KENYA’S TOURISM SUSTAINABILITY
A CASE FOR INTRA-REGIONAL TOURISM

BY

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UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

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An Academic Research Project Submitted to the Chandaria School of Business as a Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

FALL 2016
STUDENT’S DECLARATION

The undersigned declares the authenticity and originality of the work submitted and confirms that no other academic institution or organization other than the United States International University Africa has received this project paper.

Signed: ___________________________ Date: __________________________

Mary Waturi Matu (ID No: 248584)

The proposal put forward is for examination with the appointed supervisor's approval.

Signed: ___________________________ Date: __________________________

Prof Francis Wambalaba

Signed: ___________________________ Date: __________________________

Dean, Chandaria School of Business
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Finally, the author expresses gratitude to family and friends for their kind cooperation and encouragement towards the completion of this project.
DEDICATION

The Author dedicates this project to the Travel and Tourism Industry in Africa and in particular, Team Africa, a voluntary Think Tank devoted to promoting Intra-Africa Tourism.
ABSTRACT

The objective of this study was to evaluate the role and potential of intra-regional tourism for Kenya’s tourism sustainability. The study probed; the travel motivations and drivers of Kenyan’s tourism uptake from potential travel and tourism audiences, particularly the citizens, residents, and expatriates in Rwanda, Tanzania, and Uganda as well as the intra-regional tourism market product preference, booking patterns and purchase behavior.

A descriptive research design was selected to provide for observation and description of the behavior of the subjects in an objective manner. The research population consisted of 647 respondents who were members of the national travel and tourism associations and through the use of stratified sampling techniques and simple random sampling techniques, a selection of 197 respondents was determined.

The researcher used a structured questionnaire to collect data with the support of seven research assistants. The data obtained was coded into numeric using Statistical Package for Social Sciences (SPSS) software with findings analyzed in the form of a coefficient of variations and cross-tabulations. Tables, graphs, and figures present a snapshot of the results of the study.

The findings demonstrate that the greatest motivation and drive for tourism uptake for the citizens, residents and expatriates from Rwanda, Tanzania and Uganda is the need to explore and experience new or unusual culture. The sense of self-actualization and the need to relax, recuperate and regenerate away from routine as well as the need to explore and experience history are also key drivers for Kenya’s tourism uptake.

The survey also confirmed that access to information and technological advancement have increased access to tourism promotion and consumption amongst destinations.

Also established in the study is that citizens, residents and expatriates from Rwanda, Tanzania and Uganda are attracted to nature-based tourism products and attractions with national parks and reserves featuring as key products preferences. Mountain climbing, scenery and the sun and sand also top the list of preferred attractions. The study findings also highlight adventure tourism with the major activities such as water rafting,
skydiving, and water sports preferred. History and culture are additional areas of interest for intra-regional tourist audiences.

The survey also identified June to early September as the peak vacation season for citizens, residents, and expatriates in Rwanda, Tanzania, and Uganda. The most revealing aspect of this finding is that this period also happens to be the summer vacation period, suggesting that these families probably take their children to international schools or schools that follow the international school calendar.

This discovery can aid in market segmentation and targeted promotions for family and social groups whom the study reveals as the most likely configuration of tourists. Vacation periods of three to seven days vacations and frequent short weekend breaks are the preferred duration of vacations as revealed by the study.

The study concludes that numerous factors influence people’s travel decisions. These range from internal factors which comprise of; psychological aspects, person’s age, personal objectives and other external factors such as economic, political, demographic, social, cultural amongst others.

These influences are portrayed in the survey through the identification of motivations and driving factors for tourism uptake, in this case, the need to explore and experience new or unusual culture, to get a sense of self-actualization, relax, recuperate and regenerate away from routine. Other factors that influence travel decisions include product preferences in which the findings identifies as nature and adventure based tourism as well as booking patterns, in this case, summer as well the configuration of the travelers, which the study identifies as families and social groups.

Finally, the study recommends the enhancement of Kenya’s tourism sustainability through raising awareness of the economic value of the sector amongst public, private sector stakeholders, and the general public to create an enabling environment. Additionally, the study recommends that marketing and promotion should primarily feature nature-based, adventure, and cultural tourism with a focus on the summer vacation period and the need to review the destination’s cost structure, pricing, and incentives.
# TABLE OF CONTENTS

STUDENT’S DECLARATION .............................................................. ii
COPYRIGHT ................................................................................. iii
ACKNOWLEDGEMENT ................................................................... iv
DEDICATION .................................................................................. v
ABSTRACT ..................................................................................... vi
TABLE OF CONTENTS ................................................................... viii
LIST OF TABLES ............................................................................. x
LIST OF FIGURES ........................................................................... xi

CHAPTER ONE .................................................................................. 1
1.0 INTRODUCTION ........................................................................... 1
1.1 Background of the Study .............................................................. 1
1.2 Problem Statement ...................................................................... 6
1.3 Objective of the Study ................................................................. 7
1.4 Research Objectives .................................................................... 7
1.5 Significance of the Study .............................................................. 7
1.6 Scope of the Study ....................................................................... 8
1.7 Definition of Terms .................................................................... 8
1.8 Chapter Summary ........................................................................ 9

CHAPTER TWO .................................................................................. 10
2.0 LITERATURE REVIEW ............................................................... 10
2.1 Introduction ................................................................................ 10
2.2 Travel Motivations and Drivers for Tourism Uptake ...................... 10
2.3 Intra-Regional Tourism’s Market Product Preference .................. 17
2.4 Booking Patterns and Purchase Behavior ..................................... 22
2.5 Chapter Summary ......................................................................... 27

CHAPTER THREE ............................................................................. 28
3.0 RESEARCH METHODOLOGY .................................................. 28
3.1 Introduction ............................................................................... 28
3.2 Research Design .......................................................................... 28
CHAPTER FOUR........................................................................................................33
4.0 RESULTS AND FINDINGS ..............................................................................33
4.1 Introduction ........................................................................................................33
4.2 General Information ..........................................................................................33
4.3 Travel Motivation and Drivers for Tourism Uptake .........................................43
4.4 Intra-Regional Tourism Market’s Product Preference .....................................46
4.5 Booking Patterns and Purchase Behaviour .....................................................50
4.6 Chapter Summary ..............................................................................................56

CHAPTER FIVE .......................................................................................................57
5.0 DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS .....................57
5.1 Introduction ........................................................................................................57
5.2 Summary of the Study ......................................................................................57
5.3 Discussion ..........................................................................................................58
5.4 Conclusions .......................................................................................................64
5.5 Recommendation ..............................................................................................65

REFERENCES .........................................................................................................67
APPENDICES .........................................................................................................74
APPENDIX I: INTRODUCTION LETTER .................................................................74
APPENDIX II: QUESTIONAIRE ..............................................................................75
LIST OF TABLES

Table 1.1: Global Economic Data for Tourism Sector in 2014 ........................................2
Table 3.1: Population Distribution .......................................................................................29
Table 3.2: Sample Size Distribution ...................................................................................31
Table 4.1: Type of Business .................................................................................................34
Table 4.2: Business Experience ............................................................................................35
Table 4.3: Business Location (Headquarters) .....................................................................37
Table 4.4: Number of Employees ........................................................................................38
Table 4.5: Location of Branch Offices ..................................................................................39
Table 4.6: Selling Kenya as a Tourist Destination .................................................................40
Table 4.7: Branch Offices in Kenya .......................................................................................42
Table 4.8: Motivators and Drivers for Travel .......................................................................44
Table 4.9: Travel Motivation and Drivers for Tourism Uptake ...........................................45
Table 4.10: Tourist Attractions ..............................................................................................47
Table 4.11: Most Sought Destinations in Kenya .................................................................48
Table 4.12: Factors that Enhance Tourism .........................................................................49
Table 4.13: Configurations of Tourists ...............................................................................50
Table 4.14: Monthly Tourist Turnouts ...............................................................................51
Table 4.15: Length of Vacations .........................................................................................52
Table 4.16: Average Spending per Tourist .........................................................................53
Table 4.17: Mode of Payment ..............................................................................................54
Table 4.18: Influence of choice of vacation destination .......................................................55
Table 4.19: Source of Information about Kenya .................................................................56
Table 4.20: Influence of Choice of Vacation Destination ....................................................55
Table 4.21: Source of Information about Kenya .................................................................56
LIST OF FIGURES

Figure 1.1: Kenya Tourism Arrivals 1996-2015.................................................................6
Figure 4.2: Outbound Destination Market Shares by African Country .........................39
Figure 4.3: Outbound Destination Market Shares by Continent......................................40
Figure 4.4: Marketing Channels .......................................................................................43
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study
Tourism is a complex activity that involves the movement of people from one place to another and activities they undertake both, directly and indirectly, interlinked towards the facilitation of this process (Smith, 1995; Cooper, Fletcher, Gilbert, and Wanhill, 2008; Sharpley and Telfer, 2009).

According to WTO (2009a), tourism incorporates the exercise of individuals traveling to and staying in territories away from their everyday surrounding for, not more than one year for purposes of business, recreation and other reasons not identified with the activity and for which no remuneration is paid in the area visited. The travel and tourism industry is, therefore, an intricate network of multiple transaction processes driven by corporations, geopolitical and other broader forces of economic change (Milne and Ateljevic, 2001).

Tourism is a crucial pillar for economic growth around the world, supporting an estimated 277 million jobs, generating US$7.6 trillion in revenue, and contributed 9.8% of global GDP in 2014. (World Travel and Tourism Council, 2014). The attractiveness of the industry extends beyond to the traditional tourism hotspots. While Europe remains the most visited continent in the world, accounting for 52% of all international tourist arrivals compared to 5% for both Asia and Africa, there was a record number of 56 million international arrivals in Africa in 2013, an increase of more than 6% from the previous year. Table 1.1 below presents a snapshot of critical data for the global tourism industry in addition to selected regions.
Table 1.1: Global Economic Data for Tourism Sector in 2014
Source: WTTC

<table>
<thead>
<tr>
<th>Economic Factor</th>
<th>World</th>
<th>Africa</th>
<th>Latin America</th>
<th>Southeast Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effect on GDP</td>
<td>3.10%</td>
<td>3.40%</td>
<td>3.40%</td>
<td>4.80%</td>
</tr>
<tr>
<td>Total Effect on GDP</td>
<td>9.80%</td>
<td>8.10%</td>
<td>9.20%</td>
<td>12.00%</td>
</tr>
<tr>
<td>Direct Effect on Total Employment</td>
<td>3.60%</td>
<td>3.00%</td>
<td>3.00%</td>
<td>3.70%</td>
</tr>
<tr>
<td>Total Effect on Total Employment</td>
<td>9.40%</td>
<td>7.10%</td>
<td>8.30%</td>
<td>9.70%</td>
</tr>
<tr>
<td>Visitor Spending Share of Total Exports</td>
<td>5.70%</td>
<td>8.00%</td>
<td>5.60%</td>
<td>7.10%</td>
</tr>
<tr>
<td>Tourism Investments as Share of Total Investments</td>
<td>4.30%</td>
<td>5.90%</td>
<td>6.30%</td>
<td>7.40%</td>
</tr>
</tbody>
</table>

There is a consensus that tourism grew exponentially after the world war due to stable economic growth, technological changes, competition and the introduction of new destinations and traveling styles (Wunderlich, 2011). This background drove the increase in recreational or leisure mobility among broad strata of society. Other factors that brought about this boom included the rising affluence, urbanization, modernization of transport and communication and the increase in leisure time as a result of shortening working hours, all of which shaped socialization (Timothy, 2009).

The growth of international tourism after the world war was, however, slow in Germany, Austria, and Switzerland where it remained confined to domestic tourism. In Western Germany, it was not until 1953 when the capacity for holiday accommodation reached pre-war levels. There was a considerable increase in the percentage of teenagers and adults going on vacation each year after that. This rise occurred during and after the 1960s: rising from 28 percent (1962) to 58 percent (1980), and over 65 percent (1987) and 70.8 percent (Timothy, 2009).

Western German figures were however still average in comparison to other European destinations but with this growth, tour operators, and travel agencies gained more prominence. The introduction of policy on subsidized "social tourism" for families, youth and low-income earners provided an opportunity for these groups to take a vacation, and this soon became the trend in most of Europe. Social policies, tax holiday incentives, subsidies, charities and entire holiday camps and villages for workers and low-income employees emerged in France, Austria, Germany and Switzerland (Henderson, 2011).

The peak of European tourism in the 1960s was also a response to the economic growth and technological advancements in the global economy. Commercial tour operators and
travel companies transformed by the nature of increased competition began to promote cheaper packages, driving mass tourism and introducing new destinations and modes of tourism. The tourism value chain developed organically in its structures and distribution channels which saw many niche travel agencies and tourist organizations set up. Department stores also joined the distribution chain offering package holidays, and these included Germany’s Neckermann from 1963 and Switzerland’s Jelmoli from 1972 (Nanthakumar, Ibrahim, and Harun, 2012).

Advancements in transport that replaced the bus and rail systems to faster modes such as cars and caravans, and later by air, provided a powerful stimulus. Charter tourism emerged and served a flourishing market and further establishing cheaper offers for foreign holidays. International tourism started with neighboring countries and then spread to further destinations such as Austria, and Switzerland, which became popular among German holidaymakers; Italy and Spain later gained increasing prominence.

By the 1970s, international travel accounted for an enormous percentage of all trips; a trend that continued to grow. In general, the number of tourists taking foreign holidays rose more than threefold over the 40 years before 1991, from nine to thirty-two million (Kauppila and Karjalainen, 2012). However, noted is that with the increased threat of terrorism after the 911 attack and recently disease, travelers are slowly reverting to destinations within their continent and region hence the growth of short-haul destinations (Hussain, 2009).

Globalization and the increased competition amongst destinations in the 1980s changed the perspective and competitive landscape of tourism. It drove enterprises, communities, nations, and governments to rethink their tourism policies, planning, and management and take a strategic marketing focus and destination promotion approach (Ohmae, 2009). Globalization has also led to a continuous evolution of marketing efforts to satisfy the ever-changing needs and wants of international, regional and domestic tourists and to meet the price and product characteristics ratios.

These evolution has led to a constant drive towards improving the quality and efficiency of the sector to provide consumers with value for money. Destinations, whether Regions, Countries, Cities, and Towns continue to rebrand to maintain a strong brand image that
resonates with ever-changing consumer needs. A strong marketing and Public relations strategy focus continues to support this important element of tourism management (Sirgy and Su, 2010).

Regional integration is a political economy initiative in which neighboring states enter into a treaty to advance socio-economic development through shared objectives, institutions, and rules that apply to the region and that offer mutual benefits and synergistic growth (Chang, 2009). Regional integration propels a common agenda in which national governments work in a coordinated manner without necessarily losing their sovereignty to achieve common socio-economic goals (Henderson, 2011).

The concept of regional cooperation was born out of the need to strengthen smaller and less developed countries to achieve national development objectives and gain access to a much larger market than their territories through collective regional effort. Indeed, Europe, Asia, and Africa intra-regional tourism is a means to grow trade in services (Ghimire, 2011; WTO, 2009a). WTO’s Tourism 2020 Vision projects that international arrivals will reach 1.56 billion by 2020, of these, it is anticipated that 1.18 billion will be intra-regional tourism with 377 million being long-haul travelers.

With increasing global terrorist attacks, safety and security in addition to health concerns and the financial crisis in Europe and the USA, international travel has declined, particularly the leisure market. There is a growing trend of tourists taking their vacations in their countries or neighboring countries, thereby providing much-needed impetus for regional tourism development and promotion. Intra-regional tourism in Asia and the Pacific contributed 115 million tourists or 79 percent of the region's total arrivals in 2004. In Europe, intra-regional tourists arrivals accounted for 92 percent (WTO, 2009b). Europe has remained the largest tourism region in the world, with a significant tourism base contained in several prime destinations (Rogerson, 2013).

