

**YOUTH TRAVEL AS A POTENTIAL MARKET SEGMENT FOR
TOURISM INDUSTRY AMONG THE YOUNG TRAVELERS IN
NAIROBI, KENYA**

CAROLINE WANGARI KIHARA (B.ED. H/SC. & TECH.)

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DEPARTMENT OF HOSPITALITY MANAGEMENT

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KENYATTA UNIVERSITY.”**

APRIL 2015

DECLARATION

This thesis is my original work and has not been presented for a degree in any other University.

Signature_____ Date_____

Name: Caroline Wangari Kihara - T129/12128/2009

This thesis has been submitted for review with our approval as University supervisors:

1. Signature_____ Date_____

Dr. Geoffrey Manyara

Department of Tourism Management,

Kenyatta University

2. Signature_____ Date_____

Dr. Rayviscic Mutinda

Department of Tourism Management,

Kenyatta University

DEDICATION

To my two dear children, Githinji and Wangechi in appreciation of your love, patience and moral support all the time.

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ABSTRACT

The study was conducted in Nairobi National park in Nairobi County and focused on assessing youth travel as potential market segment for the tourism industry in Kenya. Exploratory and descriptive survey design was adopted in this study using a sample size of 140 that was selected using purposive sampling from the youth population of 1,319,131 aged between 15-30 years. The study used secondary and primary data to achieve the objectives of the study. Data was collected using semi-structured questionnaires. The data was then sorted, coded and analyzed using statistical Package for Social Sciences (SPSS) software. Multi-way cross tabulation with chi-square and percentages were used to analyze the respondents' data. Pearson Moment Correlation was used to establish relationship between dependent and independent variables. Multi variance regression analysis was used to ascertain whether travel limiting factors were significant in predicting frequency of youth travel. Factor analysis was used to determine youth travel motivations factors. The study found out that youth travel in Nairobi is largely domestic. Majority of youth travellers are students, aged below 25 years and have high levels of education. Using factor analysis approach five travel motivations were derived namely: seeking new experiences, adventure, relaxation, recognition and social contact. Positive and significant relationship was established between travel motivations and tourist destination choice. In addition, previous experience and significant others were perceived as the most popular sources of travel information. Coastal beaches, national parks and game reserves were found to be the most preferred tourist attractions. Further, the study established that the majority of youth travellers prefer low cost accommodations while personal cars and tour buses are the most preferred modes of transportation. A positive relationship between preference for tourist products and services and frequency of travel was established. Structural and interpersonal constrains were perceived as the most likely limiting factors to travel. Negative but insignificant relationship between frequency of travel and travel limiting factors was established though travel awareness, influence by significant others and family were found to be significant in predicting frequency of youth travel. The study also found out that majority of youth travellers in Nairobi plan their travel independently and travel in groups. Based on the findings of this study it can be concluded that there is long term potential in this market and can make unique contribution to sustainable tourism practices in Kenya. It is therefore suggested that Kenyan government to recognize this market and incorporate youth travel policies. Moreover, there is a need for tourism marketers and providers to target this market with the right offers, diversify the tourist products and play a more active role in marketing youth travel market both locally and internationally. This will act as an enticement to both domestic and international youth travel market.

ABBREVIATION AND ACRONYMS

ATI	Aviation and Tourism International
EE	Environmental Education
FITYO	Federation of International Youth Travel Organization
GOK	Government of Kenya
HI	Hostel International
ISTC	International Student Travel Confederation
KNBS	Kenya National Bureau of Statistics
KWS	Kenya Wildlife Services
MOT	Ministry of Tourism
MOYA	Ministry of Youth Affairs
SRS	Systematic Random Sampling
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relatives
WCK	Wildlife Clubs of Kenya
WYSE	World Youth Student and Educational Travel Confederation
YHA	Youth Hostelling Association

OPERATIONAL DEFINITION OF TERMS

Backpackers: A form of tourism which appears to appeal mainly to a younger market, where tourist uses a rucksack, or a backpack rather than a suitcase to carry all they need.

Destination: Is any place in Kenya which attracts visitors, either as tourists who stay overnight or as same-day visitors.

Domestic travel: Travel involving Kenyan residents travelling within Kenyan tourist destinations for the purpose of spending their leisure time for less than one year.

International youth travel: Travel involving non- Kenyan citizens travelling within Kenyan tourist destinations for less than one year for the purpose of spending leisure time, business or other purposes.

Niche market: Defines the specific product features aimed at satisfying Kenyan youth travel markets needs as well as price range, production and quality.

Tourism: Refers to all activities of Kenyan visitors, (either as tourists (overnight visitors) and same day visitors) travelling to and staying in places outside their usual environment for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Youth travel: Refers to young Kenyan citizens and foreign nationals aged 15-30 years who travel for leisure, business and other purpose not related to the exercise of an activity remunerated from within the place visited.

Youth: In this study youth refers to Kenyan citizens and foreign nationals who are aged between 15-30 years.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Youth travel represents a significant market within tourism (Cooper *et al.*, 2008; Horak and Weber, 2000) in terms of size and growth rates (Matzler and Siller, 2003; UNWTO, 2008, 2010). Youth travel has been identified as one of the largest segments of global tourism and is also seen as having considerable potential for future growth (Page, 2009; Reisinger and Mavondo, 2002; Richard and Wilson, 2004a, 2005; UNWTO, 2008). Furthermore young tourists are often trendsetters who establish and build the attractiveness of tourist destinations (Hall, 2005; Horak and Weber, 2000).

Youth travel represents a diverse segment and one that may take a number of different forms. Backpacking has proved itself a significant form of activity that is relevant to this age group and one that has received considerably more attention within the academic literature (Richards and King, 2003). Economic importance and social-cultural values of youth travel have been recognized (UNWTO, 2008). Locally owned businesses and communities particularly benefit from adventurous young travellers (d'Anjou, 2004) thus reducing leakages and stimulate investment (UNWTO, 2008).

Youth travel is acknowledged to generate 165 billion US dollars towards global tourism receipts (UNWTO, 2010) and one that provides an indicator of future travel trends (Hall, 2005). These important and multiple impacts of youth travel have recently begun to be appreciated by governments across the world, and they are now taking a more active role

in developing youth travel policies, products and marketing campaigns ((WYSE, 2005, 2008, 2010). However, a number of countries including Kenya are not currently engaged in activities to promote youth travel and the question arises whether this multibillion dollar industry is fully tapped in tourism industry in Kenya. Besides, youth travel is a little researched sector of tourism market (Carr, 2000; Cooper *et al.*, 2008) and few countries collect data on the youth travel market (Richard and Wilson, 2005; UNWTO, 2005, 2008).

The United States and Europe have been the major markets generating and receiving youth travelers (Yeisenger and Mavondo, 2004). In Africa, South Africa has been marked globally as a preferred youth travel destination and has seen rapid increases in arrivals from young explorers and backpackers (UNWTO, 2010). In developing countries and more so in Kenya youth travel is seen as an extension of the education process and has not been classified as a separate category (UNWTO, 2005). Travel by young people motivated by leisure, adventure and sport activities, is a significant sector that has continued to increase in frequency, and expand widely in the country (MOT, 2010). These trips that are made by the young people represent a major potential market segment for tourism industry in Kenya and as such it is investigated in this study.

1.2 Problem Statement

Youth travel is a growing market which is becoming increasingly important for many countries (UNWTO, 2010). Despite the substantial growth of young travellers in tourism and significant economic impacts on the tourism market, the tourism Act in Kenya has no

specific policy for this market. There appears to be a policy gap between the growing potential of youth travel and the lack of action on part of the government. Youth travel has not been given its due consideration nor has it been studied in great detail.

Previous studies carried out on Kenya's tourism industry by Dieke (1994), Sindiga (1996, 1999), Ndivo and Mayaka (2012) among others have not paid attention to this portion of the potential market segment. Furthermore, most of tourism research has been confined to boundaries of families, elderly and retired groups and working adults without making distinction between various segments of the travel market. This has led to having relatively little information available in terms of youth travel motivation or decision making, preferred products, travel constraints and market profile. As result, Kenya could be losing out on the longer term potential of a rapidly growing market.

1.3 Purpose of the Study

The purpose of this study was to identify and analyze the youth travel behaviour in Nairobi in order to establish the potential of youth travel as a market segment for the tourism industry in Kenya.

1.4 Objectives of the Study

1.4.1 General Objective

This study sought to establish the potential of youth travel as a viable market for tourism in Kenya. The study aimed at providing baseline information to support market-driven development initiative such as planning and marketing for the youth travel niche market.

