those who rated the factor low, that is 14.4%, 15.7%, 14.7% and 14.7% with regard to awareness, interest, desire and action, respectively. From this analysis it may be concluded that personal selling is an important marketing factor that is considered in appeal by professionals in their demand for domestic tourism services.

All the three categories of professionals rate low in awareness. The table shows personal selling, as a marketing factor that determines the appeal for consumption of domestic tourism services, is considered by a majority of the professionals in more or less equal proportions as average and high in importance.

All the categories of professionals rate high in interest. Personal selling is regarded as equally average and high in importance as an appeal for the consumption of domestic tourism services.

Generally, the professionals rated low in desire and action. As the table shows, among all the three categories of professionals, for both desire and action, a majority rated personal selling in more or less equal proportion as average and high in importance.

Table 12: The relationship between the importance rating of Word of Mouth Advertising and readiness state of professionals

				Word of Mouth Advertising			
Level of Awareness			Low	Average	High	Total	
Doctors	Low	No. of Resps. % of Total	10 25.6%	8 20.5%	16 41.0%	34 87.2%	
	Average	No. of Resps. % of Total	2 5.1%		2 5.1%	4 10.3%	
	High	No. of Resps. % of Total			1 2.6%	1 2.6%	
	Total	No. of Resps. % of Total	12 30.8%	8 20.5%	19 48.7%	39 100.0%	
Lawyers	Low	No. of Resps. % of Total	8 21.1%	5 13.2%	14 36.8%	27 71.1%	
	Average	No. of Resps. % of Total			7 18.4%	7 18.4%	
	High	No. of Resps. % of Total			4 10.5%	4 10.5%	
	Total	No. of Resps. % of Total	8 21.1%	5 13.2%	25 65.8%	38 100.0%	
Engineers	Low	No. of Resps. % of Total	6 13.6%	7 15.9%	25 56.8%	38 86.4%	
	Average	No. of Resps. % of Total			6 13.6%	6 13.6%	
	High	No. of Resps. % of Total			31 70.5%	44 100.0%	
	Total	No. of Resps. % of Total	6 13.6%	7 15.9%	31 70.5%	44 100.0%	
GRAND TOTAL			No. of Resps. 26 21.5%	20 16.5%	75 62.0%	121 100.0%	
Level of Interest				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total			1 2.7%	1 2.7%	2 5.4%
	High	No. of Resps. % of Total	12 32.4%	6 16.2%	17 45.9%	35 94.6%	
	Total	No. of Resps. % of Total	12 32.4%	7 18.9%	18 48.6%	37 100.0%	
Lawyers	Low	No. of Resps. % of Total			2 5.6%	2 5.6%	
	High	No. of Resps. % of Total	6 16.7%	5 13.9%	23 63.9%	34 94.4%	
	Total	No. of Resps. % of Total	6 16.7%	5 13.9%	25 69.4%	36 100.0%	
Engineers	High	No. of Resps. % of Total	6 15.4%	6 15.4%	27 69.2%	39 100.0%	
	Total	No. of Resps. % of Total	6 15.4%	6 15.4%	27 69.2%	39 100.0%	
	GRAND TOTAL	No. of Resps. 24 21.4%	18 16.1%	70 62.5%	112 100.0%		
Level of Desire				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	11 28.2%	8 20.5%	18 46.2%	37 94.9%	
	Average	No. of Resps. % of Total	1 2.6%			1 2.6%	
	High	No. of Resps. % of Total			1 2.6%	1 2.6%	
	Total	No. of Resps. % of Total	12 30.8%	8 20.5%	19 48.7%	39 100.0%	
Lawyers	Low	No. of Resps. % of Total	8 21.6%	5 13.5%	23 62.2%	36 97.3%	
	Average	No. of Resps. % of Total			1 2.7%	1 2.7%	
	Total	No. of Resps. % of Total	8 21.6%	5 13.5%	24 64.9%	37 100.0%	
Engineers	Low	No. of Resps. % of Total	5 11.9%	7 16.7%	26 61.9%	38 90.5%	
	Average	No. of Resps. % of Total	1 2.4%			1 2.4%	
	High	No. of Resps. % of Total			3 7.1%	3 7.1%	
	Total	No. of Resps. % of Total	6 14.3%	7 16.7%	29 69.0%	42 100.0%	
GRAND TOTAL			No. of Resps. 26 22.0%	20 16.9%	72 61.0%	118 100.0%	

		Level of Action		Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	11 28.9%	5 13.2%	13 34.2%	29 76.3%	
	Average	No. of Resps. % of Total	1 2.6%	2 5.3%	3 7.9%	6 15.8%	
	High	No. of Resps. % of Total		1 2.6%	2 5.3%	3 7.9%	
	Total	No. of Resps. % of Total	12 31.6%	8 21.1%	18 47.4%	38 100.0%	
Lawyers	Low	No. of Resps. % of Total	2 5.3%	3 7.9%	12 31.6%	17 44.7%	
	Average	No. of Resps. % of Total	5 13.2%	1 2.6%	10 26.3%	16 42.1%	
	High	No. of Resps. % of Total	1 2.6%	1 2.6%	3 7.9%	5 13.2%	
	Total	No. of Resps. % of Total	8 21.1%	5 13.2%	25 65.8%	38 100.0%	
Engineers	Low	No. of Resps. % of Total	5 11.6%	4 9.3%	22 51.2%	31 72.1%	
	Average	No. of Resps. % of Total	1 2.3%	3 7.0%	6 14.0%	10 23.3%	
	High	No. of Resps. % of Total			2 4.7%	2 4.7%	
	Total	No. of Resps. % of Total	6 14.0%	7 16.3%	30 69.8%	43 100.0%	
		GRAND TOTAL	No. of Resps. % of Total	26 21.8%	20 16.8%	73 61.3%	119 100.0%

Table 12 shows the relationship between the importance ratings between word of mouth advertising and readiness state of professionals.

Table 12 shows the proportion of the professionals who have rated word of mouth advertising high in importance among the various readiness states, that is awareness, interest, desire and action are as follows: 62.0%, 62.5%, 61% and 61.3% respectively. This may be compared to those who rate the factor low in importance that is 21.5%, 21.4%, 22% and 21.8% in terms of awareness, interest, desire and action respectively. From this analysis it may be concluded that word of mouth advertising is an important factor in the appeal for the consumption of domestic tourism services.

All categories of professionals rate low in awareness. Table 12 shows word of mouth advertising as a factor that determines the appeal for consumption

of domestic tourism services considered important by a majority of the professionals.

Generally, the professionals rate high in interest. Word of mouth advertising is regarded as important as an appeal for the consumption of domestic tourism services.

Generally, the professionals rated low in desire and action. Among all the three categories of professionals, for both desire and action, a majority rated word of mouth advertising as high in importance.

Table 13: The relationship between the importance rating of Accessibility and readiness state of professionals

Level of Awareness			Accessibility			
			Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	2 5.0%	7 17.5%	25 62.5%	34 85.0%
	Average	No. of Resps. % of Total			5 12.5%	5 12.5%
	High	No. of Resps. % of Total			1 2.5%	1 2.5%
	Total	No. of Resps. % of Total	2 5.0%	7 17.5%	31 77.5%	40 100.0%
Lawyers	Low	No. of Resps. % of Total	3 8.3%	4 11.1%	19 52.8%	26 72.2%
	Average	No. of Resps. % of Total	2 5.6%	2 5.6%	3 8.3%	7 19.4%
	High	No. of Resps. % of Total			3 8.3%	3 8.3%
	Total	No. of Resps. % of Total	5 13.9%	6 16.7%	25 69.4%	36 100.0%
Engineers	Low	No. of Resps. % of Total		7 16.7%	29 69.0%	36 85.7%
	Average	No. of Resps. % of Total		4 9.5%	2 4.8%	6 14.3%
	Total	No. of Resps. % of Total		11 26.2%	31 73.8%	42 100.0%
	GRAND TOTAL	No. of Resps. % of Total	7 5.9%	20 16.5%	45 62.0%	121 100.0%

			Level of Interest	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total			2 5.4%	2 5.4%
		High	No. of Resps. % of Total	2 5.4%	7 18.9%	26 70.3%	35 94.6%
	Total		No. of Resps. % of Total	2 5.4%	7 18.9%	28 75.7%	37 100.0%
Lawyers		Low	No. of Resps. % of Total			1 2.9%	1 2.9%
		High	No. of Resps. % of Total	5 14.3%	6 17.1%	23 65.7%	34 97.1%
	Total		No. of Resps. % of Total	5 14.3%	6 17.1%	24 68.6%	35 100.0%
Engineers		High	No. of Resps. % of Total		9 24.3%	28 75.7%	37 100.0%
	Total		No. of Resps. % of Total		9 24.3%	28 75.7%	37 100.0%
			GRAND TOTAL	7 6.4%	22 20.2%	80 73.4%	109 100.0%
			Level of Desire	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	2 5.0%	6 15.0%	30 75.0%	38 95.0%
		Average	No. of Resps. % of Total		1 2.5%		1 2.5%
		High	No. of Resps. % of Total			1 2.5%	1 2.5%
	Total		No. of Resps. % of Total	2 5.0%	7 17.5%	31 77.5%	40 100.0%
Lawyers		Low	No. of Resps. % of Total	4 11.4%	6 17.1%	24 68.6%	34 97.1%
		Average	No. of Resps. % of Total	1 2.9%			1 2.9%
	Total		No. of Resps. % of Total	5 14.3%	6 17.1%	24 68.6%	35 100.0%
Engineers		Low	No. of Resps. % of Total		8 19.5%	29 70.7%	37 90.2%
		Average	No. of Resps. % of Total			1 2.4%	1 2.4%
		High	No. of Resps. % of Total		2 4.9%	1 2.4%	3 7.3%
	Total		No. of Resps. % of Total		10 24.4%	31 75.6%	41 100.0%
			GRAND TOTAL	7 6.0%	23 19.8%	86 74.1%	116 100.0%
			Level of Action	Low	Average	High	Total
Doctors		Low	No. of Resps. % of Total	1 2.6%	7 17.9%	22 56.4%	30 76.9%
		Average	No. of Resps. % of Total			6 15.4%	6 15.4%
		High	No. of Resps. % of Total	1 2.6%		2 5.1%	3 7.7%
	Total		No. of Resps. % of Total	2 5.1%	7 17.9%	30 76.9%	39 100.0%
Lawyers		Low	No. of Resps. % of Total	3 8.3%	4 11.1%	10 27.8%	17 47.2%
		Average	No. of Resps. % of Total	1 2.8%	2 5.6%	12 33.3%	15 41.7%
		High	No. of Resps. % of Total	1 2.8%		3 8.3%	4 11.1%
	Total		No. of Resps. % of Total	5 13.9%	6 16.7%	25 69.4%	36 100.0%
Engineers		Low	No. of Resps. % of Total		6 14.6%	23 56.1%	29 70.7%
		Average	No. of Resps. % of Total		4 9.8%	6 14.6%	10 24.4%
		High	No. of Resps. % of Total			2 4.9%	2 4.9%
	Total		No. of Resps. % of Total		10 24.4%	31 75.6%	41 100.0%
			GRAND TOTAL	7 6.0%	23 19.8%	86 74.1%	116 100.0%

