



Influence of Promotional Marketing Practices on Performance of Domestic Tourism in Kenya: A Case of County Government of Nakuru

Kabeu Thomas Kinuthia*¹

¹School of Business and Economics, Mount Kenya University, Thika, Kenya

* Corresponding author: kabeuthomas@mylife.mku.ac.ke

Abstract

International tourism in Kenya has become increasingly vulnerable to international shocks, giving rise to interest in domestic tourism as an attempt to sustain the tourism market. The County Government of Nakuru has accordingly put in place various measures to market the sector domestically. This study aimed to assess the effect of these measures on performance of domestic tourism of the County Government of Nakuru, Kenya. The basic communication theory as developed by Schramm was used to guide the study. The study employed the proportionate stratified sampling design with three strata namely tourist hotels, tourist attractions and the Ministry of Trade, Industrialisation, Tourism and Wildlife Management at the County Government of Nakuru. Simple random sampling by raffle was further used inside each stratum in order to give each subject an equal chance of being selected. Data was collected through structured questionnaires comprising of closed-ended questions. Data was analysed using SPSS and Excel spreadsheets. Findings indicated a strong relationship of all the independent variables to the dependent variable. This led to the conclusion that promotional marketing activities do influence performance of domestic tourism. Consequently, it was recommended that adequate resources should be allocated for promotional activities, especially financial resources and human resources. For better effectiveness, it was recommended that the promotional activities should be integrated rather than applied separately, and that all stakeholders should be engaged.

Keywords: Domestic Tourism, Marketing, Advertising, Destination

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INTRODUCTION

Background to the Study

The tourism industry has been recognised as a growing phenomenon whose impact can be significant if developing countries like Kenya utilize it to their advantage. Kenya is reported to have scooped the “Best Leisure Destination” award during the World Travel Fair which was held in China in April 2008, a recognition which no doubt would raise its visibility as a one of the top tourist destinations in Africa as Gachenge (2009) writes. Similarly, in 2016 the country was ranked second to South Africa in the popularity of MICE tourism in Africa by the International Congress and Conference Association, as reported by the Oxford Business Group (2017).

The marketing of tourism in Kenya has been the prerogative of the government. At the national level, this task is undertaken by the Kenya Tourism Board (KTB). Recognising the importance of domestic tourism, the KTB launched a USD 300000 marketing campaign in January 2016 with the aim of sensitizing Kenyans about the various tourist spots in the country, as was reported by the Oxford Business Group (2017).

The birth of the county governments has also increased the arms of government directly involved in developing, regulating and marketing the tourism industry as a devolved function under the Ministry of Trade, Industrialisation, Tourism and Wildlife Management. In a study about destination attributes and visitor

satisfaction, Boit (2014) mentions that Nakuru County is a major tourism hub in Kenya. Macharia (2015) also concurs with this statement. Located on the outskirts of Nakuru town is the renowned Lake Nakuru National Park. Covering 188 square kilometres of land, this national park is one of the largest in Kenya, according to Ramsar (2012), an international agreement that encourages nations to cooperate with regard to preservation of wetlands.

The county government of Nakuru through the Department of Tourism has therefore put in place various measures to promote the sector. The county has opened up for both local and international investors to be able to identify areas of interest and venture. In addition, a website has been marked for creation after mapping is done to capture all resources identified. Furthermore, information centres have also been set up in different parts of the county to enhance to tourism information as CGoN (2014) has documented.

Statement of the Problem

By 2011, the Department of Tourism (DoT) estimated that domestic tourism stood at 34% of overall tourism, and set a goal of increasing this figure to 55% by 2018 (DoT, 2013). Over the last seven years, the number of tourists visiting Nakuru county has stagnated at an average of 254000 with a low of 245000 in 2012 as reported by Ramsar (2012) and a high of 263000 as estimated by Kahendo (2017). This stagnation is a cause for concern in a county with high potential for sustainable local tourism that is currently underdeveloped. Drivers for this potential include favourable weather/climate, natural attractions/scenery, tourist sites/activities and



different customs/cultures. A coherent programme of destination branding is necessary so as to develop a unique image of the destination which potential visitors can associate with, and which can stimulate their future visits. In his study about the development of tourism in Nakuru County, Ongwae (2013) also concludes that more needs to be done in promoting the destination. Based on the above scenario, the researcher found it imperative to take this study to find out whether the marketing approaches used by the Nakuru County government have an effect on performance of domestic tourism.

