

FACTORS INFLUENCING PARTICIPATION IN DOMESTIC TOURISM AMONG PUBLIC SECTOR EMPLOYEES: A CASE OF CIVIL SERVANTS IN MANYATTA SUB-COUNTY, KENYA

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ABSTRACT

The study was to assess the factors influencing participation in domestic tourism among public sector employees: a case of civil servants in Manyatta Sub County, Kenya. The objectives of the study were to establish the influence of tourism marketing incentives on domestic tourism, determine how holiday culture influences domestic tourism, establish the influence of tourism sector perception on domestic tourism and determine how social economic factors influenced participation in domestic tourism among public sector employees. The theoretical framework of this study was derived from the Cointegration theory. The study used a descriptive survey design. The population of the study was 1422 public employees of middle cadre job groups J-N, and a sample of 306 public employees. This sample was picked using stratified sampling and proportionate sampling. Questionnaires were used to collect data. Ten (10) civil servants were used for Pilot testing before the commencement of the study. Data analysis was done using Statistical Package for Social Sciences. Descriptive statistics were computed and data presented. The study found social economic factor influenced participation in Domestic tourism tat Avery great extent, followed by holiday culture, followed, tourism sector attitude and the last was tourism marketing incentives. Based on the findings 71% agreed that infrastructure improvement was an incentive

for marketing domestic tourism 29% disagreed that infrastructure improvement was an incentive for marketing domestic tourism. This implies that infrastructure improvement is marketing incentive for domestic tourism, Loyalty incentive schemes particularly within the hospitality sector have increased in terms of uptake and have also contributed in terms of converting business tourists into future holiday tourists. On issues whether there is need to introduce domestic tourism topics in education systems 69% participants agreed that they strongly agree with need for introduction of domestic tourism topics in education as a culture issue influencing domestic tourism and 31% agreed. Based on the finding 78% of the participants stated the attitude of tourism sector staff towards local tourist was very positive, 20% stated that the attitude of tourism sector staff towards local tourist was positive while 2% stated that the attitude of tourism sector staff towards local tourists was neutral. This implies that local tourist is treated very well in terms of hospitality. Based on the findings 34% participants stated that they agreed to have a budget for local tourism while 66% disagreed to having any budget for local tourism. This implies that majority of the respondents disagree that public employees budget for domestic tourism.

Key Words: *domestic tourism, public sector employees, civil servants, Manyatta Sub-county, Kenya*

INTRODUCTION

UNCTAD (2013) reported that with increasing globalization and disposable income, tourism has over the last few decades become one of the largest and fastest growing industries. In 2011, the industry generated an estimated 5 per cent of global gross domestic product (GDP) and between

6 and 7 per cent of the overall number of jobs worldwide. Demand is expected to be sustained due to rising household incomes in emerging economies thus fueling leisure activities and the growing international trade, which bolsters business travel. Given its size, the sector bears considerable potential for economic growth, diversification and structural transformation of economies. International tourist arrivals worldwide have shown virtually uninterrupted growth, rising from 25 million in 1950 to 435 million in 1990, 675 million in 2000 and 940 million in 2010.

In 2012, it was estimated that one billion tourists travelled internationally. Only in 2008–2009 did the number experience a significant setback. While Europe and North America remain the traditional destinations, the market share of emerging economies increased considerably from 30 per cent in 1980 to 47 per cent in 2010. UNCTAD (2013) further indicated that about 51 per cent of all international tourist arrivals are associated with leisure tourism; 15 per cent with business travel; 27 per cent with other purposes, including family visits, religious pilgrimage, health and education; and 7 per cent are unspecified. Over half arrive at their destination by air transport (52 per cent), the remainder by surface transport (48 per cent).

Hajkowicz (2013) reported that the number of international tourist arrivals is around one billion which is relatively small as compared with the number of annual domestic arrivals estimated to be nearly four billion. Domestic tourism is important for employment creation and domestic value chains, especially in developed economies. However, the economic development potential of the tourism sector is often associated with international tourism because of its capacity to generate foreign exchange and provide opportunities for the transfer of capital and knowledge. International tourism is a key source of foreign exchange and thus a crucial contributor to the balance of payments and to macroeconomic stability, especially in developing countries.