With a six percent (6%) growth rate for the last decade, tourism has become the fastest growing enterprise in Africa and currently one of the major investment opportunities in the continent. Africa, according to (Bonita, 2011) receives only 4.8% of all tourist arrivals in the world and 3.3% of revenues. While Africa might not be at the heart of the global
tourist market, this modest proportion of the world’s number one industry is still important for the continent.

Africa’s tourism dynamics depend on the perceptions of the continent, and less on the situation in financial markets. Though a tourists’ choice of an international destination is often erratic and short-lived, a clear trend has emerged in Africa. One-third of tourists go to Northern Africa while an equal number makes its way to Southern Africa. East Africa accounts for about 10 percent of arrivals while the rest spreads over to the remainder of the continent, but mainly West Africa. In South Africa, of the 6.4 million visitors in 2002, 72% were intra-regional tourism flows from the African continent (Rogerson, 2013). This statistic suggests that intra-regional tourism to can play a significant role in tourism development in East Africa.

The UNWTO regards Eastern Africa as a leading tourist destination in Sub-Saharan Africa, whose statistics signify high potential for tourism growth regarding tourist arrivals and receipts. This growth potential is attributed largely to its endowment of natural resources, which contribute to the economic growth and development the region's economies (Sarbo, 2010). In Kenya, the natural and cultural value together with its history provides significant growth potential supported by a multilingual workforce, good connectivity, and strong international tourism brands. Policy changes continue to evolve in the right direction and structural reforms over the past two decades position the country well to tap its advantageous position.

However, Kenya’s tourism sector has progressively experienced a decline in tourism arrivals as a result of terrorist attacks, the recent Ebola crisis and the financial crisis in Europe and the United States of America. The traditional sources markets such as the United States of America, Europe are slowly reverting to destinations within their continent and region hence the growth of short-haul destinations. Kenya must now re-strategize and develop a sustainable tourism model that absorbs external shocks and that guarantees a steady flow of tourists.
1.2 Problem Statement
Kenya’s tourism industry has been progressively facing a decline due to safety, security and health concerns that arose from terrorist attacks the country and the Ebola crisis in West Africa. The financial crisis in Europe and the USA has only further compounded its misfortunes. Traditional sources markets such as the United States of America, Europe tourist arrivals have declined due recurrent travel advisories every time there is a perceived threat. Kenya’s tourism has indeed suffered adversity in the past, some of which were internal unrest such as the Likoni clashes and the post-election violence of 2008.

![Kenya Tourists arrivals 1996-2015](image)

**Figure 1.1: Kenya Tourism Arrivals 1996-2015**
Source: Ministry of Tourism

Kenya has, however, struggled to rise from the ashes many times, but only to find itself in a deeper crisis mainly due to security and terrorism-related incidents. While domestic tourism has offered some relief after many years of domestic tourism promotion and millions of Kenya shillings in national tourism campaigns, this has been largely seasonal and contained during the months of April, August and December. For the sector to build a sustainable tourism model and to achieve consistent growth, Kenya’s over-reliance on foreign tourists and long-haul traditional source markets needs review, and alternative source markets explored.

Intra-regional tourism in Kenya has grown organically with little to no effort, investment, and promotion by the government and private sector. Statistics, however, indicate that this market has been growing progressively over the years due to discounted prices for
East African citizens and residents, increased air connectivity and eased immigration facilitation within the East African Community.

The Northern Corridor Integration Projects, a parallel instrument for regional integration that incorporates Kenya, Rwanda, and Uganda in 2013 implemented reforms that led to the use of national identity cards for citizens and interstate passes for expatriates as travel documents. Additionally, the partially liberalized air transport within the Partner States brought down costs between the three countries significantly.

1.3 Objective of the Study
The study assessed the sustainability of Kenyan tourism through increased focus on intra-regional tourism.

1.4 Research Objectives
This study aimed to interrogate:

1.4.1 Travel motivations and drivers for Kenyan’s tourism uptake from potential travel audiences in East Africa - emotional and rational
1.4.2 The intra-regional tourism market product preference
1.4.3 The booking patterns and purchase behavior (how do tourists book their holidays)

1.5 Significance of the Study
The study is relevant to the following audiences:

1.5.1 Travel and Tour Companies
Travel and Tour Companies could greatly benefit from information on the potential of intra-regional tourism on Kenya’s tourism sector and their businesses. The study provides a profile of potential clientele, preferences, seasonality and possible spend. These could also provide insights on how to tap into this market, what product mix they could sell, how they can reach and promote their products and convert this into a new source market.
1.5.2 Scholars
The future researchers could also benefit from the study as they can get the already compiled information concerning the potential and value of intra-regional tourism in sustaining Kenya’s tourism sector.

1.5.3 Policy Makers/ Governments and government agencies
The study could potentially assist policymakers to determine what national and regional laws, policies, and regulations are needed to tap and grow intra-regional tourism and determine levels of investment in its promotion. Additionally, this study could give insights into tax incentives and subsidies needed to increase tourism arrivals from the region. Finally, the study informs East Africa partner states of the economic, social benefits and potential of intra-regional tourism and the need to consider invest in this neglected source market.

1.5.4 The Public
The study helps the public appreciate the benefits accrued from intra-regional tourism, their role in conservation and regional integration.

1.6 Scope of the Study
This study focused on intra-regional tourism in the East African Community as a means to sustaining Kenya’s tourism. The research collated feedback from the population selected from a sample of respondents, travel agents and tour operators that helped in determining the sustainability of intra-regional tourism. The study focused on travel agents and tour operators operating in Rwanda, Tanzania and Uganda and who are members of the national travel and tourism associations. The study took a period of eight months starting from February 2016.

1.7 Definition of Terms

1.7.1 Intra-Regional Tourism
Intra-regional tourism is travel within a region as opposed to travel outside of it. In regional economic integration, treaties between countries in a geographic area commit to reducing, and ultimately removing, tariff and non-tariff barriers to facilitate the free flow
of goods, services, and factors of production between each other. In the case of tourism, and as a trade in services, regional integration can increase travel, tourism consumption, and exploit the enormous potential for tourism growth from an expanded product offering. The ASEAN and the Mediterranean regions are amongst some of the successful case studies for intra-regional tourism (Rogerson, 2013).

1.7.2 Travel agent
A travel agent is a retailer of travel related services on behalf of suppliers such as airlines, car hire, cruise lines, hotels, railways, travel insurance, and packaged outbound tours (Ghimire, 2011).

1.7.3 Tour Operator
A tour operator is a firm that specializes in organizing and consolidating tour and travel components to create a package holiday. These include accommodation, ground transport, domestic flights and tourism related activities. Tour operators purchase the individual elements of the tour and travel components in bulk and then resell them for a profit. (Timothy, 2009).

1.8 Chapter Summary
This chapter provides an overview of the research area and identifies the problem the seeks to interrogate. It also presents the background of the subject matter, core issue, trends and the potential beneficiaries of the results. It focuses on the possible attributes to sustaining tourism industry with regards to intra-regional tourism.

Chapter two reviews literature explores in depth all these concepts and theories introduced in chapter one referencing scholarly tourism journals and literature. Chapter three outlines a research methodology that was incorporated the variables highlighted in chapter one in a bid to address the research objectives. Chapter four explains the findings of the study while in chapter five; the study draws conclusions and offers recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction
Chapter two provides the literature review on the sustainability of Kenyan tourism through increased focus on intra-regional tourism. This chapter is divided into various sections starting with section 2.2 that focuses on the travel motivations and drivers for Kenyan’s tourism uptake from potential audiences in East Africa. Section 2.3 presents a discussion on the intra-regional market’s product preference. Section 2.4 discusses the booking patterns and purchase behavior. Finally, Section 2.5 is a summary of the chapter.

2.2 Travel Motivations and Drivers for Tourism Uptake
Travel motivations, according to George (2011) and March and Woodside (2012), are considered the most significant psychological influence on tourist behavior. Motivations are internal conditions of an individual’s needs and wants which compel them to behave or act in a particular way and to sustain the behavior of a person and energy levels of the human body (Decrop, 2011). Drivers of tourism, on the other hand, are the dependent variables in demand for tourism function (Akama and Kieti, 2010).

2.2.1 Needs-based Motivation
In tourist motivation literature, the notions of satisfying desires or needs and the equilibrium that comes as a result of meeting needs are essential in most theories of motivation. Shoemaker (2010) argues that there is an implicit proposition in all tourist motivation studies that the consumer will choose the type of holiday or destination or vacation that best satisfies his needs.

Yuan and McDonald (2011) reaffirm Crompton’s (1979) concept of equilibrium published when no divergence existed between the desired behavior and real behavior. Yuan and McDonald stated that equilibrium exists to the point that psychological, social, and physical needs are satisfied. Leisure travel is presumed to be goal-oriented focused on satisfying unmet needs. This notion of equilibrium is intrinsic in most theories of motivation (Yuan and McDonald, 2011).
According to Maslow (1943), the Maslow’s hierarchical needs theory even though developed in the area of clinical psychology has become influential as the best-acknowledged universal theory of motivation and has been applied to give insights on motivation in numerous social disciplines, and sectors such as marketing, business, and tourism. Murray’s categorization of human needs (1938) provides a broad range of psychological and physiological needs that encouraged research into obvious needs such as the affiliation, power and need for achievement (Dieke, 2013).

In tourism and other consumer motivation literature, needs-based motivation theories have often been criticized. While the principles have approved useful in attracting attention to a vast array of needs that motivate human behavior (Witt and Wright, 2009); forecasting the consequences of motivation on behavior requires more than an understanding of human needs. That is because, recognizing people’s needs do not automatically tell what they will do to accomplish such needs, or indeed if they will do anything at all (Ohmae, 2009).

Specific reviews of Maslow’s hierarchy of needs theory include its recognized strength in being sufficiently generic to cover up nearly all lists of human needs, meaning that the notions are too broad (Schiffman and Kanuk, 2011). However, whether needs obey the rules of Maslow’s proposed prepotency hierarchy has been the subject of questioning (Mowen and Minor, 2012), even Maslow challenged the hierarchy leading to the development of his theory.

Another hierarchy-related criticism, according to Schiffman and Kanuk (2011) is that testing and measuring how one’s need is satisfied before the next higher need becomes operatively is impossible. Further, Maslow’s theory does not take into account heroic and unselfish behavior as other theories do (Schiffman and Kanuk, 2011), nor does it incorporate other imperative needs such as play, abasement, dominance, and aggression included in Murray’s classification (Witt and Wright, 2009).

Regardless of all the criticisms, Maslow’s hierarchy is considered a functional tool for understanding consumer motivations, advertising appeal, developing a marketing strategy, and as the foundation for product positioning and market segmentation.(Schiffman and Kanuk, 2011). Maslow’s hierarchy of needs theory is
described as the ‘emotional trigger’ that facilitates marketers to communicate with their intended audiences on an individual, relevant point that goes past product benefits (Schrocer, 2008).

Witt and Wright (2009) wraps up that the study of needs can at best only offer a partial clarification of motivated behavior. In particular, the way in which a person’s needs are interpreted as motivated behavior is indispensable when researching tourist motivation, and other such aspects must be taken into deliberation in predicting behavior (Sharpley, 2011).

2.2.2 Values-based Motivation
Value-based motivation is a valid and reliable measure of personal values. One of the most used of this measures is the Rokeach Value Survey (RVS) (1968). It constitutes eighteen instrumental values (classic modes of behavior) and eighteen terminal values (typical end-states of existence) (Madrigal and Kahle, 2011). Regardless of the extensive use of the RVS mainly in North American; two measures come out as a reaction to RVS. These include the Values and Lifestyles (VALS) (Mitchell, 1983) and the List of Values (LOV) (Kahle and Kennedy, 1989).

The LOV scale is a shortened description of Rokeach’s personal value scale and Feather’s (1975) work on values and Maslow’s (1954) study of motivation and personality (Kahle and Kennedy, 1989). Mixed support, in a comparative study of VALS and LOV, is designated for both measures (Novak and MacEvoy, 1990).

The more current literature points out that the LOV is more applied currently than VALS owing to the dominance of its validity and reliability (Daghfous, Petrof, and Pons, 2009) and its prudence (Madrigal and Kahle, 2011). An acknowledged characteristic of the VALS typology is its basis in social value rather than personal value, which is valuable in creating and executing advertising messages serving the intrinsic motivations of the target market (Ekinci and Chen, 2012).

There has been substantial research on the impact of personal values on tourist motivation and spending behavior as well as travel behavior (Pizam and Calantone, 2007). Others
studies include travel choices (Pitts and Woodside, 2009); vacation activity preferences (Madrigal and Kahle, 2011) and vacation intentions (Thrane, 2012).

Personal values are broadly used in consumer behavior research for market segmentation reasons (Ekinci and Chen, 2012), as they are determinants of behavior and attitudes. They further provide a sound and internal-oriented understanding of consumers (Kamakura and Novak, 2010). As a result, personal values use for tourist market segmentation reasons is common. Pitts and Woodside (2009) used personal values based on RVS to recognize travel/leisure “benefits segments.” Skidmore and Pyszka (2008) used VALS to segment the United States International leisure travel market while Madrigal and Kahle (2011) used LOV value-system segmentation to predict vacation activity preferences.

Ekinci and Chen (2012) also used LOV to predict segments in British holidaymakers to Turkey. Value systems such as RVS, LOV, and VALS are therefore preferred to single values for predicting behavior and identifying market segments (Madrigal and Kahle, 2011).

2.2.3 Benefits Sought or Realized

From the onset in 1961, benefits sought research was utilized by some of America’s major organizations as a better-quality approach to market segmentation with the strength being that it was based on more fundamental than descriptive elements and hence a better predictor of potential consumer behavior. Initially, based on experimental research focusing on attitudes toward brands in a product category, in 1972; it proved itself as consumer value and perception based (Haley, 2002).

Although the practice of benefits segmentation has been numerous, in other markets and studies predominantly from the 1980s onwards, its utmost attention and practicality have been in the fields of tourism, travel, recreation, and leisure. One reason for this attention is its focus on travelers’ motivations portrayed as an important variable in the decision-making process (Ghimire, 2011). There are commonly held principles and acknowledgment of some association between tourists’ motivations and benefits sought (Frochot and Morrison, 2009), but the definite link is untested and not proven.
Frochot and Morrison (2009) asserts that Lundberg’s (1971) tourist motivation research is an example based on benefits albeit they are not openly called ‘benefits’ in the study. Benefits segmentation has been well-known for predicting and explaining behavior than other measures which merely describe it, such as personality and lifestyles, demographic, volumetric, or geographical measures (Kamakura and Novak, 2010). In a review of its application to tourism research in 2000, three acknowledged uses emerged.

These include attribute-based (using a destination’s or tourism services’ attributes or features as the benefits), psychologically-based (evaluating customers on the importance they attach to a combination of meaningful, sensory and emotional benefits anticipated from the service or product) (Chang, 2009) and or a combination of both.

Another typology identified two different operationalizations of benefits arising in tourism literature (Witt and Wright, 2009). Before the 80s, benefits were more or less completely defined regarding visitors’ ratings of popular activities and amenities (Kamakura and Novak, 2010). However, since the 80s, some researchers conceptualize specific attributes as being only conduits that have the potential to facilitate preferred experimental and psychological beneficial outcomes (Wunderlich, 2011). By 1991, five recognized groups of primary benefits were identified: psychological, psychophysiological, economic, sociological, and environmental (Driver, Brown, and Peterson, 2012).