Purpose of the Study

The purpose of the study was to investigate the influence of promotional marketing practices on performance of domestic tourism of the county government of Nakuru, Kenya.

Objectives of the Study

Following are the objective of this study,

- i. To evaluate the extent to which the budget allocated to print media advertising influences performance of domestic tourism in Nakuru County.
- ii. To evaluate the extent to which the number of print media advertisements influence performance of domestic tourism in Nakuru County.
- iii. To evaluate the extent to which the frequency of print media advertisements influences performance of domestic tourism in Nakuru County.

Justification of the Study

Like many other developing countries, Kenya relies heavily on tourism as a way of boosting the country's economy. However, international tourism has proven itself to be highly vulnerable to various shocks such as currency fluctuations and terrorist attacks. This has given rise to interest in domestic tourism as an attempt to restore stability and create a more sustainable tourism market. There is however a dearth of literature regarding this subsector especially about Kenya, and more specifically about Nakuru.

Significance of the Study

This study was conducted at a time when the government was struggling to reinstate a tourism sector that had been adversely affected by terrorism therefore scaring away the foreign tourists. Therefore exploring options for growing domestic tourism would significantly help the National Government to reinstate revenue lost through the loss of international tourists. This would also contribute to its growth. The county government of Nakuru would also benefit by learning through the evaluation of strategies put in place to help in promoting the sector. The players in the industry such as investors in hotels businesses, conservancies and home stays among others would also benefit from this study through increased business expected by enhancing effectiveness of strategies in promoting the destination. Other researchers may find the contribution that this study has made to the literature useful. It was hoped that the study may provide the basis for further exploration in other areas of Marketing Communications.

Scope of the Study

The study sought to assess the extent to which marketing practices instituted by the CGoN have impacted domestic tourism in the county. Being a very wide field, the study further narrowed down to the promotion element of print media advertising. The study was conducted between May and July, 2019 in Nakuru county.

Limitations of the Study

Ideally, the study should have covered a longer time period than was possible, to allow for seasonal fluctuations which would enable a more representative assessment of the situation in line with what UNEP (2009) terms as "the seasonal character of the industry" as outlined above.

Delimitations of the Study

This study restricted itself to the marketing personnel of tourist establishments in Nakuru County. This group of respondents was considered particularly suitable because their brief included planning, execution, monitoring and evaluation of promotional activities and were therefore best placed to avail answers to the study's research questions. Being a marketing student, the researcher took a marketing perspective while recognizing that other factors such as the availability of facilities and the condition of infrastructure may also play a part in the performance of a tourist destination. Though there are other counties in Kenya, Nakuru County was chosen, first because of its recognition as a tourist destination and secondly because the researcher had resided there for a long time, and thereby gained familiarity with the location and with the issues that it faced.

Assumptions of the Study

The study assumed that data collected from respondents would be accurate and free from any misrepresentations, inadvertent or otherwise. It was also assumed that response rates would be 100 percent (or very close to that), and that they would be received within schedule.

LITERATURE REVIEW

This study is guided by the basic communication theory developed by Schramm in 1954 and drawing from the earlier work of Shannon and Weaver in 1949. The basic premise of the theory is that the source responsible for production of some information encodes and transmits it to the receiver at appropriate signal strength, and that the receiver is able to decode it without loss of meaning.

In the tourism arena, activities are highly interactive, necessitating constant communication. From a marketing perspective, Buhalis and Darcy (2011) have highlighted on issues resulting from such interaction in the process of communicating the attributes of the tourism product and showing how best the tourist can benefit. Because of the product's intangibility, he suggests that the marketer designs a way of simulating experiences to enhance perceptibility. Communication skills therefore come in handy in determining the success of tourism by directing appropriate messages to appropriate audiences. Fill (2013) calls for marketers to aim at stimulating a conversation with target audiences. This requires some field work on the part of the marketer to gather information about how the tourist obtains information, when and from where.