1.4.2 Specific Objectives

The objectives of the study were:-

1. To profile the youth travel market among the youth travellers in Nairobi.
2. To establish whether travel motivating factors influence travel decision making among the youth travellers in Nairobi.
3. To determine the tourist products and services preferred by the youth travellers in Nairobi.
4. To determine the travel limiting factors among the youth travelers in Nairobi

1.5 Hypotheses

The study tested the following null hypotheses:-

1. H_{01} : There is no significant relationship between travel motivations and level of youth travel to tourist destinations.
2. H_{02} : There is no relationship between preference for tourist products and services and frequency of travel among the young travellers in Nairobi.
3. H_{03} : There is no significant relationship between travel limiting factors and frequency of travel among youth travellers in Nairobi.

1.6 Significance and Anticipated Output

The study sought to establish the youth travel as potential market for tourism in Kenya by identifying the youth demographic and travel characteristics. It was considered that the findings of this study would contribute significantly to ministry of tourism as a guideline for formulating policies to enhance and promote youth travel. The findings would also

contribute towards identifying attributes which satisfy young travellers in Kenya. This would be useful to local tourism investors to offer right products and would also help in opening up the less visited destinations.

Comprehending what young travellers seek in tourist destinations in Kenya may help tourist marketers and promoters in increasing the growth of tourism by enhancing their strategies for marketing youth travel. Finally, the findings of the study would contribute to the body of knowledge in youth travel research which has been inadequately undertaken in Kenya while strengthening the existing body of knowledge in tourism in Kenya.

1.7 Limitations to the Study

The study used purposive sampling and the sample was selected from one particular tourist destination in Nairobi, which is in an urban setting. This may not represent the whole youth market in Kenya. The result should be generalized with caution to other regions. This is due to difference in culture, environment and social-economic conditions which may affect the youth travel decision making. However, care has been taken to ensure that the selected group represented the travelling youth segment noting that the city of Nairobi is the premier source of tourism market in Kenya (Ndivo, 2009).

The study was also challenged by inadequacy of local literature on youth travel in Kenya.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter outlines all the relevant literature which was reviewed to guide this study. A review of both empirical and theoretical literature was done. The review of empirical studies locates this study in the growing body of literature on youth travel market, identifying the existing gaps. Theoretical review on the other hand locates this study in a broader global scene and has been utilized to develop a conceptual framework for the study. The chapter is presented in the following sub-headings namely youth travel market profile, factors that influence youth travel decision making; preferred tourism products and travel constraints. Finally it gives summary of knowledge gap expected to fill by this study.

2.2 Historical Development of Youth Travel

With world tourism growing at between 3 to 4 % per annum, youth travel market segments have recorded much greater rates of growth (UNWTO, 2010). Youth travel has existed for centuries but in terms of modern tourism it is most readily associated with hippies of the 1960s, known as drifters who travelled off the beaten track and tried to escape from the accustomed way of life in their home country (Pearson and Son, 2004).

Youth travel as described by Cohen (2003) has evolved from what was known as youth nomadism, a widespread phenomenon in the pre-modern west. The lower class tramp,

wandering in quest of employment became the formative model for the emergent modern middle-class youth traveller, travelling for enjoyment and experiences.

Youth travel has moved away from budget image in the 1980s and 1990s which led to the global growth of backpacking infrastructure to nurture this market and has been replaced by a more up market profile (UNWTO, 2010). Moreover youth travel is also breaking free of former stereotype, presenting a picture of relatively experienced adventurous travellers who are keen to experience many facets of destinations they visit.

Previous studies (ATI, 1995; WTO, 2000; UNWTO, 2009, 2010) have revealed tremendous growth in youth travel. A previous study (ATI, 1995) commissioned to study Europe's youth travel market in response to a perceived neglect of the market by travel industry and by government authorities found youth made 80 million trips and made one hundred million border crossing per year representing a fifth of all international trips and around quarter of all holiday travels. According to WTO (2000) outbound youth travel accounted for 17% of all international trips.

The global tourism industry is estimated to represent almost 190 million international trips a year (UNWTO, 2010). As figure 2.1 shows, 300 million international youth trips are expected by 2020.

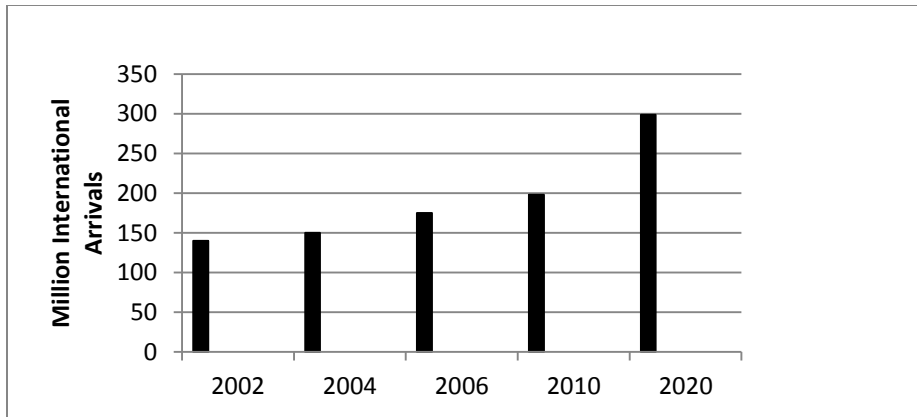


Figure 2.1 International Youth Travel Arrivals (Source, UNWTO, 2010)

According to WYSE/UNWTO (2008) youth travel comprises of 20 % of world arrivals. The study further shows an increase in total expenditure by young people by 39 % between 2002 and 2007 with a global volume of 8 % a year. Researches by WYSE (2007, 2010) reveal that the tourism sector has subsequently been shaped by this change in trends, seeing a host of countries strategically bulking up their recreational facilities with more high-energy activities in order to attract the more adventurous youth. A growing number of countries are therefore seeking to attract niche markets with specific youth travel marketing campaigns and policies. Key aspects of destination development are youth budget accommodation, cultural routes, information service, web portals, tour packages and discount programmes.

Youth travel can be seen through modern initiatives such as backpacking, youth hostels, working holiday programs, education, student flights, cultural exchange, backpacker transport, au pair, adventure tours, volunteering, internships, student travel insurance, youth travel agents, tourism boards, internet cafes, language courses, student identity cards and student exchange (WYSE, 2009).

Reputable youth tourism leaders such as Hostel International (HI) and Youth Hostelling Association (YHA) have supported this new, fast growing tourism industry. HI provides accommodation and programs to specifically help all, especially the young gain a greater understanding of the world and its people (Obenour *et al.*, 2004). Similarly, YHA aims to encourage their travellers to approach their journeys as being open ended, free spirited, exploration, education and self-development (Clarke, 2004).

2.3 Youth Travel Market Profile

The youth travel market is a special market with unique profile and characteristics. The tourist profile can be viewed under two major categories namely social-economic and behavioural characteristics (Wall and Mathieson, 2006).

2.3.1 Social- Economic Characteristics of Young Traveller

Age, education, income, occupation, lifecycle and previous experiences influence attitudes, perceptions and motivations affect travel decisions. The extent to which one participates in tourism is greatly influenced by age (Page and Connell, 2009). This can be proved by the way tour operators segment their holiday products based on age. For example those aged 16-24 may not engage in expensive activities because of limited income but are fond of activities full of fun and are more likely to engage in spectacular activities.

Different stages in the lifecycle are characterized by different interests, activities and opinions and these translate to different holiday requirements at each stage. Household with children tend to have limited choice of activity, travel date, duration depending on

the abilities and tolerance of the children. Children are an important determining factor of parental satisfaction and often play a role in the decision making process (Page and Connell, 2009). On the other hand young travellers who are single have more free time, have few external commitments and may have no limited choice of activities (Carr, 2000, 2003; Sellars, 1998).

Demand presented by young people has certain common features that differentiate from other types of tourism demands (Conrady and Buck, 2010). One of the common features of the youth travel is the high mobility. Income represents the material basis of any act of consumption, including tourism consumption which depends on the income of the youth. Tourism expenditures made by young people are in direct relation with their income. Since youth travellers have low incomes, majority of the young people are saving to finance their trips they have planned (Chadee and Cutler, 1996). This implies that young people are planning journeys and making savings in advance and they are also taking jobs for a short period of time in order raise money to travel.

Youth travel budgets depends on the region and chosen destination (UNWTO, 2010). Young travellers from North America have relatively higher budgets due to relatively high cost of transport. Young people travelling to destination like Australia, New Zealand South Africa , Central and south America have the largest budgets for their trips as big part of their income are allotted to airplane tickets to remote destinations. There is also interesting difference between groups. Those with higher income are more interested in relaxing and avoiding hustles. Those with low income are more interested in helping local people and making contribution to the places the visit (Richards, 2007).