Pitts and Woodside (2009) research emphasizes a strong relationship between travel motivation, benefits realized, and consumer needs. They noted that earlier research concerning travel motivation has regularly assumed that tourists are willing and able to articulate their travel needs. They argue that influences about travel motivation understood from tourists’ real experiences may give fresh insights, on their consequences indicating positive and negative experiences are not the opposite of one another but rather emphasized differences in need structures.

### 2.2.4 Technological Trends
Technological developments create opportunities as well as threats to tourism and travel. Tourism is more dependent on information and transport technology which require innovation and scientific discoveries to refurbish and develop services and products
(Henderson, 2011). The success of tourism businesses will, therefore, continue to hinge on their efforts to add value to services and outputs using technology for competitive advantage.

Successful tourism managers must be able to envision, recognize and measure the effects of oncoming technology on supply, demand, and distribution. The evolution and revolution of technology will persist to influence the suppliers of the visitors, diverse tourism industry sectors and the industry business environment altogether (Witt and Wright, 2009).

Leon and Leslie (2012) focus on two rudiments of the revolution in science and technology: information and communication technology and enhancements in transport technology. The ‘technological revolution’ will allow the most innovative and adaptive tourism organizations and enterprises to re-define both their structure and relationships with associate organizations. The new technologies with advanced database management systems will offer enterprises tools to act in response to personal considerations and to inspire tourism purchases (Michael et al. 2009).

ICT can give operators a superior understanding of consumer needs due to research interaction and data mining, thus permitting differentiation and customization of personal choices. New technology will continue to increase tourism organizations’ ability to attain the dual goals of reducing costs in operations and increasing their capability to add value for their customers.

2.2.5 Money Rich / Time Poor

Further growth of time poor/money rich people in developed countries will develop demand for short time holidays. Great flexibility in working hours can offer benefits to workers regarding greater will to choose what time to go on vacation; this is vital for tourism opportunities. Time-pressured business people on the other will more and more add leisure time in their business travel (Thrane, 2012). According to Chris (2009), operators must consider how tourism products and marketing systems interrelate with the time value needs of their customers. Tourism operators should, therefore, create tour packages and transportation links that save customers time.
Due to the growth of time poor/money rich people, the emphasis on travelers, according to Leon and Leslie (2012) should be on multiple holiday taking, including domestic short breaks, rather than long vacations, resulting in a much higher frequency of travel each year by the very active participants. Operators should enhance the availability of short break packages targeted for regional markets and provide suitable packages that connect overnight city stays with excursions to unique interest attractions.

The demand for ‘weekend getaways’ in the developed countries has grown rapidly while many; shorter vacations now stretch throughout the year replacing the traditional two-week holidays as a result of time constraints and job insecurities (Wunderlich, 2011). This trend is likely to remain in the years to come.

### 2.2.6 Individualism

Tourists always attempt to tailor holidays to meet their particular needs. An ever more traveled tourist is looking for an extraordinary and authentic experience rather than the shared, off-the-shelf holiday package (Sinclair, 2011). Tourists are also increasingly interested in understanding, participating, learning, and being more closely amassed in the everyday life of the destinations they visit. Tour operators need to structure their itineraries around creative programs and increase schedule flexibility to accommodate for this trend that incorporates individualism (Henderson, 2011).

The tourism industry should take cognisance to changing demands or risk losing their competitive advantage as products are now consumer-driven. The developing tourist is less loyal, more demanding, experienced and savvy. Therefore demand rather than supply will determine products and dictate what proactive responses will be are necessary (Mowen and Minor, 2012). Product development should respond to an environment of greater individual choice as consumers demand more choice, interactivity, and personalized products from which to choose. (Ohmae, 2009).

Information technology will continue to give power to customers to find information, book and bundle packages using online comparison shopping and buying tools. Driving this trend are large firms who have taken advantage of the internet and reward online bookings through cheaper rates (Timothy, 2009). Tourists will continue to display the
need to be considered as individuals and desire to connect with their physical and social environment.

Further, Travelers will no longer be satisfied with impersonal, non-interactive ‘mass tourism,’ but will demand more as their knowledge increases (Christie and Crompton, 2010). Moreover, a larger number of tourists see themselves as ‘individuals’ albeit they are engaging in ‘mass practices’ such as extensive tours. They will look for products that acknowledge this individuality (Sharpley and Telfer, 2009).

2.3 Intra-Regional Tourism’s Market Product Preference
The tourism product, according to Mowen and Minor (2012) is the principal asset that the country presents to tourists, combined with every feature of the tourism experience, from the time a visitor makes a decision to travel until their return home.

According to Gooddall (1991), a tourism product may be tangible or intangible. These include tourism resources (nature, cultural and historical assets) and attractions, basic facilities and infrastructure (airports, roads, rail). Others include tourism infrastructure and services (accommodation, Catering and transport), leisure activities (things to do and see) and symbolic values (lifestyle, self-esteem, and status) that offer benefits that may draw certain types of consumers.

Goddall (1991) is supported by (Anadi, 2009) who states that the tourism product, is bigger than the destination’s tourism assets. It includes hotels and other accommodation facilities; transport to and from the country and final destination; restaurants and other types of catering and tour services that connect the diverse aspects of an expedition, including national parks and city tours. The most frequent types of assets are nature based such as sun, sea, and sand for resort tourism; reefs for diving and snorkeling; mountains, rivers, forests, lakes, and valleys for nature, scenic and adventure travel. Others include wildlife for safari tourism; cultural assets in the form of the built environment (old cities, monuments), a living heritage articulated in unique local customs and dance, art, song and handicrafts, and museums that echo the local cultural heritage or a wider global culture (Rogerson, 2013).
The attractiveness and competitiveness of the tourism product depend on the accessibility, and quality of assets and the way in which natural, and cultural assets are managed and conserved. In all but remote areas, tourists should have access to telecommunication, banking, and medical services while another crucial element of the tourism product is the physical safety of the tourist and access to proper health services (Kamakura and Novak, 2010).

A tourist’s experience at a destination goes beyond the collection and coordination of tourism service providers. The visitors interact with other stakeholders, and their memory of their experience is to a greater or lesser degree determined by their behavior and attitudes. They interact with representatives from the embassy or national travel office before their departure, immigration or customs officials at the point of entry, or by seeking directions from the police (Pitts and Woodside, 2009). Tourists may over and over again mingle with the local community.

In Africa and elsewhere, local communities do from time to time perceive tourism as exploitation of local assets and customs, so that facets of the local community in their turn seek to exploit tourists (Michael et al., 2009). Some countries, particularly in the Caribbean, have raised awareness of the value of tourism to the economy to counter negative attitudes, this ensures that all concerned understand that tourism can bring substantial benefits to a country, chiefly through employment, and other opportunities on which the local population depends on (Rogerson, 2013).

Further, no one supplier within a destination controls all the elements of the tourism product. A tourist may, therefore, have a range of good and terrible experiences at the same destination. Tourists who make their travel arrangements and plan special holidays may be more vulnerable to experiencing different standards of service, security, comfort and sanitary conditions.

It is thus common to find all-inclusive hotels attempting to control the tourist’s total experience by confining them within the hotel’s premises and thus by controlling every facet of the tourism package (Leon and Leslie, 2012). Similarly, a responsible external tour operator tries to ensure some quality control by inspecting the food and
accommodation services it sells and by engaging a local travel agent in creating a reliable package of private transport, sightseeing and entertainment (Driver et al., 2012).

Additionally, the flow of tourists to a particular destination or country is to a large extent determined by the global tourism industry, represented by travel agents, tour operators and transport services in the tourist’s origin. The contemporary international travel and tourism industry are highly professional, though margins for tour operators on packaged leisure holidays are small, the market is highly competitive (Shoemaker, 2010). Margins are higher on business travel and tailored package tours catering to high net worth individuals, a lot who go to Africa.

Package tour operators survive by increasing profit margins on a trip with interest earned from travelers on deposits and sales of life and other types of insurance. They also survive through a high degree of vertical and horizontal integration. It should be noted that EU legislation and small margins force the industry to evade risk so they direct tourists to problem free quality destinations (Sinclair, 2011).

The development of highly competitive products due to sound management of natural and built tourist assets is probably the greatest attraction that helps promote one country over another in the global marketplace. States must, therefore continuously work towards convincing the external industry managers through effective and continuous promotion and marketing campaigns of this fact. However, this is only successful if there is high-quality; competitive products to sell that compete in value rather than just price (Bonita, 2011).

2.3.1 Fierce Competition in Tourism
Consumers in the contemporary world face a never-ending array of choices; this includes mass-marketed, no-frill retreats to tailored excursions. At one end of the scale in Africa, one discovers beach hotels in Mombasa featuring overnight stays for an incredible $55 to $70 full board due to an oversupply of hotels that has put pressure on prices. However, regardless of these low rates, on the Kenyan Coast, ethnic clashes, and other security threats have forced European tour operators to pull out from the market (Akama and Kieti, 2010).
On the other scale, beach properties in Mauritius similar to those in Mombasa may charge as high as $1,500 a night in season. These two polar experiences demonstrate that tourism can decline quickly if key elements of the overall tourism product, experience and in this case, physical security, are lacking (Christie and Crompton, 2010).

The Internet has further enhanced competition between tourist destinations with the vast and growing numbers of users being prospective visitors. The industry will continue to evolve, and electronic commerce will threaten traditional outlets and distribution modules. Skidmore and Pyszka (2008) argues that travel and tourism are second only to computer-related sales in e-commerce. The global online travel and tour firms offer greater information about the prices and availability of various means of transport to particular destinations and prices of packages that come together with travel and accommodation (Chang, 2009). These firms will continue to have a competitive edge.

According to Skidmore and Pyszka (2008), destinations that convince prospective tourists online that their product provides the best quality within a particular price range have a significant competitive edge over destinations that are not yet online. Equally, the prices of packages presented by rival tour operators are becoming more competitive as consumers’ knowledge advances through the Internet. Noted is that the availability of virtual destinations online is a growing feature in the development of independent travel, predominantly in Europe and the USA. Tourism stakeholders must be alive to this reality.

2.3.2 Improving Productivity

Competitiveness, according to Kottler et al. (2010), implies improving productivity, which is harder in the service sectors where productivity changes are difficult to measure. Nonetheless, competitiveness is vital to the success of a tourist destination, given its global nature. A tourist destination’s competitiveness can make available products and services in a manner that creates value for the visitor.

However, the drive for competitiveness should take a long-term view of “value” in which governments; central and local, ensure that assets utilization is socially and environmentally sustainable and that finances for the assets’ protection and maintenance are available. Accordingly, governments, rather than the private sector, are paid fees to access natural and built assets (Nanthakumar et al., 2012).
2.3.3 The Price of the Overall Tourism Package

Competition in the tourism industry is not only determined not just by price and volume, but also by technology, innovation, and entrepreneurial management. Nevertheless, the price is, certainly, a most important element in the tourist’s decision to choose one destination over another. It is particularly the case with mass tourism where the demand for sun, a beach and sea holiday frequently supersedes differentiation between resorts. A packaged holiday by an international tour operator includes transport plus lodging and tourist services (Henderson, 2011).

The total package cost plays a crucial role in the assortment of a destination for all but high-income tourists. If a country can raise the frequency and number of airlines in a competitive market, prices can fall significantly. However, given limited demand, the cost of airfare to a long haul destination like Sub-Saharan Africa can be a high proportion of the overall cost. With the burden of the airfare in the package, hotels can merely marginally influence the package price on a short trip, although that power happens to be greater as the length of stay increases (Kamakura and Novak, 2010).

Increasing the demand for inbound and outbound air traffic and the frequency and number of airlines in a competitive market can thus have an impact on the price competitiveness of a destination.

2.3.4 Pricing Tourism Resources

Maintenance of the quality of natural or human-made tourist assets is essential to the success of tourism; hence, must be priced proficiently to produce the financing for their protection and maintenance. Where the attraction is a commercial operation, like a gold mine tour in South Africa, the safety, quality of the attraction and the response of the market determines its success or failure.

For publicly owned assets, such as national parks and monuments an entrance fee ensures that they do not deteriorate and thus, undermine the overall tourism product (Dieke, 2013). France has a longstanding policy of charging for access to its museums though there are generous donations from interest groups that contribute preservation of these assets.
The same applies to countries like the United States that are facing maintenance and environmental challenges in their national parks. Noted, however, is that a good number of African wildlife services are known to be operating with declining budgets (Christie and Crompton, 2010), potentially posing a threat to the conservation of the principle assets of tourism such as natural resources in Africa.

Mechanisms used to raise funds for preservation and maintenance of tourism assets include taxes paid only by tourists, for example, accommodation and departure taxes; immediate recovery through entry and user fees, often distinguished as between local and foreign visitors; secondary recovery through general tax revenues; and subsidies from philanthropic organizations. It appears inevitable and reasonable that tourists contribute to the conservation of the asset, even if it means an increase in prices, which can have an effect on the cost of a tourist trip (Hussain, 2009).

Where the survival of an important cultural and natural asset is at risk, “willingness to pay surveys,” in such disparate countries as Belize and Morocco, show that tourists are willing to pay entry fees or taxes. The money provided is allocated purposely for the preservation of the asset rather than for general budgetary revenues. If entry or consumer fees are the instrument of choice, they appear as a cost of a tour package or as an out-of-pocket expense for those tourists who choose to visit the particular attraction. Whether such costs are direct or indirect is a matter of choice for tour operators, but maintenance and alleviation of effects on the assets that create the tourist experience are the results (Ohmae, 2009).

2.4 Booking Patterns and Purchase Behavior
Cultural, social, personal, and psychological factors profoundly influence consumer buying (Leon and Leslie, 2012).

2.4.1 Cultural Factors
One of the deepest and most prevalent influences on consumer behavior is cultural factors. Culture emerges as the primary foundation for an individual’s wants and behavior, consisting of the basic values, perception, wants, and behaviors that a person constantly comprehends in the society surrounding him (Chris, 2009).
There are several ways in which culture expresses itself; this includes tangible objects like food and clothing. Culture is, therefore, a very fundamental part of the hospitality and travel industry; as it determines what we eat, where we travel, means of transport and where we stay. Culture is dynamic and adapts to its environment, for instance, health consciousness has resulted in many hotels adding health clubs or procure contracts with local clubs to increase access and confidence of the traveler who is health consciousness (Leon and Leslie, 2012).

Under culture, there are smaller groups of people, or subcultures, that share the same value system based on ordinary life situations and experiences. These groups include religions, nationalities, racial groups, and geographic regions. Examples of subcultures can be the Hispanic or the African American consumers in the US (Bonita, 2011).

Attempting to understand the consumer behavior within the boundaries of a country or subgroup is hard, but for organizations that operate at a global level, must understand and serving the needs of customers which might be very intimidating. Individuals from various countries might have some things in common, but what might vary are their attitudes, values, and behaviors (Kottler and Bowen, 2010).

2.4.2 Social Factors

Besides the cultural factors, consumer behavior is also altered by social factors, which include; family, social roles, consumers groups, and status (Kotler et. al. 2010). Many groups demonstrate individual’s behavior and attitudes. When a person belongs to a group where he has a direct influence, it is called a membership group including primary groups such as friends, coworkers, and family.

They include more official and secondary groups such as professional associations, religious groups, and trade unions among others. Other groups which a person can be part of and be influenced by are reference groups (face-to-face) and influential groups (well-liked groups a person would like to be part of) (George, 2011). The position each has in each cluster defines their status and the role and does influence his buying behavior (Bonita, 2011).
However, family members profoundly influence one's buying behavior, and in American societies, the family continues to be a leading consumer buying factor. As time moves on and lifestyles change, the buying roles change as well, with the modification of the traditional homemaker roles where women continue to stamp authority while children continue to have a powerful influence in contemporary society (Chris, 2009).