Advertising messages aim at turning consumers' minds in favour of the advertised brand through inducing awareness for the brand and thereby creating positive attitudes towards it, for which reason advertising greatly contributes to business owing to its ability to build brands. Advertising can help build a good or superior product into a powerful brand.

Any marketing communication that aims at brand building may be considered to be advertising. Aaker (2010) asserts that the most strategic way of attracting consumers is to distinguish a product is through branding. As Anholt (2013) however found out, this becomes rather difficult when it comes to branding of destinations due to their abstract and uncontrollable nature. A study by Karoki (2011) also found that little is done to encourage travel and investment in any part of Kenya with assurance of security and acceptance by local communities. Despite such difficulties, Hannam and Knox(2010) still emphasise that destination branding is a strategic option for Destination Marketing Organisations, with provision of a consistent



brand name, logo and colour, which enshrines recognisability, reputation and uniqueness directed at defined target markets.

Research Gap

Advertising is one of the promotion mix elements, considered as communication whose intent is to build a brand. Destination branding is carried out by a Destination Marketing Organisation (DMO), usually an agency of the central or the local government. The study of tourism has over the years accumulated a vast body of literature. Much of this however, has been from a Socio-Economic perspective rather than from a Marketing perspective. There exists a notable lack of attention directed to destination marketing even in Marketing literature itself, which is almost exclusively devoted to marketing of industrial goods. Some literature on marketing of services has started to emerge in recent years, but is still too general and does not treat destination marketing separately. The few studies that do touch on this subject mainly cover international tourism and not domestic tourism. Existing studies are also markedly biased towards Western Europe and the USA, and more recently towards South East Asia. The few studies existing about Africa dwell mainly on South Africa, with the rest of the continent being largely ignored. Clearly, more needs to be done to address these issues. Over three years since the establishment of the county government of Nakuru, there is no study known to the researcher that has been done to assess whether marketing practices by the county government are contributing towards improving domestic tourism through the influx of tourists in the area. It is therefore critical to establish whether the sector is performing at county level or not and whether the efforts put in place have any significant impact on performance. This research aims to, at least partially, address these omissions.

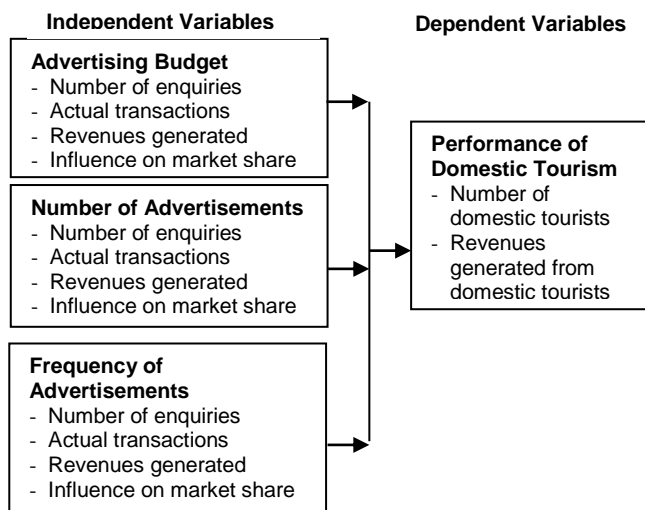


Fig 1. Conceptual Framework
Source: Researcher (2019)

RESEARCH METHODOLOGY

The study utilised a case study design, the case being that of Nakuru County. Kothari (2009) recognises the case study method as one that allows for an intensive, descriptive and holistic analysis of an entity or a bounded case. The case study design was preferred because it enables an in-depth study of an entity while requiring smaller samples than in other designs. The study covered the various players in the tourism sector operating in Nakuru town and its environs. The target population consisted of 160 Marketing personnel working across 70 tourist hotels, 10 tourist attractions and at the Nakuru county government’s Ministry of Trade, Industrialisation, Tourism and Wildlife Management. These particular officials were selected because they are directly involved in implementation of promotion and other marketing strategies and monitoring the results thereof.