Weaver and Lawton (2006) also note that young people particularly those on lower income visiting friends and relatives can be inexpensive alternative to a normal holiday.

Contemporary tourism has witnessed the empowerment of women and the rise of lone female traveler. Page and Connell, (2009) argue that women's travel is often associated with high mystical destinations or voluntary environmental work with tracing routes (such as backpacker routes) or just getting away from career. In addition women youth travel is evident in the European youth market (UNWTO, 2002). Men and women tend to be viewed differently in terms of being travelers; for instance men who travel alone might be considered as seeking adventurous activities, expeditions or sex tourism (Page and Connell, 2009). Walking, trekking and cultural events are more popular among female while male's choices of activities tend to be more focused on sports and adrenaline experiences (Richards and Wilson, 2003).

Most of young travellers are students and tend to be highly educated (Richards, 2007). The level of education of an individual tends to influence certain holiday attractions, facilities and activities (Odunga, 2005). Education itself can also serve as a primary reason for travel (Lord, 2002). Education, occupation and income tend to be highly interrelated in terms of travel behavior (Weaver and Opperman, 2000). This is because education influences occupation which finally determines income level. The high educated individuals are more inquisitive, selective and more likely to choose a tourist product that is experiential rather than purely hedonic.

Travel style is closely related to travel experience. Young travellers with highest levels of travel experience are more likely to refer themselves as backpackers while those with least experience tend to call themselves tourists (Richard and Wilson, 2005). There is strong relationship between travel experience and type of destinations that young people visit (Richards, 2007). Relatively inexperienced travellers are much more likely to visit major cities whereas those that have greater travel experience tend to go to other regions more often.

2.3.2 Travel Awareness and Information Search

Due to intangible nature of tourism products, a critical aspect of travellers' awareness is sufficient information about the products and services they will purchase (Gursory and McClearly, 2004). Potential tourists may be motivated to travel but unless they are informed of what opportunities are available, they may be unaware of the means of meeting their requirements (Wall and Mathieson, 2006). Thus information search is a significant factor influencing tourism behaviour such as selecting destinations, spending money, visiting duration and experiencing attractions (Gursory and Chen, 2000; Gursory and McClearly, 2004).

Awareness of destinations, facilities and services depend upon the availability and credibility of its source. Information on tourist product is transmitted to potential tourists through formal and informal sources (Wall and Mathieson, 2006). Formal sources include magazines, travel brochures, advertisement on radio and televisions and travel agents. Informal sources on the other hand include comments obtained from relatives,

friends or other travellers. As Sikaraya *et al.*, (2001) points out the destination image is conjured up from the travel information and influences subsequent travel decisions.

Regarding the intensity of searching information, most young tourist use a wide range of information sources (Carr, 2003; Minciu and Moisa, 2009). From the previous studies done on youth travel (Carr, 2003; Richards and Wilson, 2003; Richards, 2007) show that the main source of information in planning the trip among the youth are the internet, previous visits, friends and relatives, travel agents and guidebooks. A study done by Bai *et al.*, (2004) reveals majority of students, a sub- group of youth travel prefer on line travel agencies when making trip plans. The study revealed that college students are significantly involved in the internet as information channel and efforts towards searching online information are substantially higher than those of other age groups.

Internet and guide books are used by the overall but are used far more by slightly older (over 26) travellers, more experienced and those calling themselves backpackers (Carr, 2003; Richards and Wilson, 2003; Richards, 2007). The most trusted sources of information among the less experienced youth travellers are informal sources such as previous visits, friends and relatives and travel agents for information (Carr, 2003).

2.3.3 Length of Stay

In tourism the average length of stay is generally a few days (3-4) and regarding the evaluation of time, there is reduction of stay due to phenomenon of splitting vacations. Keeping up with the general trend of the tourism market young people have started to travel more frequently and shortened the period of stay. Recent study (UNWTO, 2010)

shows the average stay of youth travel is 53 days, a value that is much higher than the average value recorded in 2008 which was 9.3 days.

The length of stay varies from a few days (6) to few months (180 days). The longest period of stay belonging to tourist who visit south Asia and the pacific, North America and the Indian sub-continent, while the regions with the shortest stay are in Eastern Europe, North Africa, Southern Europe, Central and South Africa. The length of stay also varies in accordance with youth's country of origin. Young tourist from Africa took the longest trips (68days) and tourists from Latin America took the shortest trips (47 days) (UNWTO, 2008).

Young people who travel for a longer period of time visits several countries during the trip or are motivated to practice certain types of youth travel that require a longer stay of time in one location (e.g. learning a foreign language, volunteer action) which suggests that young people travel longer than other categories of tourists.

2.3.4 Youth Travel Groups

The Youth Tourism Consortium of Canada (2004) identifies two broad categories of youth travel market segment which include the youth group travellers and the independent youth travellers. Independent youth travellers travel alone or in small informal groups. There is no homogeneity since there are differences in spending patterns and travel needs according to nationalities and age groups. Youth group travellers are in groups of six or more and are sub- divided into two sub- groups namely, school-based youth group travelers whose travel is organized mostly by schools and non- school based

youth group travellers whose travel is organized by organized groups (e.g. sports team, religious groups, family groups etc.).

Youth group travellers are mostly dependent on adult decisions while their trips are more educational orientated. On the other hand, independent youth travellers are more autonomous, they organize their trips by themselves while they seek new experiences.

Palmer (2004) on the other hand identifies three segments of young tourists namely, primarily group travel, group or individual travel and primarily individual travel. He argues that young people at primary and secondary school age use group travel which is safer and educationally orientated, fast paced and structured, while young people in colleges use individual travel which is price sensitive, unstructured and mostly entertainment orientated.

Another youth travel segment is gap year travel which is often taken by young visitors just after school and before they join university (Blackburn *et al.*, 2005). They argue that the main reason for the gap year is to improve the educational skills of the young people and to make them more independent, adoptable and flexible.

2.4 Travel Decision Process

Most studies of tourists' travel choice address tourist destination choice as the key element in the travel decision making process (Coshall, 2000; Ryan and Page, 2000). Several models have been developed on tourist destination choices. Destination choice model by Hill (2000) suggests destination choice emerges from funneling process that consists of four main destination sets. Firstly there is awareness set which include all

travel locations which people might consider as potential destinations before any decision process about their trip has been initiated. Secondly, for some destinations, the potential traveller might have little information to consider and such destination would form the inert set. Thirdly, there is the inept set which consists of destinations that would be rejected as destination one would consider visiting. Finally the evoked set which includes all the travel destinations which potential traveller might consider being reasonable alternative in selecting a specific destination.

A positive image of destination supports tourist decision making process and is responsible for destination awareness (Sonmez and Sikaraya, 2002). Motivations, attitudes, needs and values of tourists are also of crucial importance in contributing to decision making process (Wall and Mathieson, 2006). Motivation is the fundamental reason for particular travelling behaviour and play vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectations (Page, 2009; Snepenger *et al.*, 2006; Wall and Mathieson, 2006; Connell and Page, 2009).

Researchers have used the theory of motivation to explain tourist behaviour and destination choice. Some have used the social-psychological motives (push factors) to explain traveller's needs (Chon, 1989; Fodness, 1994) while others used specific destination attractions (pull factors) to explain motives created by the destination (Dann, 1981). Tourists are pushed by their own motivations towards destinations where they expect their needs to be satisfied. Pull factors on the other hand are those attributes that

attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2005).

Youth travellers differ in their travel motivation from other market segments (Matzler and Siller, 2003). Previous studies done (Heung and Leong, 2006; Richard and Wilson, 2003; 2004, 2005; Richards, 2007) indicate that the main motivation in youth travel tends to be exploring other cultures, increasing one's knowledge and experiencing everyday life, adventure, interacting with local people, outstanding scenery, sports and relaxation.

Participation in nightlife is also seen as a key holiday priority for young travellers and a major factor in their choice of destination (Bellis, 2003; Weaver and Lawton, 2006). A study done by Xu *et al.*, (2009) reveals that young people enjoy beach holidays and placed importance on having fun and relaxing. Young travellers (under 26) place more emphasis on social contact and excitement while slightly older travellers are seeking more individualized experiences and are less in search of extreme experiences.

2.5 Tourist Products Preferred by the Youth

Tourism products have a complex content and may be defined as a set of material goods and services meant to satisfy the general and specific needs of tourists (Patrche *et al.*, 2000). A product is an overall experience gained by a tourist and consists of three levels; the core products, tangible product augmented product. The core products are those identified by a visitor as a motivation for visiting. Tangible products are a concrete aspect purchase by a visitor, while the augmented product is additional service received by a

visitor (Kotler, 2006). This research therefore sought to identify the recreational activities, accommodation and transport modes preferred by young travellers.

