

**EFFICACY OF TRAVEL MOTIVATION ON DESTINATION LOYALTY
AMONG DOMESTIC TOURISTS IN THE COAST REGION OF KENYA**

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**A Thesis Submitted in Partial Fulfillment of the requirements for the Degree of
Doctor of Philosophy in Hospitality and Tourism Management of
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DECLARATION

I hereby declare that this thesis is my original work and to the best of my knowledge has not been presented for a degree award in this or other University.

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APPROVAL

The undersigned certify that they have read and hereby recommend for acceptance of Murang'a University of Technology a thesis entitled "**Efficacy of Travel Motivation on Destination Loyalty among Domestic Tourists' in the Coast Region of Kenya**"

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DEDICATION

This thesis is dedicated to the Almighty God, for His unmerited grace and strength. I also dedicate this work to my beloved wife, Joy and Children - Benita and Frank for their tremendous support and sacrifice they put across to make me complete my PhD. Program.

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ABSTRACT

Despite the marginal growth recorded in the tourism sector in Kenya, the domestic visits and estimates fall far below the expectations. This study aimed at assessing the efficacy of travel motivation on destination loyalty among domestic tourists in the Kenyan Coast. The study was guided by the following specific objective to; determine the travel preferences and frequency of domestic tourists visiting diverse attractions in the Coast Region of Kenya; investigate the influence of travel motivation aspects on destination loyalty of domestic tourists in the Coast Region of Kenya; examine the mediating effect of satisfaction on the relationship between travel motivation and destination loyalty of domestic tourists in the Coast Region of Kenya; and assess the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast Region of Kenya. The study area comprised frequented attractions in the Coast region of Kenya. The study adopted an embedded mixed approach comprising descriptive survey (quantitative) and explanatory research designs (qualitative). Simple random sampling and purposive techniques were adopted for domestic tourists, destination managers and experts respectively. Data was collected using questionnaires and interview schedules. Four hundred (400) questionnaires were distributed and the return rate was 73.3%. Further, 5 destination managers and experts were interviewed. Data analysis was done using various techniques such as; ANOVA, Chi-square, multiple linear regression, hierarchical multiple regressions, Pearson correlations, one sample t-test and descriptive analysis. The research findings were an indication that the majority of the National and Marine Parks within the Coastal touristic circuit are popular among domestic tourists since they were highly visited and revisited due to exceptional experiences on offer. The research findings were an indication that the majority of the museums and historical sites such as; Fort Jesus, Gede ruins and Malindi museum are popular among domestic tourists. These destinations denote the authentic and rich culture among the native people visiting the Coast Region of Kenya. The model summary results indicate that 44.2% of total variation in destination loyalty was explained by travel motivation aspects denoted as destination attributes and socio-psychological factors. The relationship between travel motivation and destination loyalty was mediated by satisfaction ($\beta=0.234$, $t=07.356$, $p=<0.000$) implying that when customers' expectations are confirmed they tend to be satisfied and are likely to recommend and revisit. The hierarchical multiple regression demonstrated that contextual factors have a moderating effect on interaction between travel motivation and destination loyalty since the model was significant $\{R^2 = 0.255, F(7, 371) = 12.12, p = 0000\}$. The model accounted for 25.5% of variation on destination loyalty. This means that the composite elements of contextual factors namely; political, economic, technological and socio-cultural factors significantly moderates the interaction between travel motivation and loyalty behaviour of domestic tourists. All the three null hypotheses were tested and rejected. The study recommendations need to; prioritize the ever-growing youth market segment through legislation; creating exceptional tourist experiences and a comparable research studies should be carried out in other destination areas visited by domestic tourists in Kenya.

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ACRONYMS AND ABBREVIATIONS

CLI	Customer Loyalty Index
DTCK	Domestic Tourism Council of Kenya
GDP	Gross Domestic Product
GOK	Government of Kenya
NTB	National Tourism Blueprint
NTP	National Tourism Policy
NTS	National Tourism Strategy
KIPPRA	Kenya Institute of Public Policy Research and Analysis
KNBS	Kenya National Bureau of Statistics
KTB	Kenya Tourist Board
MOTW	Ministry of Tourism and Wildlife
TRI	Tourism Research Institute
UNWTO	United Nations World Tourism Organization
USA	United States of America
WOM	Word of Mouth
WTTC	World Travel and Tourism Council

OPERATIONAL DEFINITION OF TERMS

Destination loyalty: The ability to exercise patronage or repeat visit to a destination and willingness to recommend it to others (Oppermann, 2000)

Domestic tourism: An aspect of touring and traveling done by resident visitors within the economic territory of a country (UNWTO, 2012)

Domestic tourist: A resident visitor who visits within the economic territory of the country of reference (UNWTO, 2012)

Extrinsic motivations: These are factors that influence where tourists go travelling. They are pull factors or attractiveness of the destination as perceived by the traveler (Ng and Ho, 2018)

Intention to visit: The likelihood of visiting a destination within a specific time-frame (Yoon and Uysal, 2005)

Intention to recommend: The likelihood of sharing and commending destination information with other potential visitors or travelers (Yoon and Uysal, 2005)

Intrinsic motivations: These are internal or intangible factors that lead to the formation of travel desires among potential tourists (Yoon and Uysal, 2005)

Overall Satisfaction: The extent of the overall pleasure felt by tourists resulting from the ability of the tour to fulfill the desires, expectations, and needs of the tourists (Opperman, 2000)

Travel frequency: The rate at which a tourists visits a certain destination due to its appeal or exceptional experiences (Goeldner, 2012)

Travel preferences: The extent to which a traveler forms an opinion of a destination based on level of awareness or knowledge (Goeldner, 2012)

Tourism marketing: It is a continuous, sequential process through which management in tourism plans, researches, implements, controls, and evaluates activities designed to satisfy the needs and wants of a tourist, as well as meet the organization's objectives (Aziz, 2018)

Travel motivation: It is the psychological need of a person to participate in travel activities, and a travel action will result (Ng and Ho, 2018)

Tourist satisfaction: The tourists' overall evaluation and contentment of the destination experience, fulfilling their desires, expectations and needs (Mkwizu, 2019)

Word of Mouth: It is the aspect of sharing opinions and information electronically or conventionally about specific tourism products/services on offer among tourists (Serenko, 2009)

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Different approaches have been advanced in an attempt to understand tourists' travel motivations (Plog, 1974; Dann, 1977; Crompton, 1979; Mayo and Jarvis, 1981; Goodall, 1988; Ross and Iso-Ahola, 1991; Witt and Wright, 1992; Uysal and Hagan, 1993; Pearce, 1993; Ryan and Glendon, 1998; Qiu and Lam, 1999; Bui 2011; Hung and Petrick, 2011; Kassean, 2013; Pansari and Kumar 2017; Rather 2018). Fundamentally, researchers have recognized the heterogeneous aspect of tourist motivation by proposing visitor typologies based on different constructs such as personality and tourism activity (Kim, 2013; Chiu, 2016).

Equally, most tourism researchers have concentrated their focus on who, when and how tourists make travel decisions but the critical question on why tourists travel remain scantily answered. In attempt to answer this fundamental question, different theories on travel motivation studies have been developed over time in an effort to explain travel psychology among tourists. Key among these is the renowned '*Hierarchy of needs*' based on Maslow theory (1971), '*Push and pull factors*' by Dann (1977) and '*Motivators of travel theory*' by Hudman (1989).

Several visitor typologies have been developed in tourism studies and key among these typologies by Cohen (1972) and Plog's (1987). Cohen's typology noted that most tourist prefer to explore destinations from a familiar base while Plog's typology considers the inherent personalities of travelers. Cohen's (1972) classification of tourists is based on the theory that tourism combines the curiosity to seek out new

experiences with the need for the security of familiar reminders of home, thus most tourists prefer to explore the destinations from a familiar base.

Plog (1974) typology proposes a theory that associates the popularity of a destination to the inherent personalities of travelers. An allocentric tourist seeks new experiences and adventure in a variety of activities. This person is outgoing and self-confident in behavior. Allocentrics enjoy meeting people from foreign or different cultures. They prefer good hotels and food, but not necessarily modern or chain-type hotels. For a tour package, an allocentric would like to have the basics such as transportation and hotels, but not be committed to a structured itinerary. They would rather have the freedom to explore an area, make their own arrangements and choose a variety of activities and tourist attractions.

Psychocentric are more conservatively oriented and prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect. They prefer to drive to destinations, stay in typical tourist accommodations, and eat at family-type restaurants. When arranging a package tour, psychocentric would prefer a heavily structured itinerary so that they know what to expect. Safety and security are very important to this group.

There is a large number of people falling between the allocentric and the psychocentric types of tourists, referred to as mid-centric. They are not particularly adventurous, but they are receptive to new experiences. From these typologies, it is clear that the popularity of a destination is associated with the inherent personalities of travelers and curiosity to seek out new experiences from a familiar base. These typologies were

mainly tested among international tourists and thus it was interesting to test their applicability among domestic tourists.

While the two typologies attempt to explain the underlying travel motivation, it is hard to encompass the complex patterns of travel behavior with just a few typologies especially in today's dynamic market, which postulates sophistication and experiential nature of which the line between the typologies may not be clear. Despite the notable contributions of these theories, the fundamental question 'why domestic tourists travel' as depicted by their needs and associated characteristics remains unanswered.

Due to the unique nature of tourism, typology concepts cannot be generalized in terms of its application to all tourists since their needs are diverse. When typology is universally applicable to all tourists, it then seems to ignore some fundamental concepts, which weaken the validity of such proposition. This has seen a divide in scholars focusing on domestic travel motives in comparison with the international one, since different market segments have diverse travel needs (Rather, 2018). In today's dynamic market, customer satisfaction is a critical aspect, which cannot be ignored at all (Chen *et al.*, 2016; Rather, 2018). For instance, empirical studies show that; once tourist expectations and needs are met there is a high propensity to recommend to friends and family, subsequently lowering the cost of marketing (Zhang, Kim and Goodsir, 2018).

In tourism literature, it is also important to conduct extensive research on destination loyalty owing to the fact that many tourist attractions and destinations are heavily reliant on repeat visitations (Opperman, 2000). This is especially due to the rising global competition faced by destinations rendering most of them less sustainable

(Mair, Ritchie and Walters, 2016). As a result, destinations need to understand the concept of loyalty to create the behavior of repeat visits for long-term sustainability. For instance, Hallak, Assaker and El-Haddad (2018) noticed that loyalty creation is less costly than acquiring new customers. Additionally, Riechheld (1996) noted that if loyalty is improved by 5% it enhances growth in profit in the tourism sector by 25% to 95%. Thus, loyal tourists have a higher likelihood of a product repurchase.

With the onset of global challenges in the tourism sector such as insecurity, disease outbreaks, intense competition, global sanctions amongst others, loyalty creation in the tourism sector is at a pivot point in world history. Thus, destination loyalty and its drivers have been under intense discussion by scholars all over the globe. Tasci (2017) who considered destination loyalty as a critical marketing construct in the USA profiled loyal travelers. Loyal tourists in the USA are different from others in terms of psychographic, socio-demographic and behavioral traits. Additionally, tourists' loyalty in the USA is better demonstrated through attitudinal loyalty for both revisit intentions and frequency of the past visits (Halpenny, Kulczycki, and Moghimehfar, 2016). In addition, Tasci (2017) noted that destination loyalty in the USA is influenced by tourists' characteristics such as need for variety and risk aversion, characteristics of the brand such as reputation and social factors such as influences from groups and recommendations.

In fact, destination loyalty profiling in Spain has adopted Customer Loyalty Index (CLI), thus creating a typology of tourists depending on their loyalty levels. Four tourist groups in Spain have been identified based on their loyalty level: unprofitable visitors (those spending less days in a destination and with a loyalty level below

average), underutilized visitors (those with loyalty that is higher than average but below average number of stays).

Others are high potential tourists and high performance visitors. Based on this profiling, Spain has been able to improve on destination loyalty as an aspect of tourism marketing, thus building the nation's tourism statistics to the globe's second best. Among the factors that policy makers in Spain's tourist industry have identified drivers of destination loyalty are service quality, positive image and satisfaction. As a result, more than half of tourists who have visited Spain have revisit intentions and are able to recommend Spain as a tourist destination to third parties (Cossio-Silva, Revilla-Camacho and Vega-Vazquez, 2018).

Greece, while priding itself for its clean beaches and history as the major tourist attraction, has applied the concept of destination loyalty to win tourists in the current competitive tourism industry. Greece has continuously applied relationship building with tourists hence winning their trust. In Greece, the major influencers of destination loyalty have been characteristics of the destination brand especially reputation, brand competence and predictability which have made the country to rank 13th globally in terms of being a favorite tourist destination (Chatzigeorgiou and Christou, 2016).

The triggers of destination loyalty have been studied in Asian countries, specifically, China and Korea by Olya *et al.*, (2019). Specifically, the study focused on factors that are external to the tourism sector such as political factors, as triggers to destination loyalty. This has been driven by political debates amongst the Asian countries that has led, for instance, Japanese tourists dropping significantly in Korea. For example, political factors (political disputes) between Japan and Korea, led to Japanese tourists

dropping from 19.4% to 2.3% in the years 2015/2016. In an attempt to address these triggers, policy makers in the tourism sector in Asian countries such as Japan, Korea and China have been adopting strategies with an aim to target intrinsic factors that may enhance loyalty in an attempt to surpass the influence of external factors. As a result, Asian countries have been focusing on various motivation types and demographic characteristics to influence destination loyalty for different Asian visitors (Leong *et al.*, 2015).

In Brazil's Rio De Janeiro, a famous tourist destination in the world, factors influencing brand loyalty are related to brand characteristics (Pereira *et al.*, 2018). In fact, loyalty from the perspective of Brazil tourism marketing is vital when there is value attached to a specific brand in the tourism sector. Five aspects of a brand are considered in tourism marketing in Brazil: destination attributes, brand equity, brand personality, brand considered as a symbol and brand image. Destination attributes in Brazil include factors such as attractiveness of natural sceneries, hospitality of the local people and quality of service offered at the destination.

Brand equity in the confines of Rio De Janeiro involves constructs such as awareness, associations, perceived quality and other aspects that influence value to the tourist and tourism industry (Pereira *et al.*, 2018). As a result, personality increases positive experience and perceptions regarding a brand. On the other hand, brand as a symbol is considered powerful since it provides structure and cohesion to the identity of a brand. This enhances recognition in addition to brand recall in Brazil's tourist mind since it stimulates memory. The image of a destination as a factor influencing destination loyalty in Brazil sums up the global product and the collection of communicative actions that the destination is subjected to. Destination image in this

perspective is helpful in determining which tourism destinations are sustainable and which ones cannot be recommended to other intending visitors (Pereira *et al.*, 2018).

For Jordan, Akroush *et al.*, (2016) notes that tourist destination loyalty is linked with diverse dimensions of service quality. In this regard, the tourism industry in Jordan enhances destination loyalty by insisting on service quality to meet the expectations of customers, create value for the tourists and fulfill their requirements. Therefore, a long-lasting impression is created by matching the end-customer with quality, thus increasing the chances of re-visiting again in the future and referring to Jordan as a tourist destination for other tourists.

In South Africa, destination loyalty for both local and foreign tourists as studied by Ezeudji and Mhlongo (2019) was found to be influenced by tourists' perception towards destination image, attitude, and overall satisfaction during a stay at a certain destination. In Egypt, destination image components comprising affective image, cognitive image and conative image have been used in enhancing tourist satisfaction, which in turn influence loyalty in terms of revisit intentions and recommendations to other people through word of mouth (Elsayeh, 2020).

Tanzania, boasts as one of the best cultural heritage destinations in the East Africa Coast, considers tourism loyalty as a major marketing tool in the tourism sector (Chami, 2018). A study by the Tanzania Tourist Board (2017) found that more than 60% international tourists would continue visiting Tanzania and another 85% would recommend Tanzania as a tourist destination due to its cultural heritage. Additionally, another 54% of the tourists in 2017 would visit Tanzania again due to the hospitality of the local people and quality of service received in the tourist sites (Tanzania Tourist

Board, 2017). As a result, Tanzanian authorities in tourism have been engaging in maintenance of tourism sites especially the cultural heritage to improve their image, which is significant in visitors' satisfaction and thus overall destination loyalty (Chami and Lyaya, 2019).

Purchase behavior of tourists is a dynamic process, implying that it is imperative to understand tourists' profile, the motives that influence their decision-making, the way they make their decisions, the factors determining tourists as individual buyers and the factors influencing the level of their satisfaction are all essential in predicting purchasing behavior of tourists. This is only possible through constant research of purchasing behavior of tourists and all factors affecting it. Then all interested stakeholders could adapt their activities to tourists' needs in order to reach all their economic and psychological goals and thereby achieve the key marketing goal; which is satisfaction primarily (Slivar, Aleric, and Dolenec, 2019).

By understanding the characteristics of tourists (their cultural background, the demographic factors, their social influences, value systems, attitudes, experiences etc.), the social, cultural and environmental contacts can be adequately managed in order to improve the overall satisfaction of tourists, reduce complaints, improve the relations with tourists and influence the total experience of the tourist destination they are visiting (Pearce, 2005). It is more than ever needed to make the tourists satisfied considering the overall experience of the travel, since they are ready to share their experience both offline and online. The younger generations, e.g. millennials and post-millennials, are even more open, social and used to new technologies and ready to share publicly their experience (Nouri *et al.*, 2018).

Thus, investigating purchasing behaviour leads to identifying buyers' behaviour motives, factors affecting their behaviours, and discovering the ways and reasons for making their purchasing decisions. That way an enterprise or a country, a region, a city or a tourist destination based on acquired purchasing behaviour data could adapt their marketing strategy to the tourists who visit them in order to increase the level of tourists' satisfaction (Slivar, Aleric, and Dolenc, 2019).

Measuring the level of satisfaction comprises the identification of user requirements, the understanding of how users perceive an organization or company and if the service provided complies with their expectations. Additionally, the detection of areas of performance to be improved, the priorities of users thus enabling the tracking of progress in increasing customer satisfaction levels, resulting in increased profits through improved customer loyalty and retention (Self, Roche, and Hill, 2007). Customer satisfaction is essential for more frequent, repetitive purchases, and recommendations to other users (Hill and Alexander 2006). Satisfied customers are five times more profitable than winning new customers (Hill, and Allen, 2007). Furthermore, if customers experience such service that exceeds their expectations, the consequent satisfaction might lead to the loyalty of customers (Kotler, Hayes and Bloom 2000).

Tourists with their purchasing behaviour not only affect the economic activity of a tourist destination (in terms of managerial adaptations in a tourist destination directed to meet the needs of tourists) but also the socio-cultural and environmental sphere (Gergen 1997, Crang 1997, Moore 2002, Oberg 1960). For instance, the influence of the culture of tourists on the culture of residents; the change of habits of the domicile

population due to the influence of habits of tourists and their impact on the environment (Pearce, 2005).

Africa was already fragile and vulnerable due to economic, social and political problems before COVID-19. Confidence levels among travelers, loss of revenue among industry investors and entrepreneurs, loss of jobs among employees, and lots of xenophobia (fears of the unknown) have spurred national lockdowns, worldwide. It has reduced occupancy levels for hotels and lodges, which in turn, have widely impacted even the banking sector. Domestic tourism presents itself as the singular strategy of revamping the industry (UNWTO, 2020).

According to Song *et al.*, (2016) the impact of contextual factors on tourists' motivation considered the relationship between China and Taiwan, Visa issues, political climate and travel styles. The findings of the study demonstrated that delicate political ties between China and Taiwan negatively influenced travel motivation for Chinese tourists in Taiwan. This is because the delicate political relationship between the two countries influenced visa issues and restricted direct flights from China to Taiwan. Buhalis and Foerste (2015) considered contextual factors that were external to the tourist as environmental, political, social, technological and legal factors. Though the study did not assess how the contextual factors influenced travel motivation, the findings of this study agree on the existence of contextual factors such as political, legal, social and technological. For Barkauskas *et al.*, (2015) contextual factors focusing on macro environmental factors such as socio-cultural, natural-ecological, technological and political-legal factors and their influence on rural tourism in Lithuania was studied. The findings showed that tourists were motivated by the cultural heritage, history and traditions of Lithuania.

Climatic conditions in Lithuania negatively influenced rural tourism motivation and political-legal environment in Lithuania favoured motivation for tourists visiting rural areas. However, rural tourist destinations in Lithuania had not adopted modern technology and therefore were less competitive in attracting tourists. Unlike, Barkauskas *et al.*, (2015) the findings of the current study found Kenyan Coast tourist destination to have adopted technology which was however not significant in tourist motivation. The other findings in Barkauskas *et al.*, (2015) conformed to this study's findings. The study's findings also support Leiper (1990) model by confirming that Kenyan Coast tourism does not exist in isolation but intermingles with the external environment such as political, economic, socio-cultural and legal factors.

In Kenya, the tourism industry has been on an upward trend. For example, in 2019, the country witnessed 3.9% growth in international tourist arrivals from 2, 025, 206 tourists in 2018 to 2, 048, 334 tourists in 2019. Statistics on domestic tourists' growth indicate a growth of 9.03% from 2017 to 2018, representing 3, 645, 144 in 2017 to 3, 974, 243 domestic tourists in 2018 (GoK, 2019). In terms of earnings, the tourism sector contributed to 8.8% of the GDP in the country in the year 2018, making it one of the key drivers of the economy (GoK, 2019). This contribution to GDP was greater than the world average of 3.9% GDP contribution and Sub-Saharan Africa's average GDP contribution of 3.3% (United Nations World Tourism Organization, UNWTO, 2020).

In terms of performance, domestic growth of tourists was the highest in Africa surpassing Africa's tourism giants, South Africa and Nigeria (UNWTO, 2020). The growth was attributed to the country's tourism sector re-focusing on its marketing strategy to enhance domestic travel in order to help the sector withstand shocks and

fluctuations in demand that may arise when there are crises affecting international travel such as terrorism and the current Covid-19 global crisis (UNWTO, 2020).

As a result of the current Covid 19 pandemic, destinations grounded on the domestic market have an upper hand in cushioning the effects associated with international travel. Most practitioners in the tourism industry are of the view that domestic demand would recover faster than international demand (TRI, 2021). Among the strategies employed by the policy makers in the industry include aggressive marketing and promotions, development of infrastructure, diversification, partnerships and collaborations, re-building of destination images and repositioning of Kenya's tourists' destinations, tax, charges and levies reviews and review of tourism regulations and laws to encourage local tourism (MoTW, 2020).

However, the issue of destination loyalty by domestic tourists remains wanting as evidenced by inadequate data unlike foreign tourists' loyalty. This means that the country's tourism sector has not yet fully exploited the benefits that come with destination loyalty in tourism marketing. Similarly, though the domestic tourists may consume similar tourism products and services just like the international tourists, their travel motives, consumption patterns, satisfaction levels and revisit intentions may vary considerably due to their divergent travel needs. There is a need to build the body of knowledge based on factual travel needs and characteristics of the domestic tourists.

While most studies on tourism loyalty and motivation focused on international tourists and few on domestic tourists, the current study considered such (Kihima, 2015). Further, most of the studies have looked at the linear relationship between those two variables devoid of other exogenous factors. To address such weaknesses and

limitations the current study considered contextual variables as key moderating factors.

To explore further tourism development, the promulgation of Kenya 2010 constitution gave the county governments opportunities to harness tourism as an economic pillar though this is yet not realized (GOK, 2017). It is important to underscore that tourism development in Kenya is coupled by both product and market based issues with the former being more pronounced (NTB, 2017). Essentially, it is imperative to consider key areas such as marketing and product development issues as a basis for developing the domestic market.

Thus, expediting the concepts of travel needs, preferences, expectations and experiences the study adopted travel motivation aspects and destination loyalty, which were mediated by satisfaction and moderated by contextual factors as the study constructs. This approach was geared toward enhancing understanding of tourists' behaviour, thus providing answers to the question "why do domestic tourists travel to the Kenyan Coast and what triggers it."

Equally, little has been known on its suitability and applicability of these theories and typologies among the ever-growing domestic market in Kenya. It is with such observations that the current explored travel motivation in the light of diverse constructs from a wider and more holistic approach among domestic tourists in the Coast Region of Kenya.

1.2 Problem Statement

The importance of developing the domestic tourism market in Kenya has been recognized since the early 1980s and this has led to pursuant of diverse policies and

strategies with an aim of promoting domestic tourism as a market in its own right (GOK, 2017). The key policy and strategic documents articulating domestic tourism development agenda include; Kenya Domestic Tourism Survey 2021, Revised Domestic Tourism Strategy 2020, National Tourism Blueprint 2030 (2017), Vision 2030 Blueprint (2007), The Big 4 Tourism Strategy 2017- 2022, National Tourism Strategies 2008-2012 and 2013-2018, National Tourism Policy 2010, National Tourism Master Plan 1995 among others. Other fundamental reports continue to confirm the potential of the domestic tourism market in Kenya such as; (Africa Tourism Monitor 2016; WTTC, 2018; UNWTO, 2018).

Although Kenya possesses diverse touristic resources, it has not achieved its potential share of the domestic receipts. This concurs with the fact that, though the domestic tourism market is earmarked as the future of Kenya's tourism industry, its immense potential is yet to be realized (NTP, 2010 and GOK, 2017). This implies that Kenya as a destination is yet to fully address the strategic potential of domestic tourism in comparison with the international market (GOK, 2017). This has led to skewness whereby most marketing and promotional initiatives are geared towards the international market at the expense of the domestic one (Kihima, 2015).

Conversely, the following issues characterize growth and development of the domestic tourism market in Kenya; inadequate market data and information, lack of sufficient market intelligence and research, limited knowledge concerning the available tourist products, low adoption of digital marketing, and over-concentration on safari and beach tourism. Further, other issues are; uneven geographical spread of tourism activities, poor comprehensive marketing education initiatives by the relevant stakeholders, low brand conversion rate, perceptual issues and weak travel culture,

and pandemics such as Covid-19 (Mutinda and Mayaka, 2012; NTS, 2013-2018; Kihima 2014; Kieti, Okello and Wishitemi, 2014; GOK, 2017; Njagi et al, 2017).

In Kenya, the tourism industry has both product and market based issues with the latter being more pronounced (GOK, 2018; MOTW, 2020). Essentially, strategic market communications and information is particularly crucial during the planning and travel decision process of tourists (Rahmawati, 2019). The role of marketing should precede development of the prerequisite products and services (Matura, 2018). Marketer gathers information regarding the expectations of the target market and then destination uses such information to develop appropriate products. This implies that many domestic tourists have little information about the country's tourism resources, which does not coincide with Kenya's tourism potential. Inadequate essential market information about a destination leads to reactive and erratic measures being advanced especially during tourism product development, marketing and promotional efforts, resulting in a marginal performance of the target market (Rahmawati, 2019).

Mutinda and Mayaka (2012) noted in their study that most Kenyans appear not to have sufficient data that would empower them to choose on particular touristic regions to visit. It is imperative to match the product offerings of one specific sector with the potential demand of the market segments since most tourism products do not resonate with niche market needs and requirements. Notably, there is lack of targeted marketing which has led to many market segments left out of the tourism map among domestic tourists in Kenya (TRI, 2021).

Tourism marketing involves finding out what tourists want through marketing research and developing suitable offerings by developing products, doing promotions

and providing information as to where they can buy the offerings that they need, in turn receiving value (Basera, 2018). In order to realize the full potential of the domestic market it is imperative to understand the details of the market based on tourists' travel needs, preferences, expectations and experiences. With the corresponding potential of this market niche, it is hard to sustainably develop it when scantily understood by stakeholders.

Further, it is difficult to develop a domestic tourism market capable of delivering exceptional tourists experience without relevant data and information capturing their aspirations since tourism is heterogeneous in nature. This is because little has been documented concerning domestic tourists' travel needs and experiences in Kenya, hence the rationale of the proposed study.

1.3 Objectives

1.3.1 General Objective

The general objective of the study was to examine the efficacy of travel motivation on destination loyalty among domestic tourists in the Coast Region of Kenya.

1.3.2 Specific Objectives

The study was guided by the following Specific Objectives:

- i. To determine the travel preferences and frequency of domestic tourists visiting diverse attractions in the Coast Region of Kenya;
- ii. To investigate the influence of travel motivation aspects on destination loyalty of domestic tourists in the Coast Region of Kenya;

- iii. To examine the mediating effect of satisfaction on the relationship between travel motivation and destination loyalty of domestic tourists in the Coast Region of Kenya; and
- iv. To assess the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast Region of Kenya.

1.4 Research Hypotheses

The study sought to test the following null hypotheses:

H₀₁: There exists no significant relationship between travel motivation and destination loyalty of domestic tourists in Kenya.

H₀₂: Satisfaction has no mediation effect on the relationship between travel motivation and destination loyalty of domestic tourists in Kenya.

H₀₃: Contextual factors do not have a moderating effect on the relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

1.5 Significance of the Study

A strong domestic tourism market helps a country withstand shocks and demand fluctuations that may arise when crises affect external source markets. Since the promulgation of the New Constitution 2010 in Kenya, tourism was partially devolved from National to County Governments. This means that both national and county governments have a pivotal role towards the development of tourism in destination Kenya. From such observations, there is a need to develop a participative and integrated domestic tourism strategy to enable the industry to tap into the potential market in a sustainable and competitive manner. This implies that public private partnerships and collaboration in all the subsectors of tourism is integral. This is only

possible when such collaborations are informed through sound research and findings. Therefore, the study acknowledges vast stakeholders in the tourism industry who would benefit from this study. These stakeholders are and not limited to; destination planners, directors of tourism, tourism officers, investors, curators, tour operators, tour guides, destination managers, domestic tourists and marketing agencies in ensuring.

With the available domestic tourism market data and information destination managers and planners would eventually use it as the basis for sound tourism policy formulation geared toward embracing best practices and informed strategic planning initiatives. Further, marketing communications is pivotal as a basis for creating awareness and access to information among tourism suppliers and domestic tourists concerning strategic marketing, product development, and distribution of services. The results of this study offer a new conceptualization and empirical evidence on the relevance of travel motivations among domestic tourists and how it relates to destination loyalty.

1.6 Scope of the Study

In regard, to subject scope the study covered efficacy of travel motivation on destination loyalty among domestic tourists' in the Coast Region of Kenya. The study sought to find out relevance of socio-psychological factors and destination attributes affecting domestic tourists. Further, it sought to determine the relationship between travel motivation and destination loyalty. The study also investigated the moderating effect of contextual factors and mediating effect of satisfaction and on travel motivation and destination loyalty respectively. Despite the numerous tourism resources, one of the challenge facing the tourism industry in Kenya is the mismatch between product and market based issues (GOK, 2017). The essence of this was to

provide pivotal market information based on facts emanating from travel characteristics of domestic tourists visiting Kenyan Coast Region.

The geographical scope of the study was coast region of Kenya within the counties of Mombasa, Kwale and Kilifi. The main attractions visited were Kenya Wildlife Service (KWS) and National Museums of Kenya (NMK) documented facilities since majority of tourism activities in the Kenya Coast Region takes place in those facilities (GOK, 2019).

1.7 Limitations of the Study

One of the major limitation was inadequate data and information previously focusing on domestic tourists travel motivation, travel characteristics, travel frequency, travel preference and destination loyalty behaviour of domestic tourists. Most of the research conducted in major destinations focused mainly on international tourists. Thus, while formulating research questionnaires a hybrid scale of operationalizing those constructs factored previous parameters incorporating both domestic and international tourists. This is because no single scale have been agreed on concerning evaluating the domestic market. Thus, the need to develop a standardized scale to measure travel motivation and destination loyalty for the domestic tourists was imperative and this study came up with an adaptable framework.

With the diverse Coast ecosystem, there was need to be cautious when generalizing findings and relating it to other major attractions across the Country. To overcome this limitation when determining the travel preferences and frequency, tourists were free to mention their previous experiences along the vast Coastline, which partly

incorporate the Southern circuit. This ensured triangulation of result findings due to the long stretch of the Kenyan Coast.

1.8 Conceptual Framework

A conceptual framework is a visual representation of the relationship that is expected between the variables of the study. The conceptual framework for this study is depicted in Figure 1.1.

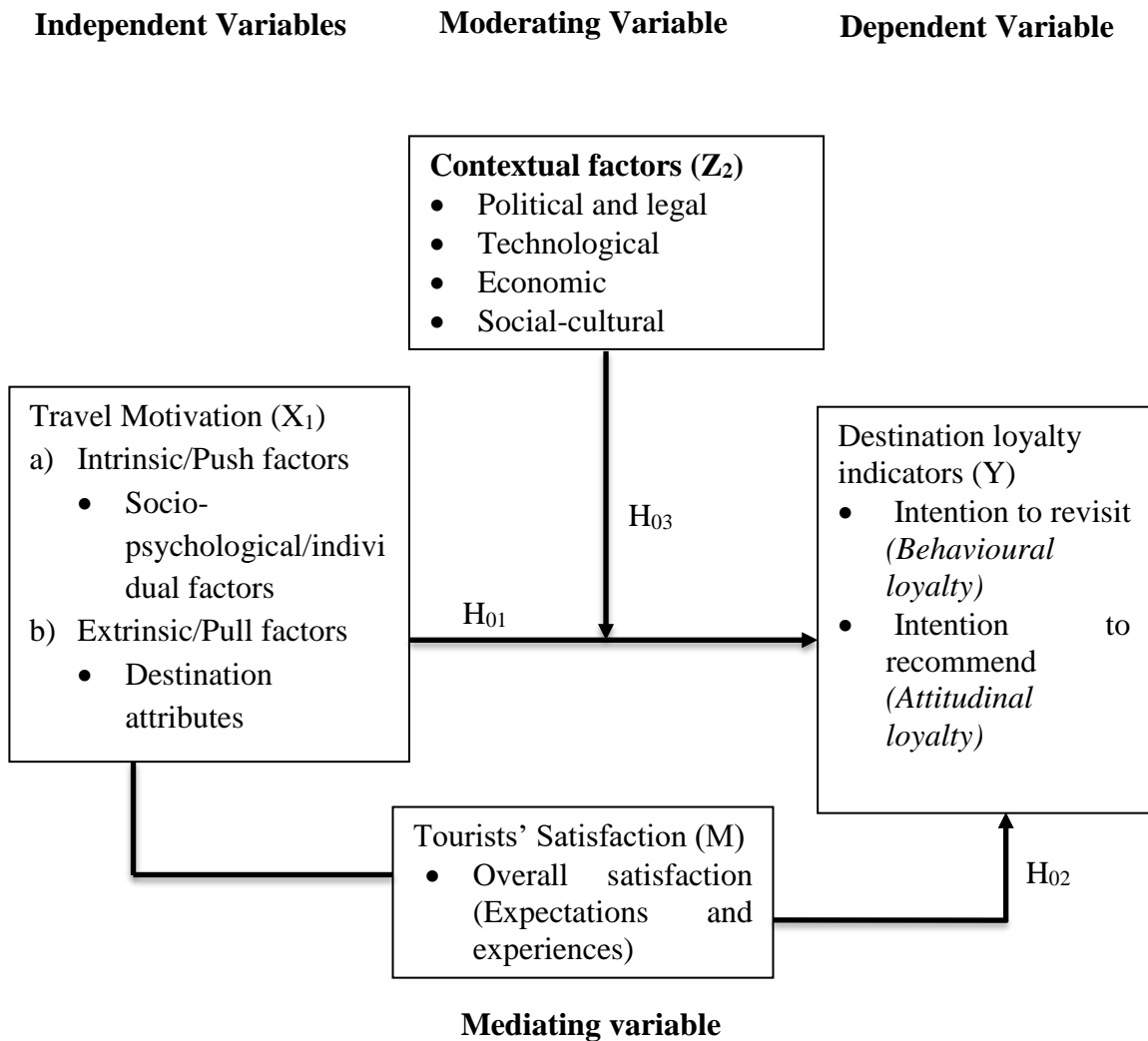


Figure 1.1: Adapted Conceptual Framework from Yoon and Uysal, (2005). Source: (Researcher, 2022)

The study adopted a modified conceptual framework, which was initially developed by Yoon and Uysal (2005). The earlier model depicted linear relationships between travel motivation and intention to revisit. With such propositions, the initial model failed to include satisfaction and contextual factors, which may come into play while making a travel decision among tourists. The proposed study sought to incorporate satisfaction and contextual factors deemed appropriate in determining the travel motives and experiences of tourists.