Sampling design and sample size

Proportionate stratified sampling was used to classify the target population into three distinctive strata: Tourist hotels, Tourist attractions and the Ministry of Trade, Industrialisation, Tourism and Wildlife Management at the CGoN. Number of elements drawn from each stratum was proportional to the size of that stratum compared with the population. Within each stratum, simple random sampling by raffle was used to select a sample, so as to give every element an equal chance of being selected. Mugenda and Mugenda (2008) consider a sample of at least 30% of the population to be representative and as such a sample of 48, being 30% of the target population, was selected through proportional stratified sampling coupled with simple random sampling.

Data Collection Instruments and Procedures

Data collection was done through structured questionnaires comprising of closed-ended questions. These were served by the researcher to respondents at their place of work based on prior arrangements with management so as not to disrupt their work. Instructions were issued on how to fill these questionnaires, and they were collected after a few days. Saunders et al., (2015) explain that a questionnaire is a tool of data collection in which each person is asked to respond to the same set of questions in a predetermined order. This instrument was preferred because it provided a relatively economic method, in cost and time, of soliciting data. Respondents were able to check facts and ponder on the questions, leading to more accurate information.

VALIDITY

In order to obtain the validity of the research instrument, the researcher employed content validity, which measures the degree to which the test items represent the domain or universe of the trait being measured, Collis and Hussey (2014). Validity is the degree to which results obtained from the analysis of the data actually represents the phenomena under study. Content validity of an instrument is improved through expert judgment. For this reason, the researcher sought guidance from his supervisor, who, as an expert in research, helped improve content validity of the instrument.

RELIABILITY

The reliability of the instrument was established through pre-testing of 10% of total questionnaires (i.e. 10% of 48); 5 questionnaires in Thika, Kiambu County among two tourist firms. The pilot study allowed the researcher to appraise the preciseness of the questionnaire items so that those items found to be inappropriate or unclear were altered to enhance the credibility of the research instrument hence increasing its reliability. Internal consistency method was applied. The most widely used internal consistency reliability estimate was worked out by Cronbach’s alpha reliability coefficient of 0.70 or higher which is considered satisfactory in majority of social science research contexts, Collis and Hussey (2014). Thereafter, analysis was carried out to ascertain the reliability and consistency of the research instrument. Once the analysis was found to be giving results that were consistent, it was utilized for the final study.

Data Analysis and Presentation

Data was analyzed using SPSS (Statistical Package for Social Sciences) version 22.0.0.0. Descriptive statistics of percentages and frequencies were used to analyze the data, and the research findings were presented using tables. The data was further analyzed using multiple linear regression to examine the effectiveness of the independent variables under study against the dependent variable. Hence the formula used was as follows:



$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$
 Where Y = Performance of domestic tourism
 β = Constant variable
 X1 = Advertising budget
 X2 = Number of advertisements
 X3 = Frequency of Advertisements
 ϵ = Error term

ETHICAL CONSIDERATIONS

Respondents were made aware beforehand about the reason for the research coupled with the benefits expected from it. They were assured that whatever information they provided would be treated in total confidence. Respondents were free to decide to take part and no coercion was exerted on any respondent in this regard. Clearances were procured from Mount Kenya University and the National Commission for Science, Technology and Innovation.

RESEARCH FINDINGS, ANALYSIS AND PRESENTATION

Response Rate

Table 1: Response Rate

	Frequency	Percentage
Responded	37	77.1
Not Responded	11	22.9
Total	48	100

Source: Researcher (2019)

Among the 48 subjects sampled for the study, 37 participated and had complete data sets, accounting for 77.1% response rate, Table 1. This was considered appropriate for the study in accordance with Mugenda and Mugenda (2008) who regard a response rate of more than 70% as excellent.

Reliability Test Results

Table 2: Summary of the Measurement Reliability

Independent Variables	Cronbach's Alpha
Advertising budgets	0.708
Number of Advertisements	0.827
Frequency of Advertisements	0.709

Source: Researcher, (2019)

In examination of the reliability of the data collection instrument, the same was first administered to five test respondents. Results as presented in Table 2 registered the Cronbach's Alpha coefficients on all the variables as higher than 0.7, which is considered acceptable in most social sciences, Collis and Hussey (2014).