ILO (2011) indicated that tourism has been identified as a priority development sector in the majority of LDCs. Due to its capacity for creation of employment, poverty reduction, human development and environmental sustainability, tourism can benefit these countries in a number of ways offering an opportunity for all-inclusive growth. Worldwide, tourism revenues represent a significant share of national incomes, encompassing a 6% to 7% of the world's employment, and US\$ 1.1 trillion a year in export earnings. Development opportunities through tourism are on the rise in LDCs and represent an important factor for the overall national growth. In spite of its proven contribution to global economic growth and development, the sector still lacks political and economic recognition and support. Pierret (2011) reported that historically, domestic tourism is the first form of tourism that was practiced and today it continues to account for the most part of this tourism activity. It is estimated that at global level out of the 4.8 billion tourist arrivals per year, 4 billion (83%) correspond to domestic tourism.

Likewise, the UNWTO's economists estimate that at the global level domestic tourism represents: 73% of total overnights, 74% of arrivals and 69% of overnights at hotels, 89% of arrivals and 75% of overnights in other (non-hotel) accommodations. Courtney (2014), says Domestic tourism in Saudi Arabia soared by 25 percent last year, according to the Saudi Commission for Tourism and Antiquities (SCTA). About 23.8 million people travelled within the kingdom in 2013, compared to 19 million the year before, the commission's research centre revealed. The increased domestic travel soar local tourism revenues rise to SR28bn (\$7.5bn). Accommodation accounted for one-quarter of all domestic tourism spending, followed by shopping, food, beverages and restaurants, transport and entertainment and recreation.

However, Owen (2014) reported that spending from domestic tourists in Wales is set to surge by £1.5bn over the next three years. The report reveals annual expenditure from domestic tourists will rise by 28% to £6.8 billion by 2017. Pubs and restaurants will be the greatest benefactors, with spending-expected to rise by 30% to £2.2 billion as more. Hotels and beds and breakfast will make domestic tourist spend increase by 28% to £1.1 billion and leisure attractions by 30% to £745 million. While Welsh high street retailers continue to face stiff competition from the growth of online sales, the sector will still attract a 28% rise in domestic tourist spend by 2017, to £874 million. With domestic tourism set to be big business for the Welsh hospitality and retail sectors, those with a clearly targeted strategy are set to benefit. It is important that operators understand their customer base and crucially how to communicate with them via the channels their clients prefer to use, be it through social media, print advertising, or television and radio.

Ministry of East African Affairs (2012) reported that domestic tourism has become a significant form of tourism in Kenya where it is found that it can cushion off the tourism industry during low periods of international tourist arrivals. With the aggressive promotion of the domestic sector, local tourism business is expected to increase significantly as Kenyans disposable income gradually increases. To encourage Kenyans of all walks of life to become active participants in domestic tourism as a way of boosting the sector the domestic tourism stakeholders need to maintain a constant in and outflow of information and data pertaining to domestic tourism, produce tourism media (both electronic and print), organize domestic tourism exhibitions, aggressively market domestic tourism through constant product investigation and analysis leading to targeted promotions, facilitate access of local people to the product and educate Kenyans on local attractions and products, negotiate with stakeholders to subsidize the rates for local residents throughout the year in line with local earnings and organize regular press briefings.

Domestic tourism has become significant in Kenya because it can cushion the tourism during low periods of international arrivals. With the aggressive promotion of the domestic sector, local business is expected to increase significantly. The study intends to investigate the factors influencing participation in domestic tourism among middle level income employees job group J-N: a case of civil servants in Manyatta Sub County, Kenya.

PROBLEM STATEMENT

Mutunga (2012) indicates that tourism services all over the world face rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. The long-term success of tourism services in such a fierce competitive and financially difficult environment depends not only on being able to satisfy customers' needs and desires, but to strategically respond to current global challenges. Therefore, domestic tourism becomes a necessary practice in contemporary tourism services firms. There is a need to adopt marketing strategies such as experiential marketing, branding, target marketing, relationship marketing and e-marketing in tourism which will help to sustain the industry. Domestic tourism had been given little focus in Kenya during the last decade. Though existing, the policy makers have placed much focus on international tourism. In 2011, the Domestic Tourism Council (DTC) was formed to uphold the prospects of domestic tourism in Kenya. Studies done in Kenya have indicated that earnings from domestic tourism have formed a very important component of the general economy and overall tourism earnings (Pearce, 2010). The World Tourism Organization (WTO), 2010, estimated a higher income from domestic tourism worldwide and this is further proved by Goeldner (2003) who stated that despite the importance of international tourism, for many countries, domestic tourism is becoming more important. Therefore there is much need to promote domestic tourism due to major reasons like seasonality, negative international travel advisories among others. Domestic tourism had lacked impact in the Kenyan tourism industry in the recent decades, because the local people, public sector included have been ignorant about it and the lack of knowledge about the tourist facilities and attractions (tourism opportunities) to the few who have the discretionary income to spend. This study therefore seeks to determine the factors influencing participation in domestic tourism among public sector employees: a case of civil servants in Manyatta Sub County, Kenya.