In this study, the independent variable was travel motivation, which is expressed through intrinsic (push) and extrinsic (pull) factors. According to Gnoth (1997), the push factors express socio-psychological tendencies, which trigger a desire to satisfy a need as expressed through personal values, attitudes and beliefs. The pull variables are the engaging quality or “drawing power” of the traveler and are likely to assist them make real choices to travel. Knowledge of destination, expectation and perception are composite elements to tourists’ pull type travel motivation (Andrulienė, et al, 2018).

Notably, push and pull motivation are not the sole cause of itinerary patterns or trip behavior but pivotal indicators. However, these intrinsic and extrinsic factors explain the underlying motivations for travel and answers several questions about why and how people travel. Thus, travel motivation was operationalized through intrinsic and push extrinsic factors.

Destination loyalty herein referred to as behavioural intentions was expressed as intention to revisit (attitudinal aspect) and intention to recommendation to others (behavioural aspect). Further, there are three aspects of destination loyalty; attitudinal, behavioural and composite elements (Zhang, 2014). Attitudinal loyalty comprises customer states of mind based upon their perceived esteem and tourists’ freedom to suggest the destination to visit. Behavioral loyalty looks at the real traveler conduct, such as patronage or intention to return to the destination, while composite loyalty comprises both attitudinal and behavioural aspects (Zhang, 2014; Afshardoost, 2020). It is known that loyal tourists will tend to spend more time in a destination, consume more and eventually promote it though the relationship might not be linear (Woyo, and Slabbert, 2020). Eminently, the foremost significant pointers of pre-visit and post-

visit behavioral for tourism analysts and managers are deliberate to return to a destination (Loi et al., 2017; Viana, 2021), intention to recommend (Prayag and Ryan, 2012), and intention to visit (Fu et al., 2016). Conversely, the linear relationship depicted by most past models did not exhaustively explain all the constructs under investigation since it only considered travel motivation and satisfaction constructs.

The mediating and moderating variables were tourists' satisfaction and contextual factors respectively. Tourists' satisfaction has been operationalized as travel experiences, expressed from domestic tourists' expectations and performance point of view. Visitors create desires around their visit and are satisfied in the event that the actual visit meets or indeed surpasses their desires (Meleddu, et al., 2015; Loureiro, and Ferreira, 2018). This infers that tourists tend to compare their real visit with other destinations having comparable characteristics and return for money. Destination uniqueness along with its degree of competitiveness are all significant variables influencing in general fulfillment and at the same time tourists are likely to return to those destinations they were profoundly satisfied with (Abdullah, and Lui, 2018).

The contextual factors, which were lacking in other travel motivation models such as Yoon and Uysal (2005). The rationale of including such was because besides the travel motives and consumption behaviour of tourists there are other determinants affecting their travel decisions. Further, besides the specific destination attributes and features there are other factors whether directly or indirectly related to destination, which tend to affect both travel motives and the corresponding behavioural and attitudinal intentions of a tourist. In this regard, this study considered contextual factors such as; political, economic, technological, socio-cultural and legal factors, as moderating variables, which influences both independent and dependent variables. This implies

that the pull and push theory does not fully take into consideration the complexity of travel motivation behaviour. This is so because the pull factors are so much inclined to destination attributes while the push factors solely covers the personal attributes yet there are other numerous contextual factors determining the travel motivation, satisfaction and loyalty behaviour of domestic tourists.

To bridge the gap, the moderating effect of contextual factors is considered vital since it assists in understanding how such aspects would facilitate or hinder consumption of tourism products and services among domestic tourists. Both the macro environment and micro-environment are continually changing and thus requires continuous checking in order to preserve and support the destination's competitiveness (Goeldner, and Ritchie, 2012). The revised conceptual model has taken care of such dynamics, and thus the unique contribution of the current study.

In conclusion, it is worth noting that studies on the push and pull motivations of foreign or international tourists were conducted albeit discrepancies in findings (Crompton, 1979; Fodness, 1994; Mohammad and Som, 2010). However, few studies have been conducted on domestic tourism in connections with motivations, satisfaction, and visitor behavioral intentions (Bogari *et al.*, 2003; Albughuli, 2011; Bui and Jolliffe, 2011; Kanagaraj and Bindu, 2013; Baniya and Paudel, 2016; Canavan, 2016). Such studies have tried to identify the push and pull motives of domestic tourists in different countries using diverse constructs. Notably, in Kenya studies on domestic tourists' choice model and youth travel motivations have been conducted by several researchers (Mutinda and Mayaka, 2012; Njagi., et al, 2017). However, the latter studies in Kenya did not entirely focus on behavioural intention as advocated by the current study. Further, the current study also focused on the influence

of contextual factors as a moderating variable, which has not been captured in any of the previous studies.

1.9 Contributions of the Thesis

Since travel motivation is a dynamic and complex concept, which varies from one individual to the other, travel needs and market segment orientations, also varies considerably. Strategic marketing data and information or communication is pivotal during the awareness, selection, destination choice decision and the entire pre, during and post trip travel behaviours. With the government of Kenya refocusing her attention and prioritizing domestic tourism market as number one, followed by regional market, emerging market and eventually our traditional source market Europe and USA it was expedient to survey the market appropriately (GOK, 2017; MOTW, 2020).

From marketing concepts, one can only be in a position to deploy appropriate marketing and promotional strategies once the market is well defined in its own right. With such proposition, the current study carried out an extensive destination survey in the Coast Region of Kenya. During the survey, critical areas touching on the domestic tourism market were emphasized in order to get market travel characteristics based on facts as basis for appropriate market segmentation and product development. Besides the common socio-demographic data obtained by most scholars the aspect of travel needs as defined by travel motivation was considered. Tourists' satisfaction levels, loyalty behaviours as operationalized by revisit intentions and intentions to recommend were captured.

Further, a new concept on the moderating effect of travel motivation on destination loyalty was incorporated by introducing conceptual factors. It is widely acknowledged

that any business operation is determined by both microenvironment and macro-environment with the latter being represented by conceptual factors. Both the macro environment and micro-environment are continually changing and thus requires continuous checking in order to preserve and support destination's competitiveness (Goeldner, and Ritchie, 2012). For instance a domestic tourists may be will to visit a vast attraction due to its unique features and attributes but be restrained by political crisis not necessary in a destination but around it. Thus, the conceptual factors are key determinants affecting tourism demand. This was the unique contribution of the current study and the results demonstrated its pivotal role.

Additionally, the data and information obtained from this study is crucial in helping destination managers, tourists and other stakeholders to make marketing decisions and customizing products for the domestic tourists. Thus, the provision of domestic tourism market data and information from the study is perceived as basis for destination marketing. Consequently, the study is crucial in advancement of knowledge by reviewing and redefining travel motivation aspects (30 items) and loyalty aspects (6 items) as basis for domestic tourism segmentation and branding initiatives

1.10 Organization of the Thesis

The content of this research is organized into five chapters as highlighted below:

Chapter One is the introduction. This chapter provides a preamble for this study, it begins with a brief background of tourism and study constructs. It then introduces the problem statement, significance of the study, general and specific objectives, and scope of the study, limitations, conceptual framework and contribution of the thesis.

Chapter Two presents literature review. The purpose of this chapter was to establish systematically the domestic tourism trends over the years highlight pertinent issues. Further, it dealt with reviews of literature by examining both empirical and theoretical aspects of the study variables. Empirical literature review was organized as per the objective while the theoretical framework involved a review of theories that guided the study. From such reviews, gaps emanating from existing literatures were identified forming the basis for the current study.

Chapter Three presents the methodology. This chapter outlines the details of the research methodology comprising; research design, measurement of variables, location of the study area, target population, sampling techniques, sample size, research instruments, pilot study, data collection technique, data analysis, logistical and ethical considerations. Thus, it provides a description of the actual process of data collection and the subsequent methods used and an outline of the resulting data or information obtained.

Chapter Four presents results and discussion of the thesis findings. This chapter presents the results and discussion of the study findings, which were interpreted and summarized to represent the research outcome. The outcomes were measured against

the various research propositions to assess the extent to which they were supported. It begun by analyzing respondents' demographic information and then followed by analysis of the responses as per the study's objectives. For each sub-section, a discussion follows to support the findings of the study with corresponding literature reviewed.

Chapter Five covers the summary, conclusion and recommendations. This chapter provided an orientation to the summary of the study's major findings, conclusion drawn from the findings of the study and recommendations capturing practice, policies and suggestions for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter deals with development and trends of tourism in Kenya, literature on profiling of tourists, reviews of literature by examining both empirical and theoretical aspects of the study variables. Empirical literature review is organized as per the objective. The theoretical framework involved a review of theories that guided the study.

2.2 Domestic Tourism in Kenya

2.2.1 Development of domestic tourism in Kenya

Preceding the covid-19 outbreak, the travel and tourism sector all over the globe witnessed sustained growth (Prayag, 2020). By 2019, the globe witnessed 10 consecutive years of travel and tourism growth since 2009 which was 3.9% growth as compared to approximately 6% in 2019; however, 2017 and 2018 witnessed exceptional growth rates of over 6% (KNBS, 2019). With the onset of the global covid-19 pandemic, a rebound is not expected soon, though some experts (around 20% of the experts) expect it in 2026 (GoK, 2020).

To mitigate the impact of global pandemics such as Covid-19 and global shocks because of challenges such as insecurity and terrorism, countries all over the globe including Kenya are implementing several measures. One such measure is strategizing on how to hasten the growth of domestic tourism. This is based on views of experts, researchers and analysts that domestic tourism is expected to recover earlier and faster as compared to international tourism. For the years 2015 to 2018, domestic tourism in Kenya accounted for more than 50% bed-night occupancy with the frequency of bed-

nights for tourists increasing in the years 2014 to 2018 from 2,948,000 to 4,559,000 demonstrating its potential (GoK, 2020). The trends in domestic tourists in Kenya are illustrated in Table 2.1.

Table 2.1: Hotel Bed-Nights Occupancy by domestic and international tourists (2014-2018)

	2014	2015	2016	2017	2018
Kenya residents (000')	2,948.7	3,154.1	3,495.9	3,645.1	4,559.8
Total hotel bed nights occupied (000')	6,281.6	5,878.6	6,448.5	7,174.2	8,617.9
Share of bed nights by Kenya residents (%)	46.9	53.65	54.21	50.80	52.91

Source: Kenya Tourism Board (2019)

In 2018, domestic tourists had occupancy of 52.9% of total bed-nights. The importance domestic tourism is for the Kenyan market has been realized because of major disasters, for example, Kikambala terrorist attacks, post-election violence of 2007, terrorist attack in West Gate Mall in 2013 and global pandemics such as Ebola and Covid-19 (Kwoba, 2018). For instance, in 2015 the terrorist attacks contributed to decreased bed-nights for international tourists by 18.2%. Because of the decrease in international tourists, especially in the years 2011 to 2015, the Ministry of Tourism and Wildlife launched new campaigns to encourage domestic tourism as an alternative for raising revenues from tourism. The aim was to increase the ratio of total bed-nights occupied by local tourists in the country. The campaign was driven by the fact that domestic tourism is more resilient to negative and external shocks as compared to international tourism (KNBS, 2019).

Campaigns targeting the domestic market in Kenya have been launched by Kenya Tourist Board (KTB), most notably *#TembeaKenya* and *#MagicalKenya* with an aim of encouraging Kenyans to tour the country. Special emphasis by KTB as disclosed by Oxford Business Group (2017) has been on Maasai Mara National Reserve, Mount Kenya National Park, Amboseli National Park and the Tsavo areas. Other initiatives instigated by the private sector players to encourage local tourism, for example, '*Okoa Holiday Initiative*' allowing pay later tourism (GoK, 2020).

Apart from initiatives by the government and industry players, the increase in middle class population means that disposable income has been on the rise and therefore more people in Kenya can afford tourism. Other factors that have encouraged domestic tourism include rise in the use of the internet, which has influenced visibility and the activism by the local media favoring domestic tourism. Additionally, domestic tourism has been enhanced by affordability of travel packages, convenient and cost friendly transport options such as the Standard Gauge Railway (SGR) services, chartered travel services through road transport and air (KNBS, 2019).

For domestic tourism to thrive, local hospitality industry has been offering affordable services such as accommodation at high-end hotels. The presence of online booking sites, for example, online travel agents, Airbnb etc. has enhanced accessibility of destinations. Additionally, tourist destinations have been aggressively marketing themselves as holiday sites during off-peak seasons when the prices are low and facilities are not crowded. These efforts have paid off as the country surpassed its targets for domestic tourism in 2015. Therefore, as per statistics, domestic tourism is a high potential venture and should be encouraged as a foundation for the country's tourism sector and the economy in general.

Domestic tourism in Kenya like in many countries in Africa is still at the stage of development as per Butler's (1980) market lifecycle and thus has high potential for growth (Oxford Business Group, 2017). Figure 2:1 indicates that the domestic market is in its developmental stage whereas the international market has already reached the stagnation stage.

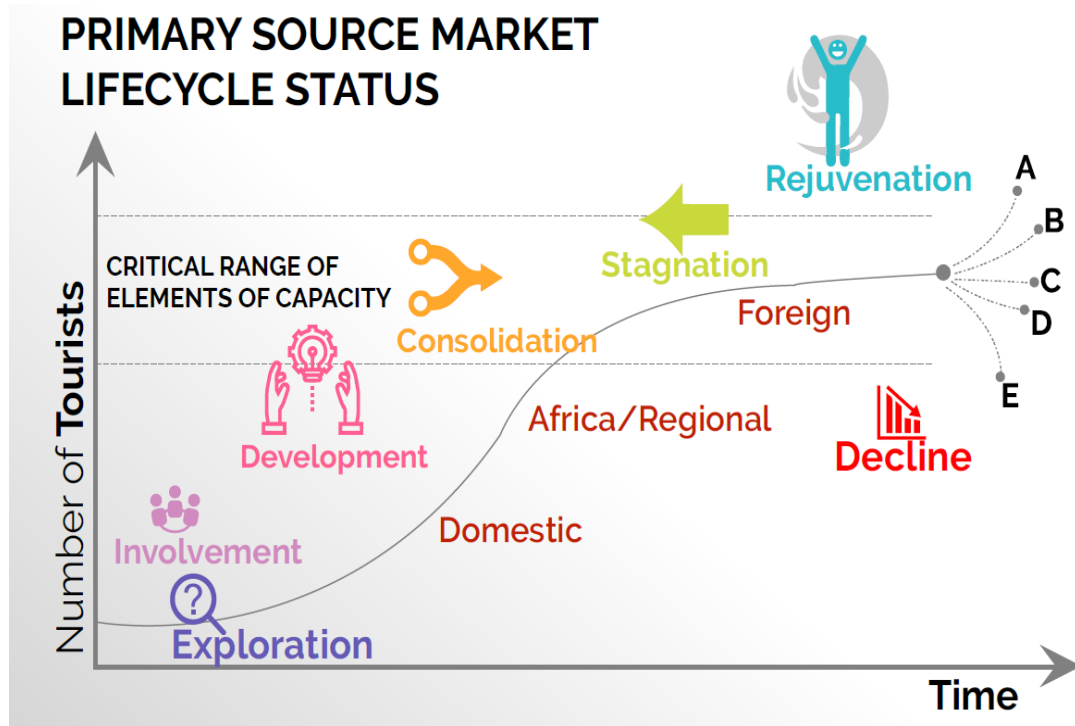


Figure 2.1: Primary Source Market Lifecycle status

Source: GOK, (2017): An Extract from National Tourism Blueprint, 2030

The developmental stage signifies exponential growth experienced. The key features at such a stage focuses on development of existing and new market segments and products. When this is harnessed, it leads to exponential growth in relation to consumption of tourism products and services, which ushers in the consolidation stage, characterized by expansion of existing market segments and products. This in a way depicts the reasons for developing such a market. Amidst the numerous challenges being experienced today due to Covid 19 pandemic, the Government of

Kenya has refocused her attention first toward the development of domestic market, followed by regional market, then emerging market and lastly the traditional market- Europe and USA (MoTW, 2020). Such strategies just affirm the importance and relevance of the domestic market.

On the other hand, the international market has entered the stagnation stage that is leveling off. This is evidenced by the fact that for the last five years, 2013-2018 the number of tourists to Kenya ranged between 1.1–1.4million with an exception of 2018, which recorded 2.0 million tourists. This clearly shows the need to diversify other market segments to complement the international one. With such observations, it is expedient to restrategize on ways to tap the domestic tourism marketing in Kenya. Notably, the success of sustainable tourism, which exemplifies seamless flow of tourists in a destination, that is pegged on improved market intelligence and research, which ushers appropriate marketing and promotion programs (NTP, 2010).

More importantly, tourism in Kenya has an uneven geographic spread since 40% of all the tourism activities take place in the Kenyan Coast. This skewness has made Kenyan Coast to be ‘synonymous with tourism’ yet Kenya is endowed with diverse attractions, which are underdeveloped and less appreciated. For instance, though Kenya has over 50 national parks and game reserves only a few are frequently visited such as Tsavo East, Masai mara, Amboseli, Lake Nakuru, Nairobi, Tsavo West. This is against the backdrop of marketing campaigns conducted by Kenya Tourism Board (KTB) for destination Kenya (GOK, 2018).

2.2.2 Importance of Domestic Tourism in Kenya

World Travel has hailed domestic tourism as the key tourism driver globally as it accounts for close to three quarters of total tourism and travel (WTTC, 2019). For instance, in 2017, it accounted for 73% of the world's total tourism and travel. It is applied by the government as a tool in local poverty elimination, source of employment and as a basis for infrastructure development. Domestic tourism also helps in addressing seasonality in the tourism sector and helps in marketing rural areas that are less visited and overlooked by international tourists (Stone and Nyaupane, 2020).

Domestic tourism also comes with other benefits such as enhancing security in income since it reduces overreliance on international visitors, reduces exposure to international shocks such as terrorism and global pandemics and reduces exposure to international risks such as exchange rates and immigration rules. It also enhances a sense of belonging by fostering the citizens to discover their country and understand various set-ups in their country (Chowdhary, Kaurav and Sharma, 2020).

2.3 Theoretical framework of the study

This section provides an explanation of the theories that are relevant to the study's objectives. Four theories, Push-Pull Theory, Leiper's Model, Expectancy-Disconfirmation Theory and the Process Model of Travel Motivation are outlined and their relevance to the study discussed.

2.3.1 Push-Pull Theory

Dann (1977) proposed push and pull motivation theory in tourism research. According to the theory, multiple factors that motivate tourists to visit specific destinations can

be categorized into either push or pull motivators. Push factors are at the most basic level and are the internal drivers that compel tourists to travel and are linked to drivers such as desire to rest, adventure, transcend isolation feelings and escape. Push factors are therefore those factors that encourage traveling and represent the socio-psychological needs of tourists. On the contrary, pull factors mostly associate with the destination amenities such as quality of service, infrastructure and prices. Overall, push and pull theory proposes that tourism takes place because tourists are pushed by internal forces and pulled by forces that are external.

Uysal and Hagan (1993) applied the theory to study the motivation factors in tourism. According to the study, the push factors were related individually to the tourists and categorized into socio-economic and demographic factors, for example, gender, education, age, income, lifecycle and size of the family, occupation etc.; motivations, for instance rest, prestige, personal interests, escape, relaxation, adventure and self-esteem and knowledge of the market. Pull factors on the other hand are related to the attributes of the destination such as scenic beauty, climate, cultural events and historical sites; accessibility of the destination; situational factors such as security and safety; destination image that is marketed, for example, the quality that is perceived in terms of facilities and services.

Mutinda and Mayaka (2012) applied push-pull theory in a study and found out that Nairobi residents and Kenyans at large are not mindful of domestic visitor destinations as classified by the KTB. Most respondents appear not to have sufficient data that would empower them to choose on whether to visit the specific areas. Personal characteristics variables were regarded as being more significant than the environmental components in deciding travel destination choice with key requirement

being information and experience; financial concerns; destination data and travel arrangements.

Push-pull theory was also applied by Caber and Albayrak (2016) in studying the loyalty of tourists in rock climbing. The study found that loyalty in rock climbing tourism was determined by push factors that included extent of risk taking, recognition, physical setting, creativity and catharsis. The pull factors that influenced rock climbing tourism loyalty included availability of other non-climbing sports and leisure activities, climbing infrastructure, destination and climbing novelty seeking.

Njagi, Ndivo and Manyara (2017) applied push-pull theory in exploring the factors that influence youth tourism in Kenya. The study found that push factors influenced youth tourism in Kenya more compared to the pull factors. Further, the study noted that the most influential push factors included novelty search for lifestyles and places, adventure, fun and learning. The most influential pull factors included offer and delivery of product in the destination. Despite its wide applications in tourism research, the theory has been criticized by Amaral (2018) since it focuses more on origin and destination aspects. In addition, the theory singles out variables that are macro-level as tourism determinants and muddles them with individual motives. However, the theory has been applicable in this study in categorizing the travel motivation aspects in Kenya despite its shortcomings.

2.3.2 Leiper's Model of Whole System of Tourism

A whole system tourism model was developed by Leiper (1979) and restructured further in Leiper (1990). It is a system-based approach with three major elements: the human component (visitor), topographical component comprising the generating

region, the destination region and the travel, and the industrial component. The human component refers to the tourist implying a person traversing away from his home residence to another destination for a short stay aiming to spend his holiday. According to Leiper, a tourist is one who stays in a destination for at least 1 day and not exceeding one year either within a country or outside the nation of residence and is not engaged in any income generating activity.

The geographical component refers to the region generating a tourist, region of transit and destination. The generating region is the place where the tour starts and ends, usually the permanent tourist's residence. Dann (1977) refers to the generating region as the place of demand. The route of transit is the path via which the tourist traverses to arrive at the destination while the region of destination is that place of preference by the tourist, where the intention is to spend his holiday. The region of destination is the core component in tourism as it is the place of choice by the tourist, and the core tourism elements founded on it. In other words, it is the region of supply.

The industrial component under Leiper's model relates to the organizations and businesses in charge of promoting tourism related products. It includes sectors such as the service industry for the tourists, accommodation sector, transport sector, entertainment sector, and the shopping section. Then there is the environment component that borders the geographical localities. The argument by Leiper is that since tourism is an open system, it intermingles with the external environment.

This model was applied by Candela and Figini (2012) who studied tourism destination's economics. Candela and Figini (2012) used the model to evaluate tourism destination concept, its features and why tourism's economic features are

worth investigating. This study adopted Leiper's model to explain the concept of tourism demand and supply. The model was applied by Candela and Figini (2012) to understand the foundations of tourist's destination economics. According to Candela and Figini (2012), the tourist's destination economy comprises the levels: microeconomic, macroeconomic and intermediate-economic.

Udoh (2019) applied the model to evaluate the hospitality of the host community and it was apparent that the neighborliness of the community at the destination had a critical relationship with the attractiveness of the destination. The model was applied by Rashid, Wangbenmad and Mansor (2020) while conducting a study on Halal Tourism in Malaysia. The study by Rashid *et al.*, (2020) was to assess the effect of attributes of a destination on satisfaction and destination loyalty. The study found sufficient evidence in support of positive effects of Halal Facility, safety and security, social factors and cultural factors on satisfaction. Rashid *et al.*, (2020) also applied the theory to show that there was an indirect effect of social factors, halal facilities, safety and security and cultural factors on destination loyalty when satisfaction was a mediating factor.

The model was hailed for its simplicity and thus easy comprehension. Additionally, the model allows visual description of the tourism system (Hall and Page, 2010). Backer and Hing (2017) have criticized the visualization concept since many of the issues in the tourism sector have changed since its development in 1979, for instance, internet usage and presence of travel agents. Today, if a tourist books for destination Kenya through a UK based agent, the model does not account for where to fit the travel agent. The model also fails to account for other value chain players in the tourism system. For example, agriculture, media and construction industry, all of

which are essential in the tourism sector but are not accounted for in the model. Despite the criticisms, the model was applied in this study to help understand the contextual factors and how they influence satisfaction and destination loyalty of domestic tourists in Kenya.

2.3.3 Expectancy-Disconfirmation Theory

The theory as proposed by Oliver (1980) aims at explaining decision-making by a customer. Expectancy disconfirmation theory was founded on three fundamental relationships. The theory was also advanced through experiments by Ryzin (2013). The first is how performance perceptions by customers directly influence satisfaction. This direct link does not depend on expectations and disconfirmation and is least contested in the theory as it has been consistently supported through research, for instance by Ryzin (2006) and Morgeson (2012). The direct link also has support from experiments by Ryzin (2013). The second link purports how expectations directly affect satisfaction. According to this link, expectations could directly affect satisfaction because customers may use their expectation as a foundation to judge a service (Ryzin, 2013). However, the direct link on the effect of expectations on satisfaction is mixed with Poister and Thomas (2011) finding a direct link that was negative while Ryzin (2004) and Morgeson and Petrescu (2011) finding a direct link that was positive.

The third, at the heart of the theory, is disconfirmation. Under this link, higher performance results in high likelihood of positive disconfirmation while high expectations reduces the likelihood of positive disconfirmation, but raises the likelihood of negative disconfirmation. When disconfirmation is positive, the result is high satisfaction; when disconfirmation is negative, the result is low satisfaction. The

impression is that high performance is likely to surpass expectations and result in satisfaction that is higher. Thus, higher expectations are likely to result in negative disconfirmation and thus less satisfaction.

The theory has wide applications in customer decision making. In tourism satisfaction, the theory has been applied by Hasan *et al.*, (2019) in explaining satisfaction and destination loyalty. Hasan *et al.*, (2019) integrates expectancy-disconfirmation theory with a framework of service quality to explain the influence, satisfaction and destination loyalty of tourists in Bangladesh. When the gap between expectations of tourists and performance at the destination is reduced, tourists are attracted to that destination and their overall satisfaction is improved; satisfied tourists are likely to have repeat visits and recommend through word of mouth (Hasan *et al.*, 2019).

Serenko and Stach (2009) employed expectation-disconfirmation theory as a lens of analysis while investigating how expectation disconfirmation influenced loyalty and recommendation behavior of online tourism. Through the theory, Serenko and Stach (2009) found that positive expectation-disconfirmation enhanced loyalty and encouraged positive word-of-mouth; negative expectation-disconfirmation reduced loyalty and led to word-of-mouth that was negative. For Kumar, Govindarajo and Khen (2020), expectancy-disconfirmation theory was used to evaluate how service quality influences satisfaction, destination loyalty and image. The study found that if tourists' expectations match or exceed, then they are likely to be satisfied with destinations' services and products and loyal towards a destination.

Though it is widely dominant in customer satisfaction studies, the theory has several limitations. First, using expectations for experiential services, as is the case with

tourism and hospitality may be less meaningful than tangible goods, which are easily evaluated before a purchase is placed (Hill, 1985). The theory has also been criticized by Yuksel and Yuksel (2001) due to its assumption that (dis) satisfaction occurs when initial expectations of customers are un (met), which is not true as some customers may be satisfied even when expectation is low but exceeding a certain level that is tolerable. Yuksel and Yuksel (2001) has another limitation due to the dynamic expectations' nature which it cannot accommodate, for instance, customers' expectations before a purchase and after a purchase (pre and post experience expectations) are different. The theory does not account for the perceptions of customers on alternative goods' performance (Yuksel and Yuksel, 2001).

Despite these limitations, the theory will be applicable in the current study in understanding tourists' satisfaction and subsequently, destination loyalty. The core concept will be that consumers will develop expectations about a tourist service before experiencing it and compare the expectations with actual performance. It is expected that better performance than expectations will lead to positive disconfirmation leading to satisfaction and will thus be more than willing to revisit or recommend. On the contrary, it is expected that worse performance than expectations will lead to negative disconfirmation, leading to dissatisfaction causing one to seek alternative destinations in their next visit and will not recommend to other tourists.

2.3.4 The process model of Travel Motivation by Ng and Ho (2018)

In order to assist in the operationalization of the study variable, the process model of travel motivation by Ng and Ho (2018) was pivotal as the study theoretical framework. In their model, the concept of travel motivation was linked to pull and push factors but

also moderated by a number of factors such as travel capacity and constraints, perceptions of travel risks and benefits, which were influenced by other variables as depicted in Figure 2.2.

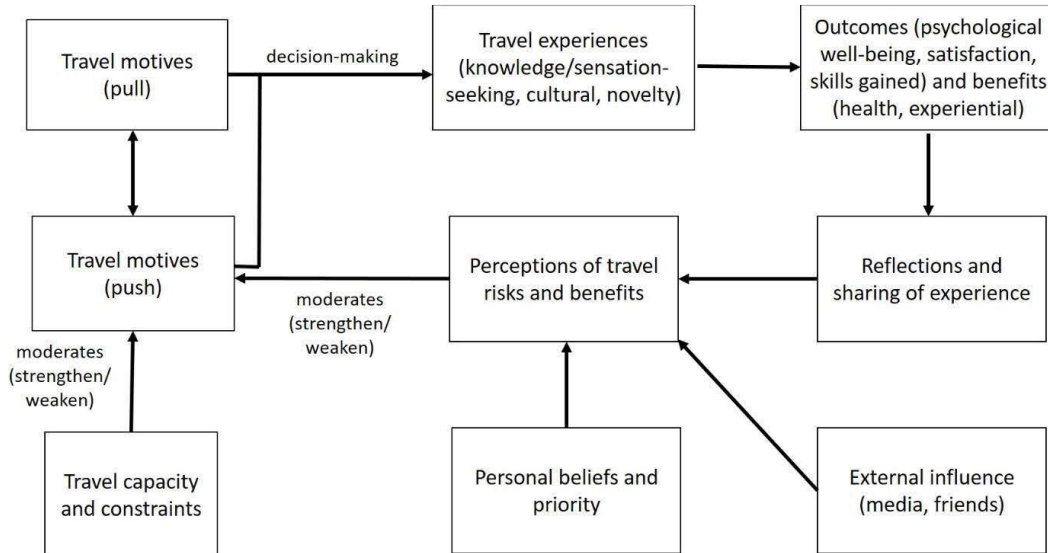


Figure 2.2: An Integrated Cognitive Perspective of Travel Motivation and Repeated Travel Behaviour.

Source: (Ng and Ho, 2018).

The proponents of this model further noted that travel motivation is a dynamic and complex concept that varies from individual to individual and it relates to why we travel (Ng and Ho, 2018). They noted that people travel for a variety of reasons such as adventure, relaxation, self-discovery and learning about another culture. The integrated conceptual framework of travel motivation, which is an important issue in the study of tourism and psychology, adds a cognitive perspective of travel motivation: an understanding of the underlying mechanism that explains repeated travel behaviour. The intention to visit a particular destination is expounded by the theory of planned behaviour. Besides the empirical evidence of travel benefits, travelling also has the potential to broaden one’s mind and perspective. Despite the known benefits

of travel, there are still constraints and perceived travel risks to be taken into consideration. Most importantly, travelers should embrace a mindset that travel experiences are invaluable and enriching. In their conclusion Ng and Ho 2018 reckons with the sentiments, *“The world is a book, and those who do not travel read only a page” - Saint Augustine.*

As noted in this framework travel motivation is still considered in its infancy stage and this calls for more research in this area. This current study was based on this framework dubbed ‘An Integrated Cognitive Perspective of Travel Motivation and Repeated Travel Behaviour.’ This is because one cannot just look at the linear relationship between travel motivations, satisfaction and destination loyalty behaviour without considering other factors, which interact with travel motives such as perceptions of travel risks and external influence. The latter were operationalized in this study as the contextual factors comprising political, economic, social-cultural and technological factors, which to a large extent influence decision to travel and the subsequent travel behaviours like patronage.

2.4 Empirical Literature Review

2.4.1 Profile of Domestic Tourists based on travel preferences and frequency

Tourist’s preferences are pegged on a number of factors largely internal or external (Godall, 1991). The internal factors include motivations, learning, lifestyle and personality while external factors encompass social class, cultural norms and values, family and reference groups, and financial status. All these factors are essential since they affect travel decisions and behaviour of the tourists visiting diverse attractions. Notably, tourists’ behaviour is affected by a number of factors that include preferences and the resultant travel frequency (Horner, and Swarbrooke, 2016). Thus, the crucial

role of tourists' preferences is advanced by several studies (Hong, and Lee, 1999. Yagi, and Pearce, 2007; Spasojević, and Božić, 2016; Zong, C., Cheng, et al., 2017.

On the other hand, travel or visit frequency denotes the number of people who visit a particular destination over time. It is influenced by a number of factors such as proximity, income level, time, level of awareness, affordability, safety, destination appeal among others (Goeldner, 2012). He advanced famous that, frequency of travel and the magnitude of travel consumptions increases quickly as income increases. Outstandingly, household surveys look at the characteristics of travelers, the nature and recurrence of past travel, the foremost-preferred form of travel, and future travel intentions (Goeldner, 2012). Essentially, both preferences and frequency are key indicators of why and how many repeat visits are involved and considered as a more accurate explanation of variability in tourism demand.

The most attractive domestic tourism forms include urban population's one day expeditions, urban visits by rural citizens, friends' and relatives' visits, natural and cultural tourism sightseeing, beach resort tourism, business and shopping tourism. Therefore, the spectrum for domestic tourism experiences seems to be complete from low expenditure sightseeing to high expenditure domestic tourism with special interests. Increment in income implies that domestic tourism shifts from sightseeing destinations to natural landscapes; old-styled national parks to areas that are newly developed. Additionally, domestic tourism forms of sports tourism, recreation, eco-tourism and educational tourism tend to increase with an increase in citizen's income (Kenya National Bureau of Statistics-KNBS, 2019).

A report by KNBS (2019) ranked the coastal beaches as the most favorite tourist destination for domestic tourists in 2018, with Diani Beach being the leading beach for tourists' destinations in 2018, sixth time consecutively as per the World Travel Awards (WTA). In 2018, KNBS (2019) reported top five national parks as destination favorites for domestic tourists as Masai Mara National Reserve, Lake Nakuru National Park, Nairobi National Park, Amboseli National Park and Tsavo East national Park respectively. However, Nairobi Mini Orphanage was the favorite domestic tourist destination overall followed by Impala Sanctuary located in Kisumu (KNBS, 2019). Though museums and historical sites recorded low domestic tourists arrivals, the number of visitors has been increasing since 2014, with a 32.3% increase in 2018 (1,034.3 thousands) from 2017 (782.0 thousands) (KNBS, 2019).