2.5.1 Recreational Activities

Generally, in terms of tourism demand two categories of demands for vacation formula have been witnessed (Snak, Baron and Neacsu, 2001). The classic demand from tourists who choose traditional vacations and new type of demands for active vacations. Travel motivations get young people involved in a wide range of activities during their stay which underlines the desire to seek various experiences (Richards and Wilson, 2004). Other type of activities carried by young people include visiting non-touristic destinations, relaxing on the beach, participating in various events and festivals, learning foreign language, visiting friends and relatives, practicing sports, adventurous and volunteering.

There is also close relationship between motivation and experience of young travellers. According to previous studies (Richards and Wilson, 2003) young people who took over 10 trips were more active than those who took less than three trips. There are several significant differences in the activities undertaken by males and females (Reseinger and Mavondo, 2004; Richards and Wilson, 2003, 2007). Young women prefer to walk or travel in the vicinity of the tourist destination, to participate at cultural events, spend time in cafes and restaurants and to go shopping. Males on the other hand are more likely to either watch sport or participate in adrenaline sport activities, reflecting differences between leisure preferences of males and females. There are also differences between younger and slightly older young travellers. Younger travellers are more likely to visit

night clubs, while those over 26 years are significantly more likely to participate in wildlife or nature observations.

2.5.2 Accommodation

Accommodation services are the essential component of the tourism product, given the fact that, by definition, tourism implies a person staying for a certain period of time far from home (Richards and Welk, 2009). The extent of youth travel and the specific facilities designed to meet its needs vary greatly between countries (Cooper *et al.*, 2008).

Young people tend to utilize accommodation at the low cost end of the market (Cooper *et al.*, 2008; Richards and Wilson, 2003; Richard, 2007) such as visiting friends and relatives, budget hotels, youth hotels such as those run by the Youth Hostel Association (YHA), Young Men's Christian Association (YMCA) and Young Women's Christian Association (YWCA), and their local equivalent such as home stays as well as campsites.

The comparative analysis of two studies conducted by International Student Travel Confederation (ISTC) and UNWTO in 2002 and 2007 shows that the preferences of young people to types of accommodation units change over time. In 2002 visiting friends or relatives was most popular accommodation unit whereas in 2007 hostels were the main accommodation unit (UNWTO, 2008).

The traveling style of young people tends to have a big impact over the choice of accommodation. The backpackers turn to hostels, particularly the independent hostels in a greater extent than other categories of young people. Those who see themselves as tourists prefer to stay at hotels rather than hostels (Richards and Wilson, 2003; Richards

and Wilson, 2005; Richards, 2007). In terms of age, young people over 26 years old prefer lodging in hotels, which underlines that they are willing to spend increasingly more for accommodation services as they grow older.

The choice of accommodation is also related to travel motivation (UNWTO, 2008). Those staying in backpacker hostels are more likely to be more motivated by the search of thrills and excitement, adventure and socializing with fellow travelers. Hotels are most likely to be used by those who seek rest, relaxation or a calm atmosphere and those who stay at friends or relatives prefer to emphasize their social motivation (Richards and Wilson, 2003; Richards, 2007).

2.5.3 Preferred Methods of Travel by Young People

The existence of an adequate transport infrastructure and the access to various destinations is one of the most important preconditions of youth travel (Snak, Baraton, and Neacsu, 2001). Transportation is an essential element of tourist product in three ways: as a means to reach the destination, as necessary means of movement at the destination and as an actual tourism attraction or activity (Cooper *et al.*, 2008). It is inevitably involved in tourism by providing the essential link between tourism origin and destination areas and facilitating the movement of travelers with diversified purposes (Page, 2009).

In order to reach the chosen destination, most tourists turn to air travel (52%) and the rest use services of terrestrial transport such as roads (38%), railways (3%) and sea travels (6%) (UNWTO, 2009). The movement of young people often requires the combined use

of several mode of transport depending on the distance, the characteristics of the chosen itineraries, the condition of the communication channels, the intensity and seasonality of the tourist flow, the competitiveness of the prices charged for various modes of transport, the rapidity and convenience of the travel (Minciu and Moisa, 2009).

Previous surveys conducted by UNWTO/WYSE reveal that the main modes of transportation by young people are buses, car, train followed by air and other means of transportation (Richard and Wilson, 2003 and Richards, 2007). Those calling themselves tourists are more likely to use tour buses to reach their destination, while the backpackers tend to use the rail and coach networks more than travellers and tourists. Young travellers less than 26 years old prefer to travel by train, bus or with their own car or to hitch bike, while tourists over 26 years old like to travel by plane. Young people who choose air travel and car travel usually have high incomes and more tourist experience, while the train and the bus are used by the youth with lower incomes.

The main transport modes within destinations are walking, buses and local train, as well as rented vehicles or hitch biking. Young people under 26 years old prefer to use their own car, use bicycles or to walk while the youth over 26 years prefer to rent a car or use domestic air travel (Richards and Wilson, 2003 and Richards, 2007). There are also young people who use more exotic modes of transport such as freight boats, Kayaks, Camels, donkeys or elephants (Minciu and Moisa, 2009).

2.6 Travel Constraints

Hung and Petrick (2010) define travel constraints as barriers that inhibit peoples' travel activities. Several models and theories have been developed on travel constraints that inhibit individual's travel intentions (Ajazen, 2001; Ryan and Page, 2000). Travel constraint model by Crawford *et al.*, (1991) explains that an individual's desire to participate in travel is inhibited by three constraints dimensions namely; intrapersonal, interpersonal and structural constraints. Intrapersonal constrains are defined as individual psychological conditions such as health, fear and safety, lack of interest, self- skill which interact with preferences towards a specific activity. Interpersonal constraints occur as a result of lack of having family, friends and acquaintances with whom to participate in tourism activities. Interpersonal constraints are more likely to be affected by stages of family lifecycle e.g. age, marital status and presence of children as they interact with individual preferences and participation in tourism activities. This supports findings from prior research conducted by Nickerson and Jurowski (2000) pertaining to the effect family lifecycle has upon family vacation destination selection. Finally structural constraints represent those factors intervening between preference for and participation in tourism activities and include financial barriers, unavailability of time, inconvenient accessibility and unavailability of opportunities.

Decision to go on a holiday is an outcome of personal motivation and the selection of a destination is set against a series of constraints of which individuals are aware (Page and Connell, 2009). Nadirova and Jackson (2000) have identified five broad constraints domains that limit participation in tourist activities namely; isolation (e.g. lack of safety,

lack of transportation), Knowledge (e.g. lack of information), skills (e.g. disabilities, discomfort in social settings), costs (e.g. administration fees) and commitments (e.g. lack of time). The choice of final holiday is limited because some holidays are too expensive, are not suited to time available, are too far or may involve activities beyond one's capabilities (Page and Connell, 2009).

Goeldner and Ritchie (2006) have categorized barriers to travel in six broad categories. Firstly is cost where the consumers operate within monetary constraints and travel must compete with other allocation of funds. Secondly, time makes many people not leave their businesses, jobs, studies, or profession for vacation purposes. A research conducted by Nyaupane and Andereck (2008) found that insufficient money and time was the most likely travel constraints. Thirdly, health limitation such as poor health and physical limitation keep many persons at home. Fourthly family stage can limit young people to travel. Young people with young children often do not travel because of family obligations and inconvenience in travelling with children. Nickerson and Jurowski (2000) emphasize the influences of children on travel patterns and provide a perspective on planning and development with a view to increase child satisfaction at the destination.

Lack of interest can also limit youth travel. This is contributed by lack of awareness of travel destinations that would bring pleasurable satisfaction. Jackson (2000) further suggests that lack of interest could be the primary constraint distinguishing those who like to participate in a new or additional activity. Finally fear and safety can limit youth travel. Things unknown are often feared and in travel much is often not familiar to would

be traveller. Wars, unrest and negative publicity about an area will create doubt and fear in the mind of the prospective traveller.

A recent study done by WYSE (2011) however shows youth travel market is resilient and therefore tends to be less volatile than other tourism markets. The recent economic crisis has underlined that that the young travellers are relatively intrepid and unlikely to be deterred from travelling by economic problems, political unrest or epidemics. Based on the literature reviewed this study sought to investigate the travel constraints inhibiting youth travel among the youth travellers in Nairobi.