### 2.4.3 Personal Factors

Kottler and Bowen, (2010) affirm that a consumer's decision is as a result of individual factors such as occupation, economic situation, life-cycle stage, age, lifestyle, personality, and self-concept. Gradually, however, the goods and services people consume change as tastes, and perceptions of a product or a service change with age, for instance, clothing and food. Further, an individual develops within their family life cycle, for example; a single young person has less financial burdens than another with family. Additionally, satisfaction in a particular area can be different with time as needs come and go and new ones emerge (Michael, Gary, and Soren, 2009).

An individual’s profession can also have an influence on the goods and services consumed. For example, a carpenter often buys clothes capable of enduring wear and tear, while a banker’s purchases comprise more of shirts and bright pants (George, 2011). The economic state of affairs of an individual, therefore, has a significant influence on what a consumer can and cannot buy. In tourism, while a customer may want and consider a vacation abroad, it may not be possible due to financial constraints. Marketers of income depending goods are thus required to watch the trends in people’s income, interest rates and savings (Leon and Leslie, 2012).

Even though people may have the same cultural and social background, they may have very different lifestyles. An individual's lifestyle is illustrated as the pattern of living which he shows through interests, activities, and opinions. Lifestyle is, therefore, something beyond personality and social class. By mapping, various lifestyles marketers can try to classify prospective consumers in different groups (Bonita, 2011), by what drives their needs.

The mapping may identify a traditionalist who wants to conserve everything as it is or a materialist who just wants more. Rationalists, epicureans, trendsetters, and home-lovers
are also other groups of people that influenced consumer lifestyles (March and Woodside, 2012).

Finally, personality and self-image are, evidently, a broad topic that can be hard to describe. Kottler and Bowen (2010) writes that character is described through special psychological characteristics that lead to responses which are relatively constant and persistent to the environment.

### 2.4.4 Psychological Factors

A consumer’s purchase is influenced by four major psychological factors: Motivation, perception, learning ability, as well as beliefs and attitudes.

#### 2.4.4.1 Motivation

A person has various needs at any given time; some of them are biological, occurring from discomfort, hunger, and thirst while others are psychological arising from states of anxiety such as the need to be esteemed, recognized, or belong. Motivation is a need aroused to an adequate level of concentration and is something that each person has to some degree.

Abraham Maslow, the proposer of the Maslow’s hierarchy of needs, expressed how needs are divided according to a particular order of priority which he called hierarchy. At the bottom are the physiological needs of providing food when hungry. Maslow sought to clarify why some individuals were trying to satisfy individual needs in certain conditions and concluded that to continue to the next step in the hierarchy of needs; a person is required only to satisfy the fundamental need. Therefore, significant needs, once satisfied will no longer be a motivating factor and the individual will try to satisfy the next level of needs (Bonita, 2011).

These requirements are usually prioritized. For instance, a student with student financial aid and no other income is less likely to book a trip to Thailand on spring break; the individual would rather spend money on smaller entertainment purchases (Novak and MacEvoy, 1990).
2.4.4.2 Perception
A driven person is ready to act. However, their actions are determined by their view of a circumstance. Two people, who have the same motivation and needs, set in the same condition, may act completely differently due to how they perceive or see the setting.

As an example, a sales person considered as talkative and pressuring by some may be thought of as well-read and compelling by others, and the consequence is that one consumer purchases the product while the other may walk away without purchasing anything. The explanation as to why we perceive things in a different way is that we are all human beings who take in, interpret and categorize information personally to create a meaningful picture of the world (Mowen and Minor, 2012).

2.4.4.3 Learning
A person learns by acting, and learning shows changes an individual's behavior arising from experience. According to learning theorists, nearly all humans learn behavior, and it happens through the exchange of drives, cues, responses, stimuli, and reinforcement. Based on this theory the outcomes of our actions will shape how they act in future situations.

One might say that the customer generalizes his response to a stimulus. The opposite of generalization is discrimination, in the latter case; the client may learn to recognize the differences between two different products and can adapt his response in line with this (Sinclair, 2011).

2.4.4.4 Beliefs and Attitudes
According to March and Woodside (2012), belief is a clear thought process that a person has about something. A consumer may have said that Hilton hotels have the best facilities and offer the most professional service in hotels of its price range, however, all these are opinions and not automatically facts.

Moreover, these beliefs may be based on perceptions, faith, or actual knowledge and may or may not contain an emotional charge. It is a fascinating fact for marketers because the beliefs about particular products and services carry much weight in purchasing behavior. According to Kottler and Bowen (2010), people act on beliefs, therefore strengthening
beliefs a product and its brand image are critical to purchase. If a consumer has beliefs that prohibit him from buying a particular product, marketers may promote it to (or “intending to”) change the opinion.

There are many factors and individual characteristics that have an effect on consumer behavior, and the choice of the matter is an outcome of a complicated intercommunion of personal, cultural, psychological and social factors. Marketers can easily access some of these factors to identify others that are highly unlikely to influence or change consumer behavior (Chang, 2011).

2.5 Chapter Summary
The study has in this chapter has interrogated literature on the purchase behavior and by extension travel motivations and drivers for tourism. These motivators include needs, value, benefits sought, technological trends, availability of financial resources and time. The chapter provides a deeper understanding of factors that trigger travel, particularly for leisure.

It further looks at how quality, competitiveness, productivity, and prices affect product preference and activities in a tourist destination. The chapter finally examines booking patterns and purchase behavior and the determinants such as perceptions, learning, beliefs and attitudes and other factors.

Chapter three explores the research methodology employed in the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter provides the research design and method adopted to realize the objectives of the survey and address knowledge gaps. The study sought to assess the sustainability of Kenya’s tourism through increased focus on intra-regional tourism. The first sub-section describes the research design followed by the target population as well as the sampling design adopted to identify the sample elements from the target population. After that described are data types and data collection methods, data analysis and research procedures as applied and described in a sequential manner.

3.2 Research Design
According to Cooper and Schindler (2014), Research design is the organization and structure of investigation conceived to obtain answers to research questions. It expresses both the structure of the research problem, and the program of inquiry used to get empirical evidence. According to Babbie and Mouton (2010), research design is a plan or structured framework of how one intends to solve the research problem and expand knowledge and understanding. Through a clear and well-developed research plan, readers can develop confidence in the methods used as the researcher maximizes validity and minimizes error.

The applied research design in this study is descriptive. Descriptive studies define the characteristics associated with the subject population (Cooper and Schindler, 2008). The design, in this case, aims to answer who, what, where, when or how much about a situation under study. This model helped provide a clear description of the various travel motivations and drivers for Kenya’s tourism uptake from potential travel audiences in East Africa. The model further aided an understanding the intra-regional market’s product preference, determined booking patterns, and purchase behavior.

This model also tested the relationship between variables in the population and was good in the collecting in-depth information on the variables and thereby enabling the study to provide recommendations that are accurate and relevant.
3.3 Population and Sampling Design

3.3.1 Population
According to Cooper and Schindler (2014), a population is the total collection of elements upon which inferences are made. The larger set of observation is the population while the smaller set of this significant population is called the sample. The population targeted for the study were travel and tour companies operating in Rwanda, Tanzania, and Uganda. The study only targeted travel and tour companies who are members of the national travel and tourism associations to give insights of their citizens, residents, and expatriates travel motivations, drivers, product preference, booking patterns, and purchase behavior.

Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rwanda</td>
<td>44</td>
</tr>
<tr>
<td>Tanzania</td>
<td>315</td>
</tr>
<tr>
<td>Uganda</td>
<td>288</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>647</strong></td>
</tr>
</tbody>
</table>

Source: (Rwanda, Tanzania, and Rwanda Travel and Tour operator Associations Membership lists)

3.3.2 Sampling Design
Sampling is the selection of part of a whole to represent the entire population. The primary objective of sampling is to estimate the population values from the information contained in the elements of the sample. As per Saunders, Lewis, and Thornhill (2012), the basic idea of sampling is that by selecting some of the items in a population the researcher may be able to draw a conclusion about the entire population.

3.3.2.1 Sampling Frame
According to Salikind (2012), a sampling frame is a list of all people or households within a population targeted and from which generalized sample data is obtained. For this study, the sampling frame was defined along the three areas identified. This set was acquired directly from the respective area in their stations of operation.
3.3.2.2 Sampling Technique

This is the mode of selecting a sample. The population size chosen was management and technical staff in the identified categories. However, not the entire population was contacted, but rather, a sample was selected to represent the entire population. As per Saunders, Lewis, and Thornhill (2012), the usage of a sample makes it feasible for higher overall precision in a study. Bryman and Bell (2011), describe a sample is any subset of the components of the population obtained for the purpose of the investigation, and the selection process is known as sampling. This study applied a proportionate stratified sampling technique to choose the sample.

A stratified random sampling method allowed for representation of various subgroups in the population (Mugenda and Mugenda, 2003). Further, it increased the sample’s statistical efficiency and provided data analysis for different subgroups. Using this sampling research method and procedures was more efficient than random sampling (Uma and Bougie, 2010). This type of sampling guaranteed adequate representation of the population from the three strata representing the whole population. A proportionate sample percent of 30 was adopted.

3.3.2.3 Sample Size

Sample size refers to the selected elements to be studied (Saunders et al., 2003). The sample size depends on the variation in the population and the variables under study. The derived sample was from all the selected travel and tour operators. Uma and Bougie (2010) highlighted that the sample must be chosen cautiously to be a real reflection of the studied population. Further, according to Mugenda and Mugenda (2003), a sample size of between ten and thirty percent is a good depiction of the target population and hence the 30% is adequate for analysis.

The study used the 30% proportionate sample and hence selected one hundred and ninety-seven (197) respondents as presented in the table below.
Table 3.2: Sample Size Distribution

<table>
<thead>
<tr>
<th>Country</th>
<th>Travel Agents</th>
<th>Tour Operators</th>
<th>Sample Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rwanda</td>
<td>13</td>
<td>83</td>
<td>96</td>
<td>48.7%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>13</td>
<td>83</td>
<td>96</td>
<td>48.7%</td>
</tr>
<tr>
<td>Uganda</td>
<td>39</td>
<td>49</td>
<td>88</td>
<td>44.5%</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>132</td>
<td>197</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

The researcher made use of online survey tools for data collection. This method is preferred because was cost effective, convenient for most of the respondents and it promoted objectivity. The designed online questionnaire run in tandem with the research questions developed in the first chapter. The self-administered survey used both closed and open-ended questions divided into four primary sections: - the first section included respondent’s general information; the second, third, and fourth sections had questions covering content arising from the three research question of the study in the order presented in the review.

The online self-administered questionnaires resulted in moderately high response rates compared to other modes (Saunders et al. 2012) as it allowed respondents to fill them at their convenience and ensure confidentiality and anonymity.

3.5 Research Procedures

According to Cooper and Schindler (2012), research procedures involve a clear and concise description of all the steps undertaken in the study for the purpose of explicability. In designing and testing the questionnaire, the research supervisor reviewed and advised on appropriate edits before giving the approval to commence the survey. As this was going on, the researcher followed up with the research office for an official introduction letter to send to the management of different travel agents and tour as identified in the sample size section.

A pilot test on 12 staff, two from each of the categories was carried out to determine the reliability of the questions before the actual administration. Once this is validated, the
final questionnaire was posted online, and respondents notified via email with a cover letter attached.

### 3.6 Data Analysis Method

Data analysis is a research method that provides an objective, systematic and qualitative description of observations of research. The quantitative technique for data analysis was used to enhance the quality of this study, (Cooper and Schneider, 2008). According to Denscombe (2006), descriptive statistics entails a process of converting a mass of raw data into charts, tables, with frequency distribution and percentages, which is critical to making sense of the data.

Descriptive statistics were key among the quantitative tools employed, which included measures of central tendencies, such as means, standard deviation, median, mode, cross-tabulations, percentages, and frequencies. These tools of analysis were used for example to determine divergent views and to describe the degree of relationships between variables hence quantitative in nature and inferred. The data obtained was coded into numeric and using Statistical Package for Social Sciences (SPSS) software; findings analyzed in the form of a coefficient of variations and cross-tabulations. Tables, graphs, and figures presented a snapshot of the results of the study at a glance.

### 3.7 Chapter Summary

This chapter outlines the comprehensive methodology utilized in this study, the research design, sample identification, data collection, analysis and representation. It is a critical chapter for the researcher as it identifies the means for achieving the purpose of the intended study and is vital for the researcher.

This chapter started with an introduction to research methodology and analysis of the research design. The population and sampling design were then described including the sampling frame, sampling technique, and sample size. The research procedure then followed the data collection method and the chapter concluded with an illustration of data analysis methods. The next chapter will present research findings on the research questions.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the analyzed results and conclusions of the study based on the research questions and data collected from the respondents. The first part of the chapter covers the general information from the survey, while the second part discloses the outcomes derived from the study on travel motivations and drivers for Kenyan’s tourism uptake from potential travel audiences in East Africa. The third part examines the intra-regional tourism’s market product preference while the final, reveals booking patterns and purchase behavior of consumers in the travel and tourism sector. Also provided is a summary of the chapters thereafter.

4.2 General Information

4.2.1 Response Rate

A response rate is the total number of respondents or individuals that participated in a study represented as a percentage. This study had a sample size of 197 respondents who work for travel and tour companies in Rwanda, Tanzania, and Uganda and that are members of the national travel and tourism associations.

Figure 4.1 below represents the response rate of the survey and indicates that 96% or 189 of the respondents took part in the survey while 4% or 8 did not. The response rate was, therefore, sufficient for analysis and to draw solid conclusions. As direct online responses were slow after six weeks, the researcher employed the services of research assistants who carried out a door to door surveys, filling in the questionnaire and transferring the same online.
4.2.2 Type of Business

The survey further sought to break down the respondents by the kind of business engaged. Table 4.1 provides the breakdown of the types of businesses respondents carry out in the travel and tourism industry. The table indicates that 43.2% of the interviewees were tour operators, 31.2% were both Travel Agents and Tour Operators while 31.2% travel agents. 1.1% of the respondents did not specify which type of business they undertake for unspecified reasons.

The study implies that majority of the business population in travel and tourism industry, that is 43.2% provide tour operator services while a significant number, 31.1% carry our both travel agent and tour operator services. Only 24.2% of the respondents reported conducting purely travel agent services. A large number of tour operators may be indicative of fewer to none entry barriers in the trade.

Table 4.1: Type of Business

<table>
<thead>
<tr>
<th>What type of business do you deal with in tourism sector?</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour Operator</td>
<td>82</td>
<td>43.4%</td>
</tr>
<tr>
<td>Both</td>
<td>59</td>
<td>31.2%</td>
</tr>
<tr>
<td>Travel Agency</td>
<td>46</td>
<td>24.3%</td>
</tr>
<tr>
<td>Total</td>
<td>187</td>
<td>98.9%</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>2</td>
<td>1.1%</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Type of business in travel and tourism sector
4.2.3 Business Experience

The survey also sought to assess the average tenure of business in the travel and tourism industry in East Africa. Table 4.2 was used to evaluate the number of years a travel and tourism business has been in operation.

The table shows that 34.4% of respondents have been in business for less than five years, while 28% for six to ten years, 12.7% for 11 to 15 years and 4.8% for 16 to 20 years. From the study, only 4.2% of the respondents have been in business for 21 to 25 years, 1.6% for 26 to 30 years, and 0.5% of for over three decades. The study also shows that 12.2% of respondents did not specify how long they have been in business for unknown reasons.