Table 13 shows the relationship between the importance rating of accessibility and the readiness state of professionals.

As Table 13 shows, the proportion of the professionals have rated accessibility high in importance among the various readiness state, that is awareness, interest, desire and action are as follows: 62%, 73.4%, 74.1% and 74.1% respectively compared to those who rate the factor low in importance, that is 5.9%, 6.4%, 6.0%, 6.0%, with regard to awareness, interest, desire and action respectively. From this analysis it may be concluded that accessibility is a marketing factor considered important by the professionals in their appeal to consume domestic tourism services.

Generally, the professionals rate low in awareness regardless of their professional orientation. The table shows that accessibility, as a factor that determines the appeal for consumption of domestic tourism services, is considered by a majority of the professionals as important.

All the categories of professionals rate high in interest. Accessibility is regarded as important as an appeal for the consumption of domestic tourism services among the professionals that rate high in interest.

All the categories of professionals rated low in desire and action. As the table shows, among all the three categories of professionals, for both desire and action, a majority rated accessibility as high in importance.

Table 14: The relationship between the importance rating of Payment Terms and readiness state of professionals

				Payment Terms			
Level of Awareness			Low	Average	High	Total	
Doctors	Low	No. of Resps. % of Total	1 2.5%	3 7.5%	30 75.0%	34 85.0%	
	Average	No. of Resps. % of Total			5 12.5%	5 12.5%	
	High	No. of Resps. % of Total			1 2.5%	1 2.5%	
	Total	No. of Resps. % of Total	1 2.5%	3 7.5%	36 90.0%	40 100.0%	
Lawyers	Low	No. of Resps. % of Total		1 2.6%	26 68.4%	27 71.1%	
	Average	No. of Resps. % of Total			7 18.4%	7 18.4%	
	High	No. of Resps. % of Total			4 10.5%	4 10.5%	
	Total	No. of Resps. % of Total		1 2.6%	37 97.4%	38 100.0%	
Engineers	Low	No. of Resps. % of Total		3 7.0%	34 79.1%	37 86.0%	
	Average	No. of Resps. % of Total		2 4.7%	4 9.3%	6 14.0%	
	Total	No. of Resps. % of Total		5 11.6%	38 88.4%	43 100.0%	
	GRAND TOTAL	No. of Resps. % of Total	1 0.8%	9 7.4%	111 91.7%	121 100.0%	
Level of Interest				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total				2 5.4%	2 5.4%
	High	No. of Resps. % of Total	1 2.7%	3 8.1%	31 83.8%	35 94.6%	
	Total	No. of Resps. % of Total	1 2.7%	3 8.1%	33 89.2%	37 100.0%	
Lawyers	Low	No. of Resps. % of Total			1 2.8%	1 2.8%	
	High	No. of Resps. % of Total		1 2.8%	34 94.4%	35 97.2%	
	Total	No. of Resps. % of Total		1 2.8%	35 97.2%	36 100.0%	
Engineers	High	No. of Resps. % of Total		5 13.2%	33 86.8%	38 100.0%	
	Total	No. of Resps. % of Total		5 13.2%	33 86.8%	38 100.0%	
	GRAND TOTAL	No. of Resps. % of Total	1 0.8%	9 8.1%	101 91%	111 100%	
Level of Desire				Low	Average	High	Total
Doctors	Low	No. of Resps. % of Total	1 2.5%	3 7.5%	34 85.0%	38 95.0%	
	Average	No. of Resps. % of Total			1 2.5%	1 2.5%	
	High	No. of Resps. % of Total			1 2.5%	1 2.5%	
	Total	No. of Resps. % of Total	1 2.5%	3 7.5%	36 90.0%	40 100.0%	
Lawyers	Low	No. of Resps. % of Total		1 2.7%	35 94.6%	36 97.3%	
	Average	No. of Resps. % of Total			1 2.7%	1 2.7%	
	Total	No. of Resps. % of Total		1 2.7%	36 97.3%	37 100.0%	
Engineers	Low	No. of Resps. % of Total		5 11.9%	33 78.6%	38 90.5%	
	Average	No. of Resps. % of Total			1 2.4%	1 2.4%	
	High	No. of Resps. % of Total			3 7.1%	3 7.1%	
	Total	No. of Resps. % of Total		5 11.9%	37 88.1%	42 100.0%	
	GRAND TOTAL	No. of Resps. % of Total	1 0.8%	9 7.6%	109 91.6%	119 100.0%	

			Level of Action	Low	Average	High	Total
Doctors	Low	No. of Resps.			2	28	30
		% of Total			5.1%	71.8%	76.9%
	Average	No. of Resps.			1	5	6
		% of Total			2.6%	12.8%	15.4%
High	No. of Resps.		1		2	3	
	% of Total		2.6%		5.1%	7.7%	
Total		No. of Resps.		1	3	35	39
		% of Total		2.6%	7.7%	89.7%	100.0%
Lawyers	Low	No. of Resps.			1	16	17
		% of Total			2.6%	42.1%	44.7%
	Average	No. of Resps.				17	17
		% of Total				44.7%	44.7%
High	No. of Resps.				4	4	
	% of Total				10.5%	10.5%	
Total		No. of Resps.		1	37	38	
		% of Total		2.6%	97.4%	100.0%	
Engineers	Low	No. of Resps.			4	26	30
		% of Total			9.5%	61.9%	71.4%
	Average	No. of Resps.			1	9	10
		% of Total			2.4%	21.4%	23.8%
High	No. of Resps.				2	2	
	% of Total				4.8%	4.8%	
Total		No. of Resps.		5	37	42	
		% of Total		11.9%	88.1%	100.0%	
GRAND TOTAL		No. of Resps.	1	9	109	119	
		% of Total	0.8%	7.6%	91.6%	100%	

Table 14 shows the relationship between the importance rating of payment terms and the readiness state of professionals.

As shown in Table 14, the proportion of the professionals who have rated payment terms high in importance among the various readiness state, that is awareness, interest, desire and action are as follows: In terms of awareness 91.7% rate the factor high as compared to 0.8% that rate the factor low. With regard to interest, 91.0% rate the factor high compared to 0.8% that rate the factor low. In terms of desire, 91.6% rate the factor high compared to 0.8% that rate the factor low. With regard to action, 91.6% rate the factor high as compared to 0.8% that rate the factor low. From this analysis, it may be concluded that payment terms is a marketing factor considered important by the professionals in their appeal to consume domestic tourism services.

Generally, the professionals rate low in awareness in all the three categories.

As seen from the table, payment terms, as a factor that determines the appeal for consumption of domestic tourism services is considered by a majority of the professionals as important.

All the categories of professionals rate high in interest, low in desire and action. Payment terms is regarded important as an appeal for consumption of domestic tourism services where professionals rate high interest and low in desire and action.

Table: 15: The relationship between the importance rating of Product/Service Offer and readiness state of professionals

				Product/Service Offer		
Level of Awareness				Average	High	Total
Doctors		Low	No. of Resps. % of Total	8 20.5%	25 64.1%	33 84.6%
		Average	No. of Resps. % of Total	1 2.6%	4 10.3%	5 12.8%
		High	No. of Resps. % of Total		1 2.6%	1 2.6%
	Total	No. of Resps. % of Total	9 23.1%	30 76.9%	39 100.0%	
Lawyers		Low	No. of Resps. % of Total	9 23.7%	18 47.4%	27 71.1%
		Average	No. of Resps. % of Total		7 18.4%	7 18.4%
		High	No. of Resps. % of Total		4 10.5%	4 10.5%
	Total	No. of Resps. % of Total	9 23.7%	29 76.3%	38 100.0%	
Engineers		Low	No. of Resps. % of Total	8 18.2%	30 68.2%	38 86.4%
		Average	No. of Resps. % of Total	2 4.5%	4 9.1%	6 13.6%
		High	No. of Resps. % of Total	10 22.7%	34 77.3%	44 100.0%
	Total	No. of Resps. % of Total	28 23.1%	43 76.9%	121 100.0%	
Level of Interest				Average	High	Total
Doctors		Low	No. of Resps. % of Total		2 5.6%	2 5.6%
		High	No. of Resps. % of Total	9 25.0%	25 69.4%	34 94.4%
	Total	No. of Resps. % of Total	9 25.0%	27 75.0%	36 100.0%	
Lawyers		Low	No. of Resps. % of Total		1 2.8%	1 2.8%
		High	No. of Resps. % of Total	9 25.0%	26 72.2%	35 97.2%
	Total	No. of Resps. % of Total	9 25.0%	27 75.0%	36 100.0%	
Engineers		High	No. of Resps. % of Total	9 23.1%	30 76.9%	39 100.0%
		Total	No. of Resps. % of Total	9 23.1%	30 76.9%	39 100.0%
	Total	No. of Resps. % of Total	7 24.3%	84 75.7%	111 100%	