GENERAL OBJECTIVE

The purpose of the study was to assess the factors influencing participation in domestic tourism among public sector employees: a case of civil servants in Manyatta Sub County, Kenya.

SPECIFIC OBJECTIVES

1. To establish the influence of tourism marketing incentives on participation in domestic tourism among public sector employees in Manyatta Subcounty, Embu.
2. To determine how culture holiday influences participation in domestic tourism among public sector employees in Kenya in Manyatta Subcounty, Embu.
3. To establish the influence of tourism sector attitude on participation in domestic tourism among public sector employees in Manyatta Subcounty, Embu.
4. To determine how social economic factors, influence participation in domestic tourism among public sector employees in Manyatta Subcounty, Embu.

LITERATURE REVIEW

Liangju (2011) indicated that the concept of co-integration theory states that improvement of domestic tourism will lead to improvement in economic development of the country. In modern Co-integration Theory, there exist equilibrium between improved domestic tourism and improved economic growth. There is an existence of a long-run equilibrium relationship among domestic tourism demand, income, transportation cost and real exchange rate. If these variables are co-integrated, then there is a stable long run or equilibrium linear relationship among them. For instance, if tourist travels demand as measured by tourist arrivals to a certain destination and real income are not co-integrated, then the tourist arrivals would drift above or below income in the long-run. If these variables are co-integrated, then there is a stable long run or equilibrium linear relationship among them. The study was based on co-integration theory since all the study objectives are geared at improving domestic tourism and hence improve the national gross domestic product (GDP). The study was also to be guided by Maslow hierarchy of needs theory. Hierarchy of needs theory was proposed in the 1943. Domestic tourism is undertaken to satisfy physiological needs, safety needs, belonging needs, self-esteem needs and self-actualization needs.

Kenya has depended on earnings from international tourism but this revenue has been declining since 1994. Reasons for decline have been due to insecurity, global terrorism and competition from other destinations such as South Africa and Egypt. The recent issue of travel advisories by western countries to persons visiting Kenya has aggravated the tourism industry. As any other business that is experiencing a downturn, new strategies need to be put in place; one of the alternative strategies would be to revamp the domestic tourist segment. The study assessed the factors influencing participation in domestic tourism among public sector employees: a case of civil servants in Manyatta Sub County, Kenya. It was guided by objectives like to establish the influence of tourism marketing incentives on participation in domestic tourism, determine how holiday culture influences participation in domestic tourism, establish the influence of tourism sector attitude on participation in domestic tourism and determine how social economic factors influence participation in domestic tourism among public sector employees. The study has not considered the cultural factors affecting domestic tourism and hence creating a gap for further study. There's therefore the need to carry out further research on the effects of cultural factors on domestic tourism among public employees.

RESEARCH METHODOLOGY

Research Design

This study was based on the descriptive survey design. The design was used because it looked at the phenomena, events and issues the way they are (Mugenda & Mugenda, 2003). The design was used because it examined the problem at hand thoroughly to define it, clarify it and obtain pertinent information that can be of use to stakeholders in technical education. The design was

also able to accommodate large sample sizes and it is good in generalization of the results. It was also easy to administer and record answers in this design.

Target Population

According to Ogula, (2005), a population refers to any group of institutions, people or objects that have common characteristics. The study was focused at the 1422 civil servants in middle level grades (J to N) from Manyatta Sub County.

Sample Size and Sampling Procedures

A sample is a smaller group or sub-group obtained from the accessible population (Mugenda & Mugenda, 1999). Sampling is a procedure, process or technique of choosing a sub-group from a population to participate in the study (Ogula, 2005). According to Krejcie and Morgan (1970), as shown in Appendix 5, a total of 1422 public employees require a sample of 306 public employees. Stratified random sampling and proportionate sampling were used in this study resulting to 306 public employees as shown in Table 3.2. This study used stratified sampling since 35 departments were considered. Proportionate sampling was used because each department was allocated a sample of civil servants depending on its proportion to the total number of respondents. This is accomplished by selecting individuals at random from subgroups (stratified random sampling) in proportion to the actual size of the group in the total population.