Demographic factors as described by Mkwizu (2019) are applicable when providing a description of the tourism market and in forecasting patterns of travel behavior. In terms of demographic characteristics, a survey on domestic tourism by the Tourism Research Institute, TRI (2021) revealed that the majority of the domestic tourists in Kenya are male (with the number approximating 60% of the total domestic tourists). However, during the covid-19 pandemic, the proportion of female domestic tourists has been on the rise. Overall, the age bracket of 26-35 years and 36-50 years forms the majority of domestic tourists, with 26-35 years being the slight majority. Majority of the domestic tourists as per the survey by TRI (2021) were of University degree education level. The report further indicated that majority of the domestic tourists had a monthly income less than 50,000 Kenyan shillings followed by those earning more than 50,000 but less than 100,000 Kenyan shillings.

According to Aziz *et al.*, (2018), gender is a crucial entity influencing travel choice and engagement in tourism activities. From previous studies, it is clear men engage more in tourism than women do. Aziz *et al.*, (2018) notes that cost, commitments to family chores and time limit women's active participation in travel. As a result, women participate more in dining, shopping and cultural activities than outdoor activities. Men are highly likely to engage in activities of outdoor adventure. Men engage more in travel activities for business and women engage in travel, activities visiting friends and relatives, preferring short distance travel as compared to men.

Ma *et al.*, (2018) discussed the importance of age in tourism decisions by noting that age positively influences desire for individuals to relax and explore nature. For Ma *et al.*, (2018), the likelihood that an individual will engage in wildlife tourism varies with age with the probability being higher at a young age and decreasing, as the individual gets old. Age determines the time available for leisure, travel freedom, income that is disposable, health, fitness and mobility of the tourist. As an individual gets older, preferences and needs change (Kifworo, Okello and Mapelu, 2020).

Kifworo *et al.*, (2020) view education as a way that an individual's perspectives are broadened, with experiences of different cultures provided and curiosity being established. Education is a primary pointer of status and tastes in the society with individuals possessing the same education levels having the same tastes, preferences, values and perceptions. Therefore, tourists of the same education level share the same destination and product attraction. Education widens horizons, increases awareness level and arouses travel desire thus increasing probability of tourism participation.

Income also determines tourism demand (Kihima, 2015). For instance, people of African origin view tourism as a costly activity that requires discretionary income that remains after routine expenses achieved. Peter and Olson (2010) added that distinct income levels tend to have different lifestyles, behaviors and values that affect their tourism participation. For example, participation in tourism was higher in income groups that are high and for professionals, a trend that signifies increase in disposable income, which increases tourism participation. Manono and Rotich (2013) demonstrated that park tourism highly depended on income. However, Gardiner, Grace and King (2014) found that income does not always influence tourism. The study demonstrated that despite a decrease in cost of domestic tourism in Australia, this did not translate into an increase in domestic tourism. This is an implication that other significant factors that determine domestic tourism apart from income exist.

Kifworo *et al.*, (2020) discusses the influence of marital status on travel behavior and choices. Individual's priorities, decision-making, disposable income and preferences differ on marital status. A young couple with young children has different preferences as compared to a childless and retired couple. For Lin *et al.*, (2020) family obligations due to marriage are a limitation to tourism participation; single persons are more likely to spend any income that is disposable on themselves through tourism participation.

2.4.2 Influence of Travel Motivation on Behavioural Intentions of Domestic Tourists

According to Crompton (1979), motivation is categorized into intrinsic and extrinsic motivation. Intrinsic motivation also called push motivation corresponds to an individual's desire and mind frame. Extrinsic factors also called pull motivation correspond to the traits of the destination that is to be visited. Intrinsic and extrinsic

motivation factors begin when tourists comprehend the reason for traveling in an area where their needs can be met (Berlin, and Martin., 2004). According to Yousefi and Marzuki (2015), intrinsic factors in travel motivation are attributes that are internal and emotional which lead to travel decisions. Such factors are outlined by Caber and Albayrak (2016) as the want to escape from daily routine, relaxation, exploration of new things and social interaction. Pull factors are defined by Giddy and Webb (2018) as factors related to destination qualities that attract tourists to visit. Pull factors therefore entail attractiveness of a destination and include tangible features such as attraction sites (for example beaches) and also include tourists' expectations and perceptions such as novelty (Naidoo *et al.*, 2015).

Pull factors have been classified by Nikjoo and Ketabi (2015) into two: The service infrastructure such as travel and transportation services and destination environment. The service infrastructure comprises services such as agents, accommodation, entertainment, food and beverage and shopping. Destination environment factors include factors such as the destination's natural environment, social factors, political environment, culture and technological factors.

A study by Tinakhat (2020) investigated tourist motivation and its influence on destination loyalty on European tourists visiting Phuket, Thailand. Motivation was categorized into push and pull motivation while destination loyalty was measured in terms of revisit intention. Satisfaction was used as the mediating variable. From Tinakhat (2020), positive correlations were found between push and pull motivation factors and destination loyalty. Thus, in Phuket, European travelers with stronger travel motivations (push and pull factors) experienced the highest degree of destination loyalty. The findings of the study illustrated that visitor satisfaction is an

intervening variable with a correlation of 0.485 with destination loyalty with satisfaction explaining 23.7% of variation in destination loyalty. The study recommended that the quality of infrastructure and tourist sites in Thailand should be improved and well maintained throughout the year and that policies should be set up to attract more tourists. However, this study ignored travel motivation, satisfaction and destination loyalty of local Thailand tourists, a gap that this study seeks to address.

Huang, Shen and Choi (2015) studied how destination loyalty relates with motivation, satisfaction and perceived value in Canada and USA. Destination loyalty was operationalized using recommendation. Secondary data comprising approximately 300 socio-demographic, behavioral and attitudinal variables was used. Additional data was collected from respondents based on 3 overnight trips. Overall, 50,322 cases were used as the study's population with the ample size comprising of 4% of the entire population for the study, that is, 2021 cases.

Structural equation modeling (SEM) was used to investigate the causal link among the variables of the study. The findings of the study demonstrated that recommendation is influenced by motivation. However, satisfaction and perceived value had a greater influence on recommendation than motivation. The study recommended that further studies be replicated in tourism settings different from overnight tourists, a recommendation that this study seeks to adopt. Additionally, the current study seeks to expand on Huang *et al.*, (2015) by expanding on the conceptualization of destination loyalty to cover other indicators of loyalty other than recommendation. The current study also advanced on Huang *et al.*, (2015) by collecting primary data (new survey development) rather than relying on secondary data.

A study conducted in Ethiopia by Bayih and Singh (2020) modeled motivation, where it was operationalized as push and pull motivation factors while behavioral intentions was conceptualized as revisit intentions and the will to recommend to other tourists. The study's findings found that pull and push motivation factors significantly predicted satisfaction. The SEM also depicted that satisfaction also moderated the relationship between travel motivation and intention to revisit. The study recommended that the model should be extended by incorporating extra predictors that will help in understanding behavioral intentions of tourists thoroughly.

Woyo and Slabbert (2020) studied the relationship between travel motivation, satisfaction of tourists and loyalty for tourists visiting locations under distress in Zimbabwe. Loyalty was operationalized in terms of attitudinal and behavioral perspectives. The findings of the study showed that motivation and loyalty had a significant relationship.

A study carried out by Njagi, (2017) carried out a survey study and found out that students formed the majority of youth travelers in Kenya. The study illustrated that "push" variables are more vital determinants of youth travel in Kenya than the "pull" variables. In expansion, whereas pull components were recognized as being generally less critical, the study found out that the scope of destination product advertising and conveyance components are considered as being more significant 'pull' components for youth travel than the natural appeal of the destination.

Vigolo *et al.*, (2018) assessed older tourists' motivation and its influence on satisfaction. The findings of the study demonstrated that culture, physical activities, seeking pleasure and relaxation as the motivational factors influencing older tourists

in Italy. The study also found that motivational factors influenced older tourists differently with age. Tourists aged 60-69 years had satisfaction influenced by culture and relaxation while older tourists aged 70 and above years had their satisfaction influenced by physical activities presence in a tourist destination. Overall, the study found that culture and seeking pleasure negatively affected satisfaction on all tourists. Additionally, the current study will also widen the scope in Vigolo *et al.*, (2018) by categorizing travel motivation attributes intrinsic and extrinsic factors.

Another study was conducted by Hasan (2018) on travel motivation and its influence on satisfaction in Terengannu, Malaysia. The findings of the study posited that both pull and push motivation factors had a significant influence on satisfaction of tourists. However, the study did not break down motivation factors into destination specific attributes but was a holistic description of pull and push factors.

López Guzmán, Pérez Gálvez, and Muñoz-Fernández, (2018) conducted a study on motivation and satisfaction of tourists visiting world heritage cities. Specifically, the study was conducted in the city of Cordoba in Spain. The study hypothesized that motivation had no significant influence on satisfaction. Motivation was conceptualized as cultural motivation factors and multi-motivation factors. The findings indicated that both cultural and multi-motivation factors had a significant influence on satisfaction of tourists visiting heritage sites. The study will also widen the focus in terms of the motivation factors addressed in López Guzmán *et al.*, (2018) and will include more motivation attributes.

In Thailand, a study was conducted by Meproom and Charoenrat (2019) to assess the motivation of tourists and its effects on their satisfaction. The findings of the study

demonstrated that motivation positively affected satisfaction of tourists without the mediating variable. Further, the mediating variable strengthened the positive effect of motivation on satisfaction of tourists.

In conclusion, results of an empirical study conducted by Bigne et al, (2001) unveils that visitor satisfaction determines their eagerness to suggest to others like companions and relatives but not the other post-visit behavior, deliberate to return to. However, favorable satisfaction leads to positive future behavior such as increased intention to return to and a better readiness to recommend (Bayih, and Singh, 2020).

Atmospherics or environmental cues are an amalgam of tangible and intangible attributes of the service-scape, comprising an interrelated system of, first, the physical location characteristics, and man-made structures, second, cultural elements, aesthetics and ambient traits, and, third, people, who may play the role of either service providers or customers (Wang and Mattila, 2015). Destination atmospheric cues include multiple elements that comprise the overall context within which tourists make decisions, including; landscape, historic monuments, hotels, and infrastructure. It reflects a cognitive representation of the destination, as they include the elements that comprise the overall context within which tourists make decisions and are external in nature.

There is a direct relationship between destination atmospheric cues and tourists' intention for WOM communication (Loureiro, Stylos, and Miranda, 2020). These findings verify the fundamental role of the destination and its components. Further, it also offers support to the hypothesized role of destination atmospheric cues as a stimuli for visitors and intention for WOM communication (Moon, 2018).

Rahmawati (2019) noted that most destinations lack essential information pertaining to tourism products and services on offer, which leads to poor product perception and development (MOTW, 2020). Travel information is particularly crucial during the planning and travel decision process. These results on travel information are in tandem with previous studies, which noted that in a competitive market such as tourism, consumer awareness, selection, and choice of tourism, and hospitality products depend heavily on the information available and accessible to tourists (Rahmawati, 2019).

2.4.3 The mediating effect of satisfaction on the relationship between travel motivation and destination loyalty of domestic tourists

A study conducted in Vietnam by Khuong and Nguyen (2017) investigated factors influencing tourist satisfaction and destination loyalty. The study was carried out in Ho Chi Minh. Among the factors under consideration were contextual factors operationalized as economic factors (perceived cost), safety and security, infrastructure and natural environment such as weather. From the findings, it was evident that contextual factors as operationalized in the study influenced tourist satisfaction. The regression model between revisit intention and the contextual factors revealed that safety and security, economic factors and infrastructure significantly influenced revisit intention at 5% level of significance. The relationship between revisit intention and natural environment was not significant at 5% level of significance. The study recommended that future research should identify extra contextual factors and other dimensions of destination loyalty such as number of previous visits and recommendation to other people through word of mouth (WoM).

Nouri *et al.*, (2018) conducted a study in Iran on contextual factors based on risk dimensions and how they influenced satisfaction and destination loyalty of foreign

tourists. The contextual factors considered included social, financial, cultural, technological and economic risks. Destination image was used as the moderating variable. The sample size comprised of 186 tourists visiting Ardabil region. The findings of the study indicated that social, economic and financial factors influenced satisfaction and destination with their influence being significant at 5% level. However, cultural factors had a p-value of 0.469, implying that they did not have significant influence on satisfaction and destination loyalty. The findings also showed that destination image partially mediated the relationship between the contextual factors under the study with satisfaction and destination loyalty.

Yolal, Chi, and Pesämaa (2017) examined destination loyalty of repeat and first-time tourists in Turkey's all-inclusive resorts. The independent variables considered to affect destination loyalty in this study are attractiveness of a destination and service quality. Attractiveness of the destination was operationalized by how attractive facilities and services, natural and cultural sites, social environment and relationships and peripheral activities are. Service quality was operationalized by reliability, assurance, tangibles, responsiveness and empathy. The results of the study indicated a significant relationship between service quality and tourists' loyalty for both first-time and repeat tourists. No significant relationship was found between destination attractiveness and destination loyalty for both first-time and repeat tourists. Based on the fact that destination loyalty is complex with many factors influencing it, the study only examined two: attractiveness and service quality with satisfaction as the moderating variable; therefore, the current study seeks to expand on Yolal *et al.*, (2017) by including more variables.

A study conducted in Bangladesh by Nedelea, Ali and Alamgir (2017) evaluated destination loyalty and the factors that influence it. The study's focus was on the tourist destination. From the findings, it was clear that destination loyalty depended on accommodation facilities, food quality, and security and transport facilities in Bandarban. However, transport infrastructure and accommodation were the major influencers of destination loyalty in Bandarban, Bangladesh. The study therefore recommended that for the tourism sector to be sustainable in Bangladesh, the transport sector should be improved in addition to tourism players improving on accommodation facilities.

An evaluation of the mediating role of satisfaction on the effect of cultural image, socio-economic and environmental factors on destination loyalty was conducted by Lee and Xue (2020) in Shanghai, China. From the model, it was evident that cultural factors positively related with satisfaction while the environment aspect that had a positive influence on satisfaction was up keeping. The socio-economic aspects that had a positive influence on satisfaction were offerings to the tourists and infrastructure. The overall findings of the study showed that the mediating role of satisfaction on the effect of cultural image, socio-economic and environmental factors on destination loyalty were all significant. The study recommended that future research should focus on motivations of tourists to engage in tourism on satisfaction and destination loyalty. The study also recommended that future research should focus on assessing tourists from specific countries to categorize the factors that specifically influence their satisfaction and loyalty. The current study seeks to incorporate these recommendations by evaluating the influence of travel motivation on destination

loyalty as mediated by satisfaction and moderated by contextual factors respectively. Such a study was recommended by Lee and Xue (2020).

Authors such as Oliver (1980) and Barsky (1992) opined customer satisfaction as the difference between expectation and actual performance of a product, thus representing disconfirmation theory by Oliver (1981). According to disconfirmation theory, if a person perceives higher performance than expectation, then there is a high level of satisfaction. Vast literature supports that satisfaction has a direct or indirect relationship with destination loyalty. Another majority of literature supports a unidirectional influence of satisfaction on destination loyalty while others support a bidirectional relationship between satisfaction and destination loyalty.

Gursoy, Chen and Chi (2014) examined formation of destination loyalty and developed a series of suggestions for the relationships amongst factors influencing destination loyalty. The discussion in Gursoy *et al.*, (2014) focused on examining the direct and indirect effects of various factors on formation of loyalty. The methodology involved a review of earlier studies related to destination loyalty. The findings of the study showed that destination image had an indirect relationship with destination loyalty when satisfaction is the mediating role, with the causal relationship being described as destination image \Rightarrow satisfaction \Rightarrow loyalty formation. The study also found that satisfaction had a direct influence on destination loyalty. A major milestone in Gursoy *et al.*, (2014) is that while assessing the factors influencing destination loyalty, the discussion categorized them into pre-trip behaviors and post-trip behaviors (where satisfaction was placed). However, this study did not collect primary data and was based on findings by other researchers. The current study will extend Gursoy *et*

al.,(2014) by collecting firsthand information from tourists on the influence of satisfaction on destination loyalty.

Another study by Jeong and Kim (2019) assessed the quality of a destination, perception of value, satisfaction of tourists and loyalty to a destination among South Korea's sport tourists. Data was collected from domestic sports tourists attending Gyeongju International Marathon in 2017. The findings on the influence of satisfaction on destination loyalty showed that satisfaction fully mediated the relationship between images of a destination on destination loyalty.

Wu (2016) modeled destination loyalty in Taiwan. The main objective was to investigate the determinants of destination loyalty. The study also assessed the influence of image of a destination, travel experience of a client and satisfaction on destination loyalty. Through SEM, the study found that image, travel experience and satisfaction were key determinants of destination loyalty. The study also found that image and travel experience influenced destination loyalty indirectly through influencing satisfaction, which then had an influence on destination loyalty. The fact that this study focused on foreign visitors to Taiwan imply that the findings may not be generalized to other nations, and for that reason, the current study seeks to test the applicability in another nation and also extend to this study by assessing domestic tourists.

In Spain, a study was conducted by Ant3n, Camarero and Laguna-Garcia (2017) to explore the (non) linear effects of satisfaction and intensity of visits in a heritage site listed by UNESCO. The study also considered the external and internal drivers as the moderating variables. Destination loyalty was measured using return intentions and

visit recommendations to other people. The findings supported the existence of a non-linear effect between satisfaction and destination loyalty.

Bazazo *et al.*, (2017) evaluated how Islamic features of a destination influenced loyalty, with satisfaction being a mediating variable. The technique of sampling used was judgment sampling. In the study, the indicators for satisfaction were quality of enjoyable time spent with companions, enhanced communication with locals, whether the tourist stayed for a longer period as compared to the last visit, dream fulfilled of visiting Jordan and whether the desire to be somewhere else was satisfied. Destination loyalty was measured using willingness to return, willingness to recommend to friends, tourist's possession of a wonderful idea regarding Aqaba as a destination and sincerity to return to Aqaba. The Islamic attributes were availability and quality of worship facilities, halalness, city free of alcohol and gambling and Islamic morality. The findings of the study demonstrated that satisfaction had a direct, positive and significant relationship with destination loyalty with a regression coefficient of 0.230 and p-value of 0.003. However, the main concern for the study was that it was conducted in a strictly Islam environment; thus generalizability constraints of the findings to other countries are persistent. This provides an insight for future research.

Lemy, Nursiana and Pramono (2020) studied the aspect of destination loyalty in Indonesia. The study was conducted in Bali. The study evaluated motivation factors (push and pull) and satisfaction and their relationship with loyalty. The research was empirical, that is, based on phenomenon that was observed and measured. The results supported the hypothesis that satisfaction significantly positively influenced loyalty with a t-value of 4.11. The highest mean scoring satisfaction measure was 'comparison with other areas' and the lowest scoring satisfaction measure was 'expectation'. Since

the respondents of the study were mainly of Indonesian origin and a few comprising of foreigners who had resided in Indonesia for not less than 1 year. The cultural perspective and cost aspect on destination loyalty should be investigated, as they can be the reasons why these visitors became loyal due to the attachment with Bali and the feeling that it would not cost them much to visit the area.

2.4.4 The moderating effect of contextual factors on the relationship between travel motivation and destination loyalty

Contextual factors are factors that are separate from the tourist and include factors such as political, economic, social, legal and environmental factors that influence tourists' travel decisions (Gnanapala, 2015). According to Yang (2016), contextual factors are factors surpassing the individual tourist's attributes and have a role in influencing travel behavior. For Weber (2017), contextual factors include factors such as facilities (for example public transport, restrooms, parking, availability of banking facilities etc.), environment (reefs, nature of eco-systems etc.), and social disparity (e.g. cultural differences, and income disparities. Additionally, other factors are; differences in tourism awareness etc.), stakeholders' diversity (existence of a variety of players, varying interests in the industry by different stakeholders), type of tourism in a locality and seasonality. Further, other factors such as environmental pressure exerting attributes (e.g. different forms of pollution such as noise and air, traffic etc.) and governance (e.g. regulatory measures, laws, inspection measures etc.) were highlighted. Contextual factors as discussed in Song, Liu and Huang (2016) is not about the tourists' personal attributes but other situational attributes such as appropriate package tours and political stability (climate) in a certain region.

Song *et al.*, (2016) studied motivation factors of tourists with a focus on tourists from mainland China visiting Taiwan. Among the themes of the study was the impact of contextual factors on tourists' motivation. The contextual factors considered for the study were the relationship between China and Taiwan, Visa issues, political climate and travel styles. The main finding of the study was that the subtle political relationship between Taiwan and China negatively influenced travel motivation for mainland China tourists to Taiwan. Interviewees also mentioned availability of package tours for tourists as a contextual factor influencing travel motivation of mainland Chinese tourists to Taiwan.

Majority of the interviewees also found travel related factors such as visa issues, restricted direct flights from China to Taiwan and cost ('value for money') as other contextual factors with a significant relationship with travel motivation. The study suggested that further studies should adopt quantitative research methodology to enlarge the sample size, thus increasing the efficiency of the results for the current study. This study therefore sought to extend the study by Song *et al.*, (2016) by adopting a mixed research methodology (both quantitative and qualitative).

Buhalis and Foerste (2015) proposed a social context mobile (SoCoMo) marketing model for tourism. The study focused on contextual-based marketing in the tourism sector. From the discussion, contextual factors were categorized into two: factors that were internal to the tourist industry and factors that were external to the tourism industry. The contextual factors that were external to the sector-included environment, political factors, social factors, technological factors and legal factors. The internal contextual factors included location of a destination, seasonality of the sector.

However, the study did not assess how the contextual factors influenced travel motivation, a gap that this study seeks to address.

Oukil, Channouf and Al-Zaidi (2016) evaluate the performance of the hotel industry in Oman. Among the objectives of the study was to examine the contextual factors influencing the hotel industry in Oman as a tourist destination. The contextual factors considered were size of the hotel, attraction, ownership type and star rating. The findings indicated that ownership type and size were statistically insignificant while star rating and attraction were statistically significant. The study recommended that future research to add more variables to capture more factors influencing the hotel industry.

A study by Barkauskas, Barkauskiene and Jasinskas (2015) studied contextual factors and rural tourism in Lithuania. The contextual factors were proxied as macro environmental factors categorized as socio-cultural factors, natural-ecological, technological factors and political-legal factors. The study found that tourists were motivated to visit the rural areas by Lithuanian cultural heritage, history and traditions. Additionally, Lithuanian climatic conditions (especially short summers) negatively influenced motivation for rural tourism.

For the case of technology, Lithuanian rural destinations had not adopted modern technology and were therefore less competitive thus impacting motivation for tourists negatively. Additionally, Generation Y (Millennials) are the statistical cohort born between the early 1980's to the early 2000's, whereas Era Z (igeneration) born after 2000. Generation Y and Era Z are in homogeneous groups. They are the makers and early adopters of modern patterns, utilized to modern advances, idealistic, non-linear

masterminds, imaginative in issue understandings (Scott, 2008). They tend to share their occasion involvement on social media in genuine time, whereas they compose reviews with a time slack. They are dependent on the Web and versatile devices in all stages of traveling, i.e. in data browsing, booking, communicating and substance sharing (photos and recordings) on social media amid and after their ventures (Starčević and Konjikušić, 2018). They depend on different travel apps such as TripAdvisor, Yelp, Expedia, Google Maps, Hotels.com, etc. Millennials have caused the greatest shift in tourist marketing, especially because they grew up with digital technologies, which transformed the specificities of demand and supply on the tourist market (Mellinas and Reino, 2018).

Marketers and organizations on the tourist market should offer millennials; unique experience because their motivation is related to exploration, learning, leisure and socializing (Schiopu, 2016). Most importantly, it is imperative to offer them several distinctive options, within their budget. Concerning technological advancement, digital/mobile is becoming a necessary precondition for communication with millennials. They actively participate in various tourists' activities while visiting a destination and best ambassadors of electronic word-of-mouth (Dimitrovski, Starčević, and Marinković, 2021).

Lastly, political-legal environment in Lithuania was found to favor rural tourism and therefore laws have been put in place to encourage rural tourism thus acting as a positive motivation for tourists visiting rural areas in Lithuania. Barkauskas *et al.*, (2015) only focused on the macro environmental factors influencing travel motivation in rural areas ignoring other contextual factors such as destination attributes and infrastructure.

2.5 Summary

The review of the literature in this chapter attempted determine the contributions made by scholars in relation to the study variables and the identifiable gaps. Further, it is important to note theories adopted in this study were significant in explaining the diverse study constructs and their overall contribution in advancing knowledge. These theories contribute significantly to empirical knowledge by embracing divergent views whereas there is still need to advance knowledge to capture specific undifferentiated market segments such as the domestic tourism market, which exhibit diverse travel needs and characteristics. In most developing countries, Kenya included the domestic tourism market seems invisible in comparison with the international market. In most cases, the international tourism market is characterized by refined policies and strategies focusing on developing it at the expense of the domestic market, which is often used to cushion the industry during low seasons causing it to lag behind in terms of its growth and development.

It is quite unfortunate that most studies on travel motivation have either overlooked or ignored the domestic market. Thus, the focus and orientations are so biased, few studies concentrate on the domestic market despite the clear indication of its potential. This implies that the travel needs or expectations of domestic tourists are scantily understood. This perhaps explains the presumption that has been advanced for a long time that ‘domestic market is often considered similar to international one.’ This ought not to be the case since each market is unique in its own right. Therefore, the study looked at the intricate details characterizing the domestic tourism market based on the study variables. From a marketing point of view, the best model to capture a market is having a market-product match. This implies first surveying the market needs then

developing the right tourism product and services to suit those needs. The notion that domestic tourism market travel needs are similar to the international one is inappropriate. One can only develop a specific market segment once all the market requirements are understood. Tailor making suitable products for such a market becomes crucial. Notably, one cannot plan for a market, which is scantily understood concerning travel motives and other important constructs as spelt out in this study. In conclusion, Table 2.2 summarizes fundamental aspects of the literature review.

Table 2.2: Summary of Literature Review

Topics	Sources	Key Contributions	Key Gaps
Travel motivations	Crompton (1979), Berlin and Martin (2004), Marzuki (2015), Caber and Albayrak (2016), Giddy and Webb (2018), (Naidoo <i>et al.</i> , 2015), Nikjoo and Ketabi (2015), Tinakhat (2020),	- Definition of travel motivation concept - Categorization of travel motivation into push and pull factors	- Due to market dynamics and the ever-changing consumer taste and preference there is need to perpetually carry out market surveys.
Socio-psychological factors	Bayih and Singh (2020), Vigolo <i>et al.</i> , (2018), Meproom and Charoenrat (2019)	- Push factors associated with individual aspects - Pull factors entail the attractiveness of a destination.	- Since tourism is heterogeneous in nature it is crucial to identify and establish specific niche market - Most travel motivation researches focus on international tourists, hence need to examine domestic market
Destination attributes	Huang <i>et al.</i> , (2015), Woyo and Slabbert (2020), Gursoy <i>et al.</i> , (2014), Wu (2016),	- Expanded conceptualization of destination loyalty to cover other indicators of loyalty besides recommendation. - Most studies show a causal relationship destination image⇒satisfaction⇒loyalty formation.	- There is no single standardized scale or categorization of visitors adoptable in destinations -There is need to consider scope and of destination loyalty among revisit travelers longitudinally - Assessing destination loyalty should be pegged on individualized needs and expectations within a certain homogenous market segment
Destination loyalty			
Intent to revisit (word of mouth)			

Intent to recommend		-Categorization of destination loyalty, into; pre-trip and post-trip behaviours -Through SEM, the study found expunged determinants of destination loyalty.	- Consider travel behaviour patterns among domestic tourists
Overall tourists Satisfaction	Oliver (1980), Barsky (1992), Jeong and Kim (2019), Antón, et al (2017), Bazazo <i>et al.</i> , (2017), Buhalis (2017), Sharpley (2000),	-Opined role of customer satisfaction in the overall tourists experiences -Satisfaction has a direct or indirect relationship with destination loyalty.	-Need to consider non-linear effect between satisfaction and destination loyalty via moderating variables,
Expectations and performance	(2017), Buhalis (2000), Sharpley (2003)	-Unidirectional and bidirectional influence between destination loyalty -Expectations being influenced by past experiences	-Need to consider mediating effect of tourists satisfaction -Need to consider ever changing demographic profiles and subsequent impact on demand patterns
Experiences			-Change from leisure tourism to modern experiential experiences
Contextual factors	Gnanapala, 2015), Yang (2016), Weber (2017), Song, Liu and Huang (2016), Buhalis and Foerste (2015), Barkauskas <i>et al.</i> , (2015), Nouri <i>et al.</i> ,	-Political, economic, social, legal and environmental influence tourists' travel decisions and behaviours	-Focus on situational factors beyond PLEST such as appropriate package tours -Adopt both qualitative not quantitative approaches

(2018), Khuong and
Nguyen (2017), Yolal
et al., (2017), Lee and
Xue (2020)

- contextual factors should include factors
such as facilities, environment and social
disparity

- Personal attributes but other situational
attributes such as political stability
(climate) in a certain region.

-Adopted qualitative not quantitative
approach

-Proposed a social context mobile
(SoCoMo) marketing model for tourism,
based on internal and external factors

-Only focused on the macro environmental
ignoring other contextual factors like
destination attributes and infrastructure

-Destination image partially mediated the
relationship between the contextual factors
under the study

-It was evident that cultural factors
positively related with satisfaction while
environment aspect was positive

-Destination loyalty is complex with many
factors influencing it; hence need to expand it
by including more variables.

Models and theoretical frameworks	Yoon and Uysal (2005), Leiper (1990), Olive (1980), Zhang (2014).	<p>-Earlier models depicted linear relationships between travel motivation and intention to revisit.</p> <p>-Tourists form pull-type travel motivations on the basis of their perception, expectation and knowledge of destinations</p> <p>-There are three aspects of destination loyalty; attitudinal, behavioural and composite</p>	<p>-initial model failed to include other variables which may come into play while making a travel decision among tourists.</p> <p>-The proposed study sought to incorporate other variables deemed appropriate in determining the travel motives and experiences of tourists.</p> <p>-The linear relationship depicted by most past models did not exhaustively explain all the constructs under investigation since it only considered travel motivation and satisfaction constructs.</p> <p>-The mediating and moderating variables were tourists' satisfaction and contextual factors respectively (current study).</p> <p>-The contextual factors, which were lacking in other travel motivation models have been incorporated in this study.</p>
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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the procedure the researcher used to gather the required data. The sub-sections are; research design, measurement of variables, location of the study area, target population, sampling techniques, sample size, research instruments, pilot study, data collection technique, data analysis, logistical and ethical considerations.

3.2 Research Design

The study adopted a descriptive survey research design. According to Siedlecki (2020), a descriptive research design involves an in-depth explanation of a situation. The design utilizes elements of both quantitative and qualitative data. Descriptive survey research design entails collection of data through description of the behaviour of the respondents without manipulating them (Creswell and Plano, 2012; Vogt, Gardner and Haeffele, 2012). In this case, data was gathered from the study's participants using questionnaires in their natural settings. According to Kothari (2012), a descriptive survey design offers in-depth understanding of the phenomenon under study and the use of questionnaires in descriptive designs enhances collecting in-depth information at optimum time and cost. Kothari (2012) adds that a descriptive research design enhances gathering, analysis, summarizing, presentation and interpretation of data for clarification purposes.

Qualitative approach was used to gather more information from destination managers and experts as interviewees. The type of qualitative research adopted in this study is explanatory research design, which was used to investigate "why" a phenomenon takes place (Zikmund, *et al.*, 2013). Further it explains "cause and effect" model, thus

investigating patterns and trends in existing data that have not been previously investigated. It helps in analyzing patterns, formulating hypotheses that can guide future endeavors, hence enhancing a more comprehensive understanding of a relationship between variables (Zikmund, *et al.*, 2013). In this study, it focused on describing the travel behaviour, attitudes and values among domestic tourists visiting the Coast Region of Kenya. For instance, why is Coast Region of Kenya appealing to domestic tourists? Thus, it enabled the researcher come up with crucial explanations as guided by the study variables that will aid policy legislation and investment opportunities.

Pragmatism research philosophy was adopted in this study. Pragmatism involves research designs that incorporate operational decisions based on 'what will work best' in finding answers for the questions under investigation and this enables researchers to conduct research in innovative and dynamic ways to find solutions to research problems. Pragmatics can combine both, positivist (quantitative) and interpretivism (qualitative) positions within the scope of a single research according to the nature of the research question.

3.3 Study Area

The study area was the Coast Region of Kenya. The Kenyan Coastline is approximately 600 km long extending from the Kenya-Tanzania border in the South to the Kenya-Somalia border in the North; between latitudes 1°40'S and 4°25'S and longitudes 41°34'E and 39°17'E. The landward geographical scope of coastal Kenya is determined by the administrative boundaries of Coastal counties namely: Kwale, Mombasa, Kilifi, Tana River, Lamu and Taita-Taveta counties. It has a water surface area of approximately 230,000 km² (GOK, 2018).

Coastal Kenya is endowed with a variety of natural resources and biologically rich ecosystems and landscapes of both national and international importance. These ecosystems include: rangelands, woodlands, terrestrial forests, mangroves, mudflats, coral reefs, beaches, sand dunes, rivers, lakes, wetlands, cultural and natural heritage sites.

The forests are highly recognized as having retained and still hold a lot of forest biodiversity. For example more than half of Kenya's rare plants are found in the Coast Region. Specific areas of interest include forest reserves and national reserves (e.g. Shimba Hills ecosystem, Buda Complex, Arabuko-Sokoke, Dodori, Boni and Lungi); biodiversity-rich and sacred Kaya forests designated as a UNESCO World Heritage Sites (GOK, 2018).

Other important ecosystems include; marine areas and mangrove forests (Lamu-Kiunga, Watamu-Malindi, Gazi-Shimoni-Vanga seascapes); marine protected areas; freshwater ecosystems and, several community marine and terrestrial conserved areas. These resources provide important ecosystem goods and services that are vital for supporting tourism, agriculture, fisheries, livestock, forestry, shipping, mining and energy. On the coast, it is hot from November to March, with average highs around 31/32 °C (88/90 °F), but with peaks of 36/37 °C (97/99 °F), and high humidity. The period from June to August, the maximum temperature drops to around 28/29 °C (82/84 °F). Rainfall on the coast amounts to 1,000/1,100 millimeters (40/43 inches) per year on average (<https://www.climatestotravel.com/climate/kenya>).

The current study was conducted in the frequented attractions along Kenyan Coast, comprising North and South Coast; Mombasa, Kilifi and Kwale Counties as per the Economic Survey Report, (KNBS, 2019). The Coastal Region comprises diverse

touristic attractions and is considered a major hub for both domestic and international tourists. The 12 key attractions that were sampled included Haller Park, Fort Jesus, Gede Ruins, Old Swahili Town Mombasa, Rabai Museum, Jumba la Mtwana, Malindi museum, Mnarani Monuments and Marine National Parks and Reserves such as Watamu, Mombasa, Kisite Mpunguti and Malindi Marine Res. The geographical map of Kenyan Coast Region is as shown in Figure 3.1.