			Level of Desire	Average	High	Total
Doctors		Low	No. of Resps. % of Total	9 23.1%	28 71.8%	37 94.9%
		Average	No. of Resps. % of Total		1 2.6%	1 2.6%
		High	No. of Resps. % of Total		1 2.6%	1 2.6%
	Total	No. of Resps. % of Total	9 23.1%	30 76.9%	39 100.0%	
Lawyers		Low	No. of Resps. % of Total	9 24.3%	27 73.0%	36 97.3%
		Average	No. of Resps. % of Total		1 2.7%	1 2.7%
		High	No. of Resps. % of Total			
	Total	No. of Resps. % of Total	9 24.3%	28 75.7%	37 100.0%	
Engineers		Low	No. of Resps. % of Total	8 19.0%	30 71.4%	38 90.5%
		Average	No. of Resps. % of Total	1 2.4%		1 2.4%
		High	No. of Resps. % of Total	1 2.4%	2 4.8%	3 7.1%
	Total	No. of Resps. % of Total	10 23.8%	32 76.2%	42 100.0%	
			GRAND TOTAL	No. of Resps. 28 23.7%	90 76.3%	118 100.0%
			Level of Action	Average	High	Total
Doctors		Low	No. of Resps. % of Total	8 21.1%	21 55.3%	29 76.3%
		Average	No. of Resps. % of Total		6 15.8%	6 15.8%
		High	No. of Resps. % of Total	1 2.6%	2 5.3%	3 7.9%
	Total	No. of Resps. % of Total	9 23.7%	29 76.3%	38 100.0%	
Lawyers		Low	No. of Resps. % of Total	5 13.2%	12 31.6%	17 44.7%
		Average	No. of Resps. % of Total	4 10.5%	13 34.2%	17 44.7%
		High	No. of Resps. % of Total		4 10.5%	4 10.5%
	Total	No. of Resps. % of Total	9 23.7%	29 76.3%	38 100.0%	
Engineers		Low	No. of Resps. % of Total	6 14.0%	25 58.1%	31 72.1%
		Average	No. of Resps. % of Total	4 9.3%	6 14.0%	10 23.3%
		High	No. of Resps. % of Total		2 4.7%	2 4.7%
	Total	No. of Resps. % of Total	10 23.3%	33 76.7%	43 100.0%	
			GRAND TOTAL	No. of Resps. 28 23.5%	91 76.5%	119 100.0%

Table 15 shows the relationship between the importance rating of product/service offer and readiness state of the professionals.

Table 15 shows the proportion of the professionals who have rated product offer high in importance among the four readiness states, that is, awareness, interest, desire and action as follows: 76.9%, 75.7%, 76.3% and

76.5% respectively compared to those who rated the factor low, that is, 23.1%, 24.3%, 23.7% and 23.5%, with regard to awareness, interest, desire and action, respectively. From this analysis, it may be concluded that product/service offer is an important marketing factor that is considered in appeal by professionals in their demand for domestic tourism services.

Generally, all the three categories of professionals rate low in awareness. The table shows product/service offer, as a marketing factor that determines the appeal for consumption of domestic tourism services, is considered by a majority of the professionals as high in importance.

Generally, the professionals, irrespective of professional orientation, rate high in interest and low in desire and action. Product/service offer is regarded as high in importance by a majority of the professionals that rate high in interest and low in desire and action.

It may be concluded that generally, there is no difference regardless of the readiness state of the respondents. Payment terms and product/service offer rank in the first and second position respectively, as factors that appeal to the professionals in the consumption of domestic tourism services. However, when a Pearson's correlation analysis was carried out (See Appendix 12) a significant relationship of -0.250 was found between advertising and level of awareness at 0.001 level, meaning, the less aware the more important advertising is as a factor determining the appeal for consumption of domestic tourism services.

A significant relationship of .241 was found between word of mouth advertising and level of awareness at 0.001 level, meaning, the more aware the more important word of mouth advertising is as a factor determining the appeal for consumption of domestic tourism services.

In this concluding chapter, the results of the analysis are summarized, findings discussed and conclusions drawn.

The order of the presentation is in terms of the objectives that were addressed in the study. The chapter also contains limitations of the study and suggestions for future research on the subject.

5.1 Summary, Discussion and Conclusions

The first objective of this study was to determine the readiness level of professionals to the consumption of domestic tourism using the A-FA model. A questionnaire divided into three parts was used. Part C of the questionnaire addressed the first objective. 41 doctors, 44 engineers and 44 lawyers responded to the questionnaire. Other information was gathered through literature review. Data analysis was mainly through percentages, proportions, cross tabulation and correlation analysis.

This study was considered apt and pertinent due to the fact that tourism is currently a topical issue. This is because of the recent slump since 1997 and the current issues are concerned with ways of improving the industry which has had an impact on other industries as well.

SUMMARY, DISCUSSIONS AND CONCLUSIONS

5.0 Introduction

In this concluding chapter, the results of the analysis are summarized, findings discussed and conclusions drawn.

The order of the presentation is in terms of the objectives that were addressed in the study. The chapter also contains limitations of the study and suggestions for future research on the subject.

5.1 Summary, Discussions and Conclusions

The first objective of this study set to determine the readiness state of professionals in the consumption of domestic tourism using the **AIDA** model. A questionnaire divided into three parts was used. Part C of the questionnaire addressed the first objective. 41 doctors, 44 engineers and 39 lawyers responded to the questionnaire. Other information was gathered through literature review. Data analysis was mainly through percentages, proportions, cross tabulation and correlation analysis.

This study was considered apt and pertinent due to the fact that tourism is currently a topical issue. This is because of the recent slump since 1997 and the current issues are concerned with ways of improving the industry which has had an impact on other industries as well.

It is important to note the readiness state among the three categories of professionals, namely, doctors, engineers and lawyers. All the three categories have a higher proportion rating consistently low in awareness, consistently high in interest and consistently low in desire and action.

The high proportions rating low in awareness, desire and action states may be due to poor marketing strategies that have not been effective in creating awareness, arousing desire and stimulating action. Attracting desire and action are the highest levels or goals of promotional strategies. The providers of tourism services namely, tour operators, hotels, travel agents, should note that, however good a product or service may be, it will seldom sell itself. The knowledge about a product or service has to be communicated to the potential customer by advertising, brochures or through direct mail.

Communicating the tourism service may follow the same principles of communicating other products and essentially follows the **AIDA** principle. To create awareness, the communication should have attention getting qualities. Interest has to be created by an invitation to receive information. Desire is fostered by inculcating a need in the potential buyer and action is related to the positive response of giving an order or buying the product or service.

It is also important to note the high interest levels among the professionals. When potential customers are interested in a product or service, the marketer can make minimal effort in order to lead the potential customers to desire and action.

Most of the tourism establishments have concentrated their marketing efforts in targeting the international clients. It is only during the low season when hotels, tour and travel operators attempt to target the domestic tourist. With the level of interest noted among the professionals, these establishments may divert their marketing efforts to an existing market that is, the domestic tourist.

It may also be noted that most of the tourism establishments concentrate their marketing efforts on their individual establishments rather than on the local attractions. In order to create more awareness among potential customers, the recently set Kenya Tourist Board should concentrate part of its marketing efforts in creating awareness to the domestic tourist among other activities.

Gakuru (1993), in his study identified that among the problems hindering domestic tourism trade in Kenya was the fact that most Kenyans are unaware of the tourist products.

Since the professionals appear similar in the respective readiness state, the implications with regard to promotional strategies is that the marketer will direct his marketing efforts to address the readiness states as opposed to

differences among the three categories of professionals. The emphasis of the promotional strategies will be on the readiness state that is awareness, interest, desire and action.

Security is also a fundamental issue. With regard to security the tourism

The second objective set to determine whether the readiness state of a professional could explain his/her demand for domestic tourism services.

Part A of the questionnaire addressed the second objective. Generally, there is no difference regardless of the readiness state of the respondents with regard to the second objective. Price and security rank in the first and second position respectively as factors that determine the demand for domestic tourism services by the professionals. Price and security are fundamental and critical factors in all the readiness states. The fact that the two factors emerge in first and second position in all the readiness states underlines their importance as factors affecting demand for tourism services. Marketers of tourism services must pay attention and give priority to price and security.

factors that appeal to the professionals to consume domestic tourism

Price is the second element of the marketing mix. Price does much more than generate revenue. A high price creates an exclusive image for a product while a low price may denote economy. The customer's perception of price of a product or service as being high, fair or low is more important than its actual price. As marketers of tourism services, it is crucial to set prices that will be perceived as fair by the target market, considering that the domestic tourism service is not an essential product. Discounts may also be offered to potential consumers to buy the domestic tourism service.

Payment terms may also be worked on, for example, credit terms should be considered especially for credit worthy clients.

Security is also a fundamental issue. With regard to security the tourism fraternity should collaborate with Government through the Ministry of Tourism, Trade and Industry to improve on the security situation by enhancing tourist police posts. The tourism fraternity can also improve security through collaborative means with bodies such as the Kenya Tourism Federation (**KTF**), Kenya Wildlife Services (**KWS**) and Kenya Tourist Board (**KTB**).

The third objective set to determine whether the readiness state of a professional could explain the marketing factors that would appeal to the professional to consume domestic tourism services. Part B of the questionnaire addressed the third objective. Generally, there was no difference regardless of the readiness state of the professionals and the factors that appeal to the professionals to consume domestic tourism services. Payment terms and product and service offer rank in first and second position respectively.