Respondent's Demographic Characteristics

The demographic characteristics of the research subjects were recorded by gender, age, level of education and working experience as discussed next.

RESPONDENTS' GENDER

Table 3: Gender of the Respondents

	Frequency	Percentage
Male	19	51
Female	18	49
Total	37	100

Source: Researcher, (2019)

One requirement of the current labour regulations is that employees of either gender should not exceed one third of the total labour force. Data was collected to assess how far tourism establishments have complied with this requirement. Findings as recorded in Table 3 indicate that males, representing 51.0%, made up

a thin majority, with female respondents making up the remaining 49.0%, hence confirming the presence of gender equity.

AGE BRACKETS OF THE RESPONDENTS

Table 4: Age Brackets of the Respondents

	Percentage	Cumulative Percentage
Under 26 years	8.11	8.11
26 – 35 years	48.65	56.76
36 – 45 years	29.73	86.49
46 years and above	13.51	100
Total	100	

Source: Researcher, (2019)

Upon examination of the subjects by age as recorded in Table 4, it was found that the majority (56.76%) were aged 35 years and below. In particular, those under the age of 26 years represented 8.11% of the respondents while 48.65% were between the ages of 26 to 35 years. Those between the ages of 36 to 45 years represented 29.73% while those of 46 years of age and above comprised the remaining 13.51%. It is therefore apparent that the industry has made an effort to strike a balance between youth and experience, thus harnessing youthful energy while retaining industry wisdom.

LEVEL OF EDUCATION

Table 5: Level of Education

	Percentage	Cumulative Percentage
Postgraduate	21.62	21.62
Degree	48.65	70.27
Tertiary Institution	27.03	97.30
Other (O-level)	2.70	100
Total	100	

Source: Researcher, 2019

Inquiry made to establish academic credentials of the respondents revealed that about 70% were holders of at least one degree, as presented in Table 5. In particular, 21.62% possessed a postgraduate qualification, 48.65% had one degree while 27.03% had attained tertiary qualification. The implication here is that the respondents were qualified enough to understand the questions presented by the researcher and knowledgeable enough to provide appropriate answers.

LENGTH OF SERVICE

Table 6. Length of Service

	Percentage	Cumulative Percentage
Less than one year	5.41	5.41
1 – 5 years	51.35	56.76
6 – 10 years	24.32	81.08
11 years and above	18.92	100
Total	100	

Source: Researcher, 2019

The researcher undertook to establish how long the respondents had served in their respective capacities. As presented in Table 6, 75.67% of the respondents had served for between one to ten years. In particular, 5.41% had served for less than a year, 51.35% for one to five years, 24.32% for six to ten years and 18.92% for eleven years or more. This implies that respondents were well equipped with the relevant work experience and thereby proved to be a valuable resource to the researcher.

ADVERTISING BUDGET

This part of the study invited the respondents to indicate the extent to which various dimensions of print media advertising influenced performance of domestic tourism, the results of which are presented in Table 7. It was generally agreed that print media



advertising had high influence, with budget allocation having a mean of 4.603 and standard deviation of 0.013; number of transactions with mean 3.886 and standard deviation 0.534; revenue generation with mean 3.620 and standard deviation of 0.126; and market share with mean 3.751 and standard deviation 0.301

Table 7. Influence of Advertising Budget on Performance of Domestic Tourism

Dimension	Mean	Standard Deviation
Enquiries generated	4.603	0.013
Transactions emanating	3.886	0.534
Revenue generation	3.620	0.126
Market share gain	3.751	0.301
Average	3.965	0.244

Source: Researcher, 2019

ADVERTISING NUMBERS

Table 8. Influence of advertising volumes on Performance of Domestic Tourism

Dimension	Mean	Standard Deviation
Enquiries generated	4.801	0.383
Transactions emanating	4.580	0.502
Revenues generation	4.131	0.882
Market share gain	3.556	1.231
Average	4.267	0.7495

This part of the study invited the respondents to indicate the extent to which various dimensions of the number of advertisements influenced the performance of domestic tourism. The results are presented in Table 8. Responses indicated that number of advertisements has an influence on performance of domestic tourism, with enquiries having a mean of 4.801 and standard deviation of 0.383; transaction generation with mean of 4.580 and standard deviation of 0.502; revenue generation with mean of 4.131 and standard deviation of 0.882 and market share with mean 3.556 and standard deviation of 1.231.