Figure 3. 1: Map of Kenyan Coastline

3.4 Target Population

Two sets of target populations were adopted in this study namely; domestic tourists’, destination managers and experts along the Kenyan Coast. The reasons for involving

domestic tourists as key respondents in the study is that they were perceived as the end-users of available tourism products and services. As consumers their travel needs, expectations, consumption patterns, satisfaction levels and behavioural intentions were sought through this study. Such travel characteristics were deemed significant in revealing crucial information of domestic tourists.

On the other hand, destination managers and experts were considered key informants since they play a vital role as suppliers and opinion leaders within the tourism value chain. As suppliers of tourism services and opinion leaders data, obtained from them supplemented and enriched what was obtained from domestic tourists.

The target population size of tourists visiting diverse attractions in Kenyan Coast Region on average for the last five years was 502,980 in 2018 (GOK, 2019). The total number of the most frequented attractions and facilities in the Kenyan Coast are 12 as per KWS, KTB magical Kenya extracts and National Museum Classification (2019). The classification guided the target sites and any facility or touristic resource not in KWS NM classification within the study area was excluded. The target population for destination managers were 12 corresponding with the number of target attractions since they were in-charge of those facilities or touristic resources under their jurisdiction. Further, with the 3 Counties of Kilifi Mombasa, and Kwale in total there were 3 County Executive Committees (CEC) while 1 KTB representative and 1 Chief Executive Officer in-charge of Coast Tourism Association constituted the target population.

3.5 Sample Size and Sampling Techniques

The number of bed occupancy in Kenya has traditionally been used to report the number of tourists visiting particular destinations. Further, tourists' yield and experiences or purpose of visits have also been captured in such reports. On average in 2018, the number of bed-nights occupied by diverse tourists at the Kenyan coastal beach and hinterland hotels represents 42 % of the total number of bed-nights for the whole Country (GOK, 2019). The number of domestic tourists in the Kenyan coast for the last five years is shown in Table 3.1.

Table 3.1: Number of Tourists in Kenyan Coast

Key tourist attractions in South and North Coast, Kenya	Total number of tourists (thousands)				
	2014	2015	2016	2017	2018
Haller's Park	116.2	115.4	121.1	117.9	165.8
Malindi Marine Park	28.9	28.8	31.5	31.6	29.1
Kisite Mpunguti Marine Park	29.7	25	34.4	38.4	50.3
Mombasa Marine Park	27.4	26.2	29.2	32.2	39.8
Watamu Marine Park	31.3	24.3	33.9	43.5	67.5
Fort Jesus	113.4	121.3	150.5	130.5	213.9
Gede Ruins	47.5	39.9	55.6	62.6	89.0
Jumba la Mtwana	5.7	4.3	7.3	7.3	9.8
Malindi Museums	21.0	14.7	31.8	22.1	37.5
Kilifi Mnarani	2.5	1.2	0.8	1.9	3.3
Total	502,980				

Source: (GOK, 2019).

Table 3.1 implies that the number of domestic tourists visiting the Kenyan coast is 42 % of 502,980 translating to 211,252.

Yamane (1967) formula was used to determine domestic tourists sample size as follows:

$$n = \frac{N}{1+N(e)^2} \quad 3.1$$

Source: Yamane (1967)

Where:

N = Target population

n = Desired sample size

e = Sampling error (5%) implying that the allowable error of 0.05 at 95% level of confidence (Kothari, 2014 and Madansky, 2011).

$$\text{Thus, } n = \frac{211,252}{1+211,252(0.05)^2} = 399.24 \approx 400 \text{ domestic tourists}$$

A total of four hundred (400) domestic tourists visiting various attractions along the Kenyan Coast were chosen proportionately for the study as indicated in Table 3.2.

Table 3.2: Determining the Specific Sample Size of Domestic Tourists

Key tourist attractions in South and North Coast, Kenya	Total number of tourists (thousands)					Total (2014-2018)	Actual sample size	Destination Managers (Curator/Warden)
	2014	2015	2016	2017	2018			
Haller's Park	116.2	115.4	121.1	117.9	165.8	636.4	101	1
Malindi Marine Park	28.9	28.8	31.5	31.6	29.1	149.9	26	1
Kisite Mpunguti Marine Park	29.7	25	34.4	38.4	50.3	177.8	28	1
Mombasa Marine Park	27.4	26.2	29.2	32.2	39.8	154.8	24	1
Watamu Marine Park	31.3	24.3	33.9	43.5	67.5	200.5	32	1
Fort Jesus	113.4	121.3	150.5	130.5	213.9	729.6	116	1
Gede Ruins	47.5	39.9	55.6	62.6	89.0	294.6	46	1
Jumba La Mtwana	5.7	4.3	7.3	7.3	9.8	34.4	5	1
Malindi Museums	21.0	14.7	31.8	22.1	37.5	127.1	20	1
Kilifi Mnarani	2.5	1.2	0.8	1.9	3.3	9.7	2	1
Total						2,514.8	400	10
Grand Total Sample Size								410

Similarly, three (3) experts; County Executive Committee/County Director of Tourism), one (1) KTB regional representative; and one (1) Coast Tourism Association Regional Representative were selected for the study. In summary, constituted; 400 Domestic Tourists, 10 Destination Managers and 5 Tourism Experts. The total number of attraction sites for the actual study was 10 hence corresponding with the destination manager interviewed. The 5 experts were identified and it

comprised; 3 counties CEC, 1 KTB regional representative and 1 Coast Tourism Association representative.

The study adopted simple random sampling to select the touristic attraction sites. From the selected touristic attraction sites, stratified sampling was used to identify the domestic and international tourists. The domestic tourists were proportionately sampled by use of destination exit survey technique allocated to each tourist attraction site to meet the desired sample size. The following formula was used during proportionate allocation:

$$n_i = \frac{N_i}{N} \times n \quad 3.2$$

Source: Slovin (1960).

Where n_i is the desired sample size for touristic attraction site i , N_i is the population of domestic tourists in touristic attraction site i , N is the target population and n is the desired sample size for the study.

3.6 Research Instruments

To facilitate gathering of data from the respondents three key instruments were used. The questionnaire and interview schedules deployed as primary collection tool while document review and analysis used as secondary data collection tools.

3.6.1 Questionnaire

The questionnaire was formulated into several sections guided by the study objectives. It is a useful tool to elicit the feelings, experiences, perceptions, beliefs or attitudes of some samples of individuals (Kothari, 2014). Section A of the questionnaire captured socio-demographic and travel characteristics data of the domestic tourists. Section B

captured the study constructs comprising travel preferences, travel frequency, travel motivation, and destination loyalty, satisfaction and contextual factors. Further, in Section B every study construct had a diverse and specific number of Likert scale items which was considered adequate to elicit the desired information as per the study specific objectives. Respondents were requested to indicate the degree to which they agreed or disagreed with specific assertions on a 5 point Likert Scale (*Where 1=strongly and 5= strongly agree*) or (*Where 1=very dissatisfied and 5= very satisfied*).

3.6.2 Interview Schedule

Structured personal interviews were used to gather data from destination managers and experts as the key informants in the study area based on the study variables. The interview schedule was used to gather information based on domestic tourism market characteristics, practices and applicability from experts' perspectives.

3.6.3 Document Analysis for the Secondary Data

In order to elicit meaning, gain understanding, and develop empirical knowledge document analysis was adopted (Corbin and Strauss, 2008). The Economic Survey Reports depicting the trends and performance of the tourism industry were analyzed and used extensively in literature review and the determination of sample size. Further, the Ministry of Tourism and Wildlife Domestic Survey Report (2020) was used in validating the results obtained from the primary data.

3.7 Pre-testing the Questionnaire

Prior to the main study, a pilot study was conducted where two out of the twelve frequented attractions within the coastal touristic circuit were selected. The two sites

used in pretesting were excluded during the actual study. From the two-piloted sites, 40 domestic tourists and 2 destination managers were selected. This represented 10% of the sample size for the study following the guidelines by Mugenda and Mugenda (2012) who asserted that 10% of the sample size is appropriate for a pilot study. The main purpose was to ascertain the appropriateness and relevance of the questionnaire and interview guide for the study.

3.7.1 Test of Validity

Validity is the extent to which an item measures what it ought to measure and at the same time it is the extent to which data is credible and trustworthy (Gandek, 2018). This data deployed face validity, which assesses the appearance of the research questionnaire in terms of readability, feasibility, consistency of style and formatting and clarity of the language used.

It is imperative to test validity of the research tools before any data collection since poorly constructed research items will yield poor collection of data. Research instrument is said to be invalid if it measures different concepts than what it was initially intended to measure.

This was done to validate the appropriateness for the study before it was subjected to the respondents. This is demonstrated through expert opinions and pretesting of the measurement scales (Cronbach, 2011). Views of the destination managers/experts were sought to ascertain the content validity of the instruments.

3.7.2 Reliability of the Instruments

According to Hair et al (2014), reliability refers to the ability of a data collection instrument to consistently measure an attribute and how well the items fit together

conceptually. In this study internal consistency reliability was used which shows how consistent various items in a research instrument measures what they are designed to measure.

To measure the consistency of the scores obtained and how consistent they are for each individual from one administration of an instrument to another and from one set of items to another, the study used Cronbach's alpha (a measure of the internal consistency of the questionnaire items) using data from all the respondents (Cronbach, 2011). The Cronbach's coefficient Alpha of 0.70 was used in this study as the rule of thumb.

Table 3.3: Reliability Statistics

Variable	Cronbach's Alpha	No. of Items
Destination attributes	.898	15
Socio-psychological	.835	13
Satisfaction	.830	3
Revisit intentions	.844	3
Intent to recommend (WOM)	.882	3
Contextual factors	.917	15

Source: Pilot Study Data (2019)

From the reliability statistics, Cronbach's Alpha of 0.898, 0.835, 0.830, 0.844, 0.882 and 0.917 were obtained. This means that the research instruments were reliable as the value of Cronbach's Alpha Reliability Statistics exceeded 0.7 rule of thumb.

3.8 Data Collection Techniques

A criterion for eligibility of respondents was established first by seeking consent to participate in the study via a preliminary question. A preliminary question was conducted seeking to establish whether the visitor was a domestic tourist or not. Once this requirement was met, the criterion was deemed complete necessitating further engagement. This was aimed at enhancing operationalization of the study variables.

Quantitative data was collected using self-administered questionnaires from the domestic tourists. The selected tourist attraction sites were visited between 8 am to 5 pm, the working hours. The respondents were given approximately 30 minutes to fill the questionnaires after which they were collected. Data collection was conducted between the months of October 2019 and March 2020.

Personal interviews were adopted to collect data from destination managers/experts. The structured interviews involved the use of a set of predetermined questions and of highly standardized techniques of recording. The interviews were conducted at the working places of the destination managers/experts at their own convenience but within the timeframe of the study. Interviews were conducted between the months of October 2019 and July 2020 due to interruption of Covid 19 pandemic.

3.9 Data Analysis

The study deployed both descriptive and inferential techniques in data analysis using Statistical Package for Social Sciences (SPSS version 21.0). Descriptive statistics measures location and dispersion/variability. It encompasses frequencies, means, standard deviations, kurtosis and skewness to describe the characteristics of the collected data; distribution, normality test, and identification of missing values and outliers. Kurtosis measures whether the distribution is too peak while skewness measures the degree to which a variable's dispersion is symmetrical (Hair, et al., 2010).

Qualitative analysis emanating from interview schedules was carried out by; preparing and organizing data from transcripts, reviewing and exploring data, creating codes, categorizing data into specific themes, and presenting themes in a cohesive manner (Cho, and Lee, 2014). The theme created related to the content of the interview guide thereof. The content of qualitative analysis was based on the developed interview guide focusing on travel motivation, contextual factors, tourism product and services, market information and behavioural intentions of domestic tourists. Nvivo 21.0 was used for qualitative data analysis.

In regard, to quantitative data analysis, questionnaires that had absolute data were adopted. The quantitative data was first entered into a Ms. Excel package to counter check errors and once ascertained it was transferred into SPSS. Inferential statistical techniques such as; Chi-square, t-test and linear regressions were used to examine the significance of the relationships among the variables of the study.

In this study, the specific objective 1 and the preliminary travel and demographic characteristics chi-square test and Pearson product moment correlation coefficient (r) were used. Chi-square test statistic was used to test the independence of two categorical variables and determine whether the two were associated. Specifically it was used to establish the association between travel and demographic characteristics of the domestic tourists visiting the coast region of Kenya. Further, Pearson product moment correlation coefficient (r) was used to establish the relationship between demographic and travel characteristics among domestic tourists in the Kenyan Coast.

The one sample t-test is widely used to determine whether an unknown population mean is different from a specific value. In the study, it was used to determine the mean in order to test the significance of the Likert scale responses. Different study constructs in all the four specific objectives were subjected to the test. The variables were; destination attributes, socio-psychological aspects, intention to recommend, intention to revisit, tourists satisfaction, and contextual aspects.

For specific objectives 2, 3 and 4 multiple regression analysis were run. Multiple linear regression analysis was used to test the effects of independent variables on dependent variable at 5% confidence level and subject prior diagnostic tests. The total variation in dependent variable was explained by independent variable coefficient of

determination (R^2). Thus, regression analysis was deployed to establish variations of the study's variables and test the hypothesis as follows:

Direct effect model

H₀₁: There exists no significant relationship between travel motivation and destination loyalty of domestic tourists in Kenya.

The first regression analysis was simple linear regression model, which involved regression of dependent variable (destination loyalty) on the independent variables (travel motivation) hence taking the following form:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon \dots\dots\dots\text{equation}$$

3.3

Where;

- Y = Destination loyalty (Dependent variable)
- X₁ = Travel motivation (Independent variable)
- β₀ = Constant (model intercept)
- β₁ = Coefficients Constant for travel motivation
- ε = error term

The coefficient β_1 explains the induced change in destination loyalty brought about by a unit change in travel motivation. ε is the error term, which accounts for the variability in Y unexplainable by the linear effect of the predictor variable.

To determine the influence that travel motivation has on destination loyalty, multiple regression analysis was done. This procedure involved determining what relationship exists between the independent variables and the dependent variable. The

corresponding p-value for the independent variables was used to test for the significance of β_1 . The p-value was thus used to test hypothesis H_{01} . This was the base model.

Mediation Effect

H₀₂: Satisfaction has no mediation effect on the relationship between travel motivation and destination loyalty of domestic tourists in Kenya.

For mediating or the intervening effects, intervening variable, which is tourists' satisfaction, was denoted as **M₁**. Effect of tourists' satisfaction was tested using a step-by-step approach suggested by Baron and Kenny (1986). According to Baron and Kenny (1986), the procedure involves several steps that were adopted in this study. This procedure was utilized in testing hypothesis **H₀₂**. Further, to determine whether the intervention effect is full or partial, the significance of the changes in the coefficient constants and p-values in the base model and the model (iv) was tested after intervention.

Moderating effect

H₀₃: Contextual factors do not have a moderating effect on the relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

In order to examine the moderating effects of contextual factors on travel motivation, a hierarchical multiple regression was performed. Moderation analysis is a type of regression analysis, which explains the impact of independent variables on dependent variable under the influence of a moderator variable (Hayes, 2018). In this study, the outcome variable of the analysis was destination loyalty while the predictor variable was travel motivation and eventually the moderating variable was contextual factors. Additionally, the socio-demographic variables were controlled for in the model.

Hierarchical Multiple Regression analysis of moderating effect of contextual factors on the relationship between travel motivation and destination loyalty was determined as follows;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_1 * Z + e \dots \dots \dots \text{equation 3.4}$$

Where:

Y = Destination loyalty

X₁ = Travel motivation

Z = Contextual factors (Moderator)

In summary, the data was analysed as depicted in Table 3.4

Table 3.4: Summary of Data Analysis

Research objectives	Research design and Scale	Data collection techniques	Data analysis technique
1. To determine travel preferences and frequency of domestic tourists visiting diverse attractions in the Coast region of Kenya	Descriptive Survey Nominal scale	Questionnaires	- Frequencies and descriptive - Chi-square cross tabulation - Pearson correlation
2. To investigate the influence of travel motivation aspects on destination loyalty of domestic tourists in the Coast region of Kenya.	Descriptive Survey Ordinal scale	Questionnaires	- Frequencies and descriptive - ANOVA - Linear regressions
3. To examine the mediating effect of satisfaction on the relationship between travel motivation and destination loyalty of domestic tourists in the Coast region of Kenya.	Descriptive Survey Ordinal scale	Questionnaires	- Frequencies and descriptive - ANOVA - Linear regressions
4. To assess the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast region of Kenya.	Descriptive Survey Ordinal scale	Questionnaires	- Frequencies and descriptive - ANOVA - Hierarchical regressions

Source: Researcher (2019)

The specific Objective 1 used nominal scale measurement to categorize responses based on travel preferences and frequency without any ordering among the responses. In specific Objectives 2, 3 and 4 it adopted ordinal scale measurements to allow comparisons of the degree to which two subjects possess the dependent variable.

3.10 Logistical and Ethical Consideration

Any form of research should be undertaken using ways that do not jeopardize future research (Mugenda and Mugenda, 2012). In this study, various ethical considerations were engaged in the entire process. Before administering the questionnaires and conducting interviews to the respondents, an informed consent was sought. The study's purpose was elucidated to the respondents and then their consent to partake in the study obtained. Questionnaires were only administered to the respondents who consented. The aims, techniques and benefits of the research were explained to the respondents in addition to the respondents' right to voluntarily participate in the study.

Confidentiality was assured by informing the respondents to not indicate any form of identification, for instance names, telephone numbers or any form of coding in the questionnaires. This re-assurance was printed in the introduction of the questionnaires to make sure that every respondent was aware of it. The treatment for every respondents was that of fairness, high level of dignity and respect. The study did not discriminate against the respondents in any way whatsoever. None of the respondent was forced to take part of the study if they felt that they were not ready to do so.

3.11 Summary

This chapter maps out the mechanism and structure of the investigation and at the same time presenting the procedures the researcher used to gather the required data. It

outlines the details of the research methodology and provides a description of the actual process of data collection, methods used and an outline of the resulting data or information obtained. It explains how the study areas were identified, how the respondents were selected, deployment of data collection instruments and identification and applicability of data analysis techniques as per the study objectives.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the results and discussion of the study findings. It begins with analysis of the respondents' demographic information followed by analysis of the responses as per the study's objectives. For each section, a discussion follows to support the findings of the study with literature reviewed.

4.2 Response Rate

In this study, 400 questionnaires were distributed out of which 371 were adequately filled and considered complete for data analysis. This represented a return rate of 92.7%. The study also intended to conduct 15 interviews with destination managers/experts but only managed to conduct 11 interviews. This represented an interview response rate 73.3%. According to Fincham (2008), a 60% response rate should be the aim for most studies. Nulty (2008) added that the best response rates for on-paper questionnaires should not be less than 65.0% for sample sizes that are less than 500. The response rate for this study was considered adequate for data analysis.

4.3 Demographic Information

The selected respondents' demographic information is as shown in Table 4.1

Table 4.1: Selected Respondents' Demographic Information

Demographic information	Count	Percentage (%)	
Gender of the respondents	Male	223	60.1%
	Female	148	39.9%
Respondents' marital status	Single	136	36.7%
	Married	211	56.9%
	Others (separated/divorced)	24	6.5%
Indicate your monthly personal income (Kshs.)	100, 000 and below	153	41.2%
	100, 001-200, 000	57	15.4%
	200, 001-300, 000	90	24.3%
	300, 001-400, 000	39	10.5%
	Above 400, 000	32	8.6%
Respondents' age	18-30 years	129	34.8%
	31 to 40 years	161	43.4%
	41 to 50 years	60	16.2%
	Above 50years	21	5.7%
Respondents' level of education	Primary school	5	1.3%
	Secondary school	26	7.0%
	College/technical institute	115	31.0%
	University	225	60.6%

Source: Research Data (2020)

A majority of the respondents were male at 60.1% while female respondents were 39.9% implying that as per this study more men engage in travel and tourism activities as compared to women. The findings of the study agreed with the (TRI, 2021) survey report which noted that the majority of the domestic tourists in Kenya are male (approximately 60%). Aziz *et al.*, (2018), noted that gender influences demand for

tourism with men engaging more in tourism than women due to various reasons like family commitments and time limits. They further explained that men participate more in tourism such as skiing and game travel while women participate more in indoor associated activities such as dining, shopping and cultural activities.

The findings also revealed that 56.9% of the respondents were married, 36.7% were single while 6.5% were in other categories of marital status consisting of separated and divorced. The finding indicates that the majority of the respondents were married, supporting the t-test results (Table 4.10) in this study showing, that Kenyan Coast is a suitable family oriented destination.

Approximately 41.2% of the respondents had a monthly income of Kshs. 100, 000 and below, 24.3% had a monthly income of Kshs. 200, 001-300, 000, 15.4% had a monthly income of between Kshs. 100, 001-200, 000. In addition, 10.5% had a monthly income of between Kshs. 300, 001-400, 000 and 8.6% had a monthly income exceeding Kshs. 400, 000. The findings that majority of the respondents had a monthly income level of Kshs. 100, 000 and below concur with previous domestic tourism survey which indicated that most domestic tourists have a monthly income not exceeding Kshs. 80, 000 (TRI, 2021).

This implies that in terms of income level destination Kenya forms different cohorts or segments based on disposable income and the subsequent affordability of tourism products and services. In other words based on income level alone the domestic tourism market is heterogeneous, an indication showing the need to deploy various strategies when reaching out to these segments with marketing and promotional messages.

Eminently, the middle class in Kenya comprises individuals earning more than Ksh.50, 000 per month. Individuals earning between Ksh.50,000 and Ksh.99,999 have been expanding from 2014 to 2017, but decreased somewhat in 2018 to 888,162 individuals (32.1%) as a substantive number moved to the Ksh.100,000 category, which recorded 132,519 (4.8%) individuals in 2018 (KNBS, 2020). This makes the total number of middle-class people in the country 1,020,681, equivalent to 36.9% of the total employed population in the country (KNBS, 2020). These observations relate to the current study in that the majority of the respondents had a monthly income level of Kshs. 100, 000 and below forming a potential segment liable for consuming available customized tourism products and services designed to meet their travel needs.

All these are potential domestic tourists that the country's tourism industry could attract. Such findings posit the need to continuously carry out market surveys in order to understand the travel motives, expectations and satisfaction level of the ever changing domestic market in Kenya. Further, strong domestic tourism is related to the developing or sizable middle-class population due to an increment in spending power among domestic consumers (WTTC, 2019). With over 50% of the worldwide populace presently categorized as "middle class" or "rich", increasingly individuals can manage to travel. The fact that the majority of domestic tourists were those at the lower income bracket as per the study's definition agrees with Gardner *et al.*, (2014) who noted that income is not always a significant factor in tourism and that other factors were more significant in determining travel decisions.

However, the need to promote domestic tourism indeed in times of financial downturn and amidst repercussions of an emergency is foremost important since it "fills" the

void left by international tourists. Typically, since domestic tourists are more likely to be completely mindful of the genuine circumstances than those exterior to a Nation (Beirman, 2016). Enormous campaigns conducted with a view of educating and familiarizing the local people about the innovative features associated with the tourism industry and its significance. This will create a crave within the local people to visit those places with most interesting features as delineated within the campaigns (USAID, 2013).

The findings in Table 4.1 also show that 43.4% of the respondents were aged between 31-40 years, 34.8% were between 18 to 30 years, 16.2% were aged between 41 to 50 years, and 5.7% were aged 50 years and above. The findings of the study also agree with past market survey reports which indicated that the majority of the domestic tourists in Kenya were aged between 26-35 years (40.5%), followed by 36-50 years (32.4%), forming a significant segment of the domestic tourism market (KNBS, 2018; TRI, 2021).

Additionally, the youth market in Kenya is one of the biggest portions of tourism, having potential for future development since it represents a critical market in terms of size and development rates (Njagi, et al, 2017). Youthful visitors are regularly trendsetters who build up and construct the allure of visitor goals (Njagi, et al, 2017). Millennials depend on online crowdsourcing in travel choice making, since for them traveling may be a social encounter in all its stages; data browsing, choice making, obtaining, and post-purchasing behavior (Schiopu, 2016).

The findings also agreed with Ma *et al.*, (2018) who noted that age influences individuals' tourism desires with a higher likelihood of the young engaging in wildlife

tourism than the older ones. Ma *et al.*, (2018) findings support this study. The findings also denote that respondents aged between 18 - 40 years, (78.2%) are the ideal group visiting Kenyan Coast. Such a group consist of youthful travelers majority of them being in the category of Dual income No kids (DiNk). This is a robust market segment and 'experiential' in nature when it comes to consumption of tourism products and services.

A majority of the respondents about 60.6% had university education, 31.0% had college/technical institute education and 7.0% had secondary school education while 1.3% had primary school education. This implies that education plays a pivotal role in enhancing tourism demand since it is a basis for creating awareness and increases knowledge on the existing tourism products and services in Kenya (Kihima, 2015). Essentially, this concurs with past studies which pointed that the majority of the domestic tourists (81%) visiting Nairobi national park had college or university level of education (Mutinda, and Mayaka, 2012). Similarly, several studies emphasize that people who are educated are more liberal due to high level of exposure and awareness of the existing tourists' products and services.

Jensen, (2011) showed that age; income and education were critical indicators of a person's desire to travel. Jensen (2011) moreover demonstrated that travelers with higher educational background and more disposable income were more likely to travel. Moreover, Jensen (2011) also showed that unwinding, seeking information and novelty were more vital push motives among travelers with a better educational level. Mkwizu (2019) noted the significance of understanding the statistical variables of visitors due to their appropriateness in portraying the tourism market and estimating tourism patterns.

4.4 Travel Characteristics

The study also required the respondents to indicate their travel characteristics based on several questionnaire items, as stipulated in Table 4.2.

Table 4.2: Travel Characteristics of the Respondents

Travel information	Count	Column N %
Specify your most recent visit to Kenyan Coast	Less than one year ago	234 63.1%
	Two years ago	63 17.0%
	Three years ago	21 5.7%
	More than three years ago	53 14.3%
Overall, how many times have you visited the Kenyan Coast based on your most recent visit?	Once	51 13.7%
	Twice	56 15.1%
	Thrice	57 15.4%
	Four times	36 9.7%
	Five times and above	171 46.1%
Indicate by ticking appropriately the purpose of your current visit to the Kenyan Coast.	Holiday/leisure	282 76.0%
	Visiting friends and relatives	53 14.3%
	Business purposes	17 4.6%
Specify whether you have previously visited Kenyan coast for tourism related activities such as vacation or holiday	Job related assignments	19 5.1%
	Yes	307 82.7%
Specify the duration of the current visit to the Kenyan Coast	No	64 17.3%
	A day trip	25 6.7%
	Two days	33 8.9%
	Three days	88 23.7%
Specify the preferred mode of travel arrangement	Four and above days	225 60.6%
	Free-Independent Travel (FIT)	296 79.8%
Indicate the mode(s) of transport used during this visit	Package tours	75 20.2%
	Air	43 11.6%
	Private car	117 31.5%
	Train	64 17.3%
	Public bus	110 29.6%
	KWS bus	4 1.1%
	Motorcycle	8 2.2%
	Taxi	14 3.8%
	Bicycle	2 0.5%
	Others	9 2.4%
Specify how you obtain information for your travel/trip	Internet	146 39.4%
	TV/Radio	7 1.9%
	Social Media platforms	61 16.4%
	Friends or relatives	109 29.4%
	Travel/Tour agencies	28 7.5%
	Travel guide/operators	10 2.7%
	Brochure/Newspaper/Magazines	4 1.1%
Others	6 1.6%	

Source: Research Data (2020)

According to the findings in relation to the most recent visit to Kenyan Coast as per Table 4.2, a majority of the respondents (63.1%) had visited the Kenyan Coast less than one year ago. On the number of times the respondents had visited Kenyan Coast in their lifetime, on average 71.2% had visited Kenyan Coast more than three times by the time the research study was being carried out. Further, irrespective of the number of visits, findings indicate that 82.7% of the respondents had previously visited the Kenyan Coast as domestic tourists while 17.3% had not. This means that irrespective of the previous number of visits, the majority of domestic tourists are still willing to revisit the Coast Region of Kenya. This may be largely attributed to exceptional experiences they obtain signifying how the Kenya Coast is perceived and appealing to domestic tourists due to diverse tourism resources.

The main reason for the current visit was holiday as disclosed by 76.0% while visiting friends and relatives accounted for 14.3% of the respondents. The purpose of visit by domestic tourists aligns with reasons given by international tourists. For instance, in 2018 the number of international visitors on holiday accounted for 73.9% while those for business purposes was 12.7% (KNBS, 2019). Such findings indicate that Kenya is a popular holiday destination, which may be associated with unique and diverse attractions such as pristine beaches and iconic wildlife safari products. Kenya is a renowned destination with the core product line of beach tourism wildlife safari (GOK, 2017). However, this does not mean that destination Kenya can only offer such. It is clear from the study finding that other visiting friends and relatives, business tourism and job related assignments were other reasons cited for visiting the Kenyan coast. Further, with the rich Swahili culture and rich history other forms of tourism such as cultural and heritage tourism could be tapped to expand the product line.

This suggests that the Kenyan Coast may be a well-known destination in Kenya and well charming making it a favored choice among domestic visitors. The region's popularity is due to its picture as a haven of untainted white shorelines and purplish blue oceans, where calm waters and well-preserved coral reefs welcome submerged exploration. The Coast has a wide run of resorts capitalizing on the wealthy coral reefs and excellent view.

For instance, the small fishing village of Shimoni is home to a series of deep coastal caves and is a popular base for diving and deep-sea fishing. Additionally, Tsavo National Parks provides a great opportunity for game viewing while Malindi is a popular resort town and the islands of Lamu Archipelago are delightful. Such uniqueness positions the Kenyan Coast as an ideal destination for both first time visitors and repeat visitors as supported by the findings herein.

The most preferred mode of travel as disclosed by 79.8% of the respondents was Free-Independent Travel (FIT) with only 20.2% using package tours. From the findings, it is also evident that group tour was least preferred when compared with personal or independent travel. This is a common approach among domestic tourists who prefer to visit destinations as a family unit or with friends, unlike international travelers who often prefer group tours. Such differences may be explained by the fact that the majority of the domestic tourists tend to be familiar with the local attractions preferring to go as individuals in a small group of family members or friends. However, in terms of associations, domestic tourists tend to be socially oriented rather than activity based hence desiring experiences in a group.

They lean more towards psychocentrism as evidenced by their search for symbols of domestic like nourishment and drinks instead of being adventuresome (Nzioka, Kivuva, and Kihima, 2014). Essentially, the characteristics of domestic visitors were; last minute oriented, more spontaneous within the kind of activities they choose making it difficult to plan for, easier to predict this market's travel plan (Nzioka, Kivuva, and Kihima, 2014).

In terms of length of stay/duration 60.6% of the respondents had visited the Kenyan Coast for four days and above, while only 6.7% had visited the Kenyan Coast for one-day trip. When compared with the international tourists whose average number of stay is usually 9-11 days, this is an indication that the domestic market is unique and is capable of sustaining itself (World Bank report, 2010). On the other hand, the day visits accounts for 6.7% engaged in tourism. This means excursionists are also unexploited segments since the majority of such cohorts are capable of visiting diverse attractions and then manage to go back to their homes.

Essentially, the average length of stay is at least four days (60.6%), it is a pointer for holiday organizers to tailor make short holiday breaks for the domestic market sometimes running over weekends, public holidays or school holidays. This still exemplifies the domestic tourists' loyalty behaviour in relation to the destination under consideration. Perhaps due to the numerous tourism products and activities the destination continues to offer competitive tourism products for all age brackets as evidenced in this study.

During the visit, 31.5% of the respondents used private cars as their mode of transport; 29.6% used public buses to travel from their current place of residence. Overall,

accessibility to a destination is an integral element of tourism products and services. As World tourism increases, additional demands are exerted on the transportation sectors (Goeldner, 2012). The private automobile dominates for shorter trips and is the most popular means of travel for most domestic journeys, though it is also very important in regional and international tourism. Moreover, rail travel now plays a more limited role than it did in the past. In this study, only 17.3% used a train, the Standard Gauge Railway-SGR to access Kenyan Coast. Moving forward the usage of SGR, will increase rail traffic since the majority of the traveler originating from Nairobi. Notably, using SGR it takes approximately 4.5 hours from Nairobi to Mombasa unlike commercial buses, which take double of this time. Since accessibility to destination is a core tourism product, other alternate cheaper means of transport such as air travel should be supported. More low-cost carriers should be increased to complement the major carriers. A destination may be popular but similarly its accessibility should equally be good. Thus, the aspect of infusing more transport alternative options in the industry is imperative.

Concerning the sources of information, internet search engines and social media ranked highest with 55.8% followed by friends at 29.4%. The print media, specifically brochures/newspapers were the least at 1.1% which indicates that the conventional marketing strategies has been overtaken by new forms of strategies such as digital marketing which firms should embrace to cement space and at the same time uphold competitiveness.

Notably, about 46.1% had visited the Coast Region of Kenya five times and above whereas only 13.7% had visited once. This implies that domestic tourists perceive Kenyan Coast as a prime destination to visit. This is due to the concentration of diverse

and unique attractions across the Kenyan coast such as; Fort Jesus, Haller Park, Gede ruins, Jumba la Mtwana, Mnarani monuments and the common public beaches. Marine parks and reserves in Malindi, Watamu, Kisite Mpunguti and Mombasa Marine offer unique water based experiences among tourists.

Similarly, Kenyan citizens (adults) continued to constitute the largest number of visitors to national parks and game reserves recording 850,000 tourists in 2018 (KNBS, 2019). On overall, the top most frequented national parks and game reserves in 2018 were; Nairobi Mini Orphanage, Impala Sanctuary, Masai Mara National Reserves, Lake Nakuru National Parks, Nairobi National Parks, and Tsavo East and West National Parks (KNBS, 2019). Additionally, overall the top five most frequented museums and historical sites in 2018 were; Nairobi national museum, Fort Jesus, Kisumu Museum, Gede Ruins and Kitale Museum (KNBS, 2019).

Such results cements the popularity of the region as a tourists' hub as resonated by a common phrase "*Mombasa raha*" (Mombasa, the place of enjoyment). This makes the Kenyan coast synonymous with tourism activities. These results assert findings by Mutinda and Mayaka (2012) who noted that the most popular tourist circuit is Mombasa and the Coral Coast. Further, he noted that Mombasa is the foremost prevalent destination with a repeat visit rate of 81.48% compared to the 52.3% of the Nairobi National Park. These findings agree with KNBS (2019) that classified beach tourism as one of most common forms of domestic tourism in Kenya. A report by World Travel Awards ranked Kenyan Coastal beaches the most favoured tourist destination by both domestic travelers and international tourists (KNBS, 2018). These rankings call for sustainable tourism practices in order to have the destination maintain its competitiveness in the long term.

The fact that the preferred mode of travel was free independent travel (FIT) and most common mode of transport was private car thus contradicts the findings by KNBS (2019) that indicated that domestic tourism has been encouraged by convenient and cost friendly transport options such as the SGR and chartered travel services through road and air. The findings that package tours were not a preferred mode of travel arrangement also contradicted KNBS (2019) who noted an increase in the affordability of travel packages. From the findings, it is evident that domestic tourists have not embraced incentives such as the presence of packages, presence of railway transport that is cheap and convenient and the available chartered travel modes through road and air.