The fact that payment terms and product and service offer emerge first and second position respectively irrespective of the readiness state stipulates their importance as factors that appeal to the professional to consume domestic tourism.

Payment terms is related to price and price is a significant factor that influences the demand for domestic tourism services. In order to make domestic tourism services attractive, attention should be drawn to the payment terms offered. As indicated earlier, credit facilities may be offered by sellers of domestic tourism services. Sellers of domestic tourism services may enter into joint ventures with banks and professional bodies to provide loan facilities. Corporate bodies can be given special offers for professionals to consume domestic tourism services. The corporate bodies may guarantee payment to the sellers of domestic tourism services.

With regard to product and service offer, sellers of domestic tourism services should come up with innovative products that meet consumer needs and wants, lifestyles and demographics. They should also modify their product/service offer to exciting ones in order to lead the professionals from interest to desire and action.

4.3 Suggestions for Future Research

Sellers of domestic tourism services should strengthen strategic alliances with transport companies such as airlines to provide attractive packages to the domestic tourist. Attractive packages such as weekend packages, all inclusive packages should be extended to the domestic tourist.

Future research should be carried out to include other professionals and to Domestic tourism trade fairs should be made more elaborate and information provided to the target consumers, in order to create awareness on the product/service offer.

5.2 Limitations of the Study

The major limitation encountered in this study was that it was conducted only in Nairobi, but this was taken care of by stratifying the sample of the population in order to get a representative sample.

It was also not possible to take a larger sample of each group of respondents due to time and financial constraints.

The other limitation encountered in the study was that only three categories of professionals was examined, that is the doctors, lawyers and engineers. Other professions such as accountants, bankers, teachers, architects, were not examined.

5.3 Suggestions for Future Research

Arising out of the limitations of this study, the following are suggested areas for further research.

Future research should be carried out to include other professionals and to cover the entire country.

Future research should also be carried out to determine the tourism product that is desired by the domestic tourist.

The future research should also try to determine whether this segment of the market is a viable and sustainable market.

Future research may also be carried out to determine whether what is currently offered as domestic tourism service is affordable by the target market.

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Year	1994	1995	1996	1997	1998
Business	142	153	130	155	215
Other	32	19	18	18	41
TOTAL	174	172	148	173	256
Holiday	204.8	243.3	215.2	219.0	236.9
Business	26.2	19.0	22.2	210.0	37.8
Transit	14.3	15.1	17.2	20.4	24.4
Other	3.6	3.4	3.8	3.7	4.2
TOTAL	248.9	280.8	258.4	282.6	303.3
Holiday	211.0	251.7	210.0	181.8	176.4
Business	27.1	25.3	27.5	23.4	27.7
Transit	14.2	15.0	14.9	21.2	24.1
Other	9.6	9.8	5.9	5.0	4.5
TOTAL	261.9	291.8	258.3	235.4	232.7
Holiday	221.2	291.7	221.5	204.2	184.4
Business	10.0	10.5	10.7	101.9	26.4
Transit	35.6	53.3	7.4	72.7	115.6
Other	29.5	21.5	21.3	72.3	14.3
TOTAL	1,008.3	978.4	1,007.8	1,000.6	874.3

SOURCE: CENTRAL BUREAU OF STATISTICS ECONOMIC SURVEY 1992

Appendix 1

QUARTERLY VISITOR ARRIVALS BY PURPOSE OF VISIT 1994 - 1998

' 000

Quarter	Purpose	1994	1995	1996	1997	1998
1 st Qr	Holiday	212.0	212.9	213.8	233.6	192.9
	Business	26.8	26.9	27.0	29.5	24.4
	Transit	15.7	13.8	12.1	14.2	34.1
	Other	5.7	5.8	5.8	6.3	5.2
	TOTAL	260.2	259.4	258.7	283.6	256.6
2 nd Qr	Holiday	190.8	182.1	175.3	176.4	149.6
	Business	24.0	23.0	22.1	22.3	18.9
	Transit	14.2	13.9	12.0	15.5	20.6
	Other	5.2	4.9	4.8	4.8	4.1
	TOTAL	234.2	223.9	214.2	219.0	225.9
3 rd Qr	Holiday	206.2	199.0	212.2	210.0	175.8
	Business	26.1	25.1	26.8	26.5	22.2
	Transit	14.3	14.1	17.2	20.4	23.1
	Other	5.6	5.4	5.8	5.7	4.8
	TOTAL	252.2	243.6	261.9	262.6	225.9
4 th Qr	Holiday	214.6	201.7	219.6	184.8	168.6
	Business	27.1	25.5	27.8	23.4	21.3
	Transit	14.2	14.0	14.9	22.2	24.1
	Other	5.8	5.5	5.9	5.0	4.6
	TOTAL	261.7	246.7	268.2	235.4	218.6
Year	Holiday	823.6	795.7	820.8	804.8	686.9
	Business	104.0	100.5	103.7	101.7	86.8
	Transit	58.4	55.8	56.2	72.7	101.9
	Other	22.3	21.6	22.3	72.3	18.7
	TOTAL	1,008.3	973.6	1,003.0	1,000.6	894.3

SOURCE: CENTRAL BUREAU OF STATISTICS ECONOMIC SURVEY 1999

Appendix 2

QUARTERLY VISITOR DEPARTURES BY PURPOSE OF VISIT, 1994 - 1998

' 000

Quarter	Purpose	1994	1995	1996	1997	1998
1 st Qr	Holiday	210.2	215.2	214.4	221.6	181.2
	Business	26.6	27.1	27.1	28.0	22.9
	Transit	14.7	14.7	17.1	11.8	26.4
	Other	5.7	5.8	5.8	6.0	4.9
	TOTAL	257.2	262.8	264.4	267.4	235.4
2 nd Qr	Holiday	191.9	179.4	183.7	158.8	152.8
	Business	24.2	22.7	23.2	20.1	19.3
	Transit	14.0	14.3	42.6	15.3	17.7
	Other	5.2	4.9	5.0	4.3	4.2
	TOTAL	235.3	221.3	224.5	198.5	194.0
3 rd Qr	Holiday	207.5	194.7	196.4	195.3	166.7
	Business	26.2	24.6	24.8	24.6	21.0
	Transit	14.2	15.4	15.3	20.0	24.0
	Other	5.6	5.3	5.3	5.3	4.5
	TOTAL	253.5	240.0	241.8	245.2	216.2
4 th Qr	Holiday	198.0	196.4	206.0	168.6	172.2
	Business	25.0	24.8	26.0	21.3	21.8
	Transit	14.2	15.1	12.5	19.1	23.8
	Other	5.4	5.3	5.6	4.6	4.7
	TOTAL	242.6	241.6	250.1	213.6	222.5
Year	Holiday	807.6	785.7	800.5	744.3	672.0
	Business	102.0	99.2	101.1	94.0	85.0
	Transit	57.1	59.5	57.5	66.2	91.9
	Other	21.9	21.3	21.7	20.2	18.3
	TOTAL	988.6	965.7	980.8	924.7	868.1

SOURCE: CENTRAL BUREAU OF STATISTICS ECONOMIC SURVEY 1999

Appendix 3

HOTEL BED-NIGHTS OCCUPIED BY COUNTRY OF RESIDENCE 1994 - 1998

	1994	1995	1996	1997	1998
					' 000
Permanent Occupants	108.5	99.2	41.8	28.3	11.6
Germany	1,334.3	1,201.4	1,275.6	1,135.1	418.8
Switzerland	339.9	312.0	301.9	272.6	129.8
United Kingdom	909.2	984.6	934.1	956.0	516.3
Italy	296.2	305.7	174.6	249.6	126.5
France	324.4	310.1	278.0	267.6	123.3
Scandinavia	90.2	86.3	135.4	152.1	54.1
Other Europe	289.0	289.0	360.9	321.9	145.6
EUROPE	3,583.2	3,489.1	3,460.5	3,354.6	1,514.4
Kenya Residents	689.6	689.3	782.6	776.8	696.9
Uganda	31.8	30.8	32.8	36.6	26.4
Tanzania	37.7	40.6	40.3	40.6	35.1
East and Central Africa	46.7	41.9	46.5	50.2	35.7
West Africa	28.8	28.2	18.3	21.7	13.5
North Africa	12.0	12.0	15.7	15.0	13.0
South Africa		23.1	32.3	43.6	36.8
Other Africa	89.9	89.9	69.5	64.4	41.1
AFRICA	936.5	955.8	1,038.0	1,048.9	898.5
U.S.A.	243.4	265.9	232.7	225.7	185.1
Canada	45.9	51.6	28.3	29.9	18.3
Other America	15.0	15.0	14.8	23.2	13.4
AMERICA	304.3	332.5	275.8	278.8	216.8
Japan	32.6	33.4	42.4	49.6	33.5
India	27.1	27.8	54.2	31.1	29.6
Middle East	27.0	29.6	45.3	34.6	48.4
Other Asia	25.5	25.5	37.7	26.2	17.8
ASIA	112.2	116.3	179.6	141.5	129.3
Australia and New Zealand	28.2	25.1	33.9	30.2	21.8
All other Countries	36.8	36.8	31.6	28.0	20.6
TOTAL - OCCUPIED	5,109.7	5,054.8	5,061.2	4,910.3	2,813.0
TOTAL - AVAILABLE	11,908.9	11,562.2	11,354.5	9,516.6	7,975.7