From the study, therefore, 62.4% of the businesses have been in operational for less than ten years implying that the travel and tourism sector in East Africa is growing. The results also suggest that the length of business diminishes with time possibly due to failure, relocation, mergers or acquisitions.

Table 4.2: Business Experience

<table>
<thead>
<tr>
<th>How many years have you been in operations</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 to 5 Years</td>
<td>65</td>
<td>34.4%</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>53</td>
<td>28.0%</td>
</tr>
<tr>
<td>11 to 15 Years</td>
<td>24</td>
<td>12.7%</td>
</tr>
<tr>
<td>16 to 20 Years</td>
<td>9</td>
<td>4.8%</td>
</tr>
<tr>
<td>21 to 25 Years</td>
<td>8</td>
<td>4.2%</td>
</tr>
<tr>
<td>26 to 30 Years</td>
<td>3</td>
<td>1.6%</td>
</tr>
<tr>
<td>31 to 35 Years</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>36 to 40 Years</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>41 to 45 Years</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>46 to 50 Years</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Total</td>
<td>166</td>
<td>87.8%</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>23</td>
<td>12.2%</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: Number of year’s companies in travel and tourism sector has been operational
4.2.4 Business Location (Headquarters)

Table 4.3 shows the number or respondents by Business Location (Headquarters). This table is for information purposes only.

Table 4.3: Business Location (Headquarters)

<table>
<thead>
<tr>
<th>What location is your company (headquarters)</th>
<th>No. of Respondents by Hq.</th>
<th>% of Respondents by Hq.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanzania</td>
<td>91</td>
<td>48.7%</td>
</tr>
<tr>
<td>Uganda</td>
<td>75</td>
<td>40.1%</td>
</tr>
<tr>
<td>Rwanda</td>
<td>21</td>
<td>11.2%</td>
</tr>
<tr>
<td>Total</td>
<td>187</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.4 shows the cross-tabulation between respondent’s type of activity and business headquarters. The study revealed that in Rwanda, 57.9% of the businesses are primarily travel agencies, 21.1% are tour operators while another 21.1% are both.

In Tanzania, 61.4% are tour operators, 23.9% are both travel agencies and tour operators while another 14.8% are travel agencies. In Uganda, 43.6% of the businesses are both travel agencies and tour operators, 30.8% are tour operators while another 25.6% are travel agencies.

The study implies that in Rwanda, the travel and tourism sector is more dependent on Ticketing and outbound travel while Tanzania, the focus appears to be more on the inbound travel with 61.4% of the businesses being tour operators. Uganda presents an interesting scenario where 43.6% percent of firms are both travel agents and tour operators suggesting that companies are yet to specialize on any one of the sub-sectors, which could imply the lack of specialization or a risk mitigation measure.
Table 4.4: Cross-tabulation between type of business and location of the company headquarters

<table>
<thead>
<tr>
<th>Location of company (headquarters)</th>
<th>What type of business do you deal with in tourism sector?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Travel Agency</td>
</tr>
<tr>
<td>Tanzania</td>
<td>13</td>
</tr>
<tr>
<td>Uganda</td>
<td>20</td>
</tr>
<tr>
<td>Rwanda</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td><strong>44</strong></td>
</tr>
</tbody>
</table>

Note: Cross-tabulation between type of business and location of the enterprise headquarters

4.2.5 Number of Employees

Table 4.5 shows the relationship between the number of staff and types of businesses. From the study, 41.3% of travel agencies have 1 to 10 employees, 30.4% have 11 to 20, 17.4% have 21 to 30, 2.2% have 41 to 50 and 6.5% of travel agencies have above 50 employees. The study also revealed that 2.2% of respondents within travel agency might have felt that the question was not applicable. Hence they did not disclose the number of employees.

Also seen is a similar pattern amongst Tour Operators where 37.8% of respondents have 1 to 10 employees, 32.9% have 11 to 20, 8.5% have 21 to 30, 3.7% have 31 to 40, 2.4% have 41 to 50 employees and 3.7% of tour operators have above 50 employees. The study shows that 11% of tour operators did not reveal the number of employees they have.

The study shows that 40.7% of the companies that offer both travel agency and tour operators have 1 to 10 employees, 13.6% have 11 to 30 employees, 8.5% have 31 to 40 employees and 3.4% have above 50 employees. The study also depicts that 20.3% of the companies in this category did not reveal the number of their employees.
On a general point of view, the study implies that most the companies 84% have less than 50 employees and hence fall in the Micro and small sized enterprises category while only 4.3% are medium-sized companies employing more than 50 employees.

Table 4.5: Number of Employees

<table>
<thead>
<tr>
<th>What type of business do you deal with in</th>
<th>How many employees does your company have</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 to 10</td>
</tr>
<tr>
<td>Travel Agency</td>
<td>41.3%</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>37.8%</td>
</tr>
<tr>
<td>Both</td>
<td>40.7%</td>
</tr>
<tr>
<td>Total</td>
<td>39.6%</td>
</tr>
</tbody>
</table>

Note: Relationship between number of staff numbers and type of business in tourism sector

4.2.6 Location of Branch Offices

The survey also wanted to interrogate if travel agencies and tour companies in Rwanda, Tanzania and Uganda had branch offices in other East African countries.

Table 4.6 shows that only 62.2% of travel agencies do not have branch offices in other East African countries while 37.8% of the same category of companies have branch offices in East African countries. The study also depicts that 73.2% of tour operators do not have branch offices in other East African countries and 26.8% of the same category of companies have subsidiaries in other East African countries.

For the enterprises that offer both travel agency and tour operator services, the study shows that 55.2% do not have branch offices in other East African countries while 44.8% have branch offices in East African countries.

The study suggests that 64.9% of the travel agents and tour operator companies in East Africa have not expanded their operations to other East African countries. There is an opportunity for business expansion and partnership with East Africa Community Partners States.
Table 4.6: Location of Branch Offices

<table>
<thead>
<tr>
<th>What type of business do you deal with in tourism sector?</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agency</td>
<td>17</td>
<td>28</td>
<td>45</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>22</td>
<td>60</td>
<td>82</td>
</tr>
<tr>
<td>Both</td>
<td>26</td>
<td>32</td>
<td>58</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>65</strong></td>
<td><strong>120</strong></td>
<td><strong>185</strong></td>
</tr>
</tbody>
</table>

Note: Travel and Tour companies having branch offices in any East Africa country

4.2.7 Market Destination

4.2.7.1 Outbound destination market shares by African country

Figure 4.2 reveals African destinations that Travel agencies and tour companies in Rwanda, Tanzania and Uganda market and sell as tour packages to their citizens, residents, and expatriates. From the study, statistics shows that Kenya is the most sold destination at 28%, followed by South Africa at 20% and Namibia at 13%. Egypt and Ethiopia follow at 9% each.

![Outbound destination market shares by African country](image)

Figure 4.2: Outbound Destination Market Shares by African Country
4.2.7.2 Outbound destination market shares by continent

Figure 4.3 depicts global destinations by continent that Travel agencies and tour companies in Rwanda, Tanzania and Uganda market and sell as tour packages to their citizens, residents, and expatriates. From the study, statistics shows that Europe is the most sold destination at 69%, followed by the United States and Americas at 57%, Middle East 53% and while Africa is at 41%.

![Outbound destination market shares by continent](image)

Figure 4.3: Outbound Destination Market Shares by Continent

4.2.7.3 Destination Kenya

To find out whether travel and tour companies in Rwanda, Tanzania, and Uganda market and sell Kenya as a tourist destination to their respective countries’ citizens, residents, expatriates and international clients, the researcher used Table 4.7.

Table 4.7: Selling Kenya as a Tourist Destination

<table>
<thead>
<tr>
<th>Type of business</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agency</td>
<td>71.1%</td>
<td>28.9%</td>
<td>100%</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>63.4%</td>
<td>36.6%</td>
<td>100%</td>
</tr>
<tr>
<td>Both</td>
<td>67.2%</td>
<td>32.8%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>66.5%</strong></td>
<td><strong>33.5%</strong></td>
<td><strong>100. %</strong></td>
</tr>
</tbody>
</table>

Note: Marketing and selling Kenya as a tourist destination to Rwanda, Tanzania, and Uganda
The Table 4.7 shows that 71.1% of travel agencies market and sell Kenya as a tourist destination while 63.4% of the tour operators market and sell Kenya. The study implies that a total of 66.5% of the travel and tour companies surveyed in Rwanda, Tanzania, and Uganda market and sold Kenya as a tourist destination.

Table 4.8 is used to interrogate further why travel and tour companies surveyed in Rwanda, Tanzania, and Uganda do not market and sell Kenya as a tourist destination. Those who did not sell Kenya as a tourist destination gave reasons such as lack of credible Kenya agents/handlers (40%). Other reasons include the focus on the local destination (21%), domestic and regional tourism is way out of reach - affordability (15%), and the lack of appreciation of the benefits of tourism (11%).

**Table 4.8: Why they do not Sell Kenya as a Tourist Destination**

<table>
<thead>
<tr>
<th>Why they do not Sell Kenya as a Tourist Destination</th>
<th>No of respondents</th>
<th>% No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of credible Kenya agent/handler</td>
<td>19</td>
<td>40%</td>
</tr>
<tr>
<td>Focus on local destination</td>
<td>10</td>
<td>21%</td>
</tr>
<tr>
<td>Domestic and regional tourism is way out of reach-affordability</td>
<td>7</td>
<td>15%</td>
</tr>
<tr>
<td>Lack of appreciation of the benefits of tourism</td>
<td>5</td>
<td>11%</td>
</tr>
<tr>
<td>Limited capacity</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>Preference for “Foreign” destination</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>Lack of knowledge about Kenya's’ attractions</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Note: Reasons for not Sell Kenya as a Tourist Destination**

An opportunity presents itself for Kenya tourism stakeholders, public and private sector to review the destination’s cost structure, pricing, and incentives, enhance promotion, tailor packages for Africans, increase participation in market activations, road shows and trade fairs within the region. It would appear that developing credible partnerships could also unlock the potential for increased tourism traffic from East Africa.
4.2.8 Branches partners, affiliates and ground handlers in Kenya

Table 4.9 shows the presence of subsidiaries, affiliates or ground handlers in Kenya amongst the different sub-sectors in tourism.

From the study, 60% of the travel agencies do not have subsidiaries, affiliates or ground handlers in Kenya while 40% have. The study also reveals that 52% of tour operators do not have subsidiaries, affiliates or ground handlers in Kenya while 48% of the same category of the companies have. Finally, the study depicts that 63.3% of the businesses that offer both travel agencies and tour operators do not have subsidiaries, affiliates or ground handlers while 37% have.

As indicated earlier, this further confirms an opportunity for cooperation and partnership amongst the East Africa Community Partners States as a prerequisite for providing seamless services.

Table 4.9: Branches Partners/Affiliates/Ground Handlers in Kenya

<table>
<thead>
<tr>
<th>Do you have branches partners/affiliates/ground handlers in Kenya</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of business</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel Agency</td>
<td>17</td>
<td>26</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>40%</td>
<td>60%</td>
<td>100%</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>39</td>
<td>42</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>52%</td>
<td>100%</td>
</tr>
<tr>
<td>Both</td>
<td>21</td>
<td>36</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>63%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>77</td>
<td>104</td>
<td>181</td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>57%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Tour companies having branches affiliates or ground handlers in Kenya

4.2.9 Marketing Channels

The questionnaire required travel and tour companies to select the most commonly used marketing channels. From the analysis, 84.4% use social media, while 61.3%, of all respondents, reported the use of email shots. Trade fairs and targeted group presentations accounted for 48.9% and 24.2% respectively.

The study implies that social media is highly utilized (84.4%) while targeted group presentations are the least utilized (24.2%). Other marketing channels reported include Print media- Banners/Fliers, Friends, Outreach, Agents, Website and Word of mouth.
Travel Motivation and Drivers for Tourism Uptake

An additional purpose of the survey was to determine the travel motivations and drivers for Kenyan’s tourism uptake from potential travel audiences in East Africa. The study used travel motivations theories to determine the most significant psychological influences on tourist behavior which compel them to behave or act in a particular way.

The survey sought information on needs-based motivation as leisure travel is presumed to be goal-oriented focused on satisfying unmet needs. It also looked at Maslow’s hierarchy as a functional tool for understanding consumer motivations, advertising appeal, developing a marketing strategy and as the foundation for product positioning and market segmentation. Further, it looked at values-based motivation to determine consumer behavior for market segmentation reasons and benefits sought or realized to portray relevant variables in the decision-making process.

The study ranked the motivators from 1 to 14 whereby 1 was greatest motivator and driver for travel and 14 is the least. The smaller the value of rating average, the greatest the motivator and driver for travel and the bigger the value of rating average, the least the motivator and driver for travel.

Table 4.8 portrays what motivates and drives citizens, residents, and expatriates in Randa, Tanzania, and Uganda to book a holiday or travel package. The findings show that the greatest motivation and drive were to explore and experience the new or unusual culture,
self-actualization, relax, recuperate and regenerate away from routine, explore and experience history, destination attributes like wildlife, explore and experience people and enhance relationships between family and friends as the top motivators in that order.

The study also found the least motivators and drivers for travel were to explore and experience new or unusual food; destination attributes like theme parks, beaches, museums, mix leisure with business trips, media and technology influence, and shopping.

Table 4.10: Motivators and Drivers for Travel

Note: Motivations and drivers for booking a holiday or travel package

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Explore/ experience new or unusual culture</th>
<th>Self-actualization/ Sense of achievement/ prestige</th>
<th>Relax, recuperate and regenerate away from routine</th>
<th>Explore/ experience history</th>
<th>Destination attributes – wildlife</th>
<th>Explore/ experience people</th>
<th>Enhance Relationships between family and friends</th>
<th>Explore/ experience new or unusual food</th>
<th>Destination attributes – theme parks</th>
<th>Destination attributes – beaches</th>
<th>Destination attributes – museums</th>
<th>Mix leisure with business trips</th>
<th>Media and technology influence</th>
<th>Access/ information</th>
<th>Shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23</td>
<td>58</td>
<td>18</td>
<td>51</td>
<td>21</td>
<td>8</td>
<td>12</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>11</td>
<td>20</td>
<td>58</td>
<td>33</td>
<td>13</td>
<td>4</td>
<td>12</td>
<td>3</td>
<td>19</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>52</td>
<td>11</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>4</td>
<td>7</td>
<td>14</td>
<td>11</td>
<td>11</td>
<td>8</td>
<td>9</td>
<td>13</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>11</td>
<td>6</td>
<td>9</td>
<td>57</td>
<td>14</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>12</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td>9</td>
<td>10</td>
<td>18</td>
<td>7</td>
<td>15</td>
<td>8</td>
<td>10</td>
<td>5</td>
<td>13</td>
<td>5</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>7</td>
<td>10</td>
<td>18</td>
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</tbody>
</table>
4.3.1 Travel Motivation and Drivers for Tourism Uptake

The study in Table 4.11 depicts the variables that highly affect tourism uptake. The survey employed coefficient of variation (C.V) to determine and rank factors that influence tourism uptake starting from the factors that highly affect to the factors that least affect tourism uptake.

The study revealed that government policy and individual tax incentives can increase tourism uptake as would provision to vast amounts of real-time information, the safety of a destination (real or perceived) and flexibility of accommodation such as budget hotels and homestays.

The study also revealed that the amount of time available for vacation determines the selection of destination as does the full cost of tour packages. The survey showed that tourists were also rational in that they indeed weigh the benefits and value of a holiday before booking. Technological developments have additionally created opportunities for tourism.