From these results, it is clear that the internet continuously accounts for the main source of information among domestic tourists. Additionally, friends and relatives are an integral source of information especially through referencing and social media being integral. The findings are in agreement with KNBS (2019) that indicated the influence of emerging information and communication technology trends that has led to the rise in internet usage, enhanced visibility and online activism. The Oxford Business Group (2017) added that the internet has enhanced easy access to tourism information such as the presence of online tourist services namely booking sites, travel agents and Airbnb which enhanced destinations' accessibility and competitiveness. With increased internet usage, marketing of tourist products has also changed due to digital marketing growth.

There are also innovations due to internet usage such as tourist destinations aggressively marketing themselves as holiday sites during off-peak seasons when the prices are low and facilities are not crowded, digital bookings and payments, MPESA

transactions, VISA card transactions, social media channels for marketing among others (Oxford Business Group, 2017). Tourists have been posting online ratings and online reviews to narrate, praise, criticize or refer their travel experiences on the internet (Oxford Business Group, 2017).

As revealed by the results most of the respondents indicated, the reason for the visit being leisure or holiday. This is in agreement with KNBS (2019) who noted that the domestic tourism spectrum is complete from low expenditure sightseeing to high expenditure one like marina services and surfing activities. Recently, domestic tourism has shifted from sightseeing destinations to natural landscapes, National parks, game reserves and newly developed leisure areas. Other forms of leisure in domestic tourism have emerged such as sports tourism, eco-tourism, recreation and educational tourism (KNBS, 2019).

In order to understand the county of origin of domestic tourists in the Coast Region of Kenya Table 4.3 depicts distribution of tourism from selected counties in Kenya.

Table 4.3: Domestic Tourists' County of Residence

County of residence	Frequency	Percent
Kiambu	20	5.4
Kilifi	11	3.0
Kisumu	13	3.5
Kwale	11	3.0
Makueni	11	3.0
Mombasa	47	12.7
Kajiado	18	4.9
Nairobi	105	28.3
Nakuru	18	4.9
Nyeri	11	3.0

Source: Research Data (2020)

Table 4.3 result indicates that a majority of the domestic tourists had come from Nairobi County as shown by 28.3% of the domestic tourists. A significant number of domestic tourists originated from Nairobi (28.3%), Mombasa (12.7%), Kiambu (5.4%), Kajiado (4.9%), Nakuru (4.9%) and Kisumu County (3.5%) in a descending order. In comparison with TRI (2021) report, the study findings are in tandem since the surveys indicated that the majority of the respondents resided in Nairobi (50.5%) followed by Mombasa (14.3%), Kiambu (5.6%), and Kilifi (3.5%) respectively.

These results are in line with a previous domestic survey on integrated household budgets in Kenya (KNBS, 2018) which indicated that there are more urban (47.9%) residents who travelled to urban Cities compared to rural (35.15%) counterparts. Most of the travelers in absolute numbers resided in Nairobi City followed by Mombasa. This implies that urban tourism, which is an emerging form of domestic tourism, is becoming more popular among residents living in urban and peri-urban centres in Kenya thus forming a potential segment of the domestic tourists.

Conversely, the types of tourism that are most attractive to the domestic market include a one-day excursion by urban population, urban tourism by rural residents,

visiting friends and relatives, sightseeing tourism of natural and cultural kinds, seaside resort tourism, shopping, business and pilgrimage tourism (USAID, 2013). The travel preferences of domestic tourists appear to cover a complete spectrum from traditional sightseeing with lower expenditure to special interest tourism with higher expenditure (Siamak, Adel, and Mohammad, 2018).

Hence, it is necessary to diversify the range of tourism products and services specifically for the local market. Destinations should develop new products according to the available resources and in line with market trends and promote more adventure, sport, ecotourism, heritage and cultural tourism activities (Paris and Efthimia, 2017). Kenya needs to shift too much reliance on safari product in favour of more regional promotion, thus raising awareness that Kenya has a more diversified products to offer besides safari, sun and sea and beach products. In addition, there is a need to focus on the identification and prioritization of preferred local destinations and attractions for the domestic market (Ndlovu, 2010).

The domestic tourists travel characteristics were profiled by their demographic characteristics. This was achieved through the use of Chi-Square (χ^2) statistics test of independence. The Chi-Square test was used in testing whether two categorical variables were independent and tests the null hypothesis. The findings are as reported in Table 4.4.

Table 4.4: Chi-Square Test Statistics for Travel Versus Demographic Characteristics

Variables	Chi-Square-X ²	Df	Asymp. (2-sided)	Sig.
Gender*Most Recent Visit to the Kenyan Coast	5.110	3	.164	
Gender*Number of times visited the Kenyan Coast	2.905	4	.574	
Gender*Previously Visited Kenyan Coast	0.185	1	.667	
Gender*Duration of the current visit	3.166	3	.367	
Gender*Whether visiting alone	.521	1	.470	
Gender*Preferred mode of travel arrangement	.081	1	.775	
Gender*Mode of Transport	5.464	8	.707	
Marital status*Most recent visit	1.305	6	.971	
Marital status*Number of times visited	11.344	8	.183	
Marital status*Previously visited Kenyan Coast	.523	2	.770	
Marital status*Duration of current visit	3.388	6	.759	
Marital status*whether visiting alone	2.968	2	.227	
Marital status*preferred mode of travel	2.383	2	.304	
Marital status*Mode of transport	25.013	16	.070	
Annual income*Most recent visit	14.589	12	.265	
Annual income*Number of times visited	23.845	16	.093	
Annual income*Previously visited	3.795 ^a	4	.434	
Annual income*Duration of current visit	23.055	12	.027**	
Annual income*Whether visiting alone	4.191 ^a	4	.381	
Annual income*Preferred mode of travel arrangement	6.005 ^a	4	.199	
Annual income*Mode of transport	30.985	32	.518	
Age*Most recent visit	10.930	12	.535	
Age*Number of times visited	30.579	16	.015**	
Age*Whether previously visited	2.740	4	.602	
Age*Duration of the current visit	11.558	12	.482	
Age*Whether visiting alone	9.986	4	.041**	
Age*Preferred mode of travel arrangement	6.450	4	.168	
Age*Mode of transport	52.645	32	.012**	
Education*Most Recent visit	14.931	9	.093	
Education*Number of times visited	11.793	12	.462	
Education*Whether previously visited	3.734	3	.292	
Education*Duration of the current visit	8.040	9	.530	
Education*Whether visiting alone	7.119	3	.068	
Education*Preferred mode of travel arrangement	2.753	3	.431	
Education*Mode of transport	44.734	24	.006**	

** Significant at p=0.05

Source: Research Data (2020)

**Significant at 0.05

From the findings in Table 4.4, the domestic tourists travel characteristics were profiled against demographic characteristics. This was achieved by Chi-Square (χ^2) statistics test of independence. The findings indicated duration of current visit is dependent on annual income ($\chi^2=23.055$, $p=0.027$), number of times visited is dependent on age ($\chi^2=30.579$, $p=0.015$). Further, whether the domestic tourist visited alone is dependent on age ($\chi^2=9.986$, $p=0.041$), mode of transport depended on age ($\chi^2=52.645$, $p=0.012$) and mode of transport is dependent on education ($\chi^2=44.734$, $p=0.006$). It was evident that demographic and travel characteristics were key determinant influencing travel decisions among domestic tourists in Kenya.

The Chi-Square test was used in testing whether two categorical variables were independent and at the same time tested the null hypothesis:

H₀: There is no relationship between travel and demographic characteristics of domestic tourists.

The Chi-Square (χ^2) statistics indicated a p-value=0.05 which is significant. Hence, it was concluded that there were significant differences between travel and demographic characteristics of domestic tourists in Kenya. Thus, the null hypothesis was rejected.

According to Kifworo *et al.*, (2020) age determines travel decisions due to its relationship with time available for leisure, freedom of travel, disposable income, health, fitness and tourists' mobility. It is imperative to note that the youth market at the global front has been identified as one of the largest and potential niches for destinations to pursue.

4.5 To determine the travel preferences and frequency of domestic tourists visiting diverse attractions in the Coast Region of Kenya.

4.5.1 Travel Preferences to Specified Tourist Attraction Sites

The respondents were provided with a list of national parks and reserves generated from economic survey reports (KNBS, 2019) on tourism trends and performance in Kenya. The domestic tourists were required to indicate their ratings on a scale of 1-5 based on preference, ranging from ‘not preferred’ to ‘most preferred’. The findings are as reported in Table 4.5.

Table 4.5: Travel Preferences to Specified National Parks and Reserves

Attraction site	Not preferred	Least preferred	Fairly preferred	Preferred	Most preferred
Amboseli NP	16 (4.3%)	18 (4.9%)	45 (12.1%)	142 (38.3%)	150 (40.4%)
Tsavo West NP	15 (4.0%)	12 (3.2%)	58 (15.6%)	138 (37.2%)	148 (39.9%)
Tsavo East NP	13 (3.5%)	22 (5.9%)	65 (17.5%)	132 (35.6%)	139 (37.5%)
Haller’s park	17 (4.6%)	17 (4.6%)	49 (13.2%)	157 (42.3%)	131 (35.3%)
Malindi marine	14 (3.8%)	32 (8.6%)	46 (12.4%)	131 (35.3%)	148 (39.9%)
Chyulu Hills NP	17 (4.6%)	40 (10.8%)	101 (27.2%)	127 (34.2%)	86 (23.2%)
Shimba hills NR	24 (6.5%)	49 (13.2%)	93 (25.1%)	116 (31.3%)	89 (24.0%)
Kisite/Mpunguti	32 (8.6%)	23 (6.2%)	88 (23.7%)	116 (31.3%)	112 (30.2%)
Mombasa marine	19 (5.1%)	18 (4.9%)	100 (27.0%)	110 (29.6%)	124 (33.4%)
Watamu marine	25 (6.7%)	19 (5.1%)	62 (16.7%)	121 (32.6%)	144 (38.8%)

Source: Research Data (2020)

For the purposes of enhancing understanding in regard to rating of the diverse attractions the level of preference has been considered as summation of ‘preferred’ and ‘most preferred’ as indicated in Table 4.5. The most preferred National Parks were; Amboseli (78.7%), Tsavo West (76.9%), Haller’s park (75.6%), Malindi marine (75.2%) and Tsavo East (73.1%) while the least preferred were; Chyulu Hills (57.4%) and Shimba Hills (55.3%) probably due to its limited proximity to Kenyan Coast.

From the findings it is evident the top national parks and reserves were; Amboseli, Tsavo West, Haller’s Park, and Malindi Marine and Tsavo East National Parks. A report by KNBS (2019) reported that Amboseli and Tsavo East National Parks were among the top national parks popularly frequented by domestic tourists’ in Kenya. These destinations form part of the coastal circuit and are popular among tourists asserting why the region was highly visited and revisited by domestic tourists.

Due to the extensive greater geographical dispersion, accessibility to national parks poses a challenge. Most Kenyan parks are remotely located requiring one to have a self-driven vehicle or to rely on a tour van to access them, which may pose a challenge (Kihima, 2015). However, through the *twende tujivinjari* (lets go have fun), the *Tembea Kenya* (explore Kenya) initiatives, domestic tourism is being promoted as the next frontier to boost the much needed tourism revenues in Kenya. Kenya Wildlife Service (KWS) has also maintained low conservation (park entry) fees for Kenyan citizens (GoK, 2020).

Kenya as a country is endowed with diverse tourists’ resources though the Coastal Region and few national parks are vast (Mutinda, and Mayaka, 2012). Such deductions may explain the reason why the majority of the national parks and reserves were least

visited as reported in this study. This may be associated with weak geographical distribution of other destinations in the country. This orientation has seen most of the other attractions in Kenya least developed with little branding, promotion and marketing efforts geared toward such. Further, despite potential in such unpopular attractions, a key factor derailing their exploitation is accessibility among other factors.

Now that tourism is partially devolved in Kenya, it would be ideal to develop the least visited parks, reserves, and at the same time consider other potential tourists products and services at the county level. This would open up the country for diverse tourism activities and at the same time build a strong travel culture among Kenyan. This would go a long way in tackling the volatile international tourism and somehow be like most developed countries whose main market is anchored on domestic tourism.

The research findings are indicative of the underlying fact that largely Kenya is a nature-based destination as expressed through diverse national parks, reserves, and pristine coastal beaches, among other aspects. One of the global emerging trends is increased income travelers characterized by high affinity for short break holidays (UNWTO, 2020). In Kenya, the discourse is not different since most domestic tourists in Kenya fit this category with a duration of stay lasting for four days and above.

Besides this, there is a growing urge for more expansive geographical spread of available tourism products and services in other parks and reserves across the country. There is a need to boost urban tourism especially for those in major cities and towns in Kenya by having regular weekend travel campaigns. In conclusion, it is worth noting that the Kenyan coast is both highly visited and revisited, and similar efforts

should be put in place to promote Kenya as a destination, with an intention of unique parks and reserves.

A list of museums and historical sites were provided to the respondents from which they were required to rate them on a scale of preferences as indicated in Table 4.6.

Table 4.6: Travel Preferences to Museums and Historical Sites

Attraction site	Not preferred	Least preferred	Fairly preferred	Preferred	Most preferred
Fort Jesus museum	19 (5.1%)	14 (3.8%)	58 (15.6%)	97 (26.1%)	183 (49.3%)
Gede ruins	28 (7.5%)	24 (6.5%)	96 (25.9%)	89 (24.0%)	134 (36.1%)
Lamu house museum	25 (6.7%)	53 (14.3%)	114 (30.7%)	127 (34.2%)	52 (14.0%)
Jumba la Mtwana	23 (6.2%)	33 (8.9%)	112 (30.2%)	134 (36.1%)	69 (18.6%)
Malindi museum	16 (4.3%)	28 (7.5%)	109 (29.4%)	113 (30.5%)	105 (28.3%)
Kilifi mnarani	23 (6.2%)	39 (10.5%)	102 (27.5%)	109 (29.4%)	98 (26.4%)
Swahili house museum, Lamu	45 (12.1%)	43 (11.6%)	68 (18.3%)	104 (28.0%)	111 (29.9%)
German post office museum, Lamu	33 (8.9%)	44 (11.9%)	83 (22.4%)	134 (36.1%)	77 (20.8%)
Lamu port	38 (10.2%)	35 (9.4%)	89 (24.0%)	128 (34.5%)	81 (21.8%)

Source: Research Data (2020)

For the purposes of enhancing understanding in regard to rating of the diverse attractions the level of preference has been considered as summation of ‘preferred’ and ‘most preferred’ as indicated in Table 4.6. The most popular museums and historical sites were; Fort Jesus (75.4%), Gede ruins (60.1%), and Malindi museum (58.5%). The least preferred museums and historical sites were; Lamu House museum (48.2%), Jumba la mtwana (54.7%), and Kilifi mnarani monuments (55.8%). These

destinations denotes the authentic and rich culture among the native people of coastal Kenya. With the new trends in heritage tourism, such findings explain why it is a popular tourists' destination, thus asserting the reason for visits and revisits.

This means there is a need to come up with proper strategies through perpetual and specific marketing campaigns, promotions and branding. All these activities should be aimed at creating memorable experiences and at the same time enhance both behavioural and attitudinal loyalty behaviour among domestic tourists.

The research findings are indicative of the underlying fact that the domestic tourists market is not homogenous due to varied travel needs. This implies that the destination marketers should design, package and promote products to meet the diverse needs of these segments. From these findings, it seems that domestic tourists are becoming more experiential and personal concerning their behavioural intentions, and satisfaction levels. This alludes that they are willing to embrace personal travel and less engaged in-group tours. Such propositions emanate from their intrinsic motives expounding the travel needs in search of unique experiences. Therefore, travel motivation was deemed to significantly influence behavioural intentions of tourists. Essentially, destination attributes should match up travel needs to prompt satisfaction and eventually loyalty amongst tourists.

4.5.2 Travel Frequency to Specified Tourist Attraction Sites

The respondents were also required to indicate whether they had visited the attraction sites before and the findings are as reported in Table 4.7.

Table 4.7: National Parks and Reserves Travel Frequency

Attraction site	Visited Before?	
	Yes	No
Amboseli National Park	139 (37.5%)	232 (62.5%)
Tsavo West National Park	132 (35.6%)	239 (64.4%)
Tsavo East National Park	134 (36.1%)	237 (63.9%)
Haller's Park	239 (64.4%)	132 (35.6%)
Malindi Marine park	206 (55.5%)	165 (44.5%)
Chyulu hills NP	99 (26.7%)	272 (73.3%)
Shimba Hills NR	117 (31.5%)	254 (68.5%)
Kisite/Mpunguti Marine Park	141 (38.0%)	230 (62.0%)
Mombasa Marine	182 (49.1%)	189 (50.9%)
Watamu Marine	175 (47.2%)	196 (52.8%)

Source: Research Data (2020)

From the findings it is clear that based on past visits Haller's Park (64.4%), Malindi Marine Park (55.5%), Mombasa Marine Park (49.1%), and Watamu Marine Park (47.2%) were ranked the most frequented attractions in the Kenyan Coast Circuit. This perhaps is attributed to accessibility and close proximity to an urban centre where major facilities and other services were readily available.

This perhaps is attributed to emerging tourists' products because of diversification within these attractions. In most of the marine parks, there were emerging tourism activities within the ecosystem such as scuba diving, snorkeling, fishing, among others. Such tourism activities were revolutionizing the product offer and at the same time creating a strong appeal among tourists visiting those destinations.

On the other hand, the least frequented national parks and game reserves were; Chyulu hills NP (26.7%), Shimba Hills National Reserves (31.5%) and Tsavo West National Park (35.6%). This may be associated with the issue of proximity and strategic location. However, the Economic Survey Reports 2019 (KNBS, 2019) noted that the following parks and reserves were least visited in Kenya; Samburu, Shimba Hills, Mt. Kenya, Malindi Marine, Aberdare, Meru, and Mombasa Marine Park. Such congruence indicates how least those parks were visited and revisited. One explanation is due to their nature as wilderness parks besides their location. It is true that most of the premium parks are easily accessible and get promotional messages.

Ideally, to ensure equitable distribution of visitors to such parks and reserves it is important to brand them, collaborate with all the relevant stakeholders through public private partnership initiatives. Notably, since tourism functions are partially devolved to the County governments by the national governments the former have a platform to promote and market such destinations. This may be possible by improving parks communication strategies, engaging local celebrities, targeted media houses, highlighting park personal park experiences to change perception, at the same time widen Word of Mouth (WOM), and revisit intentions. All these efforts should focus on customer service initiatives aimed at providing exceptional services.

Besides the catchy promotional messages for Shimba Hills National Reserve as being a 'Paradise of the Sable antelope' their popularity and frequency visits and revisits is still low. This perhaps could be attributed to the slim tourists' product found in those destinations, among other factors. Thus, in order to compete effectively as a destination and establish patronage, there is a need to expand the tourist product line and services. This can be possible by deploying appropriate strategies and efforts to

ensure an even geographical spread of tourism activities in the country by leveraging on county tourism to unlock the frontier products.

The respondents were required to indicate whether they had visited the listed museums and historical sites and the findings are as shown in Table 4.8.

Table 4.8: Museums and Historical Sites Travel Frequency

Attraction site	Visited before?	
	Yes	No
Fort Jesus	310 (83.6%)	61 (16.4%)
Gede ruins	197 (53.1%)	174 (46.9%)
Lamu house museum	84 (22.6%)	287 (77.4%)
Jumba la Mtwana	98 (26.4%)	273 (73.6%)
Malindi museum	193 (52.0%)	178 (48.0%)
Kilifi mnarani	137 (36.9%)	234 (63.1%)
Swahili house museum Lamu	89 (24.0%)	282 (76.0%)
German post museum Lamu	50 (13.5%)	321 (86.5%)
Lamu port	99 (26.7%)	272 (73.3%)

Source: Research Data (2020)

From the findings it is clear that based on past visits Fort Jesus (83.6%), Gede Ruins (53.1%) and Malindi Museum (52.0%) were ranked the most frequented attractions in the Kenyan Coast Circuit. This perhaps is attributed to accessibility and close proximity to an urban centre where major facilities and other services were readily available. On the other hand, the least frequented museums and historical sites were; German Post Museum Lamu (13.5%), Lamu House Museum (22.6%) and Jumba la

Mtwana (26.4%). This may be associated with the issue of proximity and strategic location and slim product line.

In Kenya, the tourism industry is perpetually moving away from the traditional mass tourism to alternate tourism such as cultural and heritage to combat the large-scale negative impacts generated from mass tourism, like environmental pollution and overcrowding. Therefore, the role of culture is becoming increasingly important in the development of the tourism industry. Cultural heritage tourism is a form of special interest tourism that has been growing rapidly in the last few years and currently ranked as one of the major growth areas in global tourism demand (UNWTO, 2021). Cultural endowments such as traditional architecture, unique streetscapes and historic sites recognized as important tourist resources in both developed and developing countries (Wahome, and Gathungu, 2021).

Cities are often important focal points for development based on these resources because they provide concentrations of heritage assets, infrastructure services, private sector activity and human resources. Improving the conservation and management of urban heritage is important for preserving its historic significance, but also for its potential to increase income-earning opportunities, city livability and competitiveness (Throsby, 2016; Shabalala and Simatele, 2019).

According to Shabalala, and Simatele, (2019), typology of cultural tourism products that can be developed are: Heritage sites, performing arts venues, visual arts such as galleries, festivals and special events, religious sites, rural destinations, indigenous communities and traditions, arts and crafts, language acquisition and practice,

gastronomy, modern popular culture expressions, and special interest activities such as painting, weaving and photography.

Many of the cultural tourism products should be developed in Kenya as a way of diversifying from the traditional beach and wildlife tourism (Wahome, and Gathungu, 2021). The cultural tourism product in Kenya is widespread for instance there are numerous early and late Stone Age archaeological sites in Kenya such as Olorgesailie, Kariandusi and Hyrax Hill. Additionally, music festivals, carnivals and sporting events are alternate cultural heritage tourism products ideal for domestic and international tourism.

4.6 Influence of travel motivation on behavioural intentions/destination loyalty of domestic tourists in Kenya

4.6.1 Travel Motivation Attributes

In order to understand the concept of travel motivation the current study operationalized this concept by considering aspects of; destination attributes and socio-psychological factors. Destination attributes herein referred to as ‘Pull factors’, are the forces that attract tourists to choose a specific tourism product or service and are aroused by the destination, which may include factors like scenic attractions and historical sites. On the other hand, socio-psychological aspects herein referred to as ‘Push factors’ describe the drive for an individual to participate in touristic activities or the internal “igniter” that propels the tourist to travel outside of his/her everyday environment. Push motivations are related to the tourists’ desire, while pull motivations are associated with the attributes of the destination. Push factors influence tourists to travel, whereas pull factors attract them to a given destination once the decision to travel is certain (Baniya, 2016).

Additionally, in travel motivation study, demand refers to motives (push factors) that sustain tourists' desire while supply relates to destination's characteristics or pull factors (Baniya, 2016).

First, in relation to analysis and discussions, destination attributes were considered followed by socio-psychological factors. Conversely, destination attributes denote the collection of various components of a destination, containing not only physical and natural environments, but also services and amenities, which mesmerize tourists. In regard to destination attributes, the respondents were required to indicate their level of agreement on some selected statements regarding the Kenyan Coast as shown in Table 4.9.

Table 4. 9: Response on Destination Attributes or pull factors

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is a good place to visit since it's safe and secure	12 (3.2%)	7 (1.9%)	45 (12.1%)	164 (44.2%)	143 (38.5%)
It is a pleasing destination with buildings and places of historical/archaeological relevance	13 (3.5%)	9 (2.4%)	48 (12.9%)	164 (44.2%)	137 (36.9%)
It is an enjoyable destination with diverse recreational activities	8 (2.2%)	7 (1.9%)	48 (12.9%)	148 (39.9%)	160 (43.1%)
It is a real holiday adventure with outstanding sceneries and beaches	10 (2.7%)	14 (3.8%)	57 (15.4%)	140 (37.7%)	150 (40.4%)
It has a good exotic atmosphere to visit	15 (4.0%)	27 (7.3%)	87 (23.5%)	126 (34.0%)	116 (31.3%)
It has a pleasant weather	22 (5.9%)	36 (9.7%)	95 (25.6%)	124 (33.4%)	94 (25.3%)
It is easily accessible	15 (4.0%)	29 (7.8%)	82 (22.1%)	142 (38.3%)	103 (27.8%)
It is easy to access information in regard to the destination	10 (2.7%)	25 (6.7%)	71 (19.1%)	154 (41.5%)	111 (29.9%)
It has high standards for sanitation and cleanliness	41 (11.1%)	73 (19.7%)	98 (26.4%)	100 (27.0%)	59 (15.9%)
It is a family-oriented destination	10 (2.7%)	23 (6.2%)	73 (19.7%)	159 (42.9%)	106 (28.6%)
It offers value for holiday money	13 (3.5%)	28 (7.5%)	76 (20.5%)	141 (38.0%)	113 (30.5%)
It offers good quality of tourism products	11 (3.0%)	16 (4.3%)	80 (21.6%)	152 (41.0%)	112 (30.2%)
It offers good quality of food and beverage	10 (2.7%)	22 (5.9%)	74 (19.9%)	158 (42.6%)	107 (28.8%)
It offers good quality of accommodation facilities	8 (2.2%)	21 (5.7%)	76 (20.5%)	146 (39.4%)	120 (32.3%)
The service providers are reliable and consistent	4 (1.1%)	37 (10.0%)	91 (24.5%)	141 (38.0%)	98 (26.4%)
Hospitality and friendliness of service providers is top notch	5 (1.3%)	23 (6.2%)	88 (23.7%)	155 (41.8%)	100 (27.0%)
The service providers makes the effort to understand my needs	8 (2.2%)	19 (5.1%)	83 (22.4%)	156 (42.0%)	105 (28.3%)

Source: Research Data (2020)

In order to enhance the understanding of destination attributes in the Coast Region of Kenya the study considered a summation of 'agreed' and 'strongly agreed' as per Table 4.9. From these findings it was clear that the most outstanding features associated with destination attributes were represented by sentiments such as, it was; a good place to visit since it's safe and secure (87.7%), an enjoyable destination with diverse recreational activities (83%). Additionally; a pleasing destination with buildings and places of historical or archaeological relevance (81.1%), a real holiday adventure with outstanding sceneries and beaches (78.1%), and a family-oriented destination (71.5%). Such destination attributes were crucial indicators they represented the perception and views of domestic visiting the Coast Region of Kenya. In essence, it means that due to the high rating in most of the features associated with the destination attributes such aspects are vital while selecting and choosing a destination to visit during the travel decision process. This implies that a potential tourist will have an expectation concerning what the composite elements of destination should possess, no wonder often referred to as the 'pull factors.'

Interestingly, besides the high rating in most of the features touching on destination attributes there were divergent views concerning some of the features. For instance, the least rated features associated with destination attributes were represented by sentiments such as; it has high standards for sanitation and cleanliness (42.9%), it has pleasant weather (58.7%), and service providers are reliable and consistent (64.4%). This means that the destination scored poorly on sanitation and cleanliness, weather was not pleasing (by the time of carrying out the study) and service providers were not always reliable and consistent. All such sentiments were indications of areas,

which destination managers and other tourism suppliers need to improve in order to pave the way for a strong appeal and patronage among domestic tourists.

The one sample t-test is used to determine whether an unknown population mean is different from a specific value. To test the significance of the Likert scale responses on the destination attributes, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.10.

Table 4.10: t-test Results based on Destination Attributes

	Mean Test Value = 3				
	T	Df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
				Lower	Upper
It is a good place to visit since it is safe and secure	4.13	23.472	370.000	1.129	1.03 1.22
It is a pleasing destination with buildings and places of historical/archaeological relevance	4.09	21.981	370.000	1.086	.99 1.18
It is an enjoyable destination with diverse recreational activities	4.20	25.951	370.000	1.199	1.11 1.29
It is a real holiday adventure with outstanding sceneries and beaches	4.09	21.682	370.000	1.094	1.00 1.19
It has a good exotic atmosphere to visit	3.81	14.449	370.000	.811	.70 .92
It has a pleasant weather	3.63	10.587	370.000	.625	.51 .74
It is easily accessible	3.78	14.118	370.000	.779	.67 .89
It is easy to access information in regard to the destination	3.89	17.239	370.000	.892	.79 .99
It has high standards for sanitation and cleanliness	3.17	2.653	370.008	.170	.04 .30
It is a family-oriented destination	3.88	17.360	370.000	.884	.78 .98
It offers value for holiday money	3.84	15.457	370.000	.844	.74 .95
It offers good quality of tourism products	3.91	17.990	370.000	.911	.81 1.01
It offers good quality of food and beverage	3.89	17.504	370.000	.889	.79 .99
It offers good quality of accommodation facilities	3.94	18.611	370.000	.941	.84 1.04
The service providers are reliable and consistent	3.79	15.451	370.000	.787	.69 .89
Hospitality and friendliness of service providers is top notch	3.87	18.018	370.000	.868	.77 .96
The service providers makes the effort to understand my needs	3.89	18.150	370.000	.892	.80 .99

Source: Research Data (2020)

The one-sample t-test results reveals significant Likert scale responses on destination attributes were significantly agreed upon at 5% level as shown by p-values that were all less than 0.0001 and means approaching 4. Notably, the destination attribute item

stating ‘it has high standards for sanitation and cleanliness’ was the lowest though significantly neutral (P-value=0.008 and mean=3.17). The findings clearly demonstrates that the Kenyan Coast was preferred by domestic tourists because it was perceived as; safe, pleasing, accessible, has a good exotic atmosphere, it’s a family-oriented, exciting, adventurous, enjoyable, coupled with good quality of tourism products and services thus positioning it as an ideal destination. In nutshell, these results imply that all the aspects of destination attributes clues are significant influencers in the travel decision process among domestic tourists.

In order to ascertain the role of destination attributes opinion from key informants’ opinions was sought and guided by a question “In your own opinion why is this attraction popular among domestic tourists?” It is worth noting the array and scope of the answers given were varied and not homogenous probably due to diversity within the ecosystem. A majority of the respondents indicated that; proximity and accessibility, unique features, cost elements, friendly staff, quality of service, natural beauty, great gastronomy, architecture, interesting people, and finally differences in culture that is interesting to watch and interact are significant destination enhancers for domestic tourists visiting the Kenyan Coast. For instance, a key informant singled out the following sentiment;

“It is generally believed that destination attributes are critical during decision making process of any visitor since it attract people to the destination and contribute to the overall experience of the trip.”

Thus, from such sentiments it is worth noting that travel motivation factors precisely extrinsic play a crucial role in influencing tourists to visit a particular destination.

Concerning destination enhancers a question was posed as follows, “Which key enhancers would you consider important in motivating domestic tourists’ visits in this destination?” Interestingly, the following sentiments were made;

“Most domestic travelers have an estimate budget for a trip so if a destination is within their budget, it is definitely an attractive option.”

“If a destination provides a wide range of accommodation options, and at the same time have friendly staff it is obvious a good choice.”

“A destination needs to have adequate infrastructure to support a large influx of visitors and the more modern the infrastructure is, the more likely tourists will feel comfortable visiting a destination.”

These corresponding sentiments from the study’s key informants indicate how affordability, accommodation options and safety are considered core tourism products, of which service providers consolidate them with an intention of capturing the domestic market. Several key informants noted that during low season most hotels and touristic destinations review hotel room and park entry charges as enablers targeting the local market. This implies that attractions sites, food, infrastructure, landscape and branding are core qualities that make a tourist destination popular.

Further, these sentiments indicate that domestic tourism has a great growth potential and needs to be developed to become an enduring foundation for the tourism industry and the economic growth as a whole. For the Kenyan Coast to continue being competitive in the long run, destination attributes should be perpetually maintained so

as to enable the domestic marketers correctly position the destination, since tourists' expectations are strongly related to features of the chosen destination.

Further, due to the uniqueness of the tourism industry and a similar adoption of latest technology, a potential tourist will tend to gather as much information as possible from friends and renowned social sites about a destination they intend to visit. The domestic tourists are not exceptional and will tend to follow a similar trajectory. Though it is true that most of the domestic visitors might be familiar with the places visited, the honours remain with the destination managers to make such places appealing and design appropriate promotional messages. The details of the destination sought will capture essential components of the tourism products such as accommodation, types of cuisines, specific tourism activities, transport and transfer services and restaurant services.

The concept of infrastructure and recreational activities as outlined in Nikjoo and Ketabi (2015) is well developed along the Kenyan Coast, making it a favorable destination. This has led to participation of various recreational activities and water sports by domestic tourists. Conversely, poor state and management of the facilities leads to lower satisfaction levels among domestic tourists (TRI, 2021).

Kenya being a nature-based destination and now with the emerging exploration in the blue economy and diverse water sports activities there is a high likelihood of coastal ecosystem being affected by climate change. There is need for destination managers and policy makers to pursue regional adaptation options in order to reduce destinations vulnerability, increase resilience and take advantage of opportunities presented by climate change within the Kenyan

From the findings, the Kenyan Coast is considered a family-oriented destination for domestic tourists. This concurs with the socio-demographic finding indicating that, about 56.9% (Table 4.1) of the respondents were married, exemplifying Kenyan Coast as an ideal family-oriented destination. Such findings concur with recent studies, which denote that 42.1% of domestic tourists prefer Kenyan Coast (KNBS, 2019). All these are key aspects of a progressive and competitive destination. The image of a destination is everything in terms of its popularity and competitiveness. Most of the serene resort hotels offering accommodation were concentrated in the North and South Coast (KNBS, 2019). Accommodation being a core tourist product ought to be developed to continue attracting all types of tourist (Nikjoo and Ketabi, 2015).

Further, in order to understand the socio-psychological factors of domestic tourists in Kenya various aspects were considered. Socio-psychological factors also referred to as push factors were evaluated. These push factors, which are intrinsic motivation, describes the drive for an individual to participate in touristic activities or the internal “igniter” that propels the tourist to travel outside of his/her everyday environment.

It denotes the need to escape from everyday surroundings for the purpose of relaxation, social interaction, and discovering new things among others. The socio-psychological factors are operationalized under the following distinct aspects describing the intrinsic motivation or desire to travel. The respondents were required to indicate their level of agreement on socio-psychological factors aspects as shown in Table 4.11.