SOURCE: CENTRAL BUREAU OF STATISTICS ECONOMICS SURVEY 1999

Appendix 4

HOTEL BED-NIGHTS OCCUPIED BY AREA AND COUNTRY OF RESIDENCE, 1998

' 000

Country of Residence	Nairobi	Coast	Lodges	Others	Total
Permanent Occupants	3.6	5.8	0.9	0.3	11.6
Germany	23.1	384.4	9.3	2.0	418.8
Switzerland	7.4	117.2	4.3	0.9	129.8
United Kingdom	97.9	377.2	34.8	6.4	516.3
Italy	15.7	104.3	4.7	1.8	126.5
France	21.4	89.1	11.1	1.7	123.5
Scandinavia	19.3	28.2	4.7	1.9	54.1
Other Europe	45.1	88.8	9.5	2.2	145.6
Kenya	206.8	303.0	27.2	159.9	696.9
Uganda	17.2	6.3	0.2	2.7	26.4
Tanzania	20.9	8.7	0.6	4.9	35.1
East and Central Africa	22.9	11.1	0.5	1.2	35.7
West Africa	11.3	1.6	0.3	0.3	13.5
North Africa	11.8	1.0	0.1	0.1	13.0
South Africa	27.3	7.9	1.2	0.4	36.8
Other Africa	32.2	8.7	1.2	1.0	41.1
U.S.A.	119.7	21.9	38.9	4.6	185.1
Canada	12.4	3.8	1.4	0.7	18.3
Other America	7.7	3.0	1.9	0.8	13.4
Japan	24.5	3.9	4.0	1.1	33.5
India	14.9	11.8	1.9	1.0	29.6
Middle East	34.2	9.2	4.0	1.0	48.4
Other Asia	11.3	4.9	1.2	0.4	17.8
Australia and New Zealand	15.6	2.7	2.9	0.6	21.8
All other Countries	9.4	10.9	0.2	0.1	20.6
TOTAL	833.6	1,614.4	167.0	198.0	2,813.0

SOURCE: CENTRAL BUREAU OF STATISTICS (ECONOMIC SURVEY, 1999)

Appendix 5

NUMBER OF VISITORS TO PARKS AND GAME RESERVES 1994 - 1998

	1994	1995	1996	1997	1998
					' 000
Nairobi	163.2	113.5	158.3	149.6	122.3
Animal Orphanage	182.0	212.1	210.6	193.7	164.8
Amboseli	159.5	114.8	109.1	117.2	62.9
Tsavo (West)	105.4	93.1	93.6	88.6	54.9
Tsavo (East)	132.4	228.8	137.5	123.2	66.9
Aberdare	60.2	70.1	60.2	59.0	47.9
Lake Nakuru	164.3	166.8	156.9	132.1	111.0
Masai Mara	138.2	133.2	130.3	118.3	100.4
Bamburi Nature Park	98.9	109.2	107.0	86.8	77.9
Malindi Marine	39.4	38.8	39.3	27.0	13.7
Lake Bogoria	43.2	14.2	14.2	24.5	20.6
Meru	7.9	7.3	7.8	4.1	1.8
Shimba Hills	31.6	20.0	23.4	22.5	16.8
Mount Kenya	17.2	17.2	17.1	14.8	10.2
Samburu	9.2	9.1	9.1	8.3	7.0
Kisite/Mpunguti	34.8	32.4	39.9	35.1	29.2
Mombasa Marine	48.0	23.9	21.7	15.2	16.2
Watamu Marine	32.1	16.1	20.2	19.4	18.3
Hell's Gate	44.9	50.1	52.1	47.2	57.1
Impala Sanctuary (Kisumu)	-	-	65.6	62.4	65.6
Other	15.1	22.4	14.8	15.5	13.9
TOTAL	1,527.5	1,493.1	1,488.7	1,364.5	1,079.4

SOURCE: CENTRAL BUREAU OF STATISTICS ECONOMIC SURVEY 1999

Appendix 6

VISITORS TO MUSEUMS, SNAKE PARKS AND SITES, 1994 - 1998

'000

	1994	1995	1996	1997	1998
National Museum: (Main Gate)	217.9	215.4	218.0	184.5	173.4
National Museum: (Snake Park)	187.0	181.6	170.6	148.6	75.9
Fort Jesus	221.4	245.3	180.2	124.4	88.9
Kisumu Museum	33.2	36.1	49.5	18.2	34.7
Kitale Museum	23.9	27.5	29.0	16.1	27.3
Gedi	45.7	43.7	29.6	29.7	14.8
Meru Museum	22.6	21.0	12.4	9.4	15.8
Lamu	10.4	10.7	12.2	8.6	6.2
Jumba la Mtwala	9.6	11.3	8.5	4.9	4.0
Olongesailie	-	-	-	2.2	1.9
Kanandusi	2.1	3.0	2.3	0.7	4.5
Hyrax Hills	-	-	1.9	1.5	2.8
Karen Blixen	43.8	46.1	43.7	38.6	41.1
Kilifi Mwarani	0.7	0.8	0.9	0.7	2.9
Total	818.3	842.5	758.8	588.1	494.2

SOURCE: CENTRAL BUREAU OF STATISTICS ECONOMIC SURVEY 1999

Appendix 7**Sampling Frame**

		31.12.99 Total Registered Members	Approximate No. in Nairobi
1.	Law Society of Kenya	3800	2000
2.	Kenya Medical Association	1000	426
3.	Institute of Engineers of Kenya	889	670

I am a postgraduate student studying for a Degree of Business Administration Degree at the Faculty of Commerce, University of Nairobi. I am currently conducting research in the area of "Domestic Market". The topic is: Factors that affect the Demand for Domestic Traders among professionals in Nairobi. An Application of the AIDA Model.

The purpose of this letter, therefore, is to request you to respond to the attached questionnaire. The information you give will be treated in strict confidence and at no time will your name or that of your organization be referred to directly. The information will be used for research purposes only.

Thank you very much in anticipation.

Yours sincerely,

WAKWITI B. C.

Appendix 8

QUESTIONNAIRE FOR PROFESSIONALS

PART A

Q.1 Please rate the following in terms of their importance in attracting you to explore Nairobi tourism services.

* Employment of the faculty

* How easily accessible it is to reach the holiday destination

* Services available at the holiday destination

* Services such as accommodation, transportation at the holiday destination

April, 2000

* Opportunity to interact with other people at the holiday destination

Dear Respondent,

I am a postgraduate student studying for a Master of Business Administration Degree at the Faculty of Commerce, University of Nairobi. I am currently conducting research in the area of "Domestic Tourism". The topic is: Factors that affect the Demand for Domestic Tourism among professionals in Nairobi: An application of the AIDA Model.

The purpose of this letter, therefore, is to request you to respond to the attached questionnaire. The information you give will be treated in strict confidence and at no time will your name or that of your organization be referred to directly. The information will be used for academic purposes only.

Thank you very much in anticipation.

Yours sincerely,

* Tourist amenities such as wildlife, beaches, lakes at holiday destination

* Accessibility to holiday destination

MAKAWITI B. C.

* Change to use and accommodate computer at the holiday destination

* Openness and transparency

* Natural phenomena such as mountains, lakes, rivers, etc.

Mrs. Betty C. Makawiti,
C/O M.B.A. Office,
University of Nairobi,
P.O. Box 30197,
NAIROBI.

Appendix 9

QUESTIONNAIRE FOR PROFESSIONALS

PART A

Q.1 Please rate the following in terms of their importance in attracting you to consume domestic tourism services.

	Very Important	Important	Uncertain	Only a little important	Not important at all
◆ Price charged of the holiday	()	()	()	()	()
◆ How easily accessible it is to reach the holiday destination	()	()	()	()	()
◆ Security condition in the holiday destination	()	()	()	()	()
◆ Services such as accommodation, entertainment at the holiday destination	()	()	()	()	()
◆ Excitement at the holiday destinations.	()	()	()	()	()
◆ Opportunity to socialize with other people at the holiday destination	()	()	()	()	()
◆ Local attractions such as museums, culture at the holiday destination	()	()	()	()	()
◆ Sporting attractions at the holiday destination.	()	()	()	()	()
◆ Climate at the holiday destination.	()	()	()	()	()
◆ Nature and wildlife at the holiday destination.	()	()	()	()	()
◆ Shopping at the holiday destination.	()	()	()	()	()
◆ Entertainment such as cultural dances at the holiday destination.	()	()	()	()	()
◆ Appealing Package of the holiday	()	()	()	()	()
◆ Relaxing atmosphere at the holiday destination	()	()	()	()	()
◆ Travel time to the holiday destination	()	()	()	()	()
◆ Touristic attractions such as wildlife, beaches, history at the holiday destination	()	()	()	()	()
◆ Accessibility to holiday destination	()	()	()	()	()
◆ Environmental protection at the holiday destination	()	()	()	()	()
◆ Chance to see and experience local community at the holiday destination	()	()	()	()	()
◆ Chance to see tribal cultures	()	()	()	()	()
◆ National phenomenon such as mountains, hot springs, rift valley,	()	()	()	()	()

PART B

1. To what extent would you be influenced to take a local holiday by each of the following promotional factors?

	Very much Influenced	Influenced	Moderately Influenced	Only a little influenced	Not at all Influenced
◆ Advertisement on Television	()	()	()	()	()
◆ Newspaper advertisement	()	()	()	()	()
◆ Catalogue	()	()	()	()	()
◆ Advertisement in Magazines	()	()	()	()	()
◆ Feature article on tourism product	()	()	()	()	()
◆ Advertisement on Radio	()	()	()	()	()
◆ Exhibitions on tourism	()	()	()	()	()
◆ Sales representative's advice	()	()	()	()	()
◆ Information in Brochure	()	()	()	()	()
◆ Travel/Tour Agent's advice	()	()	()	()	()
◆ Direct mail advertising	()	()	()	()	()
◆ Contest/Competition to earn a holiday	()	()	()	()	()
◆ Advice from friends	()	()	()	()	()
◆ Other (please specify) _____	()	()	()	()	()

2. To what extent would the following be important to you in terms of accessibility if you were to take a local holiday.

	Very Important	Important	Moderately Important	Only a little Important	Not at all Important
◆ Frequency of transportation mode in reaching the holiday destination.	()	()	()	()	()
◆ Location of the holiday destination.	()	()	()	()	()
◆ Communication facilities such as telephone, fax, e-mail, at the holiday destination.	()	()	()	()	()
◆ Transport mode to the local destination such as rail, air, road.	()	()	()	()	()

3. To what extent would the following be important to you if you were to take a local holiday.

	Very much Important	Important	Moderately Important	Only a little Important	Not at all Important
◆ Payment terms of the holiday (e.g. on credit, cash)	()	()	()	()	()
◆ Discount on the holiday price	()	()	()	()	()

4. To what extent would the following be important to you in terms of the product/service offered if you were to take a local holiday.