Data Collection Instruments

In this study, data was collected by use of questionnaires. According to Owens (2010), questionnaires enabled the researcher to reaching out to a large number of respondents within a short time; give the respondents' adequate time to respond to the items, offer a sense of security (confidentiality) to the respondents and it is an objective method since no bias resulting from the personal characteristics. The questionnaires were both open and closed ended questions to facilitate in easier analysis as they are in immediate usable form; while the unstructured questions were used to encourage the respondent to give an in-depth and felt response without feeling held back in revealing of any information.

Data Analysis Techniques

The questionnaires were edited for the purpose of checking on completeness, clarity and consistency in answering research questions. The data was coded, tabulated and analyzed using Statistical Package for Social Sciences based on study objectives. Descriptive statistics was computed and study findings presented using tables and percentages and interpretations made and report written.

Ethical Considerations

The respondents were treated politely and with respect in order to avoid misunderstanding between the enumerators and respondents and they were informed of the purpose of the study. Each respondent was politely requested to fill the questionnaire and assured of confidentiality with regard to any information they provided.

RESEARCH FINDINGS

Marketing Incentives and Participation

The first objective, the study sought to establish the influence of tourism marketing incentives on participation in domestic tourism among public sector employees in Kenya. Based on the findings 71% agreed that infrastructure improvement was an incentive for marketing domestic tourism 29% disagreed that infrastructure improvement was an incentive for marketing domestic tourism. This implies that infrastructure improvement is marketing incentive for domestic tourism, Loyalty incentive schemes particularly within the hospitality sector have increased in terms of uptake and have also contributed in terms of converting business tourists into future holiday tourists. According to Akama (2009) new developments such as online booking systems and emergence of easily accessible transaction points like retail outlets have started contributing towards better conversion. Government products in particular the national and provincial parks, as well as some local government resorts and theme parks, have significantly contributed to stimulating and providing for domestic tourists. This also goes in line with Ouma (2006) who reported that improvement of the infrastructure is being made by the government through construction of roads, airports, harbors, airstrips among others, to encourage tourism development, through this the locals are able to travel to various places of attraction without problems and in a quick way.

On the indicator whether Organizing for exhibitions influence participation of domestic tourism in Kenya 41% of the participants stated that they strongly agree organizing of exhibitions as an incentive influenced domestic tourism, 27% agreed while 22% were neutral while 15% disagreed to this and the other 15% strongly disagreed. This implied that organizing exhibition influenced participation in domestic tourism On the statement whether regulating and reducing the hotel and park rates for local influence participation of domestic tourism in Kenya based on the findings 68% stated they strongly agree that regulation and reducing of hotel and park rates as an incentive influenced domestic tourism, while 32% agreed to it. This implies that when the park rates, hotel rates are reduced and regulated as marketing strategy they influence participation of employees in Domestic tourism.

Holiday Culture and Domestic participation

The second objective, the study sought to determine how holiday culture influences participation in domestic tourism among public sector employees in Kenya. On issues whether there is need to

introduce domestic tourism topics in education systems 69% participants agreed that they strongly agree with need for introduction of domestic tourism topics in education as a culture issue influencing domestic tourism and 31% agreed.

On issues whether Lack of knowledge of tourist facilities influences participation in domestic tourism among public sector employees in Kenya 24% strongly agrees lack of knowledge of tourist facilities as a cultural issue, 7% agreed, 31% disagreed and 39% strongly disagreed.

On the issues whether educating the locals more on domestic tourism influence participation in domestic tourism among public sector employees in Kenya 68% stated that they strongly agree t educating locals more on domestic tourist as a cultural issue influence domestic tourism and 32% agreed to that too. On the issues, negative perception towards tourism influence participation in domestic tourism among public sector employees in Kenya Based on the finding 19% stated that they strongly agreed negative perception towards domestic tourism as a cultural issue influencing tourism, 24% agreed to that, 8% were neutral while 32% disagreed and 17% strongly disagreed. On the issue whether there should be serious promotion of domestic tourism among the public employees 81% participants stated that they strongly agreed that holding of exhibitions on domestic tourism and 19 % agreed to it too.