2.7 Summary

Extant literature reveals that numerous studies on youth travel market have been undertaken in developed countries. However few studies have been done in developing countries and particularly in Kenya relating to youth travel market. It is also worth noting that social-economic and cultural differences amongst people in various countries can cause significant variations in consumer behavior. However, there also exists limited literature on youth travel market as regards to their travel motivation, preferred tourism products, sources of information and travel constraints in Kenya. This study aimed at addressing the aforementioned knowledge gaps as it seeks to explore the potential of youth travel as a market segment for tourism in Kenya. Youth travel market has a bright future and can contribute to tourism industry in Kenya.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter highlights methodological details appropriate for the study. They include research design, location of the study, target population, sampling techniques, research instruments, pre-testing, validity and reliability of research instrument, data collection techniques, data analysis, logistical and ethical considerations and finally conceptual framework.

3.1 Research Design

An exploratory and descriptive survey was used for this study. The purpose of descriptive research is to determine the state of affairs as it exists and is concerned with the gathering of facts rather than manipulation of variables (Kombo and Tromp, 2006; Orodho 2005; Nassiuma, 2008; Mugenda and Mugenda, 2003). The descriptive survey design has thus, been used to gather facts in order to determine whether the youth travel is a potential market segment for tourism in Kenya.

3.2 Study Variables

3.2.1 Independent Variables

These included tourist products and services, travel motivations, and travel constraints

3.2.2 Dependent Variable

Frequency of travel to tourist destinations

3.3 Study Area

The study was carried out in Nairobi. The choice of Nairobi was based on various facts. First and foremost, Nairobi is the capital and the largest city of Kenya. It is the most populous city in Kenya with estimated youth population of one million, three hundred and nineteen thousand one hundred and thirty one (1,390,131) (GoK, 2010). In addition, Nairobi is a cosmopolitan and multicultural city with nationals of British origin, India, Pakistan, Somali, Sudan among others. This fact enabled the researcher to obtain respondents from different nationalities.

Jomo Kenyatta International Airport which is located in Nairobi services most of the large airlines making Nairobi a tourist hub. Within the city, Nairobi National park was purposively selected as the site for the study. Nairobi National Park is the main tourist attraction for visitors to Nairobi (Ndivo, 2009). Also According to GOK (2009) Nairobi National Park had the highest number of visitors in 2008 appealing to both domestic and international visitors. The park is the only protected area in the world within a capital city making it a prime tourist attraction as well, with several other attractions. It is located seven kilometers from Nairobi city center (KWS, 2010).

3.4 Targeted Population

Target population included the youth aged between 15-30 years, both citizen and foreign nationals who have discretionary income to be spent on travel. The selection of this population was based on WYSE travel confederation and UNWTO study report (2008) which found that young people aged 15-30 years have more time to travel spends more days in tourist destination contributing more to local businesses than any other group.

According to Kenya Population and Housing Census (2009), the total population of youth between 15-30 years in Nairobi is one million, three hundred and nineteen thousand one hundred and thirty one(1,390,131) (Republic of Kenya, 2010). The sampling frame included all visitors in Nairobi National Park aged between 15-30 years.

3.5 Sample Size

The sample size calculation formula (See Appendix 1) by Fisher *et al.*, (1998). The rationale for determining the sample size was based on the Kenyan youth population of thirteen million, one hundred and four thousand four hundred and ninety three (13,104,493) and population of Nairobi youth population aged between 15-30 years which is one million, three hundred and nineteen thousand, one hundred and thirty one (1,319,131) (GOK, 2010). On this basis, a sample size of 140 respondents was selected for this study (See Appendix 1). This sample was considered sufficient for the purpose of generalization of the study findings as it is consistent with the sample size that is required for the normal distribution possibility ($n \geq 30$) (Kothari, 2004).

3.6 Sampling Procedure

Purposive sampling was used to select the required sample size of 140 from the total youth population within the selected park. Youth identification was achieved by asking the visitor if he / she belonged to the targeted group before being issued with a questionnaire. This was done at the main park entrance.

3.7 Research Instruments

The research used both primary and secondary data. Primary data comprised of field-based data reflecting on issues raised in the research objectives. A Questionnaire was used to collect primary data. The questionnaire was self-administered and comprised both structured and unstructured questions. For the structured questions, a list of possible alternatives was provided and the respondents selected the answer that best described their situation. A category called 'others' was included to take care of all those responses which could not fit in the given categories.

The questionnaire focused on social-economic and travel behaviour characteristics. The demographic characteristics included respondents' nationality, gender, and age, level of education, marital status, occupation, income and source of holiday money. Travel characteristics included tourist destinations awareness and preferences of tourist attractions, accommodation and transportation, number of trips made, length of stay, travel groups, travel arrangements, travel motivations, travel limiting factors and travel information sources. A five point Likert Scale questionnaire was adapted from Ndivo, 2009 thesis and was used to identify the travel characteristics. This technique was

considered appropriate in ensuring that the research instrument captured all the possible responses (Mugenda and Mugenda, 2003). This was first-hand information which was gathered by the researcher to obtain general information from the youth.

Secondary data was drawn from publications and official documents. The data was obtained from Nairobi National Park's entry and exit points, catering and accommodation facilities; government documents such as economic survey, Ministry of Tourism, Kenya National Bureau of Statistics (KNBS) and Kenyatta university library. Such data provided an insight into the nature and extent of youth travel in Nairobi.

3.8 Pretesting of Research Instruments

The questionnaire was pre-tested through a convenience sample consisting of 10 youth travellers visiting Nairobi Safari Walk within Nairobi National Park. Procedures similar to those that were used during the actual data collection were also applied during the pretesting exercise. Pretesting was done in order to reveal any deficiencies in the instrument such as questions that were vague, insufficient space to write responses, wrong phrasing of questions and clustered questions.

3.9 Validity of the Instrument

The questionnaire was drawn from the available literature to ensure content validity. The validity of the questionnaire was tested through professional and expert judgment. The questionnaire was given to experts in the field of hospitality and tourism management to validate its appropriateness for the study before being subjected to the respondents.

3.10 Reliability of the Instruments

The test-retest technique was used to determine the reliability of the research instrument. Questionnaires were administered twice in an interval of two weeks and the results of the two questionnaires were correlated to determine the coefficient of reliability. The results of the test re-test show a correlation coefficient of 0.92 that indicates that the instruments were highly reliable.

3.11 Data Collection Techniques

The questionnaires were given the identification numbers 001-140 and personally handed to the respondents. After filling the questionnaires, the respondents handed them back to the research assistants, with a response rate of 90%.

3.12 Data Analysis

Upon data collection, data was coded. It was then entered into spread sheets and SPSS for analysis where both descriptive and inferential statistics procedures were applied. Descriptive statistics used to summarize the sample population included charts, graphs, percentages and frequency distribution. Cross-tabulation was also used to analyze relationship between responses.

Multi-variance regression was used to determine travel limiting factors that predicted frequency of travel. Simple correlation analysis determined relationship between independent and dependent variables. Results for both Chi Square (χ^2) tests and regression analysis were considered significant at 95% confidence level ($p < 0.05$).

Travel motivations were subjected to the factor analysis. All factors with Eigen value ≥ 1 were extracted using varimax rotation. This ensured that each factor is orthogonal (uncorrelated) to each other. Information from open-ended questionnaire that could not be coded was used in the discussion of results.

3.13 Ethical Considerations

The researcher sought consent from the respondents through a letter that was attached to the questionnaire. The information obtained was kept confidential and used for the research work only. A research permit was also obtained (see appendix7).

3.14 Conceptual Framework

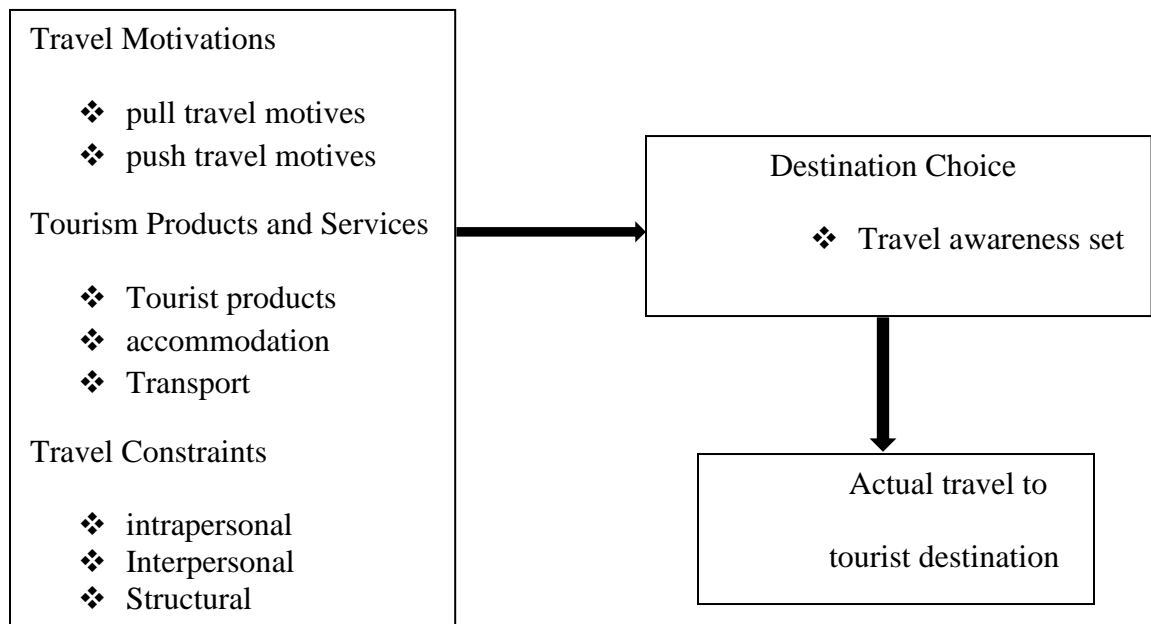


Figure 3.1: A Conceptual Framework of Travel Decision Making (Adapted from Moscardo *et al.*, 1996)