Table 4.11: Travel Motivation and Drivers for Tourism Uptake

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
<th>S.D</th>
<th>C.V</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government policy and individual tax incentives can increase tourism</td>
<td>3.42</td>
<td>0.63</td>
<td>0.18</td>
</tr>
<tr>
<td>uptake</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism is dependent on vast amounts of real-time information</td>
<td>3.21</td>
<td>0.61</td>
<td>0.19</td>
</tr>
<tr>
<td>The safety of a destination (Real and perceived) destination choice</td>
<td>3.33</td>
<td>0.73</td>
<td>0.22</td>
</tr>
<tr>
<td>Flexibility of accommodation i.e. Budget hotels, home stays</td>
<td>3.33</td>
<td>0.80</td>
<td>0.24</td>
</tr>
<tr>
<td>can enhance tourism uptake</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The amount of time available for vacation determines choice of</td>
<td>3.24</td>
<td>0.81</td>
<td>0.25</td>
</tr>
<tr>
<td>destination</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The full cost of tour packages determines destination choice</td>
<td>3.28</td>
<td>0.82</td>
<td>0.25</td>
</tr>
<tr>
<td>Tourists weigh the benefits/value of a vacation before booking</td>
<td>3.33</td>
<td>0.84</td>
<td>0.25</td>
</tr>
<tr>
<td>Technological developments have created opportunities for tourism</td>
<td>3.19</td>
<td>0.85</td>
<td>0.27</td>
</tr>
</tbody>
</table>

Note: Factors that affect tourism uptake
The study sought to find the opinions of respondents on other travel motivations and drivers that can enhance the sustainability of tourism. The respondents indicated that availability of discretionary income, education level, eased immigration and visa facilitation regimes and travel infrastructure enhances the sustainability of tourism. The study also found that destination branding is critical for the sustainability of tourism.

Further and according to the respondents, enhancing tourism sustainability through raising awareness of the economic value of the sector amongst policy makers, stakeholders, and the general public would be useful to create an enabling environment. Additionally, building the capacity of service providers and enhancing their customer service could potentially enhance visitor experiences. The respondents also proposed regulation of travel agents and tour operators to ensure credibility and increased use of technology and in particular, mobile technology.

4.4 Intra-Regional Tourism Market’s Product Preference

Another objective of the study was to assess the intra-regional tourism’s market product preference. The survey sought information on specific tourism products and attractions that citizens, residents, and expatriates of Rwanda, Tanzania and Uganda would have the most interest. Through rating, the survey ranked tourist attractions with the lower the value of the rating average, the higher the preference, and vice versa.

Table 4.12 reveals tourist attractions from the most preferred to the least preferred. The findings show that national parks and national reserves, culture, mountain climbing, beaches, water rafting, skydiving, and water sports are the highest rated as are cultural festivals, historic sites, spa and health retreats, entertainment, visiting friends and family, sports and religious pilgrimage in that order.
Table 4.12: Tourist Attractions

Which of the following tourist attractions/products are your Country’s citizens, residents, and expatriates most interested in? Please rank the following items from 1-15 where 1 is most preferred, and 15 is the least preferred.

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<td>4</td>
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<td>0</td>
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<td>5</td>
<td>14</td>
<td>9</td>
<td>60</td>
<td>13</td>
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</tbody>
</table>

Rating Average: 2.5

Note: Preferred tourism attractions

The respondents also identified other products and attractions of interest that included scuba diving, deep sea game fishing, hunting, birding, balloon safaris, bungee jumping, slum tourism, city tours, and urban travels, artistic handicraft and traditional food.

4.4.1 Most Sought Destinations in Kenya

Table 4.13 depicts the most sought destinations in Kenya by Rwanda, Tanzania and Uganda’s citizens, residents, and expatriates. The survey reveals that Nairobi is the most sought after destination in Kenya followed by Maasai Mara, Mombasa, Tsavo, Lake Nakuru, Diani (Ukunda, South Coast), Mount Kenya National Park, Lamu, Malindi, Lake Naivasha, Amboseli National Reserve, and Samburu in that order.

The mere fact the Nairobi came out top in the list suggests the tourism stakeholders should take an inventory of tourist attractions and activities in the city and develop packages around them as it is often considered a tourist transit town.
Table 4.13: Most Sought Destinations in Kenya

| Which are the most sought after destinations in Kenya by your Country’s citizens, residents, and expatriates? |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Answer Options | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | Rating Average |
| Nairobi | 51 | 29 | 19 | 8 | 10 | 23 | 2 | 3 | 9 | 3 | 7 | 2 | 2 | 3.94 |
| Masai Mara | 70 | 11 | 3 | 6 | 2 | 7 | 55 | 6 | 1 | 4 | 2 | 1 | 1 | 4.18 |
| Mombasa | 23 | 41 | 13 | 22 | 21 | 4 | 10 | 11 | 4 | 6 | 8 | 5 | 0 | 4.54 |
| Tsavo | 4 | 14 | 24 | 26 | 7 | 6 | 7 | 4 | 59 | 6 | 4 | 6 | 0 | 6.39 |
| Lake Nakuru | 1 | 4 | 27 | 18 | 12 | 11 | 5 | 58 | 14 | 4 | 7 | 1 | 4 | 6.59 |
| Diani | 2 | 11 | 38 | 7 | 7 | 10 | 13 | 6 | 17 | 36 | 10 | 7 | 7 | 7.01 |
| Watamu | 2 | 1 | 9 | 39 | 16 | 8 | 7 | 18 | 8 | 5 | 14 | 21 | 20 | 7.71 |
| Mount Kenya NP | 9 | 34 | 14 | 9 | 10 | 5 | 7 | 2 | 5 | 0 | 6 | 1 | 69 | 7.72 |
| Lamu | 2 | 3 | 3 | 4 | 19 | 47 | 16 | 17 | 2 | 7 | 10 | 11 | 25 | 7.91 |
| Malindi | 2 | 2 | 4 | 13 | 47 | 9 | 9 | 15 | 6 | 3 | 13 | 31 | 16 | 7.94 |
| Lake Naivasha | 2 | 14 | 6 | 5 | 14 | 19 | 21 | 10 | 2 | 2 | 6 | 65 | 5 | 8.35 |
| Amboseli NP | 3 | 4 | 10 | 10 | 4 | 14 | 6 | 6 | 30 | 14 | 59 | 9 | 0 | 8.53 |
| Samburu | 0 | 3 | 1 | 3 | 3 | 5 | 9 | 13 | 11 | 79 | 21 | 5 | 17 | 9.61 |

Note: Most sought after destinations in Kenya by tourists from Rwanda, Tanzania, and Uganda

Other destinations within Kenya mentioned included Kisumu, Kuria, Aberdare National Park, Eldoret, Kakamega, Turkana, Kisii, Mandera, Embu, Lake Victoria, Nyali Beach and Shimba Hills.

### 4.4.2 Factors that Enhance Tourism

Table 4.14 depicts the factors that enhance tourism ranked from the most critical to the least critical. From the table, the most important factor identified was the safety and security of a country of a destination followed by tourism attractions. It is also visible that easy access to tourist attractions and affordable transport are key determinants to the selection of destination. The study also reveals that the flow of tourists to a particular destination is to a large extent determined by travel agents and tour operators. The total cost of the package plays a crucial role as do tourism assets and services.

The Internet, media, and advertising have enhanced competition between tourist destinations and hence destinations should improve online presence.
Table 4.1: Factors that Enhance Tourism

Please rate the following statement from 1-10 where 1 is most critical, and 10 is the least critical

<table>
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<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>The safety and security of a country drives tourists to a destination</td>
<td>76</td>
<td>33</td>
<td>26</td>
<td>14</td>
<td>18</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>2.52</td>
</tr>
<tr>
<td>The tourism attractions are the principal assets that drive tourists to a destination</td>
<td>54</td>
<td>68</td>
<td>22</td>
<td>8</td>
<td>12</td>
<td>10</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>3</td>
<td>2.60</td>
</tr>
<tr>
<td>The tourism activities are the principal assets that drive tourists to a destination</td>
<td>13</td>
<td>24</td>
<td>73</td>
<td>46</td>
<td>13</td>
<td>5</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>3.43</td>
</tr>
<tr>
<td>Easy access to tourists attractions determines choice of destination</td>
<td>14</td>
<td>30</td>
<td>23</td>
<td>59</td>
<td>9</td>
<td>9</td>
<td>16</td>
<td>12</td>
<td>4</td>
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<td>4.33</td>
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<tr>
<td>Affordable transport to tourists attractions determines choice of destination</td>
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<td>32</td>
<td>33</td>
<td>6</td>
<td>7</td>
<td>5.87</td>
</tr>
<tr>
<td>The flow of tourists to a particular destination is to a large extent determined by travel agents and tour operators</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>13</td>
<td>12</td>
<td>67</td>
<td>11</td>
<td>18</td>
<td>20</td>
<td>32</td>
<td>6.84</td>
</tr>
<tr>
<td>The Internet, media, and advertising have further enhanced competition between tourist destinations</td>
<td>7</td>
<td>10</td>
<td>5</td>
<td>10</td>
<td>9</td>
<td>16</td>
<td>65</td>
<td>8</td>
<td>16</td>
<td>36</td>
<td>6.85</td>
</tr>
<tr>
<td>Destinations that convince prospective tourists online that their product offers the best quality have a significant competitive edge over destinations that are not yet online</td>
<td>1</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>17</td>
<td>20</td>
<td>21</td>
<td>84</td>
<td>12</td>
<td>9</td>
<td>7.00</td>
</tr>
<tr>
<td>The total cost of the package plays a crucial role in choice of destination</td>
<td>3</td>
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<td>13</td>
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<td>20</td>
<td>11</td>
<td>75</td>
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<td>7.49</td>
</tr>
<tr>
<td>The quality of tourist destination, its assets and services are essential for destination attractiveness</td>
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<td>3</td>
<td>6</td>
<td>4</td>
<td>20</td>
<td>20</td>
<td>17</td>
<td>7</td>
<td>45</td>
<td>60</td>
<td>7.80</td>
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</tbody>
</table>
The study found other factors that influence intra-regional tourism’s market product preference; this included accommodation cost, advertisements, customer service and flow of itinerary between destinations, clear and concise assistance from agent and operator influence intra-regional tourism’s market product preference. Further, good infrastructure connecting the region, government policies, political stability, and quality of product, hospitality of the people and awareness of possible tax incentives can enhance intra-regional tourism.

4.5 Booking Patterns and Purchase Behaviour

The final objective of the survey was to assess the booking patterns and purchase behavior of citizens, residents, and expatriates of Rwanda, Tanzania, and Uganda. In this section, we highlight booking Patterns and identify the configuration of the tourists when they go for their vacation in addition to vacation periods.

Table 4.15 of the study reveals the configurations of tourists. The study ranked the configurations from the most likely configuration of tourists to the least configuration of tourists using the rating average. The lower the value of rating average, the more likely the configuration and vice versa.

The study shows that the most likely configuration of tourists is family, followed by social/church/business groups, traveling with a partner and alone.

Table 4.15: Configurations of Tourists

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>83</td>
<td>43</td>
<td>28</td>
<td>16</td>
<td>1.86</td>
</tr>
<tr>
<td>Social/church/business groups</td>
<td>46</td>
<td>72</td>
<td>38</td>
<td>16</td>
<td>2.14</td>
</tr>
<tr>
<td>Partner</td>
<td>25</td>
<td>41</td>
<td>83</td>
<td>23</td>
<td>2.6</td>
</tr>
<tr>
<td>Alone</td>
<td>17</td>
<td>16</td>
<td>22</td>
<td>117</td>
<td>3.39</td>
</tr>
</tbody>
</table>

Note: The most likely makeup for a tourist group
4.5.1 Times of the Year

The study aimed at determining the periods of the year when citizens, residents and expatriates of Rwanda, Tanzania and Uganda take their vacation. The study ranked 1 as the month with the highest response rate and 12 the month with the lowest. The study used rating average to determine and rank the months according to the highest and lowest vacation periods.

Table 4.16 reveals that June is the month of the year in which the citizens, residents and expatriates of Rwanda, Tanzania and Uganda take their vacation followed by July, August, May, September and January. It was surprising to see December as one of the month's when citizens, residents and expatriates of Rwanda, Tanzania, and Uganda, are least likely to take their vacation.

Table 4.16: Monthly Tourist Turnouts

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>20</td>
<td>56</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>42</td>
<td>10</td>
<td>15</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>11</td>
<td>4.72</td>
</tr>
<tr>
<td>July</td>
<td>15</td>
<td>20</td>
<td>59</td>
<td>7</td>
<td>3</td>
<td>10</td>
<td>42</td>
<td>9</td>
<td>9</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>4.73</td>
</tr>
<tr>
<td>August</td>
<td>6</td>
<td>16</td>
<td>24</td>
<td>54</td>
<td>12</td>
<td>6</td>
<td>3</td>
<td>41</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>5.25</td>
</tr>
<tr>
<td>May</td>
<td>51</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>39</td>
<td>9</td>
<td>9</td>
<td>13</td>
<td>8</td>
<td>6</td>
<td>21</td>
<td>14</td>
<td>5.74</td>
</tr>
<tr>
<td>September</td>
<td>4</td>
<td>5</td>
<td>9</td>
<td>27</td>
<td>56</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>41</td>
<td>11</td>
<td>8</td>
<td>0</td>
<td>6.26</td>
</tr>
<tr>
<td>January</td>
<td>27</td>
<td>14</td>
<td>15</td>
<td>7</td>
<td>7</td>
<td>8</td>
<td>26</td>
<td>15</td>
<td>29</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>6.39</td>
</tr>
<tr>
<td>October</td>
<td>3</td>
<td>0</td>
<td>9</td>
<td>19</td>
<td>18</td>
<td>54</td>
<td>11</td>
<td>4</td>
<td>8</td>
<td>39</td>
<td>14</td>
<td>0</td>
<td>6.96</td>
</tr>
<tr>
<td>December</td>
<td>37</td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>14</td>
<td>15</td>
<td>30</td>
<td>7</td>
<td>4</td>
<td>12</td>
<td>47</td>
<td>7.19</td>
</tr>
<tr>
<td>February</td>
<td>9</td>
<td>33</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>28</td>
<td>18</td>
<td>33</td>
<td>18</td>
<td>15</td>
<td>7.22</td>
</tr>
<tr>
<td>March</td>
<td>0</td>
<td>8</td>
<td>34</td>
<td>9</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>34</td>
<td>29</td>
<td>35</td>
<td>5</td>
<td>3</td>
<td>7.55</td>
</tr>
<tr>
<td>November</td>
<td>7</td>
<td>19</td>
<td>3</td>
<td>6</td>
<td>11</td>
<td>14</td>
<td>31</td>
<td>7</td>
<td>9</td>
<td>11</td>
<td>45</td>
<td>18</td>
<td>7.69</td>
</tr>
<tr>
<td>April</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td>38</td>
<td>10</td>
<td>9</td>
<td>15</td>
<td>6</td>
<td>7</td>
<td>30</td>
<td>18</td>
<td>40</td>
<td>8.08</td>
</tr>
</tbody>
</table>

What is most revealing about the findings is that since vacations are mostly family oriented, the period between the end of June to Early September also happens to be the
longest summer holiday. Then this would suggest that these families go to international schools or schools that follow the international school calendar.

4.5.2 Length of Vacations

The objective of the study in this section sought to determine the duration of vacations citizens, residents, and expatriates of the Rwanda, Tanzania, and Uganda takes. Table 4.15 found that most of the vacations take between three to seven days with very few tourists staying for more than two weeks. What was most revealing was the number of responses that stated that vacations took less than three days, suggesting a high occurrence of short weekend breaks.