	Very much Important	Important	Moderately Important	Only a little Important	Not at all Important
◆ Packaging (items included, e.g. transport, accommodation, meals, entertainment)	()	()	()	()	()
◆ Quality of the services offered (efficiency, friendliness, courtesy, variety)	()	()	()	()	()
◆ Reputation of the holiday destination	()	()	()	()	()

PART C

1. What is Kenya known for as a tourism destination. (Please tick all those that you think Kenya is known for).

- | | | | |
|-------------|-----|---------------------|-----|
| Beaches | () | History and Culture | () |
| Wildlife | () | Theme Parks | () |
| Butterflies | () | Marine | () |

2. What is offered as tourism products within Kenya at each of the following places: (Please fill in)

The Coast: _____

Western Region: _____

Central Region: _____

Northern Region: _____

Other parts, please specify: _____

3. What does K.I.T.E. stand for? (Please fill in)

4. Where is K.I.T.E. normally held?

5. Where are these places located in Kenya? (Please fill in)

Kisite: _____ Point Nellion: _____

Gedi Ruins: _____ Magereta: _____

Simba Nyaima: _____ Kina Reserve: _____

Nyam Gondho: _____ Fort Jesus: _____

Kibo Peak: _____

6. Which of the following parks/reserves are Rhino sanctuaries? (Please tick accordingly)

- () Lake Nakuru
- () Nairobi National Park
- () Tsavo National Park
- () Maasai Mara Game Reserve

7. Have you attended any tourism exhibition in Kenya?

YES () NO ()

8. If the answer to Q.7 is yes, please indicate which ones. (Please fill in).

9. Do you read any local tourism magazines?

YES () NO ()

10. If the answer to Q.9 is yes, which one? (Please fill in)

11. How frequently do you look for information in tourism magazines: (Please tick).

Very Frequently () Frequently () Occasionally () Not at all ()

12. Have you visited a travel agency/tour operator to enquire about local vacations?

YES () NO ()

13. If the answer to Q.12 is yes, which travel agency/tour operator have you visited? (Please fill in)

14. To what extent do you like going for a holiday? (Please tick).

Very Much () Moderately () Not at all ()

15. To what extent do you think a holiday would satisfy your need (Please tick)

Very Much () Moderately () Not at all ()

16. To what extent do you feel you have the urge to go for a holiday

Very Much () Moderately () Not at all ()

17. How frequently do you get the urge to go for a holiday

Very Frequently () Frequently () Occasionally () Not at all ()

18. How happy would you be if you were to be given an opportunity to go for a paid holiday? (Please tick)

Very happy () Happy () Uncertain () Not happy ()

19. Have you taken a holiday in the past one year?

YES () NO ()

20. If the answer to Q.19 is yes, which holiday did you buy?

Beach () Upcountry Resort ()
National Park () Other, please () _____
specify

21. How often do you buy a holiday within a year?
Once () Thrice ()
Twice () Other, Please ()
specify _____

22. Do you go back for holiday where you have been previously within a period of 3 years?
YES () NO ()

23. If answer to Q.22 is yes, how often?
Once () Thrice ()
Twice () Other, Please ()
specify _____

24. What is your profession? (Please fill in)

25. What is your nationality? (Please fill in)

26. Please tick your age bracket
 Under 25
 26 - 35
 36 - 45
 46 - 55
 56 - 65
 Over 65

27. What is your approximate level of income in Kenya shillings per month?
 Under 70,000
 71,000 - 75,000
 76,000 - 80,000
 81,000 - 85,000
 86,000 - 90,000
 Over 90,000

28. Where do you reside? (Please fill in)

29. What is your gender?
Male () Female ()

30. What is your marital status?
Single () Married ()

31. If married, how many children fall within the following age groups. Please fill in.
0 - 5 () 6 - 10 () 11 - 15 () 16 - 20 () 21 and above ()

32. Do you have other dependants?

Yes () No ()

33. If the answer to Q.32 is yes, how many dependants do you have?

1 - 3 () 4 - 6 () 7 and above ()

34. What is your highest level of educational qualification?

Bachelors degree () Master's degree () Doctor of Philosophy () Other, please specify () _____

35. Have you travelled outside Kenya?

Yes () No ()

36. If the answer to Q. 34 above is yes, to which of the following regions have you travelled to. Please tick.

Other countries in Africa () Europe () America () Asia () Australia ()

Thank you very much for your co-operation.

Yours sincerely,

MAKAWITI B.C.

Level of Education	Low	No. of Households	% of Total
Average			
High			
Total			

Level of Education	Low	No. of Households	% of Total
Average			
High			
Total			

APPENDIX 10

Factor and Readiness State of all Professionals

			Accommodation and Hospitality			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	7 5.7%	38 31.1%	53 43.4%	98 80.3%
	Average	No. of Resps. % of Total	1 .8%	11 9.0%	7 5.7%	19 15.6%
	High	No. of Resps. % of Total		3 2.5%	2 1.6%	5 4.1%
Total		No. of Resps. % of Total	8 6.6%	52 42.6%	62 50.8%	122 100.0%

			Accommodation and Hospitality			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total			4 3.6%	4 3.6%
	High	No. of Resps. % of Total	8 7.1%	47 42.0%	53 47.3%	108 96.4%
Total		No. of Resps. % of Total	8 7.1%	47 42.0%	57 50.9%	112 100.0%

			Accommodation and Hospitality			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	8 6.7%	48 40.3%	56 47.1%	112 94.1%
	Average	No. of Resps. % of Total		2 1.7%	1 .8%	3 2.5%
	High	No. of Resps. % of Total		1 .8%	3 2.5%	4 3.4%
Total		No. of Resps. % of Total	8 6.7%	51 42.9%	60 50.4%	119 100.0%

			Accommodation and Hospitality			
			Low	Average	High	Total
Level of Action	Low	No. of Resps. % of Total	6 5.0%	38 31.7%	33 27.5%	77 64.2%
	Average	No. of Resps. % of Total	1 .8%	11 9.2%	21 17.5%	33 27.5%
	High	No. of Resps. % of Total	1 .8%	3 2.5%	6 5.0%	10 8.3%
Total		No. of Resps. % of Total	8 6.7%	52 43.3%	60 50.0%	120 100.0%

			Transport and Accessibility			Total
			Low	Average	High	
Level of Awareness	Low	No. of Resps. % of Total	2 1.7%	17 14.3%	78 65.5%	97 81.5%
	Average	No. of Resps. % of Total		2 1.7%	15 12.6%	17 14.3%
	High	No. of Resps. % of Total		1 .8%	4 3.4	5 4.2%
Total		No. of Resps. % of Total	2 1.7%	20 16.8%	97 81.5%	119 100.0%

			Transport and Accessibility			Total
			Low	Average	High	
Level of Interest	Low	No. of Resps. % of Total			3 2.7%	3 2.7%
	High	No. of Resps. % of Total	2 1.8%	20 18.2%	85 77.3%	107 97.3%
Total		No. of Resps. % of Total	2 1.8%	20 18.2%	86 80.0%	110 100.0%

			Transport and Accessibility			Total
			Low	Average	High	
Level of Desire	Low	No. of Resps. % of Total	1 .9%	20 17.2%	88 75.9%	109 94.0%
	Average	No. of Resps. % of Total	1 .9%		2 1.7%	3 2.6%
	High	No. of Resps. % of Total			4 3.4%	4 3.4%
Total		No. of Resps. % of Total	2 1.7%	20 17.2%	94 81.0%	116 100.0%

			Transport and Accessibility			Total
			Low	Average	High	
Level of Action	Low	No. of Resps. % of Total	1 .9%	16 13.7%	59 50.4%	76 65.0%
	Average	No. of Resps. % of Total	1 .9%	2 1.7%	29 24.8%	32 27.4%
	High	No. of Resps. % of Total		2 1.7%	7 6.0%	9 7.7%
Total		No. of Resps. % of Total	2 1.7%	20 17.1%	95 81.2%	117 100.0%

			Entertainment, Recreation and Shopping		
			Low	Average	Total
Level of Awareness	Low	No. of Resps. % of Total	87 75.7%	7 6.1%	94 81.7%
	Average	No. of Resps. % of Total	16 13.9%	2 1.7%	18 15.7%
	High	No. of Resps. % of Total	3 2.6%		3 2.6%
Total		No. of Resps. % of Total	106 92.2%	9 7.8%	115 100.0%

			Entertainment, Recreation and Shopping		
			Low	Average	Total
Level of Interest	Low	No. of Resps. % of Total	3 2.9%	1 1.0%	4 3.8%
	High	No. of Resps. % of Total	93 88.6%	8 7.6%	101 96.2%
Total		No. of Resps. % of Total	96 91.4%	9 8.6%	105 100.0%

			Entertainment, Recreation and Shopping		
			Low	Average	Total
Level of Desire	Low	No. of Resps. % of Total	97 86.6%	8 7.1%	105 93.8%
	Average	No. of Resps. % of Total	2 1.8%	1 .9%	3 2.7%
	High	No. of Resps. % of Total	4 3.6%		4 3.6%
Total		No. of Resps. % of Total	103 92.0%	9 8.0%	112 100.0%