Based on the analysis and finding in table above Laws (2008) stated that taking a break with the family is a great chance to spend some quality time together. Plenty of hotels and lodges have special entertainment, menus and activity programs just for kids, which mean they will be having the time of their lives while you relax and unwind. Sindiga (2011) reported that team challenge will bring your workmates even close together, improve their team skills, problem solving skills and broaden their outlook. An organized holiday or conference away for your team may just be what you are looking for. Time out of the office can open, clear and refresh the mind. A joint challenge like organized hike, white water rafting or rock climbing- can strengthen bonds and teach us about working together.

Tourism Sector Attitude and participation in Domestic Tourism

The third objectives the study sought to establish the influence of tourism sector attitude on participation in domestic tourism among public sector employees in Kenya Based on the finding 78% of the participants stated the attitude of tourism sector staff towards local tourist was very positive, 20% stated that the attitude of tourism sector staff towards local tourist was positive while 2% stated that the attitude of tourism sector staff towards local tourists was neutral. This implies that local tourist is treated very well in terms of hospitality. To attract Kenyans, the tourism sector must change their attitudes and recalibrate their business model. Srinivas (2010) stated that continued economic growth of emerging market economies together with growing middle classes that have sufficient disposable income to travel are driving an increase in both business and domestic leisure travel. Based on the findings 78% of the participants stated that they strongly agreed that tourism sector needed to retain on how to handle local tourist as an

attitude issue influencing domestic tourism among public employees and 22% agreed to it too. Based on the findings, 69% participants stated that they strongly agreed staff being cultured on how to handle local tourists and 31% agreed to it too. 69% stated they strongly agreed to the need to develop domestic tourism models and 31% agreed to the same.

Social Economic Factors and participation in Domestic Tourism

The fourth objective was to determine how social economic factors, influence participation in domestic tourism among public sector employees Based on the findings 34% participants stated that they agreed to have a budget for local tourism while 66% disagreed to having any budget for local tourism. This implies that majority of the respondents agree that public employees budget for domestic tourism.

Based on the findings 44% respondents stated that they strongly agreed lack of finances as a social economic factor influenced domestic tourism, 32% agreed to it, 14% were neutral and 10% disagreed to it 68% stated that they strongly agreed to domestic tourism offering employment opportunities to locals and 32% agreed to it too. Based on the findings 69% of the participants strongly agreed that domestic tourism being a source of income for locals influenced domestic tourism among public employees and 31% agreed to it too. 54% of the respondents strongly agreed locals livelihood being diversified by domestic tourism influenced domestic tourism and 46% agreed to it too. UNCTAD (2013) reported that tourism has the potential to contribute to economic growth and poverty reduction, in particular in low-income developing countries. The sector's capacity to generate employment and income owing to its backward and forward linkages makes it important for economic diversification and economic growth. At the same time, however, the negative impact it can inflict on the environment and culture cannot be overlooked. To ensure that tourism provides employment and income opportunities in the long run and contributes to sustainable development, its operations, including the activities that are linked with it, must be sustainable. As argued in this report, this calls for ambitious strategies and policy agendas.

CONCLUSIONS

The study concludes that social economic factor influenced participation in Domestic tourism to a great extent, followed by holiday culture, tourism sector attitude and the last is tourism marketing incentives. The study found that the biggest impediment to domestic tourism was costs. Most of the respondents were of the opinion that domestic tourism was very expensive. Practitioners therefore need to review their pricing in order to attract more domestic tourists in several local tourism sites as the current rates are considered high and biggest impediment to domestic tourism. The Government should formulate domestic tourism policy which will guide cost structures in the industry.

RECOMMENDATIONS

Based on the Tourism Marketing Incentives the study recommends the tourism sector should develop a precise marketing strategy for the certification system targeting three groups in principle: Provide marketing support and promotion for certified companies through national tourist boards or national tourism marketing organizations. On the issue about Holiday Culture, the tourism industry needs to understand that the products they currently have do not appeal to those with families. There is a need to market products that target families so as to enable those who feel that family commitment impedes them from doing domestic tourism be involved. On Tourism Attitude The call is for practitioners in the tourism industry in Kenya to ensure diversity in domestic tourism so as to appeal to different age groups as not all domestic tourism products are picked up the same way by everyone. Given the growing number of youth population in the country, it is important that this group be targeted more for domestic tourism. The Social Economic Factor of the study recommends the need to carry out a national survey on the status of domestic tourism in Kenya. This would help inform policy makers at the national level as well as at the county level on where domestic tourism currently stands and how to move the industry forward.

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