ADVERTISING FREQUENCY

Table 9. Influence of Advertising Frequency on Performance of Domestic Tourism

Dimension	Mean	Standard Deviation
Enquiries generated	3.865	0.494
Transactions emanating	3.470	0.603
Revenues generated	3.869	0.996
Market share gained	3.445	0.782

This part of the study invited the respondents to indicate the extent to which the frequency of advertisements influenced performance of domestic tourism, and the results are presented in Table 9. There were mixed responses with high agreement on generation of enquiries (mean = 3.865, standard deviation = 0.494) and market share (mean = 3.869, standard deviation = 0.996), and moderate agreement on transaction generation, (mean = 3.470, standard deviation = 0.603) and revenue generation (mean = 3.445, standard deviation = 0.782).

PERFORMANCE OF DOMESTIC TOURISM

Table 10. Influence of Promotional Marketing on Performance of Domestic Tourism

Dimension	Mean	Standard Deviation
Combined Influence of Independent Variables on Number of Tourists	4.420	0.678
Combined influence of Independent variables on Revenues	3.431	0.940
Average	3.9255	0.809

In this part of the study, the researcher invited the respondents to indicate the extent to which promotional marketing in general influenced performance of domestic tourism. The results, presented in Table 10, indicated a broad consensus with influence on numbers of domestic tourists, mean = 4.420, standard deviation = 0.678 and

moderate agreement regarding influence on revenues, mean = 3.431, standard deviation = 0.940.

INFERENTIAL ANALYSIS

Table 11. Regression Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.873	0.762	0.748	0.1725

Table 11 presents the summary of the regression model showing goodness of fit, with coefficient of determination r² having a value of 0.762. The implication here is that the independent variables account for 76.2% of the variations in performance among tourist destinations, the other 23.8% being brought about by other variables not captured in this study.

Table 12. Regression Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients				
		B	Standard Error	Beta	t	Sig.
1	Constant	1.457	0.559		2.583	0.001
	Advertising budget	0.475	0.125	0.311	3.778	0.000
	Number of advertisements	0.272	0.076	0.051	3.543	0.003
	Frequency of advertisements	0.180	0.053	0.312	3.328	0.002

^aDependent Variable: Performance of Domestic Tourism

Following computation of the promotional marketing practices under study against performance of domestic tourism, the findings, presented in Table 12, indicated that advertising budget had P = 0.000 which is below the significance level of 0.05. This shows a strong relationship between the amounts spent on advertising and performance of domestic tourism. Similarly, number of advertisements had P = 0.003, also implying a strong relationship between advertising volumes and performance of domestic tourism. The frequency of advertisements variable's influence on domestic tourism scored P = 0.002, as well connoting strong relationship with performance of domestic tourism. This evidence indicates that all the variables studied strongly influence performance of domestic tourism.

DISCUSSION OF THE RESULTS

Findings of the study show that promotional marketing practices in general and advertising in particular influence performance of domestic tourism of Nakuru County. The findings are in conformance Wang and Pizam (2011) who assert that marketing activities of destinations are essential to the performance of the tourism industry, in an environment where destinations must vie with other destinations both locally and internationally.

The results of the analysis suggest that advertising volumes exert the most impact among the variables studied, followed closely by the number of advertisements and the frequency of advertisements. Whenever a destination wishes to build itself into a brand, advertising is essential. As Aaker (2010) writes, product branding, in this case the product being the destination, is most effective in attracting customers, a position that is also supported by Hannan and Knox (2010).

Finally, the findings suggest that all the independent variables work well together to influence the dependent variable, particularly in terms of numbers of domestic tourists. Promotion is effective in building the destination as a brand, a point that resonates with Percy (2018) who upholds the importance of the communication inherent in promotional activities.