			Entertainment, Recreation and Shopping		
			Low	Average	Total
Level of Action	Low	No. of Resps. % of Total	68 60.2%	6 5.3%	74 65.5%
	Average	No. of Resps. % of Total	27 23.9%	2 1.8%	29 25.7%
	High	No. of Resps. % of Total	9 8.0%	1 .9%	10 8.8%
Total		No. of Resps. % of Total	104 92.0%	9 8.0%	113 100.0%

			Attraction at Destination			Total
			Low	Average	High	
Level of Awareness	Low	No. of Resps. % of Total	10 8.5%	38 32.2%	48 40.7%	96 81.4%
	Average	No. of Resps. % of Total	6 5.1%	7 5.9%	6 5.1%	19 16.1%
	High	No. of Resps. % of Total	2 1.7%	1 .8%		3 2.5%
Total		No. of Resps. % of Total	18 15.3%	46 39.0%	54 45.8%	118 100.0%

			Attraction at Destination			Total
			Low	Average	High	
Level of Interest	Low	No. of Resps. % of Total		2 1.8%	2 1.8%	4 3.7%
	High	No. of Resps. % of Total	18 16.5%	41 37.6%	46 41.1%	105 96.3%
Total		No. of Resps. % of Total	18 16.5%	43 39.4%	48 44.0%	109 100.0%

			Attraction at Destination			Total
			Low	Average	High	
Level of Desire	Low	No. of Resps. % of Total	18 15.7%	42 36.5%	48 41.7%	108 93.9%
	Average	No. of Resps. % of Total		2 1.7%	1 .9%	3 2.6%
	High	No. of Resps. % of Total		1 .9%	3 2.6%	4 3.5%
Total		No. of Resps. % of Total	18 15.7%	45 39.1%	52 45.2%	115 100.0%

			Attraction at Destination			Total
			Low	Average	High	
Level of Action	Low	No. of Resps. % of Total	8 6.9%	31 26.7%	37 31.9%	76 65.5%
	Average	No. of Resps. % of Total	6 5.2%	12 10.3%	13 11.2%	31 26.7%
	High	No. of Resps. % of Total	4 3.4%	3 2.6%	2 1.7%	9 7.8%
Total		No. of Resps. % of Total	18 15.5%	46 39.7%	52 44.8%	116 100.0%

			Security			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	2 1.7%	12 9.9%	84 69.4%	98 81.0%
	Average	No. of Resps. % of Total	1 .8%	2 1.7%	16 13.2%	19 15.7%
	High	No. of Resps. % of Total			4 3.3%	4 3.3%
Total		No. of Resps. % of Total	3 2.5%	14 11.6%	104 86.0%	121 100.0%

			Security			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total			4 3.6%	4 3.6%
	High	No. of Resps. % of Total	3 2.7%	14 12.6%	90 81.1%	107 96.4%
Total		No. of Resps. % of Total	3 2.7%	14 12.6%	94 84.7%	111 100.0%

			Security			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	3 2.5%	13 11.0%	95 80.5%	111 94.1%
	Average	No. of Resps. % of Total		1 .8%	2 1.7%	3 2.5%
	High	No. of Resps. % of Total			4 3.4%	4 3.4%
Total		No. of Resps. % of Total	3 2.5%	14 11.9%	101 85.6%	118 100.0%

			Security			
			Low	Average	High	Total
Level of Action	Low	No. of Resps. % of Total	1 .8%	11 9.2%	65 54.6%	77 64.7%
	Average	No. of Resps. % of Total	1 .8%	3 2.5%	28 23.5%	32 26.9%
	High	No. of Resps. % of Total	1 .8%		9 7.6%	10 8.4%
Total		No. of Resps. % of Total	3 2.5%	14 11.8%	102 85.7%	119 100.0%

			Price			Total
			Low	Average	High	
Level of Awareness	Low	No. of Resps. % of Total	1 .8%	8 6.7%	87 72.5%	96 80.0%
	Average	No. of Resps. % of Total		1 .8%	18 15.0%	19 15.8%
	High	No. of Resps. % of Total		1 .8%	4 3.3%	5 4.2%
Total		No. of Resps. % of Total	1 .8%	10 8.3%	109 90.8%	120 100.0%

			Price			Total
			Low	Average	High	
Level of Interest	Low	No. of Resps. % of Total			4 3.6%	4 3.6%
	High	No. of Resps. % of Total	1 .9%	9 8.1%	97 87.4%	107 96.4%
Total		No. of Resps. % of Total	1 .9%	9 8.1%	101 91.0%	111 100.0%

			Price			Total
			Low	Average	High	
Level of Desire	Low	No. of Resps. % of Total	1 .9%	9 7.7%	100 85.5%	110 94.0%
	Average	No. of Resps. % of Total		1 .9%	2 1.7%	3 2.6%
	High	No. of Resps. % of Total			4 3.4%	4 3.4%
Total		No. of Resps. % of Total	1 .9%	10 8.5%	106 90.6%	117 100.0%

			Price			Total
			Low	Average	High	
Level of Action	Low	No. of Resps. % of Total	1 .8%	5 4.2%	71 60.2%	77 65.3%
	Average	No. of Resps. % of Total		4 3.4%	28 23.7%	32 27.1%
	High	No. of Resps. % of Total		1 .8%	8 6.8%	9 7.6%
Total		No. of Resps. % of Total	1 .8%	10 8.5%	107 90.7%	118 100.0%

			Advertising			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	9 7.9%	37 32.5%	48 42.1%	94 82.5%
	Average	No. of Resps. % of Total	3 2.6%	10 8.8%	4 3.5%	17 14.9%
	High	No. of Resps. % of Total	1 .9%	2 1.8%		3 2.6%
Total		No. of Resps. % of Total	13 11.4%	49 43.0%	52 45.6%	114 100.0%

			Advertising			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total		1 1.0%	3 2.9%	4 3.8%
	High	No. of Resps. % of Total	13 12.4%	43 41.0%	45 42.9%	101 96.2%
Total		No. of Resps. % of Total	13 12.4%	44 41.9%	48 45.7%	105 100.0%

			Advertising			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	13 11.6%	45 40.2%	48 42.9%	106 94.6%
	Average	No. of Resps. % of Total		2 1.8%		2 1.8%
	High	No. of Resps. % of Total		1 .9%	3 2.7%	4 3.6%
Total		No. of Resps. % of Total	13 11.6%	48 42.9%	51 45.5%	112 100.0%

			Advertising			
			Low	Average	High	Total
Level of Action	Low	No. of Resps. % of Total	7 6.3%	31 27.7%	36 32.1%	75 66.1%
	Average	No. of Resps. % of Total	3 2.7%	17 15.2%	9 8.0%	29 25.9%
	High	No. of Resps. % of Total	3 2.7%	1 .9%	5 4.5%	9 8.0%
Total		No. of Resps. % of Total	13 11.6%	49 43.8%	50 44.6%	112 100.0%

			Sales and Promotion			Total
			Low	Average	High	
Level of Awareness	Low	No. of Resps. % of Total	10 8.5%	31 26.3%	55 46.6%	96 81.4%
	Average	No. of Resps. % of Total	4 3.4%	5 4.2%	8 6.8%	17 14.4%
	High	No. of Resps. % of Total	1 .8%	3 2.5%	1 .8%	5 4.2%
Total		No. of Resps. % of Total	15 12.7%	39 33.1%	64 54.2%	118 100.0%

			Sales and Promotion			Total
			Low	Average	High	
Level of Interest	Low	No. of Resps. % of Total		2 1.8%	2 1.8%	4 3.6%
	High	No. of Resps. % of Total	15 13.6%	34 30.9%	57 51.8%	106 96.4%
Total		No. of Resps. % of Total	15 13.6%	36 32.7%	59 53.6%	110 100.0%

			Sales and Promotion			Total
			Low	Average	High	
Level of Desire	Low	No. of Resps. % of Total	14 12.1%	36 31.0%	59 50.9%	109 94.0%
	Average	No. of Resps. % of Total	1 .9%	2 1.7%		3 2.6%
	High	No. of Resps. % of Total		1 .9%	3 2.6%	4 3.4%
Total		No. of Resps. % of Total	15 12.9%	39 33.6%	62 53.4%	116 100.0%

			Sales and Promotion			Total
			Low	Average	High	
Level of Action	Low	No. of Resps. % of Total	9 7.8%	23 19.8%	45 38.8%	77 66.4%
	Average	No. of Resps. % of Total	3 2.6%	12 10.3%	14 12.1%	29 25.0%
	High	No. of Resps. % of Total	3 2.6%	4 3.4%	3 2.6%	10 8.6%
Total		No. of Resps. % of Total	15 12.9%	39 33.6%	62 53.4%	116 100.00

			Public Relations			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	6 4.9%	26 21.3%	66 54.1%	98 80.3%
	Average	No. of Resps. % of Total	1 .8%	7 5.7%	11 9.0%	19 15.6%
	High	No. of Resps. % of Total			5 4.1%	5 4.1%
Total		No. of Resps. % of Total	7 5.7%	33 27.0%	82 67.2%	122 100.0%

			Public Relations			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total		1 .9%	3 2.7%	4 3.6%
	High	No. of Resps. % of Total	6 5.4%	29 25.9%	73 65.2%	108 96.4%
Total		No. of Resps. % of Total	6 5.4%	30 26.8%	76 67.9%	112 100.0%

			Public Relations			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	7 5.8	30 25.0%	76 63.3%	113 94.2%
	Average	No. of Resps. % of Total		1 .8%	2 1.7%	3 2.5%
	High	No. of Resps. % of Total		1 .8%	3 2.5%	4 3.3%
Total		No. of Resps. % of Total	7 5.8%	32 26.7%	81 67.5%	120 100.0%