This study on youth travel as potential market for tourism in Kenya was based on Activities Based model modified from the model of destination choice by Moscardo *et al.*, (1996) (Figure 3.1) in an attempt to establish factors that influence youth travel in Kenya. The figure 3.1 suggests that decision to travel to tourist destination by young travellers is as result of travel motivations, choice of tourist products and services and travel constraints. Tourist products and services are seen to provide the initial motivation to visit the place and subsequently affect the choice of a destination. Awareness set includes all the travel locations which people might consider as potential destination before any decision process about their trip has been initiated.

The individual's desire to participate in travel is inhibited by three travel constraints dimensions namely intrapersonal, interpersonal and structural constraints. Intrapersonal constraints are individual psychological conditions and include factors such as health and lack of interest. Interpersonal constraints include factors such as influence by significant others and stage of family life cycle and finally structural constraints which include unavailability of time, financial barriers, transport, accommodation, climate and seasonality. This study therefore attempted to find out the influence of travel motivation factors, social-economic characteristics, travel awareness and travel constraints on youth travel among the youth travelers in Nairobi.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

The research findings presented in this chapter are discussed under various sub-headings based on study objectives. These include the youth travel market profile based on social-economic and behavioural factors; factors influencing youth travel decision making; preference of tourism products and finally factors limiting youth travel in Kenya.

4.2 Social- economic Characteristics of the Respondents

Appendix 3 provides summary of the Social- economic characteristics of the respondents.

4.2.1 Respondents by Nationality

Majority of the respondents 112(84.9%) were Kenyan citizens, while 7(5.3%) were Kenyan residents and 13 (9.8 %) were non- Kenyan citizen (Fig. 4.1).

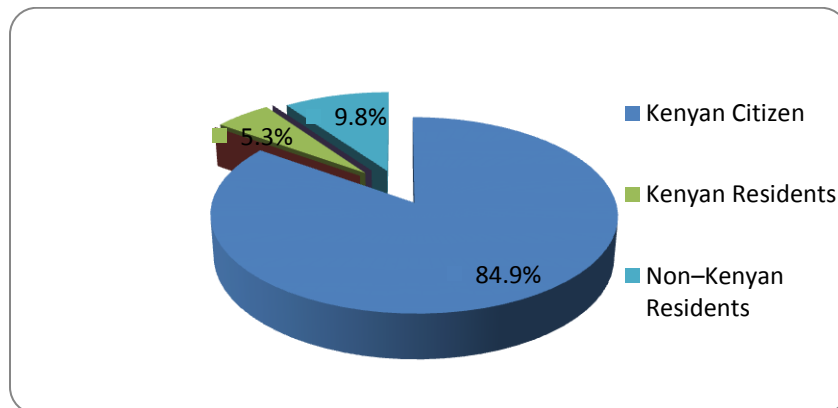


Figure 4.1: Respondents by Nationality

Noting that the study was conducted within a tourist attraction, this study finding reveals that domestic youth travel in Kenya is more prevalent than inbound international youth travel. This finding concurs with a previous research (UNWTO, 2005) which indicates more potential in domestic youth travel particularly in developing countries where young people make up a large proportion of the population.

The potential of domestic youth travel has important implication to tourism industry in Kenya as it will combat issues of seasonality in international tourism as evidenced in this study finding where low percentage of inbound international youth travellers was witnessed. This can contribute to sustainable tourism over a long period.

4.2.2 Respondents by Gender

From the findings of this study there was a slight difference in the overall gender distribution of the respondents indicating youth travel is popular to both sexes in Kenya.

Table 4.1: Gender and Nationality of Respondents

Nationality	Male n(%)	Female n (%)	Chi-square, df, p value
Kenya Citizens(n=112)	64(56.6%)	48(43.4%)	$\chi^2 = 9.445, df= 2$ p value = 0.009
Kenya Residents(n=7)	2(28.6%)	5(71.4%)	
Non- Kenyan Citizens(n=13)	2(15.4%)	11(84.6%)	
Total Column N=132) (%)	68 (51.1%)	64(48.9%)	

As Table 4.1 shows there were more female youth travellers among the non- Kenyan citizens and Kenyan residents as compared to Kenyan Citizens.

This finding reflects an increasing proportion of female travellers among the international youth travellers and this concurs with other previous studies and tourism literature (page and Connel, 2009; Richards and Wilson, 2003; UNWTO, 2002, 2010) which have also observed an increase of female travel. This has important implication as tourist operators will recognize the gender based niche market and promote tourist products that appeal to each gender within youth travel market.

4.2.3 Respondents by Age

The dominant age group of the respondents was between 20-24 years (40.9%) , while the second largest age group was between 25-30 years old (Fig.4.2). Those aged between 15-19 accounted for 23.5 % of the total respondents.

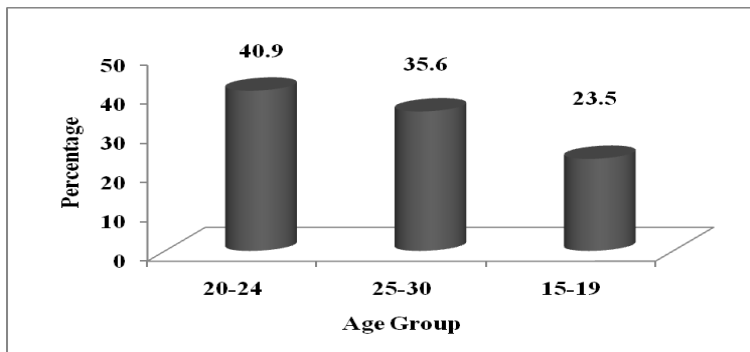


Figure 4.2: Respondents by Age

Generally, these are age brackets when most are single or young couples with little or no family commitment. Therefore they have more free time to engage in travel. This is important as travel and tourism industry should respond appropriately by promoting tourist products that appeal to this age bracket. Offering right tourist products to young travellers has an important implication in that young travellers deliver lifetime value to

the destinations they visit through their travel career as they often return to the places they have visited in later life (Richards, 2007; UNWTO, 2010).

4.2.4 Respondents by Occupation

Slightly over half of the total respondents were students (50.7%). The predominance of the students is also reflected in the age profile of the respondents with over 60% aged 15-24 years (Fig. 4.3). Only 28.0% of the respondents had formal employment while 21.3% of the respondents were self-employed.

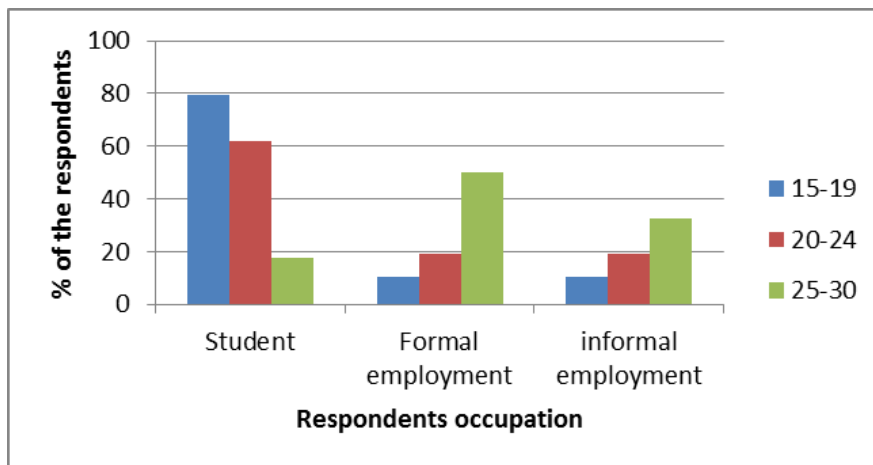


Figure 4.3: Age groups and Occupation of the Respondents

This study finding therefore reveals that students travel is a potential market segment within the youth travel market in Kenya. This large proportion of students implies there is a very optimistic prospect of youth travel in Kenya. Youth travel is a growth market, in that majorities of youth travellers are presently or have previously been students. More importantly, the long-term potential for youth travel is increased further with the evidence from previous studies (Pearce, 2005; Richards and Wilson, 2003; Richards, 2007; UNWTO, 2008) that young people are building a travel career.