Table 4.11: Socio-psychological factors of domestic tourists

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Visiting Kenyan Coast gives me great pleasure/excitement	10 (2.7%)	5 (1.3%)	36 (9.7%)	181 (48.8%)	139 (37.5%)

The choice to visit Kenyan Coast is fulfilling since I am doing things my own way	9 (2.4%)	6 (1.6%)	40 (10.8%)	177 (47.7%)	139 (37.5%)
Kenyan Coast is a destination that I am enjoying away from daily routines	10 (2.7%)	11 (3.0%)	45 (12.1%)	171 (46.1%)	134 (36.1%)
Visiting Kenyan Coast makes me experience new and different lifestyle	14 (3.8%)	10 (2.7%)	55 (14.8%)	154 (41.5%)	138 (37.2%)
Visiting Kenyan Coast makes me feel relaxed body and mentally	10 (2.7%)	11 (3.0%)	35 (9.4%)	165 (44.5%)	150 (40.4%)
Kenyan Coast is a place where I always wants to travel for exceptional experience/adventure	9 (2.4%)	15 (4.0%)	79 (21.3%)	134 (36.1%)	134 (36.1%)
Visiting Kenyan Coast enables me have fun	8 (2.2%)	17 (4.6%)	82 (22.1%)	142 (38.3%)	122 (32.9%)
Kenyan Coast gives me platform to interact with friends and relatives	18 (4.9%)	23 (6.2%)	78 (21.0%)	134 (36.1%)	118 (31.8%)
Visiting Kenyan Coast enables me meet people with similar interests	43 (11.6%)	56 (15.1%)	101 (27.2%)	100 (27.0%)	71 (19.1%)
Kenyan Coast enables me acquire knowledge	9 (2.4%)	12 (3.2%)	46 (12.4%)	154 (41.5%)	150 (40.4%)
Visiting Kenyan Coast rekindles good memories and times I have had in the past	17 (4.6%)	26 (7.0%)	39 (10.5%)	149 (40.2%)	140 (37.7%)
Visiting Kenyan Coast enables me re-discover myself	13 (3.5%)	13 (3.5%)	42 (11.3%)	160 (43.1%)	143 (38.5%)
Kenyan Coast is reasonably priced since it is within my income level	24 (6.5%)	44 (11.9%)	95 (25.6%)	131 (35.3%)	77 (20.8%)

Source: Research Data (2020)

In order to enhance the understanding of socio-psychological factors in the Coast Region of Kenya the study considered a summation of ‘agreed’ and ‘strongly agreed’ as per Table 4.11. From these findings it was clear that the most outstanding aspects associated with socio-psychological factors were represented by sentiments such as; Visiting Kenyan Coast gives me great pleasure/excitement (86.5%), the choice to visit Kenyan Coast is fulfilling since I am doing things my own way (85.2%). Additionally, visiting Kenyan Coast makes me experience a new and different lifestyle (84.9%), Kenyan Coast is a place where I always want to travel for exceptional

experience/adventure (82.2%) and Kenyan Coast enables me to acquire knowledge (81.9%).

Such socio-psychological factors were crucial indicators representing the perception and views of domestic tourists visiting the Coast Region of Kenya. In essence, it means that due to the high rating in most of the aspects associated with socio-psychological factors it was significant in triggering intrinsic desire to travel. This implies that a potential tourist will first have a travel need which triggers them to start the search process for a destination capable of meeting those needs hence referred to us 'push factors' which are believed to be fundamental by most scholars.

Interestingly, besides the high rating in most of the aspects associated with socio-psychological factors there were divergent views concerning some of the aspects. For instance, the least rated aspects associated with socio-psychological factors were represented by sentiments such as; Visiting Kenyan Coast enables me meet people with similar interests (46.1%), Kenyan Coast is reasonably priced since it is within my income level (56.1%), and Kenyan Coast gives me platform to interact with friends and relatives (67.9%). This means that the destination scored poorly on; it enables me to meet people with similar interests, reasonably priced since it is within my income level and gives me a platform to interact with friends and relatives. All such sentiments were an indication that for domestic tourists to continue patronizing the Kenyan Coast, destination managers and other tourism suppliers do all they should to create interest, have reasonable prices for tourism products and services and eventually create activities for socialization among individual tourists.

To test the significance of the Likert scale responses on the socio-psychological factors, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.12.

Table 4.12: t-test Results Based on Socio-psychological factors of domestic tourists

	Mean Test Value = 3				
	T	Df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
				Lower	Upper
Visiting Kenyan Coast gives me great pleasure/excitement	4.169826	169370	.000	1.16981	1.0819 1.2577
The choice to visit Kenyan Coast is fulfilling since I am doing things my own way	4.161725	1988370	.000	1.16173	1.0738 1.2496
Kenyan Coast is a destination that I am enjoying away from daily routines	4.099723	167370	.000	1.09973	1.0064 1.1931
Visiting Kenyan Coast makes me experience new and different lifestyle	4.056620	695370	.000	1.05660	.9562 1.1570
Visiting Kenyan Coast makes me feel relaxed body and mentally	4.169824	684370	.000	1.16981	1.0766 1.2630
Kenyan Coast is a place where I always wants to travel for exceptional experience/adventure	3.994619	586370	.000	.99461	.8948 1.0945
Visiting Kenyan Coast enables me have fun	3.951519	031370	.000	.95148	.8532 1.0498
Kenyan Coast gives me platform to interact with friends and relatives	3.838314	801370	.000	.83827	.7269 .9496
Visiting Kenyan Coast enables me meet people with similar interests	3.269541	129 370	.000	.26954	.1412 .3979
Kenyan Coast enables me acquire knowledge	4.142923	766370	.000	1.14286	1.0483 1.2374
Visiting Kenyan Coast rekindles good memories and times I have had in the past	3.994617	648370	.000	.99461	.8838 1.1054
Visiting Kenyan Coast enables me re-discover myself	4.097021	710370	.000	1.09704	.9977 1.1964
Kenyan Coast is reasonably priced since it is within my income level	3.520288	810 370	.000	.52022	.4041 .6363

Source: Research Data (2020)

The one-sample t-test results reveal Likert scale responses on socio-psychological factors were significantly agreed upon at 5% level as shown by p-values that are all less than 0.0001 and mean approaching 4. Notably, the socio-psychological factor item stating “Visiting the Kenyan Coast enables me meet people with similar interests” was the lowest though significantly neutral (mean=3.2695, p-value<0.0001). This implies that socio-psychological factors are a significant component of motivation towards visiting the Kenyan Coast. The findings clearly demonstrates that the Kenyan coast triggers; excitement, enables one to do things their way, pleasurable, relaxes body and mind, enhances socialization, acquires knowledge, rekindles good memories, valuable, creates exceptional experiences, among domestic tourists.

Besides the critical role of both socio-psychological and destination factors as aspects of travel motivation, there are other deterrents affecting tourists flow in any given destination. In order to understand whether there are specific deterrents facing tourists flow, the formulated interview question was posed to the participants, “Which key deterrents would you consider core affecting domestic tourists flow in this destination?” The informants noted that;

“Some domestic tourists still have a notion that Kenyan coast is expensive, and it is more inclined to a foreigner”

“Lack of knowledge by the locals in regard to available tourists’ products and services negatively affects visitation”

“Inaccessibility of some destination due to lack of own transport and also the high cost of fuel, with a ripple effect on the overall cost of a holiday package are critical deterrents”

“Though divergent cuisine is ideal sometimes unfamiliar food types in hotels may be a challenge since not every tourists is comfortable with such”

“The market-product match is paramount, however if marketing initiative does not resonate with local people travel needs it deters many from engaging in tourism activities”

“Covid 19 pandemic is a tall order due the resultant travel restrictions, even the local market is overly conscious and at the same time MOH protocols is too demanding pushing us to the cliff”

In conclusion, all these factors among others deter domestic tourist from engaging in tourism activities. The travel psychology implies that a potential tourist will first have a desire or intricate need to travel. This inner desire will trigger a search process for a suitable destination capable of meeting such a need. In actual sense, decision-making process of tourists is not just a linear expression since there are other factors that come into play.

To ascertain the overall role of repeat domestic tourists in the development of this destination, the following question guided the deliberations, “What is the overall role of repeat domestic tourists in the development of this destination?” The following sentiment was made;

“Traditionally domestic tourists market is unique and demanding since it is pegged on quality services, sensitive to price and embedded on value for money”

The overall role of repeat domestic tourists is paramount in the development of a destination and the market niche. Due to its numerous benefits such as supports and

development of local and national economies, enhancement of infrastructure and upgrading, geographical dispersion of visitors, bridges the seasonality gap and creates employment opportunities.

These results are in tandem with a previous study that noted the importance of understanding travelers' value when determining market segmentation (Nzioka, 2014). It emphasizes the importance of understanding the values of both visitors and non-visitors to the attraction for the purpose of expanding patronage and reinforcing the product image of an existing user market segment. For instance, Yousefi and Marzuki (2015) noted that there exist intrinsic factors (push factors) that refer to the desire and mind-frame of the tourist towards a destination. Caber and Albayrak (2016) outlines such factors as what drives an individual to escape from daily routine, relax, explore new things and socially interact.

The findings demonstrate that the Kenyan Coast is, as expressed by sentiments, "Kenyan Coast is fairly priced" according to domestic tourists. This means that for instance if a domestic tourist is purchasing an all-inclusive holiday package it may look expensive, unlike when someone just walks to a site like Fort Jesus and pays entry charges only. Thus, the pricing philosophy is pegged on the kind of holiday arrangement and orientation being pursued.

Kihima (2015) noted that tourism is a costly activity, which requires exceptional income. Peter and Olson (2010) add that different income levels should adopt tourism products appropriate for their income. Manono and Rotich (2013) found that visiting Kenyan Coast is more affordable than visiting national parks. To counter such sentiments the government of Kenya through the Kenya Wildlife Service (KWS), has

occasionally been discounting domestic tourists mostly through reviewed national park entry charges, paid vacations, and friendly hotel room charges (KNBS, 2019).

Interestingly, price is not the only determinant affecting the selection of the destination, but there are other such as; high cost of holiday including transportation, accommodation, food and beverage affect domestic tourists in Kenya (TRI, 2021). Additionally, in many instances the price of tourism products and services is considered a major determinant of tourism demand. The movement of the demand curve is influenced extensively by price dynamics, thus affecting tourists flow and consumption patterns in a given destination.

In a previous study by Kihima (2015) domestic tourists in Kenya are more price conscious implying that little or no money was spent on other services deemed unnecessary such as recreation and purchase of souvenirs. However, more money was spent on food, beverages and transfers back to the airport/hotel while little was spent on excursions suggesting that such a client actually arrives lacking the motivation to explore the destination extensively. Having less purchasing power, the domestic tourism practices were largely defined by price and accessibility (Nzioka, Kivuva, and Kihima, 2014). This perhaps explains why most destinations are inclined toward the international tourists neglecting the domestic one.

Pierret (2011) noted that the domestic travelers seek the best price-quality ratio, or often the lowest possible price, in all segments of the tourism value chain. This may be one way of diffusing tourism activity among local entrepreneurs albeit to a smaller level. In essence, destination organizations were greatly informed by the international tourism demand. Thus, the international tourist has compelled the investor to offer

what they want (infrastructure, food, language, marketing messages). However, with the unique characteristics of domestic tourism there is a need to understand their travel and consumption behaviours in order to capture their distinct attributes as a market in its own right.

Yolal *et al.*, (2017), service quality was found to be insignificant factor influencing destination loyalty for first timer and repeat tourists; though the current study does not assert this proposition. On the other hand, the findings conform to Hasan *et al.*, (2019) application of expectancy-disconfirmation theory in the concept of service provision on destination loyalty in Bangladesh. When service quality is high, destination performance is confirmed meaning that tourists will be attracted to a destination again or will refer the destination to someone else in future. Ali, Ryu, and Hussain (2015) also accentuated tourists' experiences, including escapism, peace of mind and involvement positively induces satisfaction and behavioral intention. Hence, tourists' experiential perceptions evidently elicit their inclination to revisit the destination (Tan, 2017).

In conclusion, it is worth noting that the tourism product and services consist of both tangibility and intangibility aspects, of which the latter is more pronounced. This implies that due to the heterogeneous nature of the tourism industry it is important to underscore that apart from the vast attraction sites the quality of service is imperative in triggering travel behaviours of tourists.

4.6.2 Behavioural intentions/destination Loyalty of Domestic Tourists in Kenya

The indicators of destination loyalty adopted in this study were intentions to revisit, and intention to recommend (word of mouth). The respondents were required to

indicate their level of agreement regarding these and the findings are as reported in Table 4.13.

Table 4.13: Responses on Revisit Intentions

Revisit intentions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I have a high likelihood of revisiting Kenyan Coast within 1-5 years	14 (1.3%)	54 (3.8%)	151 (14.6%)	147 (40.7%)	147 (39.6%)
I will revisit Kenyan Coast within 1-2 years	5 (1.3%)	15 (4.0%)	59 (15.9%)	141 (38.0%)	151 (40.7%)
I have plans to revisit Kenyan Coast in the near future	7 (1.9%)	9 (2.4%)	43 (11.6%)	142 (38.3%)	170 (45.8%)

Source: Research Data (2020)

In order to enhance the understanding of intentions to revisit in the Coast Region of Kenya the study considered a summation of ‘agreed’ and ‘strongly agreed’ as per Table 4.13. From these findings, it was clear that the most outstanding perspectives associated with intentions to revisit were represented by sentiments such as; I have a high likelihood of revisiting Kenyan Coast within 1-2 years (80.3%), I will revisit Kenyan Coast within 1-2 years (78.7%) and I have plans to revisit Kenyan Coast in the near future (84.1%).

Such sentiments were crucial indicators representing the perception and views of domestic tourists visiting the Coast Region of Kenya. In essence, it means that due to the high rating in all the aspects associated with intentions to revisit it was a significant indicator of destination loyalty. This implies that domestic tourists were willing to revisit diverse tourist attractions in the Kenyan Coast.

To test the significance of the Likert scale responses on revisit intentions of domestic tourists, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.14.

Table 4.14: t-test Results Based on Revisit Intentions

Revisit intentions	Mean	Test Value = 3	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
I have a high likelihood of revisiting Kenyan Coast within 1-2 years	4.13	24.468	370.000	1.135	1.04	1.23		
I will revisit Kenyan Coast within 1-2 years	4.13	23.745	370.000	1.127	1.03	1.22		
I have plans to revisit Kenyan Coast in the near future	4.24	26.865	370.000	1.237	1.15	1.33		

Source: Research Data (2020)

All the Likert scale responses were overall significantly agreed on as shown by one-sample t-test results from an indifference test value of 3 (all the p-values are less than 0.0001 and mean approximately 4). The findings demonstrate that the revisit intentions as spelt out by statements “I have a high likelihood of revisiting Kenyan Coast within 1-2 years, I will revisit Kenyan Coast within 1-2 years, and I have plans to revisit Kenyan Coast in the near future”, signify that revisit intentions is a crucial entity of destination loyalty.

The respondents were also required to indicate their level of agreement regarding the intentions to recommend (Word of mouth) and the findings are as reported in Table 4.15.

Table 4.15: Intentions to recommend (Word of Mouth) Perspective

Intentions to recommend (Word of mouth)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I will say positive things about visiting Kenyan Coast to other people	7 (1.9%)	9 (2.4%)	44 (11.9%)	146 (39.4%)	165 (44.5%)
I will recommend visiting Kenyan Coast to others (family or friends)	7 (1.9%)	7 (1.9%)	33 (8.9%)	153 (41.2%)	171 (46.1%)
I will refer Kenyan Coast to other people who want advice on travel destinations	10 (2.7%)	9 (2.4%)	39 (10.5%)	149 (40.2%)	164 (44.2%)

Source: Research Data (2020)

In order to enhance the understanding of intentions to recommend (Word of mouth) in the Coast Region of Kenya the study considered a summation of ‘agreed’ and ‘strongly agreed’ as per Table 4.15. From these findings, it was clear that the most outstanding perspectives associated with intentions to recommend (Word of mouth) were represented by sentiments such as; I will recommend visiting Kenyan Coast to others (87.3%), I will refer Kenyan Coast to other people who want advice on travel destinations (84.4%), and I will say positive things about visiting Kenyan Coast to other people (83.9%).

Such sentiments were crucial indicators representing the perception and views of domestic tourists visiting the Coast Region of Kenya. In essence, it means that due to the high rating in all the aspects associated with intentions to recommend it was a

significant indicator of destination loyalty. This implies that domestic tourists were willing to share their experiences and recommend to their friends and relatives diverse tourist attractions in the Kenyan Coast.

To test the significance of the Likert scale responses on Word of Mouth (WOM) of domestic tourists, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.16.

Table 4. 16: t-test Results Based on Intentions to recommend (word of mouth) Perspective

Intentions to recommend (Word of Mouth)	Test Value = 3				
	Meant	Df	Sig. (2-Mean tailed)	95% Confidence Interval of the Difference	
				Lower	Upper
I will say positive things about visiting Kenyan Coast to other people	4.22	26.571370	0.000	1.221	1.13 1.31
I will recommend visiting Kenyan Coast to others (family or friends)	4.28	29.002370	0.000	1.278	1.19 1.36
I will refer Kenyan Coast to other people who want advice on travel destinations	4.21	25.288370	0.000	1.208	1.11 1.30

Source: Research Data (2020)

As shown in Table 4.16, all the p-values are less than 0.0001 and the means are approximately 4; therefore, it can be concluded that the Likert scale responses on Word of Mouth are all significantly agreed on at 5% level of significance. The findings, though at varying responses clearly demonstrates that the word of mouth as spelt out by statements “I will say positive things about visiting Kenyan Coast to other people, I will recommend visiting Kenyan Coast to others (family or friends), and I

will refer Kenyan Coast to other people who want advice on travel destinations”, signify that word of mouth is crucial entity of destination loyalty.

Due to the significance role of repeat visits, there is a need to position this market segment. To ascertain positioning of destination to enhance repeat visits, the following question guided the deliberations, “How do you position this destination to enhance repeat visits for the domestic market? From revisit point of view the following sentiments were noted;

“The aspect of repositioning Kenyan Coast involves provision of incentives to repeat customers”

“Rebuilding trust can encourage a return to higher business levels especially within the sector”

“Marketing should perpetually focus on futures benefits and highlight features of domestic tourism which may have been previously ignored.”

From these sentiments, the key informants noted that there should be value added products coupled with free added products for consumers such as bonus meals, sightseeing, and entry to attractions. All these enable a destination to capture a specific market segment and enhance revisits. The positioning of a destination is important since eventually it leads to expansion of the market and at the same time enhances repeat visits. Notably, governments use domestic tourism as a tool to eliminate local poverty, generate employment and economic growth, upgrade infrastructure and alleviate pressure from overcrowding visitors. Domestic tourism can play an important role in improving Kenya’s attractiveness, which in turn will promote locals’

well-being and help to attract the educated young professionals upon which high value-added sectors increasingly depend.

Previous studies indicated that word-of-mouth referrals are responsible for 60% of sales to new customers thus becoming a major strategic component for successful destination development (Chi and Qu, 2008; Ngoc and Trinh, 2015). Future behavior or post-visit behavior of tourists is reflected in the form of revisit, recommendation and positive word of mouth. It is one of the most important indicators of the success of marketing strategies. Managers in the tourism industry assess their management strategies based on the willingness of tourists to recommend their product and share a positive word of mouth regarding their experience. Intention of tourists to 'revisit' and their willingness to 'recommend' reflects behavioural intention of tourists and tourist loyalty. Intention to revisit is the tourists' interest to return to a certain destination. Willingness to recommend, also known as word-of-mouth communication refers to customers' intention to share their experiences with their friends and relatives. Tourists' behavioural intention (revisits and recommendations) may often be affected by a number of variables ranging from perceived attractiveness of the destination to the real destination attributes (Ngoc and Trinh, 2015). Moreover, the image of the destination, perceived quality, motivation, and visitor satisfaction are possible predictors of future tourist behaviour (Ghanem, and Elgammal, 2017).

Khuong and Ha (2014) revealed that both pull and push motivation factors have positive direct and indirect relation with return intention respectively. Conversely, the findings of Huang and Hsu (2009) did not exhibit significant relations among motivations and tourist revisit intentions. Yoon and Uysal (2005) also noted that push motivation factors have direct relation with destination loyalty but not pull motivation

factors. Overall tourist satisfaction was evidenced as a full mediator in the relationship between tourism motivations and destination loyalty in various studies conducted among tourists (Bayih, 2020).

4.6.3 Influence of Travel Motivation on behavioural intentions/destination loyalty

Regression modeling was used to assess the influence of travel motivation on behavioural intention/destination loyalty. The dependent variable being destination loyalty while independent variables were Socio-psychological factors and destination attributes. Prior to running the regression analysis, diagnostic tests were conducted to test linearity, normality, homoscedasticity and multi-collinearity assumptions. Linearity test was conducted using ANOVA deviation of linearity. If the significance value for the ANOVA deviation from linearity is greater than 0.05, the relationship between the independent and dependent variables is linear.

Table 4.17: ANOVA Linearity Test for Regression between Travel Motivation and Destination Loyalty

Variables	F	Sig.
Destination attributes*destination loyalty	1.630	.087
Socio-psychological factors*destination loyalty	1.476	.154

Research Data (2020)

All the significance values are greater than 0.05 (Table 4.17); a clear indication that the relationship between loyalty and destination attributes and socio-psychological factors is linear.

A normal P-P plot was used to test normality. Residuals were assumed to be normal if the plots do not deviate from the assumed normality line. In this case, normality assumption was fulfilled based on the normal P-P plot in Figure 4.1:

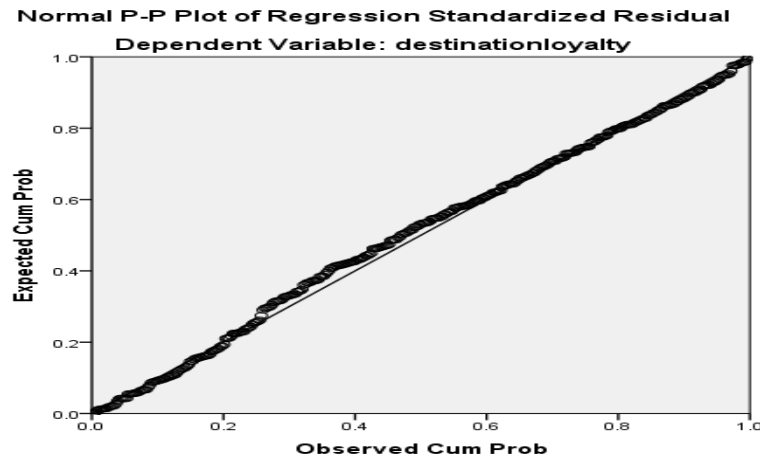


Figure 4. 1: Normal P-P Plot for Regression between Travel Motivation and Destination Loyalty
Source Research Data

Variance inflation factor (VIF) was used to examine the multi-collinearity assumption among the independent variables. For no multi-collinearity, VIF values below 5 are the best. In this, no multi-collinearity assumption was upheld based on VIF values below 5 as shown in Table 4.18.

Table 4.18: VIF Values for Regression between Travel Motivation and Destination Loyalty

Model		Collinearity Statistics	
		Tolerance	VIF
(Constant)			
1	Destination attributes	.473	2.115
	Socio-psychological factors	.473	2.115

a. Dependent Variable: Destination Loyalty

Source: Research Data (2020)

A scatter plot of standardized residuals versus standardized predicted values was used to test for homoscedasticity. Homoscedasticity was not a problem if the plots were evenly distributed on either side of the zero and did not form any notable pattern. Homoscedasticity assumption in this case was fulfilled (Figure 4.2).

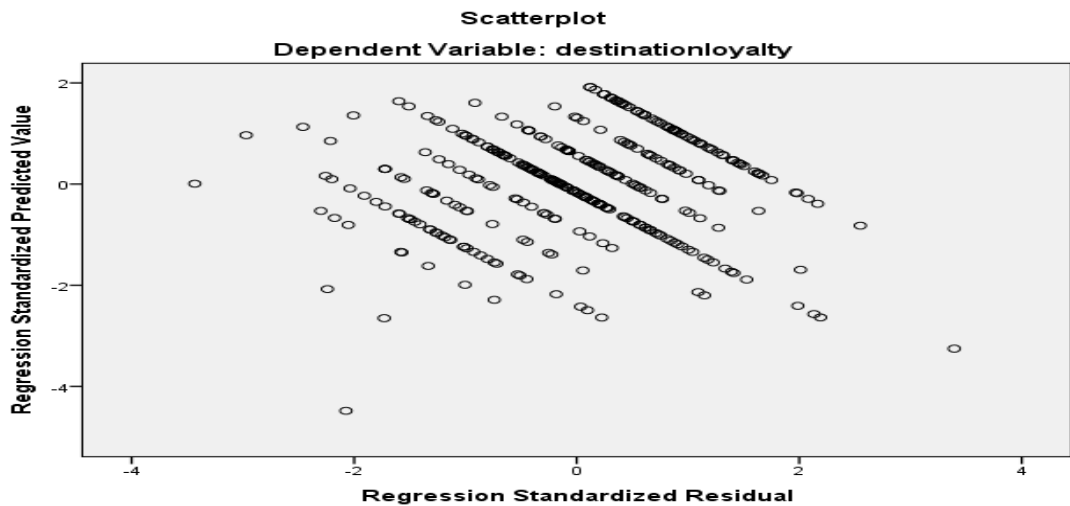


Figure 4.2: Scatter Plot for Homoscedasticity Test for Regression between Travel Motivation and Destination Loyalty

Source: Research Data (2020)

Since all the assumptions of multiple linear regression were fulfilled, regression analysis was conducted to assess the influence of travel motivation on destination loyalty. The dependent variable being destination loyalty while independent variables were socio-psychological factors and destination attributes. The model summary results are as shown in Table 4.19.

Table 4.19: Regression Model Summary for the Influence of Travel Motivation on behavioural intentions/destination loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.439	.50831

a. Predictors: (Constant), destination attributes, socio-psychological factors

Source: Research Data (2020)

The model summary in Table 4.19 indicates R-square = 0.442, meaning that destination attributes and socio-psychological factors explain 44.2% of destination loyalty. This indicates that 44.2% of the variation in destination loyalty is explained by destination attributes and socio-psychological factors. Therefore, 55.8% of the variation in destination loyalty is still unexplained so adding other independent variables could improve the fit of the model.

Ekanayake and Gnanapala (2016) noted that the quality of attractions, service, and infrastructure of a destination builds up tourists' experiences and loyalty. Another study showed that tourists have positive attitudes toward a site when they are content with its natural environment, local hospitality, safety, entertaining activities, and signage/information (Moon, 2018).

Similarly, Li and Carr (2004) found that Chinese travelers who visited a coastal attraction regard atmosphere and environment, including local people’s kindness, weather, cleanliness, and security, as the most satisfactory attributes. Jing and Rashid (2018) analyzed positive and negative consumption emotions and referenced in their study that travelers’ emotional reactions are firmly connected with the post-consumption periods of experiences with the destination attribute performance. Thus, they demonstrated a higher satisfaction level with positive tour experiences that cover climate, culture and history, and destination management. Tourists’ actual trip experiences in a destination play a vital role in building tourists’ positive responses toward the destination. As such, destination characteristics play a pivotal role in correspondence with visitors’ experiences and reactions.

To examine the influence of travel motivation on destination loyalty the results were analyzed using ANOVA as indicated in Table 4.20.

Table 4. 20: ANOVA Results Showing the Influence of Travel Motivation on behavioural intentions/destination Loyalty

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	75.187	2	37.594	145.499	.000 ^b
1	Residual	95.083	368	.258		
	Total	170.270	370			

a. Dependent Variable: destination loyalty

b. Predictors: (Constant), destination attributes, socio-psychological factors

Source: Research Data (2020)

The ANOVA results in Table 4.20 show that the simple linear regression model between travel motivation and destination loyalty is significant ($F_{2, 368} = 145.499$, p-

value < 0.0001 , which is less than 0.05 level of significance). The results show significant p-value < 0.0001 , indicating that the model is significant in explaining the relationship between travel motivation and destination loyalty. This implies that tourists' travel motivation is a significant predictor of destination loyalty.

Fan and Hsu (2014), using the push and pull framework, showed that motivation had a strong effect on behavioural intention. Thus, from a theoretical perspective it is worth noting that; experience quality, perceived value, and satisfaction have vital roles in the formation of behavioral intention.

Knowledge of tourist's motivation is critical to predict future travel patterns and enable destination marketers to plan and execute effective marketing strategies. Thus, to continuously attract and develop formidable tourists' behavior intentions, destination managers ought to develop strategies based on both push and pull motivation factors. Enhancing push motivation factors could be achieved by developing marketing messages that tap into visitors' needs, such as novel, refreshing, fun, exciting, and/or relaxing experiences offered by the attraction. The attraction managers need to work closely with the destination management organization to promote the attraction as an important part of a desirable destination. A destination manager should understand the tenets of tourists' loyalty and ways of meeting and exceeding expectations as the basis of tailor making or modifying product and services and at the same time embrace appropriate communication strategies.

In order to examine the significance of the various factors on destination loyalty a regression coefficients model was developed as shown in Table 4.21.

Table 4.21: Regression Coefficients Model for the Influence of destination attributes and socio-psychological factors on Behavioural Intentions/Destination Loyalty

Model	Unstandardized Coefficients		Standardized t Coefficients		Sig.
	B	Std. Error	Beta		
(Constant)	.955	.187		5.104	.000
1 Destination attributes	.389	.060	.367	6.471	.000
Socio-psychological	.408	.066	.349	6.156	.000

a. Dependent Variable: Destination Loyalty

Source: Research Data (2020)

From these results destination attributes and socio-psychological factors were regressed against destination loyalty. The regression model shows that all the model coefficients are significant in predicting destination loyalty; all the p-values =.000 are less than 0.05. This denotes that destination loyalty is significantly influenced by destination attributes and socio-psychological factors. The regression model is thus fitted as follows:

$$\text{Destination loyalty} = 0.955 + 0.389 \text{ Destination attributes} + 0.408 \text{ Socio-psychological factors}$$

From Table 4.21, the regression coefficient of travel motivation aspects; destination attributes and socio-psychological factors were 0.389 and 0.408 respectively, with a p-value < 0.0001 which is significant. The null hypothesis was tested;

H₀₁: Travel motivation has no significant influence on destination loyalty.

This means that the regression coefficient of travel motivation is significant (p -value <0.0001), therefore, the null hypothesis that travel motivation had no significant influence on destination loyalty was *rejected*. It is concluded that travel motivation has a significant influence on destination loyalty among domestic tourists in Kenya.

The findings agreed with Bayih and Singh (2020) who modeled the influence of motivation on loyalty in Ethiopia. From the findings push and pull motivation factors had a significant direct influence on intention to revisit and the will to recommend. A study by Woyo and Slabbert (2020) which evaluated the relationship between travel motivation and loyalty of tourists visiting distressed locations in Zimbabwe found that motivation and loyalty had a significant relationship. Also, Tinakhat (2020) while investigating the influence of tourist motivation on destination loyalty in Thailand found positive correlations between push and pull factors of motivation and destination loyalty. The findings by Huang *et al.*, (2015) on the relationship between loyalty and motivation demonstrated that motivation is a significant predictor of recommendation. These findings also confirm Dann (1977) push-pull theory as applied in tourism where multiple factors motivate tourists to visit certain destinations were categorized into push and pull factors.

It is worth noting, destination loyalty is not limited to tourists' revisits but it can also mean that tourists may act as free advertising agents by referring the destination to their networks of families, friends, relatives, and other prospective visitors (Ragb, 2020). In order to foster long-term domestic visits to local tourist settings there is need to cultivate stable visits to local natural tourist settings. Therefore, an understanding of how to foster domestic tourists' long-term relationships with these settings is paramount.

4.7 The mediating effect of satisfaction on the relationship between travel motivation and loyalty behaviour of domestic tourists in the Coast Region of Kenya.

Before mediation analysis was performed, a preliminary analysis on composite variables was done. First, satisfaction level assessment followed by regression of travel motivation versus satisfaction, and finally satisfaction versus destination loyalty.

4.7.1 Satisfaction level of Domestic Tourists in Kenya

The study assessed the overall tourists’ satisfaction with regard to the Kenyan coast and the findings are as reported in Table 4.22.

Table 4.22: Satisfaction level of Domestic Tourists

Statements on Satisfaction level	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
Overall I’m satisfied with the Kenyan Coast	3 (0.8%)	9 (2.4%)	62 (16.7%)	169 (45.6%)	128 (34.5%)
I’m satisfied with the Kenyan Coast compared to my expectations	2 (0.5%)	9 (2.4%)	57 (15.4%)	202 (54.4%)	101 (27.2%)
I’m satisfied with the Kenyan Coast considering the time and effort I invested	3 (0.8%)	8 (2.2%)	59 (15.9%)	193 (52.0%)	108 (29.1%)

Source: Research Data (2020)

A total of 80.1% of the respondents were satisfied and very satisfied with the Kenyan coast while a total of 81.6% of the respondents are satisfied and very satisfied with the Kenyan coast in comparison with their expectations. Majority of the respondents as

shown by a total of 81.1% were satisfied and very satisfied with the Kenyan coast in comparison with the time and effort invested.

To test the significance of the Likert scale responses on satisfaction levels of domestic tourists, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings were as reported in Table 4.23.

Table 4.23: t-test Results Based on Satisfaction level of Domestic Tourists

Statements on Satisfaction levels	Mean	Test Value = 3	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Overall I'm satisfied with the Kenyan Coast	4.11	25.953	37	.000	1.105	1.02	1.19	
I'm satisfied with the Kenyan Coast compared to my expectations	4.05	26.886	37	.000	1.054	.98	1.13	
I'm satisfied with the Kenyan Coast considering the time and effort I invested	4.06	26.330	37	.000	1.065	.99	1.14	

Source: Research Data (2020)

All the Likert scale responses were significantly agreed on at 0.05 level of significance as shown by significant p-values since all were 0.0001, which is less than .005, and with means of approximately 4. These results imply that satisfaction levels as expressed by sentiments 'overall I'm satisfied with the Kenyan Coast, I'm satisfied with the Kenyan Coast compared to my expectations, and I'm satisfied with the

Kenyan Coast considering the time and efforts i invested are significant though varying considerably.

4.7.2 Regression Model for the Influence of Travel Motivation Attributes on Satisfaction

Regression modeling was used to assess the influence of travel motivation attributes on satisfaction of domestic tourists in Kenya. Prior to conducting regression analysis, diagnostic tests were conducted to test the assumptions of multiple regression models, that is, linearity, homoscedasticity, no multi-collinearity and normality.

To examine the significance of the regression model on the influence of travel motivation on satisfaction, the results were analyzed using ANOVA as indicated in Table 4.24.

Table 4.24: ANOVA Linearity Results for Regression between travel motivation on satisfaction

	F	Sig.
Destination attributes*Satisfaction	1.278	.175
Socio-psychological factors*Satisfaction	1.363	.127

Source: Research Data (2020)

Using ANOVA deviation from linearity, linearity assumption was upheld since all the significance values were greater than 0.05 (Table 4.24).

Variance inflation factor (VIF) was used to examine the multicollinearity assumption among the independent variables. In this case, no multicollinearity assumption was upheld since the VIF values were below 5 as shown in Table 4.25.

Table 4.25: Values for Regression between Travel Motivation and Satisfaction Attributes

Model		Collinearity Statistics	
		Tolerance	VIF
(Constant)			
1	Destination attributes	.512	1.953
	Socio-psychological	.600	1.666

a. Dependent Variable: satisfaction

Source: Research Data (2020)

Using the normal P-P plots shown in Figure 4.3, the plots seemed to lie along the perceived normal line. Therefore, normality assumption was upheld.