CONCLUSIONS

The study sought to address four objectives, namely to evaluate the extent to which advertising budget influences performance of domestic tourism, to evaluate the influence of number of advertisements releases on performance of domestic tourism and to establish the extent to which the frequency of advertisements influence performance of domestic tourism. A conceptual framework that captured the relationships between the independent and the dependent variables was developed and a random sample was selected. Questionnaires were constructed and served to respondents, who were required to indicate their responses to a variety of statements capturing various dimensions of each objective on scale ranging from No Extent (1), Little Extent (2), Moderate Extent (3), Great extent (4) and Very Great Extent (5). The scores of respondents in disagreement were deemed to represent a variable with a mean score of 0 to 2.4 on the continuous Likert Scale. Scores of neutral respondents were deemed as representing a variable with mean score 2.5 to 3.4 on the continuous Likert Scale, while respondents who were in agreement (Great Extent, Very Great Extent) were deemed to represent a variable with a mean score of 3.5 to 5.0 on a continuous Likert Scale. The first objective sought to evaluate the extent to which budgets allocated to advertising influence performance of domestic tourism. As revealed in Table 12, this variable scored a $P = 0.000$, showing a strong relationship with the dependent variable. Similarly, Table 7 presented an average mean of 3.965 implying a combined influence of all the dimensions of advertising budgets.

In evaluating the influence of the number of advertisements on performance of domestic tourism it was noted per Table 12 that this variable scored $P = 0.003$. Again, the implication is presence of a strong relationship of this variable with the dependent variable, also supported by the mean score of 4.267 recorded in Table 8. A further implication from Table 8 is that all the dimensions of this variable together exert such influence.

The third objective of the study, to establish the extent to which the frequency of advertisements influence performance of domestic tourism, had $P = 0.002$, hence a strong relationship between the independent variable and the dependent variable. The mean score of 3.662 suggests that the various dimensions of this variable come together to achieve a combined influence.

The overall model recorded 76.2% and $P = 0.001$ against a significance level of 0.05. Though this is suggestive of a strong influence of promotional marketing practices on performance of domestic tourism, it is worth noting that these are not the only influences. Factors that were not part of this study such as strategy, public policy and innovation, among others, also play a part in destination performance.

Given the highly competitive and uncertain characteristics of the international tourism market, an understanding of how performance of domestic tourism can be intensified sustainably is key to the success of a destination. This study has established that promotional marketing practices exert influence on performance of domestic tourism through the resulting increase in the number of domestic tourists and increase in tourism related revenues.

A strong influence resulting from budget allocation was established among the respondents, mainly because it tended to generate an increase in revenues. It can be deduced from this that a large advertising budget can be useful in driving up revenues and covering for shortfalls in cash flows.

The importance of advertising volumes was also established, because of the potential of reaching many people leading to more enquiries about the destination than when only a few advertisements are released. It is however apparent that not all these enquiries were immediately translated to actual transactions that generate revenues. As such, it was concluded that increased numbers of advertisements may not necessarily be intended for short term revenue generation but rather for awareness creation and long term brand building. Similarly, the study concluded that the frequency of advertisements play an

important role when promoting destinations since they raise awareness and create perceptions about the destination image.

Recommendations

This study is of use to practitioners in the tourism industry, and therefore proceeds to make recommendations to the authorities, users and other interested parties. The study established that promotional budgets play a significant role in the success of any promotional campaign. The study recommends that top management in this space be more generous when it comes to budget allocation for promotional purposes, including the hiring of adequate numbers of highly qualified staff.

Users similarly need to get the most out of these promotional activities so as to improve performance. It is essential for marketers to first clearly define their target markets so that their message is crafted in such a way that it can appeal to this market. The marketers need to familiarize themselves with the decision making process of their consumers so that the right messages are sent out at just the right time and through the right media in order to increase the chances of message acceptance. Marketers must know who the opinion leaders are so that messages can be targeted to them in order to increase the chances of message proliferation through word of mouth. It is also important for marketers to remember that promotional activities work best when integrated rather than by choosing one or the other.

The study finally recommends that input from other stakeholders be incorporated into the planning of promotional activities. This is particularly so with the local host community, since they are directly affected by tourism. They interact with the tourists, sell them souvenirs and other items, showcase their culture and also conserve the environment. Income from tourism also streams down to the local community in terms of infrastructure development, provision of sanitation and provision of facilities which, though put up for tourists, also serve the local community. The local community also benefits from the jobs created by tourism. Hence this final recommendation.