4.2.5 Respondents by Level of Education

Most of the young travellers tended to have relatively high levels of education with over 60% having a college/tertiary and university level of education.

Level of education was found to interrelate with occupation and income (Table 4.2). This finding is consistent with Weaver and Opperman (2000) who have established that education, occupation and income tend to be highly interrelated in terms of travel behaviour. This is because education influences occupation which finally determines income level (Weaver and Opperman, 2000).

As Table 4.2 shows the income earning power increased with respondents' level of education. Majority of those with primary and high school level of education had an income of less than Kshs. 20,000 per month.

Table 4.2: Level of Education and Income of the Respondents

Level of Education	Income (Kshs.) (%)				Total column (%)
	< 20,000	21,000-30,000	31,000-41,000	>41,000	
Primary	5(83.6%)	1(16.7%)	0(0%)	0(0%)	6
High School	22(64.7%)	8(23.5%)	1(2.9%)	3(8.8%)	34
Tertiary /College	23(62.2%)	5(13.5%)	3(8.1%)	6(16.2%)	37
University	21(38.7%)	11(20.4%)	10(18.5%)	12(22.2%)	54
Total Row (%)	72(54.1%)	25(18.8%)	14(10.5%)	22(16.5%)	132(100%)

As the study findings further reveal the level of education had significant influence on frequency of travel ($\chi^2=6.356$ df=2, p value = 0.042). Those with tertiary level of education (62.2%) and university level of education (66.1%) made more than three trips to tourist destination in a year as shown in Figure 4.4.

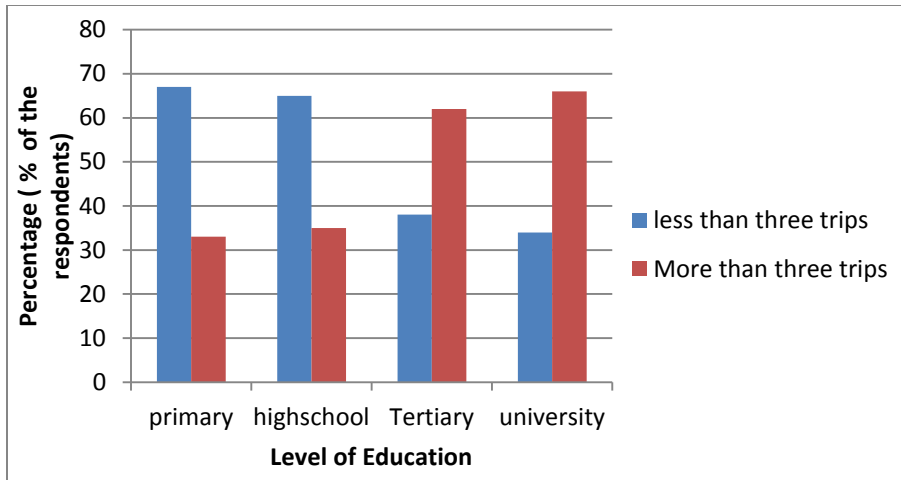


Figure 4.4: Level of Education and frequency of travel

This finding may also indicate that travel among the young people is related to improving one's knowledge as evidenced in this study (see Table 4.16). In order to satisfy this motivation travel is necessary and this acts as a push factor. This implies that education creates more awareness and higher education achieved the greater the need to travel.

There is a need therefore for tourism providers to provide the right educational tourist products as youth travellers are more conscious about what they seek in a destination to make them more satisfied.

4.2.6 Respondents by Marital Status

Majority of respondents were single, 108(81.8 %) while those that were married were 24 (18.2%) of the total respondents. This implies that many of the young travellers may have fewer commitments hence they have more time to travel and can spend longer in the destinations they visit. This enables them to interact much more closely with communities they visit and make direct contribution to local businesses.

4.2.7 Respondents by Level of Income

Table 4.3: Income and Nationality of the Respondents

Nationality	Income (Kshs.) (%)				Chi-square, df, p value
	< 20,000	21,000-30,000	31,000-41,000	>41,000	
Kenyan Citizens(n= 112)	67(59.3%)	19(16.8%)	12(10.6%)	14(18.7%)	$\chi^2=12.148$, df=6, p value= 0.0530
Kenyan Residents(n=7)	2(28.6%)	1(14.3%)	1(14.3%)	3(42.9%)	
Non- Kenyan Residents(n=13)	3(23.1%)	5(38.5%)	1(7.7%)	4(30.8%)	

Study findings reveal 72(54.5 %) of the total respondents had a monthly income of Ksh. 20, 000 or less, conforming to the stereotype of lower youth traveller incomes and only 22 (16.7%) had a monthly income of Ksh. 41, 000 and over. Majority of Kenyan citizens (59.3%) had a monthly income of less than 20,000 while quite a number of Kenyan residents (42.9%) and non- Kenyan residents (30.8%) earned over 41,000 per month (Table 4.3).

Most of those earning less than 20,000 were under the age of 24 and majority were students underlining the fact that earning power increases with age (Fig. 4.5) and level of education (see Table 4.2)

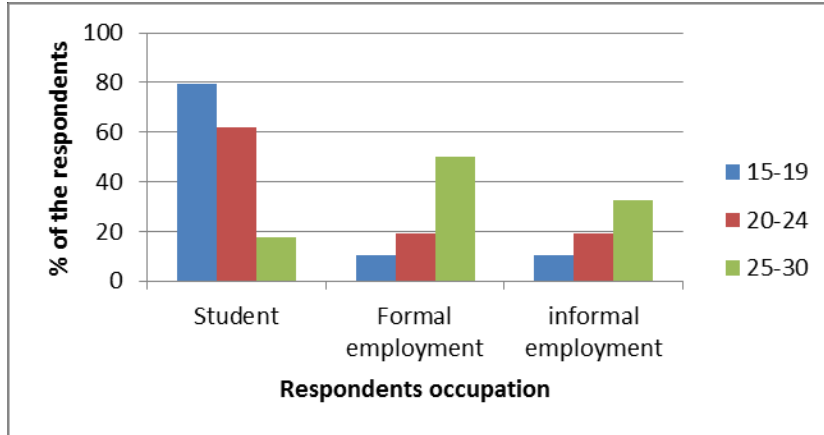


Figure 4.5: Age and Income of the Respondents

However it is worth noting that as much as students may have relatively small amounts of income they have proportionally high levels of discretionary income and free time to spend on leisure pursuits including holiday vacations, an indication of a viable market for travel as observed by Reisinger and Mavondo (2002).

4.2.8 Respondents by Source of Holiday Money

Majority of the respondents 100 (75.8%) cited personal saving as the main source of financing their trips, 27(20.5 %) of the respondents borrowed money from their relatives and friends to finance their trips while 5(3.7 %) of the respondents funded their trips through other sources which included incentives from schools, place of work or as volunteers.

The study findings also reveal a significant association between frequency of travel and source of holiday money ($\chi^2 = 4.551$, $df = 1$, $p \text{ value} = 0.033$). As Table 4.4 shows those who planned for their travel through personal saving (49 %) travelled more than those who got assistance from family and friends (11%) or other sources (40%).

Table 4.4: Source of holiday money and frequency of travel

Source of holiday money	Number of respondents and percentage		Chi-square, df, p value
	≤ 3 trips	>3 trips	
Number of trips made	≤ 3 trips	>3 trips	$\chi^2 = 4.551, df=1$ p value = 0.033
Personal Saving (n=100)	51(51%)	49(49 %)	
Assistance from friends / family (n=27)	24(89%)	3(11%)	
Other (n=5)	3(60%)	2(40%)	

This study result is consistent with Chadee and Cutler (1996) findings that established that majority of young travellers save to finance their trips they have planned due low income. This implies that young people are planning their journeys and making savings in advance in order to raise money to travel. Travel incentives may also play an important role in stimulating frequent travel among the youth in Kenya.