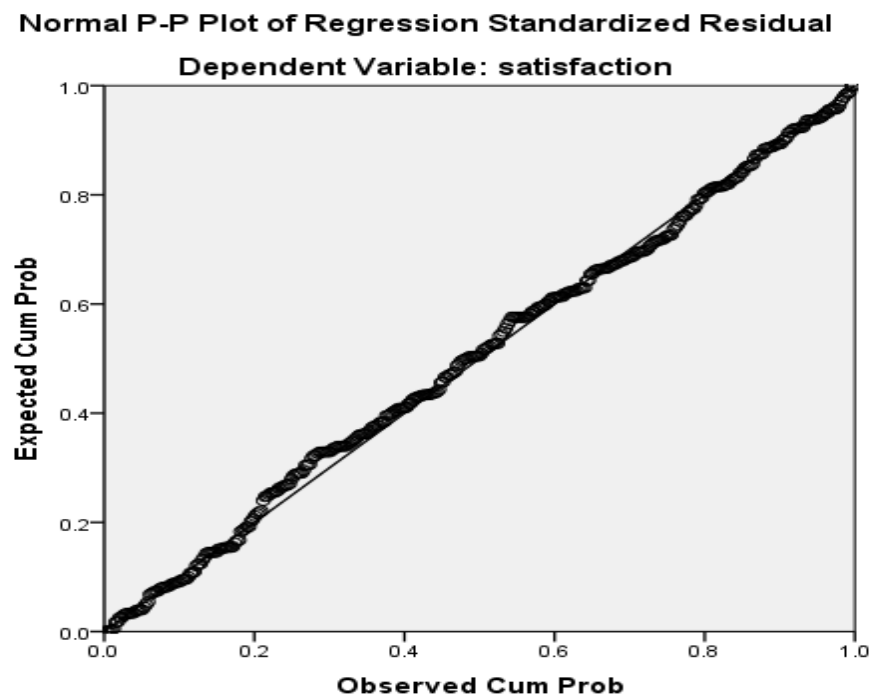


Figure 4.3: Normal P-P Plot for Normality assumption in Travel Motivation and Satisfaction Attributes

Source: Research Data (2020)

Homoscedasticity was also not a problem since the scatter plot had evenly distributed plots with no perceived pattern as shown in Figure 4.4.

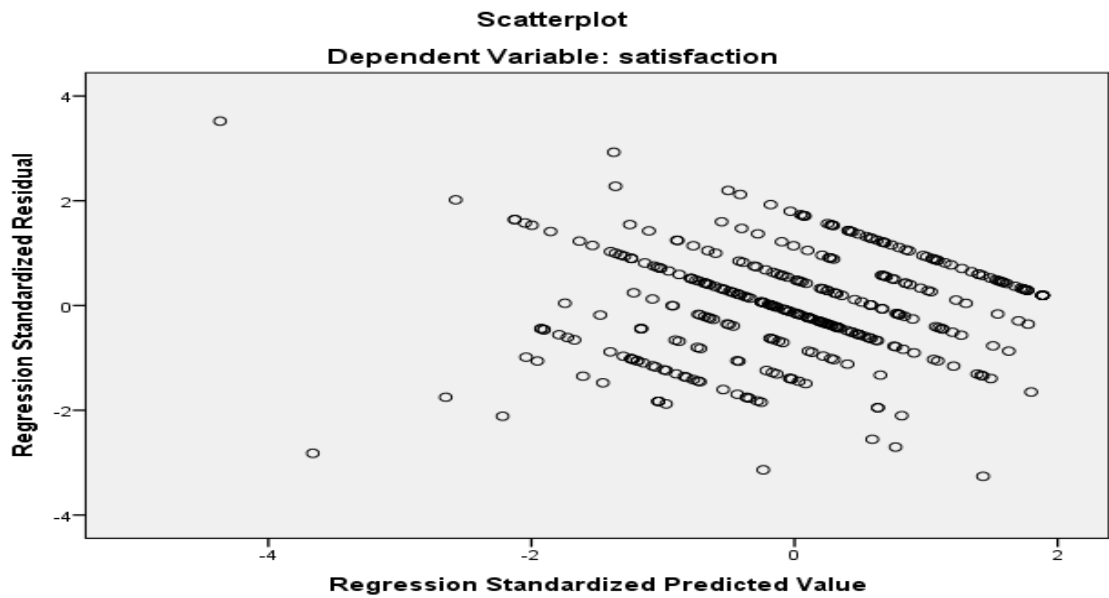


Figure 4.3: Scatter Plot for Homoscedasticity Test between Satisfaction and Travel Motivation Attributes

Source: Research Data (2020)

Since all the assumptions were fulfilled, a multiple regression model for travel motivation attributes as the predictors and satisfaction as the outcome variable was conducted as shown in Table 4.26.

Table 4.26: Model Summary on Regression between Travel Motivation and Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.578	.59625

a. Predictors: (Constant), Socio-psychological, Destination attributes

Source: Research Data (2020)

The model summary results in Table 4.26 indicates that R-square = 0.581, meaning that destination attributes and socio-psychological factors explain 58.1% of satisfaction. This indicate that 58.1% of the variation in tourists' satisfaction can be explained by the model containing destination attributes and socio-psychological factors. It also means that 41.9% of the variation is still unexplained so adding other independent variables could improve the fit of the model.

To examine the significance of the regression model between tourists' motivation and satisfaction, the ANOVA results were analyzed as indicated in Table 4.27.

Table 4.27: ANOVA Results for Regression between Travel Motivation and Satisfaction of Tourists

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	181.160	2	90.580	254.787	.000 ^b
1	Residual	130.829	368	.356		
	Total	311.989	370			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Socio-psychological, Destination attributes

Source: Research Data (2020)

Table 4.27 shows the ANOVA results for the simple linear regression model between travel motivation and satisfaction where, ($F_{2, 368} = 254.787$, p-value < 0.0001, which is less than 0.05) level of confidence. The results indicates that the model is significant in explaining the relationship between travel motivation and satisfaction. This means that the regression model for the relationship between travel motivation and satisfaction of domestic tourists is significant.

In order to examine the predictability of travel motivation on satisfaction a regression coefficients model was developed as shown in Table 4.28.

Table 4.28: Regression Coefficients on examining the predictability of travel motivation on satisfaction

Model	Unstandardized Coefficients		Standardized t	Sig.
	B	Std. Error	Beta	
(Constant)	.147	.219	-.671	.003
1 Destination attributes	.486	.071	.843	17.173 .000
Socio-psychological	1.211	.078	-.117	-2.393 .017

a. Dependent Variable: Satisfaction

Source: Research Data (2020)

From these results destination attributes and socio-psychological factors were regressed against satisfaction. The regression model shows that all the model coefficients are significant in predicting satisfaction since all the p-values are less than 0.05. This denotes that satisfaction is significantly influenced by destination attributes and socio-psychological factors. The regression model is thus fitted as follows:

$$Satisfaction = 0.147 + 0.486 \text{ Destination attributes} + 1.211 \text{ Socio-psychological factors}$$

From coefficient Table 4.28, the regression coefficient of travel motivation aspects; destination attributes and socio-psychological factors were 0.486 and 1.211 respectively, with a p-value < 0.0001 which is significant. The null hypothesis was tested;

H_{02a}: Travel motivation has no significant influence on satisfaction

This means that the regression coefficient of travel motivation is significant (p-value<0.0001), therefore, the null hypothesis was *rejected*. It can be concluded that travel motivation has a significant influence on satisfaction among domestic tourists in Kenya. This implies that the simple linear relationship between travel motivation and satisfaction is significant as exhibited by the direct association.

4.7.3 The Influence of Satisfaction on Loyalty Behavior of Domestic Tourists in Kenya

In order to assess the influence (relationship between) of satisfaction on domestic tourists' loyalty behavior in Kenya, correlation analysis and simple linear regression analysis were used. The correlation coefficient results are as shown in Table 4.29.

Table 4.29: Pearson Correlation between Satisfaction and Loyalty Behavior

		Loyalty	Satisfaction
Loyalty	Pearson Correlation	1	.579**
	Sig. (2-tailed)		.000
	N	371	371
Satisfaction	Pearson Correlation	.579**	1
	Sig. (2-tailed)	.000	
	N	371	371

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data (2020)

From Table 4.29, the results showed that there was a significant relationship between satisfaction and destination loyalty since the P-value was less than 0.05 (r=0.579, p=.000). The findings indicated the important role played by satisfaction as antecedent factor of destination loyalty.

Since all the assumptions were fulfilled, multiple regression model for satisfaction as the predictors and destination loyalty as the outcome variable were conducted as shown in Table 4.30.

Table 4.30: Model Summary for Regression Model between Satisfaction and Destination Loyalty among Domestic Tourists

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.336	.334	.58825

a. Predictors: (Constant), satisfaction

Source: Research Data (2020)

The model summary results in Table 4.30 indicates that R-square = 0.336, meaning that satisfaction explains 33.6% of destination loyalty. This indicates that 33.6% of the variation in destination loyalty can be explained by the model containing satisfaction. It also means that 66.4% of the variation is still unexplained so adding other independent variables could improve the fit of the model.

To examine the significance of the regression model between tourists' satisfaction and destination loyalty, the ANOVA results were analyzed as indicated in Table 4.31.

Table 4.31: ANOVA Results for the Regression between Satisfaction and Loyalty

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.544	1	64.544	186.522	.000 ^b
	Residual	127.690	369	.346		
	Total	192.234	370			

a. Dependent Variable: loyalty

b. Predictors: (Constant), satisfaction

Source: Research Data (2020)

The ANOVA table results show that the simple linear regression model between loyalty and satisfaction is significant, where ($F_{1, 369} = 186.522$, $p\text{-value} < 0.0001$, which is less than 0.05) level of confidence. The results indicate that the model is significant in explaining the relationship between satisfaction and destination loyalty. This implies that tourists' satisfaction is a significant predictor of destination loyalty.

In order to examine the predictability of tourists' satisfaction on destination loyalty a regression coefficients model was developed as shown in Table 4.32.

Table 4.32: The Regression Coefficient Results for the Model Showing the Relationship between Satisfaction and Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1.692	.186		9.087	.000
	Satisfaction	.0616	.045	.579	13.657	.000

a. Dependent Variable: loyalty

Source: Research Data (2020)

From Table 4.32, it is evident that the regression coefficient for satisfaction is less than 0.05 (p-values<0.0001), meaning that satisfaction significantly predicts destination loyalty. The regression model for predicting destination loyalty from satisfaction is thus presented as follows:

$$\text{Destination Loyalty} = 1.692 + 0.0616 \text{ Satisfaction}$$

From coefficient Table 4.32, the regression coefficient of tourists' satisfaction was .0001, with a p-value<0.0001 which is significant. The null hypothesis was tested;

H_{02b}: satisfaction has no significant influence on destination loyalty

This means that the regression coefficient of satisfaction is significant (p-value<0.0001), therefore, the null hypothesis was *rejected*. It can be concluded that satisfaction has a significant influence on destination loyalty among domestic tourists in Kenya. This implies that the simple linear relationship between satisfaction and destination loyalty is significant as exhibited by the direct association.

4.7.4 The Mediating effect of Tourists' Satisfaction on the relationship between travel motivation and destination loyalty

Mediation analysis was performed to assess the mediating role mediating effect of satisfaction on the relationship between travel motivation and loyalty behavior of domestic tourists in the Coast region of Kenya as depicted in Table 4.33

Table 4.33: The mediating effect analysis

Total effects		Direct effect		Indirect effects			
coefficient	P value	coefficient	P value	coefficient	SD	T value	p-value
0.268	0.000	0.364	0.0338	0.234	0.32	7.356	0.000

From Table 4.33 the results revealed that the total effects of travel motivation and destination loyalty was significant ($\beta=0.364$, $t=0.958$, $p<0.0338$). With the inclusion of satisfaction (mediating variable) the impact of travel motivation on destination loyalty became significant ($\beta=0.234$, $t=07.356$, $p<0.000$). This shows that the relationship between travel motivation and destination loyalty is mediated by satisfaction.

The findings agree with Gursoy *et al.*, (2014) who found that satisfaction had a direct influence on destination loyalty. However, the findings are in contrast with Jeong and Kim (2019) who found no significant direct relationship between satisfaction and destination loyalty. Wu (2016) found an indirect influence of satisfaction on destination loyalty mediated by other factors such as image and travel experience. Antón *et al.*, (2017) found the existence of a non-linear relationship between satisfaction and destination loyalty for tourists visiting an inland city in Spain. For, Bazazo *et al.*, (2017), satisfaction had a significant influence on willingness to return, willingness to recommend, sincerity to return and possession by tourists a wonderful idea regarding a destination. Lemy *et al.*, (2020) studied destination loyalty aspects in Indonesia and found that satisfaction influenced destination loyalty at varying scores.

According to expectancy-disconfirmation theory, satisfied tourists have a high likelihood to have repeat visits and recommend through intentions to recommend (Hasan *et al.*, 2019). When viewed through the lens of expectancy-disconfirmation, the findings of the study support the notion that when customers' expectations are confirmed they tend to be satisfied and are likely to recommend and revisit. This is the concept of positive expectation-disconfirmation that enhances loyalty. The findings partially agree with Khuong and Nguyen (2017) who studied the influence of contextual factors (economic, safety and security, natural environment) on destination loyalty (revisit intentions) and satisfaction. Khuong and Nguyen (2017) found that safety and security and economic factors were significant influencers for revisit intentions but not the natural environment.

From the interview, a question on the role of various organizations was formulated and shared with the informants, "Do organizations such as Kenya Tourism Board and Coast Tourism Association share with you their marketing promises as a basis for motivating travel and repeat visits among domestic tourists in Kenya?" All the respondents responded positively, 'Yes' and the following sampled response was noted;

"Mostly through regional meetings and campaigns as organized by KTB and CTA, as devout members these are our representatives and they are guided by values and requirements of membership, they are like our pillar in terms of developing the Coast as a destination of choice."

From the key informants there is a need to develop a participative and integrated domestic tourism strategy to enable the industry to tap into this potential market in a sustainable and competitive manner.

4.8 The moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast Region of Kenya

Before hierarchical multiple regression analysis was performed a preliminary analysis on composite variables was done. First, contextual factors versus; travel motivation, versus satisfaction, and finally contextual factors versus destination loyalty.

4.8.1 The Influence of Contextual Factors on Travel Motivation Behaviour of Domestic Tourists in Kenya

The influence of contextual factors on travel motivation was assessed based on political, economic, technological and socio-cultural factors. In determining the influence of political factors on travel motivation, the following aspects were assessed and the responses reported in Table 4.34.

Table 4.34: Influence of Political Factors on Travel Motivation of Domestic Tourists

Political factors	Strongly does not influence	Does influence	Neutral	Does influence	Strongly influences
Government policy	21 (5.7%)	20 (5.4%)	128 (34.5%)	120 (32.3%)	82 (22.1%)
Laws and legislation	17 (4.6%)	21 (5.7%)	129 (34.8%)	122 (32.9%)	82 (22.1%)
Government incentive programs	20 (5.4%)	23 (6.2%)	149 (40.2%)	97 (26.1%)	82 (22.1%)

Source: Research Data (2020)

According to the findings in Table 4.34, a combined total of 54.4% of the respondents were of the opinion that government policy does influence and strongly influences travel motivation, 34.5% were neutral, 5.7% indicate that it strongly does not influence while 5.4% indicate that it does not influence. In addition, 55.0% of the respondents are of the opinion that laws and legislation do influence and strongly influence travel motivation while a total of 48.2% of the respondents are of the opinion that government incentive programs strongly influence and do influence travel motivation.

To test the significance of the Likert scale responses on the political factors on travel motivation behavior among domestic tourists, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.35.

Table 4.35: t-test Results Showing the Influence of Political Factors on Travel Motivation among Domestic Tourists

Political factors	Mean Test Value = 3				
	t	Df	Sig. (2-tailed)	(2-Mean Difference)	95% Confidence Interval of the Difference
					Lower Upper
Government policy	3.60	10.829	370.000	.598	.49 .71
Laws and legislation	3.62	11.605	370.000	.623	.52 .73
Government incentive programs	3.53	9.622	370.000	.534	.42 .64

Source: Research Data (2020)

The response on the opinion regarding how all the political factors listed influenced travel motivation demonstrate significance at 0.05 significance level with the reported p-values being less than 0.0001; the means were on estimation 4. This implies that

political factors significantly influence travel motivation among domestic tourists based on government policies, laws and legislation and government incentives programs. The findings though at varying responses clearly demonstrates that tourism at the Kenyan coast is influenced by government policies, laws and legislation and also government incentives programs positively influence travel motivation.

In determining the influence of economic factors on travel motivation, the following aspects were assessed and the findings reported in Table 4.36.

Table 4.36: Influence of Economic Factors on Travel Motivation among Domestic Tourists

Economic factors	Strongly does influence	Does not influence	Neutral	Does influence	Strongly influences
Economic situation of the country	18 (4.9%)	28 (7.5%)	107 (28.8%)	136 (36.7%)	82 (22.1%)
Financial resources	17 (4.6%)	23 (6.2%)	105 (28.3%)	126 (34.0%)	100 (27.0%)
Entry regulations e.g. entrance to private conservancy	19 (5.1%)	28 (7.5%)	103 (27.8%)	129 (34.8%)	92 (24.8%)
Physical infrastructure	13 (3.5%)	25 (6.7%)	101 (27.2%)	138 (37.2%)	94 (25.3%)
Non-financial support	25 (6.7%)	48 (12.9%)	126 (34.0%)	99 (26.7%)	73 (19.7%)

Source: Research Data (2020)

From the findings as reported in Table 4.36, it is evident that the economic situation of the country influences travel motivation as shown by a response of 58.8% of the respondents who opine that it does influence and strongly influences. Financial resources also influence travel motivation as shown by a majority of 61.0% of the respondents who are of the opinion that they do influence and strongly influence travel

motivation. The entry regulations also influence travel motivation as shown by a response of 60.6% of the total respondents who opine that entry regulations do influence and strongly influence travel motivation. It is evident that 62.5% of the respondents are of the opinion that physical infrastructure does influence and strongly influences travel motivation. 46.4% of the respondents are of the opinion that non-financial support does influence and strongly influences travel motivation with 34.0% of the respondents being neutral on non-financial support as a travel motivation factor.

To test the significance of the Likert scale responses on the economic factors on travel motivation behavior among domestic tourists, t-test was used to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.37.

Table 4.37: T-Test Results Showing the Influence of Economic Factors on Travel Motivation among Domestic Tourists

Economic factors	Mean	Test Value = 3			Mean Difference	95% Confidence Interval of the Difference	
		t	Df	Sig. (2-tailed)		Lower	Upper
Economic situation of the country	3.64	11.585	370	.000	.636	.53	.74
Financial resources	3.73	13.078	370	.000	.725	.62	.83
Entry regulations e.g. entrance to private conservancy	3.67	11.806	370	.000	.666	.55	.78
Physical infrastructure	3.74	13.957	370	.000	.741	.64	.85
Non-financial support	3.40	6.695	370	.000	.396	.28	.51

Source: Research Data (2020)

All the p-values for economic situation of the country, financial resources, entry regulations and physical infrastructure are less than 0.0001 with their means being 3.64, 3.73, 3.67 and 3.74 respectively (all approaching 4), indicating that the opinion on the influence of economic situation of the country, financial resources, entry regulations and physical infrastructure is significant at 0.05 level of significance.

Overall the findings also show that the mean for non-financial support was 3.40 (approximately) which is significant ($p\text{-value} < 0.0001$) and indication that non-financial support was not significantly agreed on. These results imply that economic factors influence travel motivation among domestic tourists in Kenya. The findings demonstrates that the economic factors as spelt out by economic situation of the country, financial resources, entry regulations, physical infrastructure and non-financial support influences travel motivation.

In determining the influence of technological factors on travel motivation, the following aspects were assessed and the responses reported in Table 4.38.

Table 4.38: Influence of Technological Factors on Travel Motivation among Domestic Tourists

Technological factors	Strongly does influence	Does not influence	Neutral	Does influence	Strongly influences
Use of new and innovative technology in the industry	31 (8.4%)	24 (6.5%)	92 (24.8%)	137 (36.9%)	87 (23.5%)
Adoption level of technology in accessing market and marketing tourism products and services	17 (4.6%)	29 (7.8%)	78 (21.0%)	145 (39.1%)	102 (27.5%)

Source: Research Data (2020)

The findings show that a combined total of 63.4% of the respondents state that use of new and innovative technology in the industry does influence and strongly influences travel motivation while 66.6% of the respondents state that adoption level of technology in accessing market and marketing tourism products and services does influence and strongly influences travel motivation.

To test the significance of the likert scale responses on the technological factors on travel motivation behaviour among domestic tourists, t-test was used to determine the mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.39.

Table 4.39: t-test Results Showing the influence of Technological Factors on Travel Motivation among Domestic Tourists

Technological factors	MeanTest Value = 3				
	t	Df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
				Lower	Upper
Use of new and innovative technology in the industry	3.61	10.084370.000	.606	.49	.72
Adoption level of technology in accessing market and marketing tourism products and services	3.77	13.781370.000	.771	.66	.88

Source: Research Data (2020)

The response on the opinion regarding how all the technological factors listed influence travel motivation demonstrate significance agreement at 0.05 significance level with the reported p-values being less than 0.0001 (means approximately 4). These results imply that technological factors influence travel motivation among domestic tourists in Kenya.

The findings demonstrate that the technological factors as spelt out by use of new and innovative technology in the industry and adoption level of technology in accessing market and marketing tourism products and services influences travel motivation among domestic tourists.

In determining the influence of socio-cultural factors on travel motivation, the following aspects were assessed and the responses reported in Table 4.40.

Table 4.40: Influence of Socio-Cultural Factors on Travel Motivation among Domestic Tourists

Socio-cultural factors	Strongly does not influence	Does not influence	Neutral	Does influence	Strongly influences
Strong saving culture for holiday	7 (1.9%)	22 (5.9%)	91 (24.5%)	132 (35.6%)	119 (32.1%)
Accessibility of information	9 (2.4%)	18 (4.9%)	90 (24.3%)	143 (38.5%)	111 (29.9%)
Travel beliefs and orientation	9 (2.4%)	27 (7.3%)	85 (22.9%)	142 (38.3%)	108 (29.1%)
Attitude towards travel	17 (4.6%)	21 (5.7%)	80 (21.6%)	135 (36.4%)	118 (31.8%)
Strong travel culture	17 (4.6%)	18 (4.9%)	79 (21.3%)	121 (32.6%)	136 (36.7%)

Source: Research Data (2020)

According to Table 4.40, 67.7% of the respondents indicate that strong saving culture for holiday does influence and strongly influences travel motivation, 68.4% of the respondents indicate that accessibility of information does influence and strongly influence travel motivation, 67.4% of the respondents are of the opinion that travel beliefs and orientation do influence and strongly influence travel motivation. On the other hand, 68.2% of the respondents indicate that attitude towards travel does influence and strongly influence travel motivation while 69.3% of the respondents stated that strong travel culture does influence and strongly influences travel motivation.

To test the significance of the Likert scale responses on the socio-cultural factors on travel motivation behaviour among domestic tourists, t-test was used to determine the

mean in order to test each of the responses from an indifference point of neutrality (that is 3) and the findings are as reported in Table 4.41.

Table 4.41: T-Test Results Showing the Influence of Socio-Cultural Factors on Travel Motivation among Domestic Tourists

Socio-cultural factors	Mean	Test Value = 3		Sig. (2-tailed)	(2-Mean Difference)	95% Confidence Interval of the Difference	
		T	Df			Lower	Upper
		Strong saving culture for holiday	3.90			17.646	370
Accessibility of information	3.89	17.581	370	.000	.887	.79	.99
Travel beliefs and orientation	3.84	16.186	370	.000	.844	.74	.95
Attitude towards travel	3.85	15.274	370	.000	.852	.74	.96
Strong travel culture	3.92	16.280	370	.000	.919	.81	1.03

Source: Research Data (2020)

All the p-values were less than 0.0001, which means that the responses on socio-cultural factors were significant in influencing travel motivation (all the means approximately 4 and significant). These results imply that socio-cultural factors influences travel motivation among domestic tourists in Kenya. The findings though at varying responses clearly demonstrates that the socio-cultural factors as spelt out by strong saving culture for holiday, accessibility of information, travel beliefs and orientation, attitude towards travel and strong travel culture influences travel motivation among domestic tourists.

Regression modeling was used to assess the significance of the contextual factors, that is, political factors, economic factors, technological factors and socio-cultural factors in predicting travel motivations. Prior to running the regression analysis, diagnostic

tests were conducted to test linearity, normality, homoscedasticity and no multi collinearity assumptions of multiple linear regression. The ANOVA deviation from linearity test shows that all the significance values are greater than 0.05 (Table 4.42). The linearity assumption is therefore upheld.

Table 4.42: ANOVA Linearity Test for Regression between Contextual Factors and Travel Motivation

	F	Sig.
Motivation * political	2.434	.083
Motivation *Economical	1.986	.087
Motivation *technological	2.272	.141
Motivation *socio-cultural	2.119	.071

Source: Research Data (2020)

All the VIF values as shown in Table 4.42 are less than 5. Multi collinearity is therefore not a problem.

Table 4.43: VIF Values for Multi-collinearity Assumption in Regression between Contextual Factors and Travel Motivation

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
Political	.615	1.626
Economic	.465	2.149
Technological	.483	2.070
Socio-cultural	.686	1.458

Source: Research Data (2020)

From the normal P-P plots shown in Figure 4.5, the plots seem to lie along the perceived normal line; therefore, normality assumption was fulfilled.

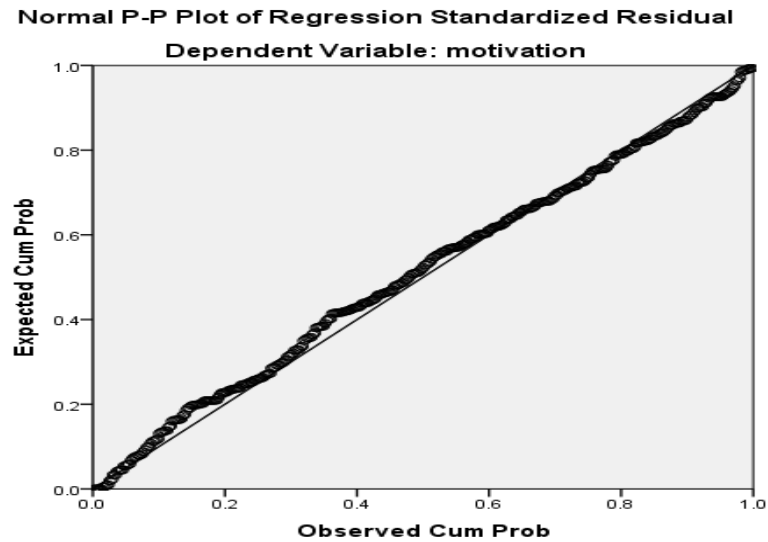


Figure 4. 4: Normal P-P Plots for Normality Assumption in Regression between Contextual Factors and Travel Motivation
Source: Research Data (2020)

The scatter plots as shown in Figure 4.6 indicate the presence of no patterns and are evenly distributed; homoscedasticity was not a problem.

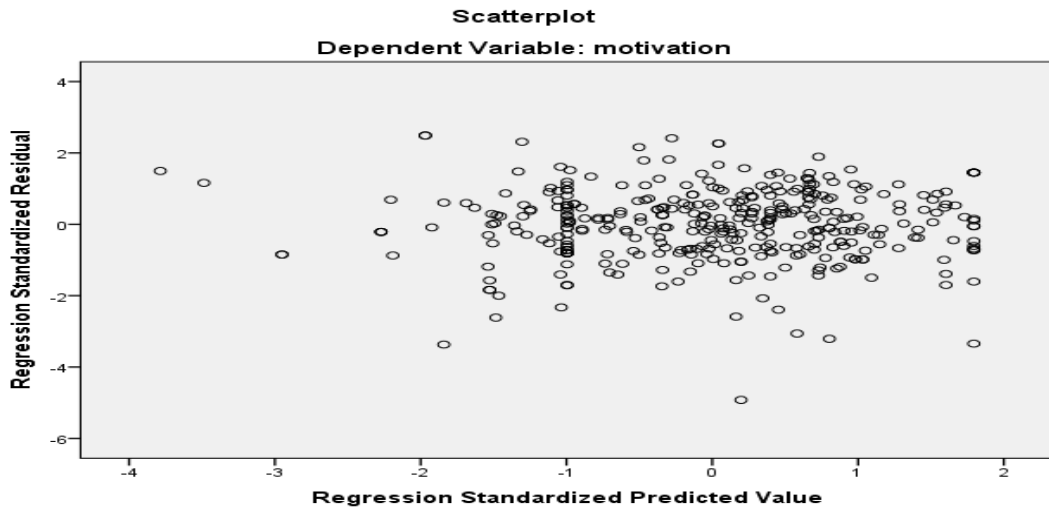


Figure 4. 5: Scatter Plot for Homoscedasticity Test in Regression between Contextual Factors and Travel Motivation

Source: Research Data (2020)

Since all the assumptions were fulfilled, regression analysis was conducted to assess the significance of the contextual factors, that is, political factors, economic factors, technological factors and socio-cultural factors in predicting travel motivations as shown in Table 4.44.

Table 4.44: Regression Model Summary for the Influence of Contextual Factors on Travel Motivation of Domestic Tourists in Kenya

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.419	.56234

a. Predictors: (Constant), sociocultural, political, technological, economic

Source: Research Data (2020)

The model summary results in Table 4.44 indicates that R-square = 0.424, meaning that contextual factors explain 42.4% of travel motivation. This indicates that 42.4% of the variation in travel motivation can be explained by the model containing

contextual factors. It also means that 57.6% of the variation is still unexplained so adding other independent variables could improve the fit of the model.

To examine the significance of the regression model on the influence of each of the contextual factors on travel motivation the results were analyzed using ANOVA as indicated in Table 4.45.

Table 4. 45: ANOVA Results Showing the influence of Contextual Factors on Travel Motivation

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	25.311	4	6.328	20.010	.000 ^b
1	Residual	115.741	366	.316		
	Total	141.052	370			

a. Dependent Variable: travel motivation

b. Predictors: (Constant), sociocultural, political, technological, economic

Source: Research Data (2020)

Table 4.45 shows the ANOVA results for the simple linear regression model between contextual factors and travel motivation where, ($F_{4, 366} = 20.010$, p-value < 0.0001, which is less than 0.05) level of significance. The results indicate that the model is significant in explaining the relationship between contextual factors and travel motivation. This means that the regression model for the relationship between contextual factors and travel motivation of domestic tourists is significant.

In order to examine the predictability of the various contextual factors on travel motivation a regression coefficients model was developed as shown in Table 4.46.

Table 4. 46: Regression Coefficient for the Model Showing the Influence of Contextual Factors on Travel Motivation

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constant)	2.361	.156			15.130	.000
Political	.110	.040	.167		2.762	.006
1 Economic	.083	.049	.117		2.626	.009
Technological	.039	.042	.064		.935	.350
Sociocultural	.053	.016	.183		3.209	.001

a. Dependent Variable: travel motivation

Source: Research Data (2020)

From Table 4.46, it is evident that the regression coefficients for political factors, economic factors and socio-cultural factors are significant (the p-values 0.006, 0.009 and 0.001 are all less than 0.05). The technological factors coefficient is not significant and should therefore be excluded from the regression model since the p-value is 0.350, is greater than 0.05.

Overall, the regression model equation implies that political, economic and socio-cultural factors significantly influence travel motivation.

$$\text{Travel Motivation} = 2.361 + 0.11 \text{ Political Factors} + 0.083 \text{ Economic Factors} + 0.053 \text{ Socio-cultural Factors}$$

From coefficient table 4.46, the regression coefficient of contextual factors; *political, economic and Socio-cultural factors* were 0.11, 0.083 and 0.053 respectively, with a p-value < 0.0001 which is significant. The null hypothesis was tested;

H_{03a}: contextual factors do not have a significant influence on travel motivation.

This means that the regression coefficient of contextual factors is significant (p-value<0.0001), therefore, the null hypothesis was *rejected*. It can be concluded that contextual factors have a significant influence on travel motivation among domestic tourists in Kenya.

In order, understand the concept of contextual factors on travel motivation, the following guiding question guided the deliberations, “Which contextual factors (PLEST) affect Kenyan coast as a destination?” The contextual factors such as political, legal, economic, social and technological factors continue to influence destination from a wider perspective. For instance, it is worth noting that technology and the internet have provided easy access to information whereby a traveler can plan and book a holiday online. The marketing of the tourism products has also changed, as there is growth in digital marketing. Tourists’ preference continues to change with technology and therefore digital marketing must be employed to reach a wider audience.

In relation to social factors, COVID-19 pandemic has hampered travel of tourists to specific destinations. These sentiments were noted among the respondents who advocated that;

“With such a pandemic the National government need to work with the private sector to promote fair arrangements for consumers which may involve rescheduling of canceled holidays and flight tickets to ensure consumers are fully protected.”

The key informants thus noted that in order to ensure provision of high quality tourism products and services, the National Government and County Government in collaboration with other stakeholders will continue to diversify, develop and implement tourism products that enhance economic growth, environmental sustainability and preserve heritage. At the same time, develop authentic innovative tourism products, services and experiences. Ensure high quality standards of tourism products and services.

4.8.2 The Influence of Contextual Factors on Destination Loyalty of domestic Tourists in Kenya

A multiple linear regression model was fitted with destination loyalty as the outcome variable and contextual factors, political, economic, technological and socio-cultural factors, as the predictor variables. However, diagnostic tests were conducted prior to fitting the regression model to test linearity, normality, homoscedasticity and no multicollinearity assumptions. From the ANOVA linearity test, all the p-values are greater than 0.05, therefore there is a linear relationship between destination loyalty and each of the contextual factors as shown in Table 4.47.

Table 4.47: Linearity Assumption Results for regression between Destination Loyalty and Contextual Factors

Variables	F	Sig.
Loyalty*political	1.418	.170
Loyalty*economic	1.265	.217
Loyalty*technological	1.617	.129
Loyalty*sociocultural	1.439	.121

Source: Research Data (2020)

The normal P-P plots in Figure 4.7 shows that all the plots seem to lie along the perceived normal line, thus upholding the normality assumption.

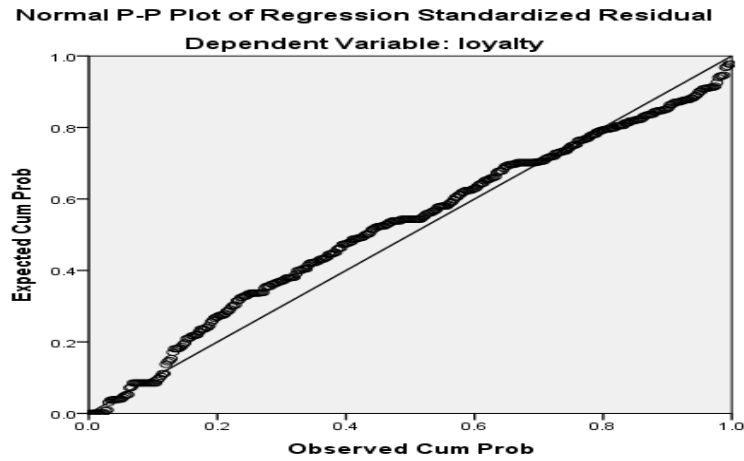


Figure 4.6: Normal P-P Plot for Normality Assumption in Regression between Destination Loyalty and Contextual Factors
Source: Research Data (2020)

The scatter plot of residuals versus predicted values depict no identifiable pattern and show that the plots are evenly distributed zero mark, thus satisfying the homoscedasticity assumption (see Figure 4.8).