			Public Relations			
			Low	Average	High	Total
Level of Action	Low	No. of Resps. % of Total	6 5.0%	21 17.5%	51 42.5%	78 65.0%
	Average	No. of Resps. % of Total		9 7.5%	23 19.2%	32 26.7%
	High	No. of Resps. % of Total	1 .8%	1 .8%	8 6.7%	10 8.3%
Total		No. of Resps. % of Total	7 5.8%	31 25.8%	82 68.3%	120 100.0%

			Word of Mouth Advertising			Total
			Low	Average	High	
Level of Awareness	Low	No. of Resps. % of Total	24 19.8%	20 16.5%	55 45.5%	99 81.8%
	Average	No. of Resps. % of Total	2 1.7%		15 12.4%	17 14.0%
	High	No. of Resps. % of Total			5 4.1%	5 4.1%
Total		No. of Resps. % of Total	26 21.5%	20 16.5%	75 62.0%	121 100.0%

			Word of Mouth Advertising			Total
			Low	Average	High	
Level of Interest	Low	No. of Resps. % of Total		1 .9%	3 2.7%	4 3.6%
	High	No. of Resps. % of Total	24 21.4%	17 15.2%	67 59.8%	108 96.4%
Total		No. of Resps. % of Total	24 21.4%	18 16.1%	70 62.5%	112 100.0%

			Word of Mouth Advertising			Total
			Low	Average	High	
Level of Desire	Low	No. of Resps. % of Total	24 20.3%	20 16.9%	67 56.8%	111 94.1%
	Average	No. of Resps. % of Total	2 1.7%		1 .8%	3 2.5%
	High	No. of Resps. % of Total			4 3.4%	4 3.4%
Total		No. of Resps. % of Total	26 22.0%	20 16.9%	72 61.0%	118 100.0%

			Word of Mouth Advertising			Total
			Low	Average	High	
Level of Action	Low	No. of Resps. % of Total	18 15.1%	12 10.1%	47 39.5%	77 64.7%
	Average	No. of Resps. % of Total	7 5.9%	6 5.0%	19 16.0%	32 26.9%
	High	No. of Resps. % of Total	1 .8%	2 1.7%	7 5.9%	10 8.4%
Total		No. of Resps. % of Total	26 21.8%	20 16.8%	73 61.3%	119 100.0%

			Personal Selling			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	14 11.9%	38 32.2%	44 37.3%	96 81.4%
	Average	No. of Resps. % of Total	3 2.5%	8 6.8%	8 6.8%	19 16.1%
	High	No. of Resps. % of Total		3 2.5%		3 2.5%
Total		No. of Resps. % of Total	17 14.4%	49 41.5%	52 44.1%	118 100.0%

			Personal Selling			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total		1 .9%	3 2.8%	4 3.7%
	High	No. of Resps. % of Total	17 15.7%	42 38.9%	45 41.7%	104 96.3%
Total		No. of Resps. % of Total	17 15.7%	43 39.8%	48 44.4%	108 100.0

			Personal Selling			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	17 14.7%	46 39.7%	46 39.7%	109 94.0%
	Average	No. of Resps. % of Total		2 1.7%	1 .9%	3 2.6%
	High	No. of Resps. % of Total		1 .9%	3 2.6%	4 3.4%
Total		No. of Resps. % of Total	17 14.7%	49 42.2%	50 43.1%	116 100.0%

			Personal Selling			
			Low	Average	High	Total
Level of Action	Low	No. of Resps. % of Total	11 9.5%	30 25.9%	35 30.2%	76 65.5%
	Average	No. of Resps. % of Total	4 3.4%	16 13.8%	11 9.5%	31 26.7%
	High	No. of Resps. % of Total	2 1.7%	3 2.6%	4 3.4%	9 7.8%
Total		No. of Resps. % of Total	17 14.7%	49 42.2%	50 43.1%	116 100.0%

			Accessibility			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	5 4.2%	18 15.3%	73 61.9%	96 81.4%
	Average	No. of Resps. % of Total	2 1.7%	6 5.1%	10 8.5%	18 15.3%
	High	No. of Resps. % of Total			4 3.4%	4 3.4%
Total		No. of Resps. % of Total	7 5.9%	24 20.3%	87 73.7%	118 100.0%

			Accessibility			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total			3 2.8%	3 2.8%
	High	No. of Resps. % of Total	7 8.4%	22 20.2%	77 70.6%	106 97.2%
Total		No. of Resps. % of Total	7 6.4%	22 20.2%	80 73.4%	109 100.0%

			Accessibility			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	6 5.2%	20 17.2%	83 71.6%	109 94.0%
	Average	No. of Resps. % of Total	1 .9%	1 .9%	1 .9%	3 2.6%
	High	No. of Resps. % of Total		2 1.7%	2 1.7%	4 3.4%
Total		No. of Resps. % of Total	7 6.0%	23 19.8%	86 74.1%	116 100.0%

			Accessibility			
			Low	Average	High	Total
Level of Action	Low	No. of Resps. % of Total	4 3.4%	17 14.7%	55 47.4%	76 65.5%
	Average	No. of Resps. % of Total	1 .9%	6 5.2%	24 20.7%	31 26.7%
	High	No. of Resps. % of Total	2 1.7%		7 6.0%	9 7.8%
Total		No. of Resps. % of Total	7 6.0%	23 19.8%	86 74.1%	116 100.0%

			Payment Terms			
			Low	Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	1 .8%	7 5.8%	90 74.4%	98 81.0%
	Average	No. of Resps. % of Total		2 1.7%	16 13.2%	18 14.9%
	High	No. of Resps. % of Total			5 4.1%	5 4.1%
Total		No. of Resps. % of Total	1 .8%	9 7.4%	111 91.7%	121 100.0%

			Payment Terms			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total			3 2.7%	3 2.7%
	High	No. of Resps. % of Total	1 .9%	9 8.1%	98 88.3%	108 97.3%
Total		No. of Resps. % of Total	1 .9%	9 8.1%	101 91.0%	111 100.0%

			Payment Terms			
			Low	Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	1 .8%	9 7.6%	102 85.7%	112 94.1%
	Average	No. of Resps. % of Total			3 2.5%	3 2.5%
	High	No. of Resps. % of Total			4 3.4%	4 3.4%
Total		No. of Resps. % of Total	1 .8%	9 7.6%	109 91.6%	119 100.0%

			Payment Terms			
			Low	Average	High	Total
Level of Interest	Low	No. of Resps. % of Total		7 5.9%	70 58.8%	77 64.7%
	Average	No. of Resps. % of Total		2 1.7%	31 26.1%	33 27.7%
	High	No. of Resps. % of Total	1 .8%		8 6.7%	9 7.6%
Total		No. of Resps. % of Total	1 .8%	9 7.6%	109 91.6%	119 100.0%

			Product and Service Offer		
			Average	High	Total
Level of Awareness	Low	No. of Resps. % of Total	25 20.7%	73 60.3%	98 81.0%
	Average	No. of Resps. % of Total	3 2.5%	15 12.4%	18 14.9%
	High	No. of Resps. % of Total		5 4.1%	5 4.1%
Total		No. of Resps. % of Total	28 23.1%	93 76.9%	121 100.0

			Product and Service Offer		
			Average	High	Total
Level of Interes	Low	No. of Resps. % of Total		3 2.7%	3 2.7%
	High	No. of Resps. % of Total	27 24.3%	81 73.0%	108 97.3%
Total		No. of Resps. % of Total	27 24.3%	84 75.7%	111 100.0%

			Product and Service Offer		
			Average	High	Total
Level of Desire	Low	No. of Resps. % of Total	26 22.0%	85 72.0%	111 94.1%
	Average	No. of Resps. % of Total	1 .8%	2 1.7%	3 2.5%
	High	No. of Resps. % of Total	1 .8%	3 2.5%	4 3.4%
Total		No. of Resps. % of Total	28 23.7%	90 76.3%	118 100.0%

			Product and Service Offer		
			Average	High	Total
Level of Action	Low	No. of Resps. % of Total	19 16.0%	58 48.7%	77 64.7%
	Average	No. of Resps. % of Total	8 6.7%	25 21.0%	33 27.7%
	High	No. of Resps. % of Total	1 .8%	8 6.7%	9 7.6%
Total		No. of Resps. % of Total	28 23.5%	91 76.5%	119 100.0%

Appendix 11

Pearson's Correlation Analysis 1

<u>Factor</u>		Level of Awareness	Level of Interest	Level of Desire	Level of Action
Accommodation and Hospitality	N	-.074 122	-.174 112	.077 119	.148 120
Transport and Accessibility	N	-.054 119	-.080 110	.014 116	.069 117
Attraction at Destination	N	-.294* 118	-.060 109	.114 115	-.216* 116
Price	N	-.005 120	-.058 111	.008 117	-.037 118
Entertainment, Recreation and Shipping	N	.008 115	-.117 105	.010 112	.005 113
Security	N	.018 121	-.078 111	.043 118	-.008 119

Appendix 12

Pearson's Correlation Analysis 2

<u>Factor</u>		<u>Level of Awareness</u>	<u>Level of Interest</u>	<u>Level of Desire</u>	<u>Level of Action</u>
Advertising	N	-.250** 114	-.121 105	.088 112	-.115 112
Sales Promotion	N	-.170 118	-.027 110	.017 116	-.167 116
Public Relations	N	.059 122	-.041 112	.044 120	.099 120
Personal Selling	N	-.062 118	-.126 108	.120 116	-.057 116
Word of Mouth Advertising	N	.241** 121	-.080 112	.071 118	.055 119
Accessibility	N	-.049 118	-.094 109	-.132 116	-.009 116
Payment Terms	N	.028 121	-.050 111	.069 119	-.054 119
Product/Service Offer	N	.134 121	-.094 111	-.020 118	.063 119