Suggestions for Further Research

This study was carried out to investigate the influence of promotional marketing practices on performance of domestic tourism, and the study was carried out in Nakuru County. This presents a number of suggestions for future research. First, the geographical delimitation suggests that other counties can also be studied along similar lines. Secondly, the study was approached from a supply-side perspective. Future studies may tackle the questions from a demand-side perspective, with the actual consumers as the respondents rather than the producers as was the case in this study. A similar suggestion would be to involve the host community in a future study since they are highly involved as previously discussed. The final suggestion is for a future study to investigate the influence of other promotional elements such as public relations, direct marketing and personal selling. Additionally, a study could be conducted using different operational indicators as this may open up different insights pertaining this phenomenon.

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Appendix-I: Questionnaire

PART A: Demographic Information

You are requested to fill out your personal information in the spaces below. Please tick only one response.

1. What is your gender?

- Male
- Female

2. What is your age bracket?

- 18-25 years
- 26-35 years
- 36-45 years
- 46 years and above

3. What is your highest level of education?

- Certificate/Diploma
- Degree
- Postgraduate
- Any other, specify

4. How long have you worked in Marketing?

- Less than a year
- 1-5 years
- 6-10 years
- 11 years and above

PART B: Advertising Budgets

Please indicate on the following scale the extent to which the respective statements relate to domestic tourism in Nakuru County by placing a mark (√) in the appropriate cell.

	Very great extent (5)	Great extent (4)	Moderate extent (3)	Little extent (2)	Not at all (1)
To what extent has the amount spent on advertising influenced enquiries regarding domestic tourism in Nakuru County?					
To what extent has the amount spent on advertising influenced domestic tourism transactions in Nakuru County?					
To what extent has the amount spent on advertising influenced revenue generation by domestic tourism in Nakuru County?					
To what extent has the amount spent on advertising influenced Nakuru County's share of domestic tourism?					

PART C: Advertising Volumes

Please indicate on the following scale the extent to which the respective statements relate to domestic tourism in Nakuru County by placing a mark (√) in the appropriate cell.

	Very great extent (5)	Great extent (4)	Moderate extent (3)	Little extent (2)	Not at all (1)
To what extent has the number of advertisements influenced enquiries regarding domestic tourism in Nakuru County?					
To what extent has the number of advertisements influenced domestic tourism transactions in Nakuru County?					
To what extent has the number of advertisements influenced revenue					



generation from domestic tourism in Nakuru County?					
To what extent has the number of advertisements influenced Nakuru County's share of domestic tourism?					

PART D: Advertising Frequency

Please indicate on the following scale the extent to which the respective statements relate to domestic tourism in Nakuru County by placing a mark (√) in the appropriate cell.

	Very great extent (5)	Great extent (4)	Moderate extent (3)	Little extent (2)	Not at all (1)
To what extent has the frequency of advertisements influenced enquiries regarding domestic tourism in Nakuru County?					
To what extent has the frequency of advertisements influenced domestic tourism transactions in Nakuru County?					
To what extent has the frequency of advertisements influenced revenue generation from domestic tourism in Nakuru County?					
To what extent has the frequency of advertisements influenced Nakuru County's share of domestic tourism?					

PART E: Performance Of Domestic Tourism

Please indicate on the following scale the extent to which the respective statements relate to domestic tourism in Nakuru County by placing a mark (√) in the appropriate cell.

	Very great extent (5)	Great extent (4)	Moderate extent (3)	Little extent (2)	Not at all (1)
Overall, to what extent have the above measures influenced the numbers of domestic tourist arrivals to Nakuru County?					
Overall, to what extent have the above measures influenced revenues generated through domestic tourism to Nakuru County?					
To what extent has promotion influenced the ranking of Nakuru County as a tourist destination?					
To what extent has promotion influenced the share of the domestic tourism market for Nakuru County?					
To what extent has promotion influenced the image of Nakuru County as a tourist destination?					

**This is the end of the questionnaire.
Thank you for taking time to participate.**