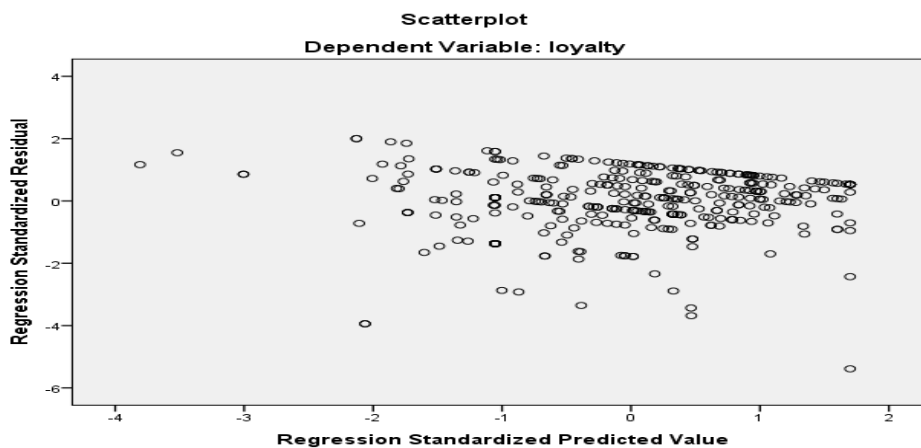


Figure 4. 7: Scatter Plot for Homoscedasticity Assumption in Regression between Destination Loyalty and Contextual Factors
Source: Research Data (2020)

For the no multi-collinearity assumption, all the VIF values are less than 5 (Table 4.48), thus satisfying the no multi-collinearity assumption.

Table 4.48: VIF Values for no Multi-collinearity Assumption in Regression between Destination Loyalty and Contextual Factors

Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
1	Political	.615	1.626
	Economic	.465	2.149
	Technological	.483	2.070
	Sociocultural	.686	1.458

a. Dependent Variable: loyalty

Source: Research Data (2020)

Since all the assumptions were fulfilled, multiple regression models for contextual factors as the predictors and destination loyalty as the outcome variable was conducted as shown in Table 4.49.

Table 4.49: Model Summary for Regression between Contextual factors and Destination Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.406	.52285

a. Predictors: (Constant), sociocultural, political, technological, economic

b. Dependent Variable: loyalty

Source: Research Data (2020)

The model summary results in Table 4.49 indicates that R-square = 0.412, meaning that contextual factors explain 41.2% of destination loyalty. This indicates that 41.2% of the variation in destination loyalty can be explained by the model containing contextual factors. It also means that 58.8% of the variation is still unexplained so adding other independent variables could improve the fit of the model.

To examine the significance of the regression model in predicting destination loyalty from contextual factors ANOVA analysis as indicated in Table 4.50 was used.

Table 4.50: ANOVA Results for Regression between Contextual Factors and Destination Loyalty

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	24.982	4	6.245	13.667	.000 ^b
1	Residual	167.253	366	.457		
	Total	192.234	370			

a. Dependent Variable: loyalty

b. Predictors: (Constant), sociocultural, political, technological, economic

Source: Research Data (2020)

Table 4.50 shows the ANOVA results for the simple linear regression model between contextual factors and destination loyalty where, ($F_{4, 366} = 13.667$, $p\text{-value} < 0.0001$, which is less than 0.05) level of confidence. The results show that the model is significant in explaining the relationship between contextual factors and destination loyalty. This means that the regression model for the relationship between contextual factors and destination loyalty of domestic tourists is significant.

In order to examine the predictability of the various contextual factors on destination loyalty a regression coefficients model was developed as shown in Table 4.51.

Table 4.51: Regression Coefficients for Regression between Contextual Factors and Destination Loyalty

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	2.854	.188		15.215	.000
1 Political	.078	.048	.101	1.632	.104
Economic	.043	.059	.052	.721	.471
technological	.037	.050	.052	.746	.456
sociocultural	.080	.020	.237	4.022	.000

a. Dependent Variable: loyalty

Source: Research Data (2020)

From Table 4.51, it is evident that the regression coefficients for socio-cultural factors are less than 0.05 (both p-values<0.0001), meaning that socio-cultural factors significantly predict destination loyalty. On the other hand, the regression coefficients for political, economic and technological factors have p-value= 0.104, 0.471, 0.456 respectively which are greater than 0.05, an implication that political, economic and technological factors do not significantly influence destination loyalty hence excluded from the model equation. The regression model for predicting destination loyalty from contextual factors is thus presented as follows:

$$\text{Destination Loyalty} = 2.854 + 0.080 \text{ Sociocultural Factors}$$

From coefficient table 4.63, the regression coefficient of contextual factors; *Socio-cultural factors* was .0001, with a p-value<0.0001 which is significant. The null hypothesis was tested;

H_{03b}: contextual factors do not have a significant influence on destination loyalty

This means that the regression coefficient of contextual factors is significant (p-value<0.0001), therefore, the null hypothesis was *rejected*. It can be concluded that

contextual factors (specifically, socio-cultural factors) have a significant influence on destination loyalty among domestic tourists in Kenya.

4.8.3 Hierarchical Multiple Regression analysis of moderating effect of contextual factors on the relationship between travel motivation and destination loyalty

In order to examine the moderating effects of contextual factors on travel motivation, a hierarchical multiple regression was performed. Moderation analysis is a type of regression analysis, which explains the impact of independent variables on the dependent variable under the influence of a moderator variable (Hayers, 2018). In this study the outcome variable of the analysis was destination loyalty while the predictor variable was travel motivation and eventually the moderating variable was contextual factors. Additionally, the socio-demographic variables were controlled for in the model.

The socio-demographic variables were entered in block 1, travel motivation were entered in block 2 and interaction term between travel motivation and contextual factors was entered in block 3. Thus, in determining the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty of domestic tourists in the Coast region of Kenya, moderation analysis was carried out as depicted in Table 4.52.

Table 4.52: The moderation effect analysis

Variable	B	t	sr ²	R	R ²	ΔR ²
Step 1				0.128	0.0164	0.0164
Marital status	-.025	-1.282	0.023			
Gender	.063	1.504	0.082			
Income	.031	.105	0.021			
Age	-.012	-.750	0.035			
Education level	.023	2.605	0.062			
Step 2				0.419	0.176	0.01592
Marital status	-.065	-1.162	0.043			
Gender	.073	1.605	0.042			
Income	0.011	.203	0.011			
Age	-.056	-.730	0.035			
Travel motivation	-.512	4.039	0.312			
Step 3				0.505	0.255	0.00958
Marital status	-.045	-1.342	0.011			
Gender	.093	1.705	0.092			
Income	.011	.205	0.011			
Age	-.046	-.830	0.045			
Travel motivation	-.314	6.079	0.314			
TM*Contextual interaction term	factors .036	1.824	.094			

TM* Contextual factors interaction term = Travel motivation x contextual factors

interaction term

The socio-demographic variables entered in the first step accounted for 1.64% of variation on destination loyalty. This change was however not significant { $R^2 = 0.0164$, $F(6, 371) = 12.31$, $p = 0.201$ }. Adding travel motivation to the model the change in R^2 went up from 0.0164 to 0.176. At step 2, the model therefore, accounted for 17.6% of destination loyalty. This change was significant { $R^2 = 0.176$, $F(5, 371) = 19.05$, $p = 0.0000$ }.

The interaction term was added (Travel motivation versus contextual factors interaction term) at step 3 and the change in R^2 went up from 0.176 to 0.255. Effectively, at this stage, the model accounted for 25.5% of variation on destination loyalty. This change in R^2 was significant since $R^2 = 0.255$. Overall, the model was significant { $R^2 = 0.255$, $F(7, 371) = 12.12$, $p = 0.0000$ }. These results suggest that

contextual factors have a moderating effect on interaction between travel motivation and destination loyalty. This means that the composite elements of contextual factors namely; political, economic, technological and socio-cultural factors significantly moderates the interaction between travel motivation and loyalty behaviour of domestic tourists.

A strong domestic travel and tourism sector can help a country withstand shocks and demand fluctuations that may arise when crises affect external source markets. Previous studies operationalized contextual factors as economic factors (perceived cost), safety and security, infrastructure and natural environment such as weather (Khuong and Nguyen, 2017). Nouri *et al.*, (2018) noted that social, economic and financial factors influenced satisfaction and destination loyalty with their influence being significant at 5% level. However, cultural factors had a p-value of 0.469, implying that they did not have significant influence on satisfaction and destination loyalty.

Due to the impact of contextual factors on destination loyalty, it is imperative for destinations to formulate strategic marketing plans to capture the domestic tourists travel needs and create a buffer for repeat visits. From the key informants' point of view, the following question guided was posed, "How do you formulate a strategic marketing plan to capture domestic tourists?" The following sentiment were made;

"It has kept the industry afloat and we don't even know when the international market will resume and stabilize, for now our hope is in domestic tourism"

"Carry out consistent market research and subsequently tailor make appropriate products meeting the local market travel needs."

“It is the high time as a country we embrace both product and market diversification initiatives to counter reliance on a narrow range of tourism products and services.”

“I believe with the partial devolvement of tourism at the county level there is room for destinations to champion formulation of new products as per the market trends and promote more alternate forms of tourism like; adventure, sports, ecotourism, heritage and cultural tourism.”

Although general tourism awareness will assist in developing the domestic tourism market, domestic tourism development requires attention to; product improvement, broader marketing, distribution, information provision and possible social tourism programmes. Marketing is aimed at improving awareness and access to information as well as the development of new and customized products that meet the needs and requirements of particular market segments.

Tourism marketing will help create awareness, thereby sensitizing domestic tourists of the products being offered thus stimulating locals to want to travel and visit places. This is especially relevant for destinations that are more dependent on tourism and for communities in rural areas.

4.9 Summary

In this chapter the results and discussion of the study findings, were interpreted and summarized to represent the research outcome. The outcomes were measured against the various research propositions to assess the extent to which they were supported. It begun by analyzing respondents’ demographic information and then followed by analysis of the responses as per the study’s objectives.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Major Findings of the Study

Objective 1: To determine the travel preferences and frequency of domestic tourists visiting diverse attractions in the Coast Region of Kenya.

The most preferred National Parks were; Amboseli (78.7%), Tsavo West (76.9%), Haller's park (75.6%), Malindi marine (75.2%) and Tsavo East (73.1%) while the least preferred were; Chyulu Hills (57.4%) and Shimba Hills (55.3%). The findings are an indication that these destinations form part of the Coastal touristic circuit and are popular among domestic tourists since they were highly visited and revisited by them.

The most popular museums and historical sites were; Fort Jesus (75.4%), Gede ruins (60.1%), and Malindi museum (58.5%). The least preferred museums and historical sites were; Lamu House museum (48.2%), Jumba la mtwana (54.7%), and Kilifi mnarani monuments (55.8%). These destinations denote the authentic and rich culture among the native people of coastal Kenya. With the new trends in cultural and heritage tourism, such findings explains why it is a popular tourists' destination, thus asserting the reason for visits and revisits.

From the findings it is clear that based on past visits Haller's Park (64.4%), Malindi Marine Park (55.5%), Mombasa Marine Park (49.1%), and Watamu Marine Park (47.2%) were ranked the most frequented attractions in the Kenyan Coast Circuit. This is mainly attributed to accessibility and to emerging tourists' products because of diversification within these attractions.

On the other hand, the least frequented national parks and game reserves were; Chyulu hills NP (26.7%), Shimba Hills National Reserves (31.5%) and Tsavo West National Park (35.6%). This may be associated with the issue of proximity and strategic location.

From the findings it is clear that based on past visits Fort Jesus (83.6%), Gede Ruins (53.1%) and Malindi Museum (52.0%) were ranked the most frequented attractions in the Kenyan Coast Circuit. This perhaps is attributed to accessibility and close proximity to an urban centre where major facilities and other services were readily available.

On the other hand, the least frequented museums and historical sites were; German Post Museum Lamu (13.5%), Lamu House Museum (22.6%) and Jumba la Mtwana (26.4%). This may be associated with the issue of proximity and strategic location and slim product line.

The one-sample t-test results reveals significant Likert scale responses on destination attributes were significantly agreed upon at 5% level as shown by p-values that are all less than 0.0001 and means approaching 4. The findings demonstrates that the Kenyan Coast was preferred by domestic tourists because it was perceived as; safe, pleasing, accessible, has a good exotic atmosphere, it's a family-oriented, exciting, adventurous, enjoyable, coupled with good quality of tourism products and services thus positioning it as an ideal destination.

The one-sample t-test results reveal Likert scale responses on socio-psychological factors were significantly agreed upon at 5% level as shown by p-values that are all less than 0.0001 and means approaching 4. The findings demonstrate that the Kenyan

coast triggers; excitement, enables one to do things their way, pleasurable, relaxes body and mind, enhances socialization, acquire knowledge, rekindles good memories, valuable, creates exceptional experiences, among domestic tourists.

Objective 2: Influence of travel motivation and behavioural intentions of domestic tourists in Kenya

The model summary indicates R-square = 0.442, meaning that destination attributes and socio-psychological factors explain 44.2% of destination loyalty. This indicates that 44.2% of the variation in destination loyalty was explained by destination attributes and socio-psychological factors.

The ANOVA results show that the simple linear regression model between travel motivation and destination loyalty is significant ($F_{2, 368} = 145.499$, p-value < 0.0001, since it is less than 0.05 level of significance).

The regression model shows that all the model coefficients are significant in predicting destination loyalty all the p-values = .000 are less than 0.05. This denotes that destination loyalty is significantly influenced by destination attributes and socio-psychological factors.

The null hypothesis was tested; H_{01} : *Travel motivation has no significant influence on destination loyalty.* The p-values = .000 thus, the null hypothesis that travel motivation had no significant influence on destination loyalty was *rejected*.

All the Likert scale responses were overall significantly agreed on as shown by one-sample t-test results from an indifference test value of 3 (all the p-values are less than 0.0001 and mean approximately 4). The findings demonstrate that the revisit intention is a crucial entity of destination loyalty.

The Likert scale responses on Word of Mouth were all significantly agreed on at 5% level of significance. The findings demonstrate that the intention to recommend is crucial entity of destination loyalty.

The ANOVA results indicated that the model was significant in explaining relationship between travel motivation and destination loyalty, meaning that; experience quality, perceived value, and satisfaction have vital roles in the formation of behavioral intention.

Based on H_{01} , it was concluded that travel motivation has a significant influence on destination loyalty among domestic tourists in Kenya.

Objective 3: To examine the mediating effect of satisfaction on the relationship between travel motivation and loyalty behaviour of domestic tourists in the Coast region of Kenya.

All the Likert scale responses were significantly agreed on at 0.05 level of significance as shown by significant p-values since all were 0.0001, which is less than .005, and with means of approximately 4. These results imply that satisfaction levels are significant indicators of satisfaction.

The model summary results indicated that R-square = 0.336, meaning that satisfaction explained 33.6% of destination loyalty. This indicates that 33.6% of the variation in destination loyalty can be explained by the model containing satisfaction.

The ANOVA results indicated that the simple linear regression model between satisfaction and loyalty was significant, where ($F_{1, 369} = 186.522$, p-value < 0.0001, which is less than 0.05) level of confidence. The results indicated that the model is

significant in explaining the relationship between satisfaction and destination loyalty. This implies that tourists' satisfaction is a significant predictor of destination loyalty.

It is evident that the regression coefficient for satisfaction is less than 0.05 (p-values < 0.0001), meaning that satisfaction significantly predicts destination loyalty. The null hypothesis; H_{02} : *Satisfaction has no significant influence on destination loyalty*, indicates that the regression coefficient of satisfaction is significant (p-value < 0.0001), therefore, the null hypothesis was *rejected*.

The results revealed that the total effects of travel motivation and destination loyalty was significant ($\beta=0.364$, $t=0.958$, $p=<0.0338$). With the inclusion of satisfaction (mediating variable) the impact of travel motivation on destination loyalty became significant ($\beta=0.234$, $t=07.356$, $p=<0.000$). This shows that the relationship between travel motivation and destination loyalty is mediated by satisfaction. The findings of the study support the notion that when customers' expectations were confirmed they tend to be satisfied and are likely to recommend and revisit.

The Pearson correlation results showed that there was a significant relationship between satisfaction and destination loyalty since the P-value was less than 0.05 ($r=0.579$, $p=.000$). The findings indicated the important role played by satisfaction as antecedent factor of destination loyalty.

Objective 4: To assess the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast region of Kenya.

It was evident that the regression coefficients for political factors, economic factors and socio-cultural factors are significant (the p-values 0.006, 0.009 and 0.001 were all

less than 0.05). The technological factors coefficient is not significant since the p-value is 0.350, greater than 0.05. This means political factors, economic factors and socio-cultural factors were significant predictor variables of destination loyalty while technological factor were not significant on predictors.

In examining the influence of contextual factors on destination loyalty, it was found out that R-square = 0.412, meaning that contextual factors explain 41.2% of variation in destination loyalty.

The ANOVA results show that the model is significant in explaining the relationship between contextual factors and destination loyalty, ($F_{4,366} = 13.667$, p-value < 0.0001), which is less than 0.05 level of confidence.

Regression coefficients for socio-cultural factors are less than 0.05 (both p-values < 0.0001), meaning that socio-cultural factors significantly predict destination loyalty. On the other hand, the regression coefficients for political, economic and technological factors have p-value = 0.104, 0.471, 0.456 respectively which are greater than 0.05, an implication that political, economic and technological factors do not significantly influence destination loyalty.

The null hypothesis; H_{03} : *contextual factors do not have a significant influence on destination loyalty*, indicates that the regression coefficient of contextual factors is significant (p-value < 0.0001), therefore, the null hypothesis was *rejected*.

The contextual factors versus destination loyalty interaction term accounted for 25.5% of variation on destination loyalty implying that contextual factors have a moderating effect on interaction between travel motivation and destination loyalty.

The socio-demographic variables entered in the first step accounted for 1.64% of variation on destination loyalty. This change was however not significant $\{R^2 = 0.0164, F(6, 371) = 12.31, p = 0.201\}$. Adding travel motivation to the model the change in R^2 went up from 0.0164 to 0.176. At step 2, the model therefore, accounted for 17.6% of destination loyalty. This change was significant $\{R^2 = 0.176, F(5, 371) = 19.05, p = 0.0000\}$.

The interaction term was added (Travel motivation versus contextual factors interaction term) at step 3 and the change in R^2 went up from 0.176 to 0.255. Effectively, at this stage, the model accounted for 25.5% of variation on destination loyalty. This change in R^2 was significant since $R^2 = 0.255$. Overall, the model was significant $\{R^2 = 0.255, F(7, 371) = 12.12, p = 0.0000\}$. These results suggest that contextual factors have a moderating effect on interaction between travel motivation and destination loyalty.

This means that the composite elements of contextual factors namely; political, economic, technological and socio-cultural factors significantly moderates the interaction between travel motivation and loyalty behaviour of domestic tourists.

5.2 Conclusions of the findings

The findings demonstrate that the Kenyan Coast was preferred by domestic tourists because it was perceived as; safe, pleasing, accessible, has a good exotic atmosphere, it's a family-oriented, exciting, adventurous, enjoyable, coupled with good quality of tourism products and services thus positioning it as an ideal destination.

The findings demonstrate that the Kenyan coast triggers; excitement, enables one to do things their way, pleasurable, relaxes body and mind, enhances socialization,

acquires knowledge, rekindles good memories, valuable, creates exceptional experiences, among domestic tourists.

The findings demonstrate that tourism at the Kenyan coast is influenced by government policies, laws and legislation and government incentives programs positively influence travel motivation

The findings demonstrate that the economic factors as spelt out by economic situation of the country, financial resources, entry regulations, physical infrastructure and non-financial support influences travel motivation.

The findings demonstrate that the technological factors as spelt out by use of new and innovative technology in the industry and adoption level of technology in accessing market and marketing tourism products and services, influences travel motivation among domestic tourists.

The findings demonstrate that the socio-cultural factors as spelt out by strong saving culture for holiday, accessibility of information, travel beliefs and orientation, attitude towards travel and strong travel culture influences travel motivation among domestic tourists.

The research findings were an indication that the majority of the National and Marine Parks within the Coastal touristic circuit are popular among domestic tourists since they were highly visited and revisited due to exceptional experiences on offer.

The research findings were an indication that the majority of the museums and historical sites such as; Fort Jesus, Gede ruins and Malindi museum are popular among domestic tourists. These destinations denote the authentic and rich culture among the

native people visiting Coast Region of Kenya. With the new trends in cultural and heritage tourism as a frontier product in destination Kenya such findings explains why it is a popular tourists' destination, thus asserting the reason for visits and revisits.

The research findings were an indication of the underlying fact that the domestic tourists market is not homogenous due to varied travel needs. From these findings, it was clear that domestic tourists are becoming more experiential and personal concerning their choice of attraction and behavioural intentions.

From the findings, it was noted that most of the Marine Parks had earmarked emerging tourism activities within the ecosystem such as scuba diving, snorkeling, fishing, kite surfing and boating. Such tourism activities were revolutionizing the product offer and at the same time creating a strong appeal among domestic tourists visiting those destinations.

In order to remain competitive some of the least frequented attractions have embarked on catchy promotional messages for instance Shimba Hills National Reserve has been branded, as being a 'Paradise of the Sable antelope' all geared toward increasing their popularity for frequent visits and revisits intentions.

This shows that the relationship between travel motivation and destination loyalty was mediated by satisfaction. Further, the findings demonstrate that tourism at the Kenyan Coast was influenced by political, economic, and social cultural but not technological aspects influence travel motivation among domestic tourists.

5.3 Recommendations for Policy, Practice and Further Research

This section covers implications for policy, practice and further research concerning travel motivation and destination loyalty among domestic tourists visiting Kenyan coast. This study therefore recommends:

5.3.1 Mechanisms to consistently promote less popular destination

Though destination attributes factors were highly rated as determinants influencing satisfaction and destination loyalty, it was evident that some specific attractions were appealing as expressed by high travel frequency and preferences ratings. However, others were less popular with low travel frequency and preferences ratings. There is a need to review the policy and integrate mechanisms to consistently promote less popular destinations in the Kenyan Coast.

5.3.2 Improving Travel Services and Products Quality

The socio-psychological factors were highly rated as determinants influencing satisfaction and destination loyalty, since they initiate travel needs and the resultant behavioural intentions. However, in order to sustain the industry in the long-run there is need to continually offer high-end tourist product and services such as the emerging water based sports activities in order to enhance revisit intentions

5.3.3 Prioritizing the Youth Market

From the study findings, it is evident that the Kenyan youth are the majority segment consuming tourism products and service at the Kenyan coast. Thus, due to the ever-growing youth market there is a need to prioritize the youth market segment through legislation.

5.3.4 Stakeholders Participation in Disseminating Travel Information to potential Tourists

It is clear that both market and product information is crucial in the final decision process of purchase decision among domestic tourists. Therefore, the stakeholders whether public or private should immensely participate in formulating and disseminating the right information to potential tourists pertaining to tourism products and services on offer. Such a platform will be the basis of sharing knowledge, and information appropriate for tourists.

5.3.5 Innovation of Tourism Products

From the destination attributes aspect, service quality of the available tourism services was considered a key factor in enhancing visitor experiences. Thus, as part of its strategic plan or agenda the national and devolved governments should ensure innovativeness of tourism products and services as spelt out in the National tourism blueprint 2030.

5.3.6 Encourage Cultural Tourism Integration

From these findings, Kenyan coast is a popular hub of tourism activities and this means that most destination managers assemble tourism products and services, which resonate with the local offers such as festivals and the rich Swahili culture. Thus, destination managers should integrate cultural tourism along other popular forms of tourism in the Kenyan coast. It is further recommends that destination managers should augment destinations by presenting unique innovative products aimed at creating exceptional tourist experiences.

5.3.7 Prioritizing Destinations Features throughout the Service Continuum Process

From the study findings, the role of destination managers and other service providers is paramount as exhibited by destination attribute aspects. Thus, in order to ensure repeat visits there is a need to prioritize destinations features throughout the service continuum process.

5.3.8 Utilize Digital Marketing

Now that the majority of the respondents were the youth travelers, there is a need for destinations and service providers to engage more on digital marketing and deploy technology during marketing initiatives and product development to capture such segments.

5.3.9 Suitable Tourism Products to Domestic Tourists

It is also evident that most domestic tourists are preferring short holiday breaks and this should inform holiday organizers to come up with suitable tourism products and services in tandem with this preference.

5.3.10 Development of Strategies

Knowledge of tourist's motivation is critical to predict future travel patterns and enable destination marketers to plan and execute effective marketing strategies. Thus, to continuously attract and develop formidable tourists' behavioral intentions, destination managers ought to develop strategies based on both destination attributes and socio-psychological factors.

5.3.11 Comparable Research Studies in Other Destinations

The present research was carried out in the Kenyan coast among domestic tourists as per the study constructs. Though a pivotal touristic circuit, there are other established attractions and emerging tourist destination areas in the country. Thus, it recommends that comparable research studies be carried out in other destination areas visited by domestic tourists such as Nairobi, Nakuru, Kisumu and Nanyuki, in order to form a wide array of opinion and generalization.

5.3.12 Research on Resort Hotels and Public Beaches

Since the study focused on tourists visiting specific destinations as per KWS and national museums identification guidelines and the current study did not collect data from tourists visiting resort beach hotels and public beaches, it is imperative to do so for the purposes of seeking their opinion and travel experiences.

5.3.13 Examining Ever-Changing Consumer Behaviour

Since domestic tourism is so significant and ideal in cushioning the tourism, industry there is a need to regularly examine the ever-changing consumer behaviour of tourists. This is aimed at increasing its scope and at the same time enhancing understanding of the unique characteristics associated with this dynamic market segment.

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APPENDICES

APPENDIX 1:

QUESTIONNAIRE FOR DOMESTIC TOURISTS

INSTRUCTIONS

- i. Tick inside a box.
- ii. Give an explanation where required.....

Preliminary question

Q. Are you a domestic tourist?

Yes

No

If no, thank the respondent, terminate and replace. If yes, proceed with the questions

SECTION A: DEMOGRAPHIC INFORMATION

Q1a) Gender

Male Female

b) Indicate your marital status

Single Married Others (separated/divorced)

c) Indicate your monthly personal income (Kshs).

100,000 and below

100,001-200,000

200,001-300,000

300,001-400,000

Above 400,000

d) What is your age?

18-30 years

31-40 years

41-50 years

Above 50 years

e) What is your level of education?

Primary school

Secondary school

College/technical institute

University

If any other, specify.....

f) What is your Occupation?.....

g) State your County of origin

SECTION B: TRAVEL CHARACTERISTICS

Q2) Specify your most recent visit to Kenyan coast?

Less than one year ago

Two years ago

Three years ago

More than three years ago

Q3) Overall, how many times have you visited the Kenyan coast?

Once

Twice

Thrice

Four times

Five times and above

Q4) Specify whether you have previously visited Kenyan coast as a domestic tourists

Yes

No

Q5) Specify the duration of the current visit to the Kenyan Coast

A day trip

Two days

Three days

Four and above days

Q6) Name the attraction(s) being visited

.....
.....
.....

Q7a) Are you visiting this attraction alone?

Yes

No

b) If no, how many are you for this trip/visit.....

Q8) Indicate your preferred mode of travel arrangement

Free-independent travel (FIT)

Package tours

Q9) Indicate the average spending for the current trip/travel in Kshs.....

Q10) Indicate the mode(s) of transport used during this visit

- Air
- Private car
- Train
- Public bus
- KWS bus
- Motorcycle
- Taxi
- Bicycle
- Others

Q11) How did you obtain information for your travel/trip?

- Internet search engines
- TV/Radio
- Social media
- Friends or relatives
- Travel/tour agencies
- Travel guide/operators
- Brochure/Newspaper/magazines
- Other(s), please specify.....

Q12) Indicate the purpose/reason(s) of your trip/visit

- Business visit
- Attending conference
- Leisure/holiday
- Visiting friends and relatives
- Other(s), please specify.....

13) How would you rate the following attractions within the Kenyan Coast based on level of preferences, on a scale of 1-5? Where (1): not preferred (2): least preferred (3): fairly preferred (4): preferred and (5): most preferred. Also, indicate whether you have visited the attractions before.

National park (NP) and Reserves (NR)	1	2	3	4	5	VISITED BEFORE?	
						YES	NO
Amboseli NP							
Tsavo West NP							
Tsavo East NP							
Haller's park							
Malindi marine							
Chyulu hills NP							
Shimba hills NR							
Kisite/Mpunguti							
Mombasa marine							
Watamu marine							

14) How would you rate the following attractions within the Kenyan Coast based on level of preferences, on a scale of 1-5? Where (1): not preferred (2): least preferred (3): fairly preferred (4): preferred and (5): most preferred. Also, indicate whether you have visited the attractions before.

Museums and historical sites	1	2	3	4	5	VISITED BEFORE	
						YES	NO
Fort Jesus museums							
Gede ruins							
Lamu house							
Jumba la Mtwana							
Malindi museum							
Kilifi mnarani monument							
Swahili house museum, lamu							
German post office museum, lamu							
Lamu port							

SECTION C: TRAVEL MOTIVATION VARIABLES

15) Pull/Extrinsic motivation/Destination attributes

Below is a list of statements assessing your opinion of Kenyan Coast based on destination attributes? Please tick only ONE appropriate number that best represents your agreement with the statements on a scale of 1-5 (*Where 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5= strongly agree*)

Destination attributes aspects	Strongly disagree (SD)	Disagree (DA)	Neutral (NT)	Agree (AG)	Strongly agree (SA)
It is a good place to visit since it is safe and secure					
It is a pleasing destination with buildings and places of historical/archaeological relevance					
It is an enjoyable destination with diverse recreational activities					
It is a real holiday adventure with outstanding sceneries and beaches					
It has a good exotic atmosphere to visit					
It has a pleasant weather					
It is easily accessible					
It is easy to access information in regard to the destination					
It has high standards for sanitation and cleanliness					
It is a family-oriented destination					
It offers value for holiday money					
It offers good quality of tourism products					

It offers good quality of food and beverage					
It offers good quality of accommodation facilities					
The service providers are reliable and consistent					
Hospitality and friendliness of service providers is top notch					
The service providers makes the effort to understand my needs					

16) Push/Intrinsic Motivation/ individual factors

Below is a list of statements assessing your opinion of Kenyan Coast Socio-psychological/ individual factors influencing your travel decision? Please tick only ONE appropriate number that best represents your agreement with the statements on a scale of 1-5. (*Where 1=strongly disagree, 2= disagree, 3=neutral, 4=agree and 5=strongly agree*)

Socio-psychological factors	Strongly disagree (SD)	Disagree (DA)	Neutral (NT)	Agree (AG)	Strongly Agree (SA)
Visiting Kenyan Coast gives me great pleasure/excitement					
The choice to visit Kenyan Coast is fulfilling since I am doing things my own way					
Kenyan Coast is a destination that I am enjoying away from daily routines					
Visiting Kenyan Coast makes me experience new and different lifestyle					

Visiting Kenyan Coast makes me feel relaxed body and mentally					
Kenyan Coast is a place where I always wants to travel for exceptional experience/adventure					
Visiting Kenyan Coast enables me have fun					
Kenyan Coast gives me platform to interact with friends and relatives					
Visiting Kenyan Coast enables me meet people with similar interests					
Kenyan Coast enables me acquire knowledge					
Visiting Kenyan Coast rekindles good memories and times I have had in the past					
Visiting Kenyan Coast enables me re-discover myself					
Kenyan Coast is reasonably priced since it is within my income level					

SECTION E: SATISFACTION and DESTINATION LOYALTY

17) Tourist Satisfaction

Below is a list of statements assessing your satisfaction level of Kenyan Coast as a touristic destination? Please tick only ONE appropriate number that best represents your opinion with the statements on a scale of 1-5. (*Where 1=very dissatisfied, 2= dissatisfied, 3=neutral, 4=satisfied and 5= very satisfied*).

	Very dissatisfied (VD)	Dissatisfied (DS)	Neutral (NT)	Satisfied (ST)	Very satisfied (VS)
Overall I'm satisfied with the Kenyan Coast					
I'm satisfied with the Kenyan Coast compared to my expectations					
I'm satisfied with the Kenyan Coast considering the time and effort I invested					

18) Destination loyalty variables

Below is a list of statements assessing your opinion of Kenyan Coast as a tourists destination based on Loyalty? Please tick only ONE appropriate number that best represents your agreement with the statements on a scale of 1-5. (*Where 1=strongly disagree, 2= disagree, 3=neutral, 4=agree and 5= strongly agree*)

	Strongly disagree (SD)	Disagree (DA)	Neutral (NT)	Agree (AG)	Strongly agree (SA)
A. Revisit intentions					
I have a high likelihood of revisiting Kenyan Coast within 1-2 years					

I will revisit Kenyan Coast within 1-2 years					
I have plans to revisit Kenyan Coast in the near future					
B. Word of mouth - WOM recommendations					
I will say positive things about visiting Kenyan Coast to other people					
I will recommend visiting Kenyan Coast to others (family or friends)					
I will refer Kenyan Coast to other people who want advice on travel destinations					

SECTION F: CONTEXTUAL FACTORS VARIABLES

19) Contextual factors

Below is a list of statements assessing your opinion of Kenyan Coast as a tourists destination based on the influence of contextual factors on travel motivation, satisfaction and loyalty? Please tick only ONE appropriate number that best represents your agreement with the statements on a scale of 1-5. (Where 1=strongly does not influence, 2= does not influence, 3=neutral, 4=does influence and 5= strongly influences)

	Strongly does not influence (SI)	Does not influence (DNI)	Neutral (NT)	Does influence (DI)	Strongly influences (SI)
A. Political factors					
Government policy					
Laws and legislation					

Government incentive programs					
B. Economic factors					
Economic situation of the country					
Financial resources					
Entry regulations					
Physical infrastructure					
Non-financial support					
C. Technological factors					
Use of new and innovative technology in the industry					
Adoption level of technology in accessing market marketing tourism products and services					
D. Socio-cultural factors					
Strong saving culture for holiday					
Accessibility of information					
Travel beliefs and orientation					
Attitude towards travel					
Strong travel culture					

Thank you for your response and participation

INTERVIEW SCHEDULE

DESTINATION MARKETING MANAGERS AND EXPERTS

Q1). In your opinion why is this attraction popular among the domestic tourists?

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.....
.....

Q2a) As a destination which period of the year would you terms as the most preferred by domestic tourists?

.....

b) Explain (a) above, why this is so?

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.....

Q3) Which key enhancers would you consider important in motivating domestic tourists visits in this destination?

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Q4) Which key deterrents would you consider affects domestic tourists flow in this destination?

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Q5) What is the overall role of repeat domestic tourists in the development of this destination?

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.....

Q6) How do you position this destination to enhance repeat visits for the domestic market?

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APPENDIX 3:
PUBLICATIONS

1. Wang'ombe, Lawrence, Njoroge Joseph, & Agufana Peace. (2022). Analysis of Demographic and Travel Characteristics of Domestic Tourists' Visiting Coast Region, Kenya. *Journal of Hospitality and Tourism*, 2(1), 69 - 85. <https://doi.org/10.47672/jht.1133>
2. Wang'ombe, L., Njoroge, J., & Agufana, P. (2022). Influence of travel motivation aspects on destination loyalty of domestic tourists' visiting Coast region, Kenya. *International Journal of Novel Research in Marketing Management and Economics*, Vol. 9, Issue 3, pp: (31-42). DOI: <https://doi.org/10.5281/zenodo.7147601>