Table 4.17: Length of Vacations

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 days</td>
<td>1</td>
<td>24</td>
<td>59</td>
<td>22</td>
<td>37</td>
<td>26</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>3.92</td>
</tr>
<tr>
<td>3 days</td>
<td>18</td>
<td>53</td>
<td>12</td>
<td>19</td>
<td>9</td>
<td>27</td>
<td>29</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>5 days</td>
<td>6</td>
<td>6</td>
<td>28</td>
<td>90</td>
<td>30</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>4.02</td>
</tr>
<tr>
<td>6 days</td>
<td>6</td>
<td>20</td>
<td>37</td>
<td>26</td>
<td>68</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>4.06</td>
</tr>
<tr>
<td>1 week</td>
<td>53</td>
<td>17</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>72</td>
<td>11</td>
<td>5</td>
<td>6</td>
<td>4.23</td>
</tr>
<tr>
<td>Less than 3 days</td>
<td>64</td>
<td>13</td>
<td>10</td>
<td>5</td>
<td>7</td>
<td>9</td>
<td>0</td>
<td>54</td>
<td>8</td>
<td>4.31</td>
</tr>
<tr>
<td>Between 1 and 2 weeks</td>
<td>18</td>
<td>35</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>84</td>
<td>11</td>
<td>8</td>
<td>5.29</td>
</tr>
<tr>
<td>Between 2 and 3 weeks</td>
<td>3</td>
<td>2</td>
<td>19</td>
<td>2</td>
<td>7</td>
<td>11</td>
<td>34</td>
<td>87</td>
<td>7</td>
<td>6.8</td>
</tr>
<tr>
<td>More than 3 weeks</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>139</td>
<td>8.3</td>
</tr>
</tbody>
</table>

Note: Length of vacations tourists take
4.5.3 Average Tourist Expenditure

Table 4.18 shows a cross-tabulation between the location of the tourism business and the average amount spend per tourist. From the table, 84% of the respondents from Rwanda did not respond to the question, while 5% of the tourists spend between 50 to 100 US dollars, 5% spend between 101 to 200 US dollars and 5% spend between 201 to 300 US dollars.

The study also shows that 28% of respondents from Tanzania did not respond to the question, 2% of the tourists spend between 50 to 100 US dollars, 3% spend between 101 to 200 US dollars. Another 22% of tourists spend between 201 to 300 US dollars and 31% spend between 301 to 400 US dollars. The study still reveals that 9% of the tourists from Tanzania spend between 401 to 500 US dollars and 5% spend more than 500 US dollars.

From the study, 47% of respondents from Uganda did not respond to the question while 1% of tourist spend between 50 to 100 US dollars, 10% spend between 201 to 300 US dollars. Only 4% spend between 301 to 400 US dollars, 9% spend between 401 to 500 US dollars and 28% of the tourists spend more than 500 US dollars.

Table 4.18: Average spend per tourist

<table>
<thead>
<tr>
<th>Company location by Hq.</th>
<th>When your Country’s citizens, residents, and expatriates take a vacation, how much do they spend per person per day on average in US Dollars (Accommodation and Transport)?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Rwanda</td>
<td>84%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>28%</td>
</tr>
<tr>
<td>Uganda</td>
<td>47%</td>
</tr>
<tr>
<td>Total</td>
<td>42%</td>
</tr>
</tbody>
</table>

4.5.4 Mode of Payments

The study also aimed at determining how Rwanda, Tanzania and Uganda’s citizens, residents and expatriates pay for vacations. A rating average was used to identify and
rank the modes of payments starting with the most likely used mode of payment to the least mode of payment.

Table 4.19 shows that most tourists from Rwanda, Tanzania and Uganda prefer to pay by cash, followed by credit cards, credit plan and last but not least by pre-paid plan. The respondents also indicated that other payment modes include bank wire transfer, cheques, mobile money (M-Pesa, Airtel Money), PayPal and the Western Union.

Table 4.19: Mode of Payment

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>112</td>
<td>52</td>
<td>10</td>
<td>8</td>
<td>1.53</td>
</tr>
<tr>
<td>Credit Card</td>
<td>58</td>
<td>85</td>
<td>28</td>
<td>12</td>
<td>1.97</td>
</tr>
<tr>
<td>Credit plan</td>
<td>3</td>
<td>25</td>
<td>118</td>
<td>36</td>
<td>3.03</td>
</tr>
<tr>
<td>Pre-paid plan</td>
<td>10</td>
<td>20</td>
<td>26</td>
<td>127</td>
<td>3.48</td>
</tr>
</tbody>
</table>

4.5.5 Influence of Choice of Vacation Destination

The study also sought to understand what influences citizens, residents and expatriates of Rwanda, Tanzania and Uganda choice of vacation destination. Rating average was used to determine and rank the factors that affect the selection of vacation destination. Table 4.20 reveals that travel agents and tour agents highly affect the selection of vacation destination followed by immediate family, friends, airline holiday department and communication from televisions. The study also shows that the internet and magazines have the least influence on the choice of vacation destination.

The study also found that other factors that affect the selection of vacation destination include print and electronic media such as brochures, leaflets, fliers, banners, radio, newspapers and addition to partners, peers, trade fairs and exhibitions.
Table 4.20: Influence of Choice of Vacation Destination

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agent/Tour Agent</td>
<td>2.63</td>
</tr>
<tr>
<td>Immediate family</td>
<td>2.89</td>
</tr>
<tr>
<td>Friends and family</td>
<td>3.07</td>
</tr>
<tr>
<td>Airline Holidays department</td>
<td>3.45</td>
</tr>
<tr>
<td>Communication from the TV</td>
<td>5.15</td>
</tr>
<tr>
<td>Communication from the Internet</td>
<td>5.37</td>
</tr>
<tr>
<td>Communication from the Magazines</td>
<td>5.45</td>
</tr>
</tbody>
</table>

4.5.6 Source of Information about Kenya

The study aimed at assessing the sources of information that the citizens, residents and expatriates in Rwanda, Tanzania and Uganda’s use to learn about Kenya as a tourist destination. The study employed the use of rating average to rank the sources of information starting from the most likely source of information to the least source.

Table 4.21 shows that tourists mostly get information about Kenya through online means such as Facebook, Twitter, website, friends, and family, television, newspaper, radio, airport posters and banners, and through magazines.
Table 4.21: Source of Information about Kenya

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (Facebook, Twitter, website)</td>
<td>37</td>
<td>35</td>
<td>81</td>
<td>12</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>2.49</td>
</tr>
<tr>
<td>Friends and Family</td>
<td>34</td>
<td>52</td>
<td>16</td>
<td>7</td>
<td>6</td>
<td>48</td>
<td>7</td>
<td>3.42</td>
</tr>
<tr>
<td>TV</td>
<td>44</td>
<td>18</td>
<td>27</td>
<td>10</td>
<td>10</td>
<td>43</td>
<td>19</td>
<td>3.75</td>
</tr>
<tr>
<td>Newspaper</td>
<td>2</td>
<td>6</td>
<td>13</td>
<td>77</td>
<td>47</td>
<td>23</td>
<td>2</td>
<td>4.4</td>
</tr>
<tr>
<td>Radio</td>
<td>11</td>
<td>29</td>
<td>11</td>
<td>34</td>
<td>26</td>
<td>23</td>
<td>36</td>
<td>4.46</td>
</tr>
<tr>
<td>Airport Posters and Banners</td>
<td>36</td>
<td>28</td>
<td>12</td>
<td>3</td>
<td>3</td>
<td>8</td>
<td>81</td>
<td>4.5</td>
</tr>
<tr>
<td>Magazine</td>
<td>7</td>
<td>2</td>
<td>9</td>
<td>29</td>
<td>75</td>
<td>25</td>
<td>23</td>
<td>4.94</td>
</tr>
</tbody>
</table>

The other sources of information identified by respondents include billboards, blogs, booklets, direct mail, handicraft sellers, pamphlets, tour guides, workshops, and seminars.

4.6 Chapter Summary

This chapter has provided the results and findings from the data provided respondents. It provides analysis on the response rate, background information, travel motivations and drivers for Kenyan’s tourism uptake, the intra-regional tourism’s market product preference, and the booking patterns and purchase behavior of tourists. The next chapter provides the summary, discussions, conclusions and recommendations.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction
This chapter presents the discussion, findings, and recommendations of the study; it begins with a chapter summary.

5.2 Summary of the Study
The objective of this study was to assess the role and potential of intra-regional tourism in Kenya’s tourism sustainability. The study probed; the travel motivations and drivers of Kenyan’s tourism uptake from potential travel and tourism audiences, particularly the citizens, residents, and expatriates in Rwanda, Tanzania, and Uganda as well as the intra-regional tourism market product preference, and booking patterns and purchase behavior.

A descriptive research design was selected to provide for observation and description of the behavior of the subjects in an objective manner. The research population consisted of 647 respondents who were members of the national travel and tourism associations and through the use of stratified sampling techniques and simple random sampling techniques, a selection of 197 respondents determined.

Data was collected by use of a structured questionnaire. The researcher sourced the help of research assistance in data collection and analysis. Through the utilization of a structured questionnaire, the study adopted a descriptive and inferential statistics in data analysis and presentation. For descriptive statistics, the study adopted frequencies, cross-tabulation, mean and standard deviation. While for inferential statistics, the study used the coefficient of variation. Data presented is by way of Figures and Tables.

The findings show that the greatest motivation and drive for tourism uptake for the citizens, residents and expatriates from Rwanda, Tanzania and Uganda is the need to explore and experience the new or unusual culture. The sense of self-actualization and the need to relax, recuperate and regenerate away from routine as well as to explore and experience history is also a key driver. The survey also confirmed is that access to
information and technological advancement has increased access to tourism promotion and consumption amongst destinations.

The study established the intra-regional tourism’s market product preference and found that citizens, residents and expatriates from Rwanda, Tanzania and Uganda are attracted to nature-based tourism products and attractions with National parks and reserves, mountain climbing, scenery and sun and sand topping the list. The study also highlighted that adventure tourism with the main attractions as water rafting, skydiving, and water sports were preferred activities. Finally, history and culture are additional areas of interest for regional tourist audiences.

The study found that June to early September is the peak season for vacations in Rwanda, Tanzania, and Uganda for the citizens, residents, and expatriates. The study revealed that the most likely configuration of tourists is family and social groups. What is most revealing about this findings is that it suggests the families take their children to international schools or schools that follow the international school calendar and hence assist in market segmentation and targeted promotions for three to seven days vacations and frequent short weekend breaks.

5.3 **Discussion**

5.3.1 **Travel Motivation and Drivers for Tourism Uptake**

The aim of the study was to assess the travel motivations and drivers for Kenyan’s tourism uptake from potential travel audiences in East Africa to ascertain the sustainability of tourism. The study found that the greatest motivator and driver for travel is new and unusual culture. The study supports Pitts and Woodside (2009) findings that tourists travel to explore and experience new or unusual culture and that this is the greatest motivator and driver for travel. The study also affirms Sinclair (2011) that tourists are increasingly interested in understanding, participating, learning, and being more closely amassed in the everyday life of the destinations they visit.

Chris (2009) argued that culture emerged as the primary foundation for an individual’s wants and behavior, consisting of the basic values, perception, wants, and behaviors that a person constantly follows in the society surrounding him. Chris also confirms that culture
is a very fundamental part of the hospitality and travel industry and that tourists travel to experience other people’s way of life Bonita (2011). However, even though people may have the same cultural and social background, they may have very different lifestyles.

The study also found that tourists take vacations to get a sense of self-actualization and are driven by the need to display achievement and prestige. Dieke (2013) found that tourists are motivated and driven to travel by a sense of self-actualization, prestige, and achievement which is confirmed in this study.

Also verified is Henderson (2011) who found that tourists are motivated and driven by technology to choose a destination and that increased access to information continues to influence people to desire and take vacations. Henderson revealed that technological developments created opportunities as well as threats to tourism and travel while Witt and Wright (2009) attested to the fact that the evolution and revolution of technology would persist in influencing the supply of visitors, the diverse tourism industry, and the business environment altogether.

The study additionally shows that tourists are greatly motivated and driven to travel by the need to relax, recuperate and regenerate away from routine. Madrigal and Kahle (2011) argue that tourists are motivated and driven to travel due to a variety of vacation activities that enhance physical and mental relaxation and recuperation as identified in this study. Madrigal and Kahle (2011) also confirms that tourists prefer to travel to destinations and indulge in activities that best suit their vacation intentions.

Further, Mowen and Minor (2012) believe that the principal tourism asset that the country presents to tourists, combined with every feature of the tourism experience motivates and drives a tourist to book a holiday or travel package. Rogerson (2013) found that assets such as sun, sea, and sand for resort tourism; reefs for diving and snorkeling; mountains, rivers, forests, lakes, and valleys for nature, scenic and adventure travel are good for physical and mental relaxation, recuperation and regeneration. The two findings confirm the results of this study.

The study reveals that tourists are motivated and driven by other destination attributes like wildlife, theme parks, beaches, and museums as they choose a tourist destination.
Rogerson (2013) asserts that wildlife for safari tourism and cultural assets in the form of built environment (old cities, monuments), a living heritage articulated in unique local customs and dance, art, song and handicrafts, and museums enhances and entices tourists to book for a holiday to such a destination. The study also confirms that tourists are motivated and driven to book a vacation improve the relationship between family and friends.

The study also reveals that media and technology enhance access to information and hence determines the choice of destination. Witt and Wright (2009) attest that the success of tourism businesses will continue to hinge on their efforts to add value to services and outputs using technology for competitive advantage. Information technology will, therefore, continue to lead successful tourism managers to envision, recognize and measure supply, demand, and distribution.

5.3.2 Intra-Regional Tourism Market’s Product Preference
The purpose of the study was to examine the intra-regional tourism market product preference that enhances the sustainability of tourism. The study established that national parks and national reserves are the most preferred tourism attractions by the citizens, residents, and expatriates of Rwanda, Tanzania, and Uganda.

The findings of the study agree with the findings by Christie and Crompton (2010) who assert that national parks and monuments are very critical tourism assets that enhance tourism activities in a region. However, Anadi (2009) confirms that the tourism product is nevertheless more than the destination’s tourism assets. It includes hotels and other accommodation facilities; transport to and from the country and final destination; restaurants and other types of catering and tour services that connect the diverse aspects of an expedition, including national parks and city tours.

The study established that adventure tourism such as in mountain climbing, water rafting, water sports and skydiving are the next category of most preferred tourist attractions. To support this finding, Rogerson (2013) found that adventure travel was a key tourist attraction. Kamakura and Novak (2010) on the other hand revealed that the attractiveness and competitiveness of the tourism product still largely depends on the accessibility and quality of the built asset and the way in which the natural and cultural assets are managed.
and conserved. In all but remote areas, tourists should have access to telecommunication, banking, and medical services in addition to another crucial element of the tourism product is the physical security of the tourist and access to proper health services.

Also established is it that sun and sand, beaches and the scenery are core tourist attractions. Henderson (2011) confirms that with mass tourism the demand for sun, beach and sea holidays frequently supersedes differentiation between resorts. Akama and Kieti (2010) also found that beaches are the most popular tourist attraction citing beach hotels in Mombasa.

The study reveals that cultural festivals and historic sites are among the preferred tourist attractions. Ohmae (2009) confirms the findings but argues that the survival of cultural and natural assets are at risk of extinction. Due to this threat, tourists need to pay entry fees or taxes, for which money collected can be allocated purposely for the preservation of the asset rather than for general budgetary revenues. If entry or user fees are the mechanism of choice, they will either appear in the price of the tour package or as an out-of-pocket expense for those tourists who choose to visit the attraction. Belize and Morocco are a case in point where tourists pay a fee for cultural and natural asset preservation.

Also established from the study is that tourists also take vacations to visit friends, family, and for sports and religious pilgrimage. George (2011) argues that besides the cultural factors, tourists also travel as a result of social factors like visiting friends, family, social roles and group interaction. According to Kotler et. al. (2010), when people belong to a group where they have direct influence, it is called a membership group including primary groups such as friends, coworkers, and family. These kinds of groups influence travel and selection of destination.

Rogerson (2013) found that safety and security of a destination or country drive tourists to a destination. To support the findings, WTO (2009b) found that with increasing global terrorist attacks, safety and security in addition to health concerns and the financial crisis in Europe and the USA, international travel has declined, particularly the leisure market. The study also found that Kenya’s safety and security is a concern for regional tourism.
audiences a factor that has led to Kenya’s tourism decline due to safety, and health and that equally affect consumption of tourism products and services.

The study also revealed that tourism attractions are the principal assets that drive tourists to a destination. The study shows that easy access to tourist attractions determines the choice of destination and that affordable transport to tourist attractions determines the selection of destination. The flow of tourists to a particular destination is to a large extent determined by travel agents and tour operators hence the Travel agents and operators enhance intra-regional tourism.

5.3.3 Booking Patterns and Purchase Behaviour

The objective of the study was to establish the booking patterns and purchase behavior of tourists. The study confirms that most of the tourists go for their vacations as family members, social groups, church members and business groups.

The findings of the study fit in with the findings by Chris (2009) who found that family members profoundly influence one’s choice of a destination. The author reveals that with the modification of the traditional family roles, women now stamp decisions and children continue to have a powerful influence in contemporary society. Bonita (2011) further asserts that a human being belongs to many groups and that the position each person has in each cluster defines their status, role, and therefore choices.

WTO (2009b) report states that Kenya’s tourism has struggled to rise from the ashes many times, only to find itself in a deeper crisis. While domestic tourism has offered some relief after many years of domestic tourism promotion and millions of Kenya shillings in national tourism campaigns, this has been largely seasonal and contained during the months of April, August and December. The study, therefore, indicates that to the demand for Kenya’s Tourism from Rwanda, Tanzania and Uganda between June, July and August could provide some relief.

However, noted also that this is the peak period for foreign and long-haul tourists from the traditional source markets and when the costs of holidays in Kenya is at its highest. Special and discounted packages and incentives are thus needed to attract the regional market.
Kottler and Bowen, (2010) affirm that a consumer's decision is as a result of individual factors such as occupation, economic situation, life-cycle stage, age, lifestyle, personality, and self-concept. The study found that the tourists from Rwanda, Tanzania and Uganda spend between 201 US dollars per person per day while 14% spend over 500 indicating that availability of discretionary income and a growing middle class in the region can enhance the sustainability of tourism in Kenya.

Shoemaker (2010) found out that the flow of tourists to a particular destination or country is to a large extent determined by the global tourism industry, represented by highly professional travel agents, tour operators and transport services in the tourist’s origin. The study confirms that travel agents and tour operators play a critical role in recommending a tourists’ vacation destination and hence provide critical insights and drive on tourism consumption.

Skidmore and Pyszka (2008) argue that the Internet has further enhanced competition between tourist destinations, a majority of the vast and growing numbers of users are prospective visitors. From the study, it shows that communication from the internet has highly influenced the choice of vacation destination that it should continue to be used as an avenue to convince prospective tourists online of the quality and price range, hence giving the destination a significant competitive edge over destinations that are not yet online.

The study found that most citizens, residents, and expatriates of from Rwanda, Tanzania and Uganda pay for their vacations using mainly cash and credit cards. While the travel industry is in a state of increasing change, electronic commerce will threaten traditional outlets. Chang (2009) affirms that travel and tourism are second only to computer-related sales in e-commerce and thus global online travel and tour firms that offer greater information about the prices and availability of various means of transport to particular destinations and prices of packages that come together with travel and accommodation will survive.
5.4 Conclusions

The study concludes that numerous factors influence people’s travel decisions. These range from internal factors which comprise of; psychological aspects, person’s age, personal objectives and many more factors to external factors like economic, political, demographic, social, cultural and many others. Tourism policies, local people’s attitude towards tourists, quality of infrastructure, service prices and other aspects have also become very critical in recent decades.

Nonetheless, as a variety of scientific research reveals, the strongest impact on the development of tourism is made by the tourists’ travel motives. People to a greater extent often make travel decisions for personal reasons, sometimes choosing travel as a way to run away from themselves, that is, problems and their daily routines. Changing climate and everyday surroundings help to look at daily life from a different point of view, to reconstruct and to relax for future activities.

The study also examined and concluded that intra-regional tourists are attracted to nature-based tourism products and attractions with national parks and reserves, mountain climbing, scenery and the sun and sand topping the list. The next revealed core product preference was adventure tourism with the main attractions as water rafting, skydiving, and water sports highlighted as preferred activities. Finally, history and culture are additional areas of interest for regional tourist audiences.

Other products and attractions of interest that included scuba diving, deep sea game fishing, hunting, birding, balloon safaris, bungee jumping, slum tourism, city tours, and urban travels, artistic handicraft and traditional food.

However, Kenya’s tourism product like any other destination is more than the destination’s tourism assets. It includes hotels and other accommodation facilities; transport to and from the country and final destination; restaurants and other types of catering and tour services that connect the diverse aspects of an expedition, including national parks and city tours. These factors should, therefore, improve to enhance Kenya’s tourism competitiveness.
The study also concludes that Nairobi, Masai Mara, Mombasa, Tsavo, Lake Nakuru, Diani, Watamu and Mount Kenya National Park were the most sought destinations in Kenya in that order. The mere fact the Nairobi came out top in the list suggests the tourism stakeholders should take an inventory of tourist attractions and activities in the city and develop packages around them as Nairobi is often considered a tourist transit town and remains a ghost town over the Christmas holidays.

The study shows that the most likely configuration of tourists is family, followed by social/church/business groups, traveling with a partner and alone. June to Early September appears to be the peak season for vacations in Rwanda, Tanzania, and Uganda for the citizens, residents, and expatriates with stays of three to seven days. The findings suggest the need for targeted promotions for three to seven days vacations, frequent short weekend breaks, and packages costing 200 to 500 US Dollars per person per day.

As the study reveals, travel agents and tour agents highly affect the selection of vacation destination; the study concludes that it would be necessary to build their and enhance customer service to enhance visitor experiences. The findings propose regulation of travel agents and tour operators to ensure credibility and increased use of technology and in particular, mobile technology.

5.5 Recommendation
5.5.1 Recommendation for Improvement

5.5.1.1 Travel Motivation and Drivers for Tourism Uptake
The study recommends enhancing tourism sustainability through raising awareness of the economic value of the sector amongst public, private sector stakeholders, and the general public to create an enabling environment. Policy makers and technocrats are not sufficiently awareness of the economic value of tourism and hence do not adequately finance infrastructure connecting the region or enact laws and policies that would offer incentives for tourists. Additionally, political stability, safety, and security of the destination should be enhanced to guarantee a free flow of tourists.
5.5.1.2 Intra-Regional Tourism Market’s Product Preference

The study highlights that intra-regional tourists prefer nature-based, adventure, and cultural tourism. As a result, the study reveals that marketing and promotion should primarily feature these product preferences.

However, the success of tourism products uptake should also factor the quality of accommodation facilities, transport, restaurants and other types of catering and tour services that connect the diverse aspects of an expedition. Classification of hotels and restaurants by global standards would enhance quality and service delivery.

The study recommends that easy access to tourists attractions and affordable transport to tourists attractions determine the choice of destination hence the construction and maintenance of air, road, rail and water transport infrastructure are recommended.

5.5.1.3 Booking Patterns and Purchase Behaviour

The study shows that the most likely configuration of tourists is family, followed by social/church/business groups, traveling with a partner and alone. June to Early September appears to be the peak season for vacations in Rwanda, Tanzania, and Uganda for the citizens, residents, and expatriates with stays of three to seven days.

Due to the latter statement, the study recommends that travel agents and tour companies promote summer vacations targeting regional tourists so as to enhance tourism in the country. The study also suggests that these targeted promotions should focus on three to seven days vacations, frequent short weekend breaks, and packages costing 200 to 500 US Dollars per person per day.

5.5.2 Recommendation for Further Research

The study aimed at evaluating the role and potential of intra-regional tourism for Kenya’s tourism sustainability. The study recommends future researchers and scholars to explore the relationship between the brand association and preference to destination choice.
REFERENCES


World Travel and Tourism Council (2014), The global and regional statistics


APPENDICES

APPENDIX I: INTRODUCTION LETTER

Dear Sir/Madam,

RE: RESEARCH INFORMATION

I am a postgraduate student at the United States International University, School of Business and as part of the course requirement for a Masters of Business Administration (MBA), I am undertaking a research project that seeks to determine the role and potential of intra-regional tourism for Kenya’s tourism sustainability.

It is for this reason that I kindly request your cooperation to provide primary data, by way of a questionnaire. The information required is needed purely academic for purposes and will be treated in strict confidence, and will not apply for any other purpose other than for this research.

Kindly take a few minutes to provide this vital information and fill the attached questionnaire as accurately as possible. Your cooperation is highly appreciated.

Yours sincerely

Ms. Waturi Matu
APPENDIX II: QUESTIONNAIRE

KENYA’S TOURISM SUSTAINABILITY: A CASE FOR INTRA-REGIONAL TOURISM

The objective of this research is to evaluate the role and potential of intra-regional tourism for Kenya’s tourism sustainability

1. What type of business do you deal with in tourism sector?
   - Travel Agency
   - Tour Operator
   - Both
   - Other (please specify)

2. How many years have you been in operations?

3. What location is your company (headquarters?)

4. How many employees does your company have?

5. Do you have branch offices in any East Africa Country?

6. If yes to question 5 above, which ones
7. Which destinations do you market and sell as tour packages to your Country’s citizens, residents, and expatriates?

- Europe
- Middle East
- The United States and Americas
- South East Asia
- Australia
- Africa

8. If you sell African tour packages to your country's citizens, residents, and expatriates, please specify which ones

9. Do you market and sell Kenya as a tourist destination to your Country’s citizens, residents, expatriates and international tourists?

10. If not why?

11. Do you have branches Partners/Affiliates/Ground Handlers in Kenya?
12. Which marketing channels do you use to promote your business?

- [ ] Email shots
- [ ] Social Media
- [ ] Trade Fairs
- [ ] Targeted group presentations

Other (please specify)

13. When selling tour/travel packages, what your Country’s citizens, residents, and expatriates motivations and drivers for booking a holiday or travel package? Please rank the following items from 1-14 where 1 is the greatest motivator and driver for travel and 14 is the least

- [ ] Self-actualization/ Sense of achievement/ prestige
- [ ] Relax, recuperate and regenerate away from routine
- [ ] Explore/ experience new or unusual culture
- [ ] Explore/ experience history
- [ ] Explore/ experience people
- [ ] Explore/ experience new or unusual food
- [ ] Enhance Relationships between family and friends
- [ ] Destination attributes – wildlife
Destination attributes – museums

Destination attributes – theme parks

Destination attributes – beaches

Shopping

Media and technology influence - access to information

Mix leisure with business travel

14. To what extent do you agree or disagree with the following statements: Leisure travel is goal-oriented focused on fulfilling needs

15. Tourists weigh the benefits/value of a vacation before booking

16. The safety of a destination (Real and perceived) determines destination choice

17. Technological developments have created opportunities for tourism

18. Tourism is dependent on vast amounts of real-time information
19. The full cost of tour packages determines destination choice

20. The amount of time available for vacation determines choice of destination and location

21. Flexibility of accommodation i.e. Budget hotels, homestays can enhance tourism uptake

22. Government policy and individual tax incentives can increase tourism uptake

23. In your opinion, which other travel motivations and drivers can enhance the sustainability of tourism?

24. Which of the following tourist attractions/products are your Country’s citizens, residents, and expatriates most interested in? Please rank the following items from 1-15 where 1 is most preferred, and 15 is the least preferred.

Culture

National Parks and National Reserves- Wildlife

Sun and Sand- Beaches
25. Please specify other tourist attractions/products that are missing in question 24 above
26. Which are the most sought after destinations in Kenya by your Country’s citizens, residents, and expatriates? Please rank the following items from 1-13 where 1 is most preferred, and 13 is the least preferred

- Nairobi
- Mombasa
- Diani (Ukunda, South Coast)
- Watamu
- Malindi
- Lamu
- Masai Mara
- Lake Nakuru
- Tsavo
- Samburu
- Amboseli National Reserve
Lake Naivasha

Mount Kenya National Park

27. Please specify any other destinations in Kenya

28. Please rate the following statement from 1-10 where 1 is most critical, and 10 is the least critical

The safety and security of a country drive tourists to a destination

The tourism attractions are the principal assets that drive tourists to a destination

The tourism activities are the principal assets that drive tourists to a destination

Easy access to tourists’ attractions determines choice of destination

Affordable transport to tourists’ attractions determines choice of destination

The flow of tourists to a particular destination is to a large extent determined by travel agents and tour operators

The Internet, media, and advertising have further enhanced competition between tourist destinations
Destinations that convince prospective tourists online that their product offers the best quality have a significant competitive edge over destinations that are not yet online.

The total cost of the package plays a crucial role in choice of destination.

The quality of tourist destination, its assets and services are essential for destination attractiveness.

29. In your opinion, list other factors that influence intra-regional tourism’s market product preference.

30. When your Country’s citizens, residents, and expatriates go for their vacation what is the configuration of the tourists? Please rank the following items from 1-4 where 1 is the most likely configuration of tourists, and 4 is the least.

<table>
<thead>
<tr>
<th>Style</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Family</td>
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<td>Social/church/business groups</td>
<td></td>
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<tr>
<td>Partner</td>
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<tr>
<td>Alone</td>
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</tbody>
</table>

31. Please specify other configuration of tourists that are missing in question 30 above.
32. **Rank which times of the year do your Country’s citizens, residents and expatriates usually go for their vacation?** Where 1 is the month with the highest and 12 is the lowest

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
33. When your Country’s citizens, residents, and expatriates take a vacation, how long are their vacations? Please rank the following items from 1-9 where 1 is the most reasonable length of stay and 9 is the least

Less than 3 days

3 days

4 days

5 days

6 days

1 week

Between 1 and 2 weeks

Between 2 and 3 weeks

More than 3 weeks

34. When your Country’s citizens, residents, and expatriates take a vacation, how much do they spend per person per day on average in US Dollars (Accommodation and Air Transport)?
35. When your Country’s citizens, residents, and expatriates take a vacation, how do they pay? Please rank the following items from 1-4 where 1 is the most likely mode of payment, and 4 is the least

Credit Card
Cash
Credit plan
Pre-paid plan

36. What other payment plans do you accept?

37. Who/what mainly influences your Country’s citizens, residents and expatriates choice of vacation destination? Please rank the following items from 1-7 where 1 is the most likely influence, and 7 is the least

Travel Agent/Tour Agent
Airline Holidays department
Immediate family
Friends and family
Communication from the TV
Communication from the Magazines

Communication from the Internet

38. Please specify other influences for choice of vacation destination if not in question 37 above

39. Which sources of information do your Country’s citizens, residents and expatriates use to learn about Kenya as a tourist destination? Please rank the following items from 1-7 where 1 is the most likely source of information and 7 is the least

TV

Radio

Online (Facebook, Twitter, website)

Newspaper

Magazine

Friends and Family

Airport Posters and Banners
40. Please specify any other sources of destination information

THANK YOU FOR YOUR TIME