4.3 Behavioural characteristics of the Respondents

4.3.1 Travel Arrangement

Majority of the respondents preferred travelling both independently and in a group as shown in Figure 4.6. However it is worth noting as much as youth travellers prefer travelling in groups, their travel arrangements are made independently (Table 4.5).

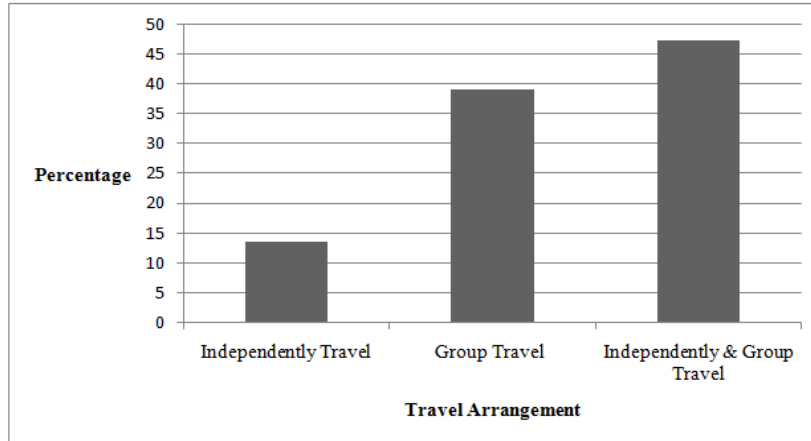


Figure 4.6: Type of Youth Travel

As other previous studies (Richard and Wilson, 2003; Richards, 2007; UNWTO, 2008, 2010) have indicated, youth travellers who make independently-arranged travels tend to travel more frequently and for longer periods than many older tourists or those taking packaged holidays. This has an important implication to tourism industry because frequent youth travel will provide stimulus for the development of youth travel niche market in Kenya.

Table 4.5: Youth travel arrangement

Travel Arrangement	Number of respondents N	Percent %
Independently	82	62.1
Travel Agents/Tour Firms	30	22.7
Online	17	12.9
Other travel arrangement such as staff, conference travel arrangements	3	2.3
Total	132	100.0

The study findings further show that gender and Nationality had a significant influence on travel arrangement ($\chi^2= 10.019$, $df=3$, $p \text{ value}=0.018$) and ($\chi^2=13.287$, $df = 6$, $p \text{ value} =0.039$) respectively. As Figure 4.7 shows males 43 (63.2%) made their travel independently more than females 31(36.8%). The gender difference in travel arrangement may be viewed from a point that men who travel independently might be considered as seeking adventurous or adrenaline activities while females may not consider travelling independently for safety reasons.

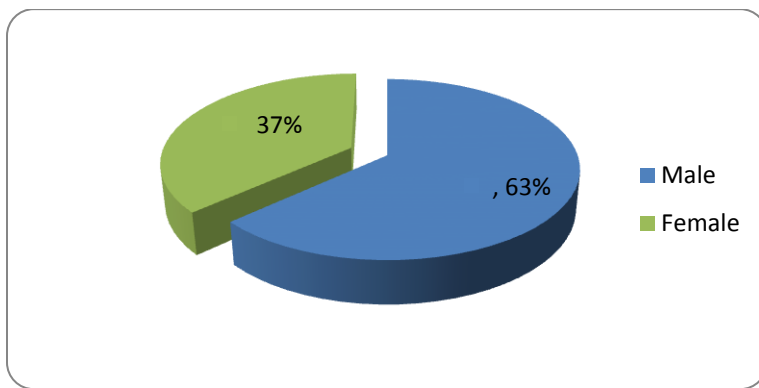


Figure 4.7: Gender and Travel Arrangements

Further the study reveals that there was disparity on travel arrangements based on nationality. Kenyan citizens (57.5%) as shown in Table 4.6 made their travel arrangements independently while non- Kenyan citizens (53.8%) made travel arrangements through travel agents and Kenyan residents (42.9%) made most of their travel arrangements online.

This finding is consistent with UNWTO (2008) findings that indicate there is no homogeneity in travel arrangement among the youth since there are differences in spending patterns and travel needs among the youth of different nationalities. This then

implies that sources of information such as travel agents or internet should provide sufficient information to enable them make their travel arrangement.

Table 4.6: Nationality and Travel Arrangement

Information sought	Number of respondents (%)			Chi- square (χ^2) (df), P value
	Kenyan citizen	Kenyan Residents	Non-Kenyan citizen	
Independently(n=76)	65(57.5%)	8(57.1%)	3(38.5%)	$\chi^2=13.287$, df=6 p =0.039
Travel Agents(n=30)	22(16.8%)	1(7.8%)	7(53.8%)	
Online(n=23)	19(16.8%)	3(42.9%)	1(7.7%)	

4.3.2 Travel composition

Majority of the respondents travelled with their family (37.6%) as shown in Figure 4.8 or as a member of other travel groups, indicating the dependence they have on as a group, whether this group is their family, college, school or religious group. Among 17 % of the respondents indicated travelling through other travel groups such as staff groups, corporate and friends travel groups. Nevertheless a significant percentage travelled independently (13%) as shown in Figure 4.6. Based on this study finding it is therefore important that tourism providers offer tourist products that appeal to both independent and group travels.

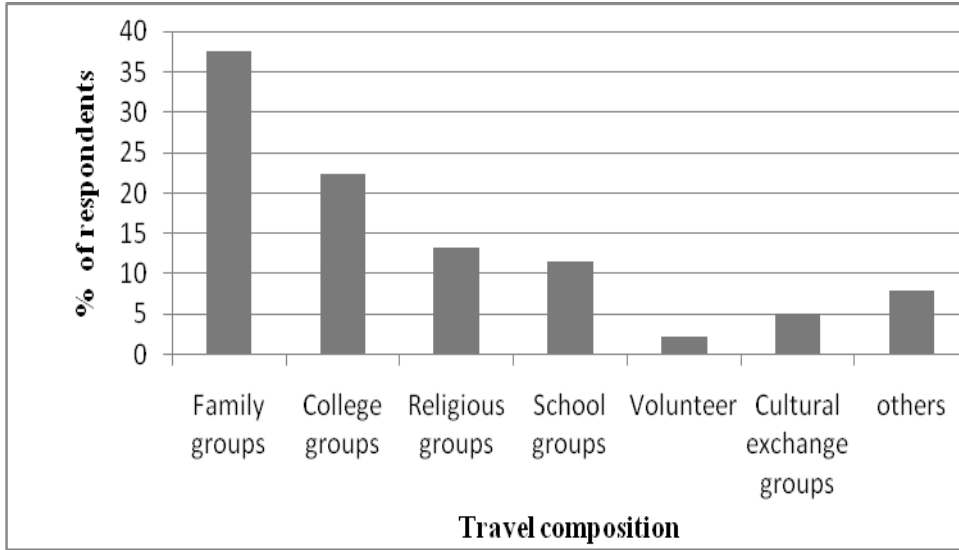


Figure 4.8: Travel Groups

4.3.3 Length of Stay

The study results in Table 4.7 show that majority of the respondents (20.3%) spend at least 2 days in most Kenyan touristic destinations.

Table 4.7: Length of Stay in a Tourist Destination among the Youth Travellers in Kenya

Length of stay in a tourist destination	Number of respondents (%)
Less than 1 day	19(14.3)
1	26(19.5%)
2	27(20.3)
3	21(15.8)
4	18(13.5)
5	14(10.6)
Above 5 days	7(5.3)
Total	132(100%)

Young people are often seen as time rich which means they can spend longer in tourist destinations than other tourists and because young people often take more trips they may end up spending more.

This study further found that majority of non-Kenyan citizens (38.5%) was staying more than five days in tourist destinations as shown in Table 4.7. This is a positive fact, since visitors staying overnight in a destination are willing to attend to more tourist activities. This finding is also consistent with what Gokoali, *et al.*, (2001) have established that the length of stay is important determinants of tourist overall expenditure and consumption of local resources.

Table 4.8: Nationality of Youth Travellers and Length of Stay in Tourist Destinations

Nationality	Length of Stay n (%)							Total Row (%)
	< 1 day	1 day	2 days	3 days	4 days	5 days	>5 days	
Kenyan	7(5.9%)	18(15.9%)	21(18.6%)	19(16.8%)	15(13.3%)	13(11.5%)	19(17.7%)	112 (100%)
Kenyan Residents	0(0%)	0(0%)	3(42.9%)	1(14.3%)	0(0%)	2(28.6%)	1(14.3%)	7(100%)
Non-Kenyan Citizens	0(0%)	0(0%)	3(23.1%)	1(7.7%)	3(23.1%)	1(7.7%)	5(38.5%)	13(100%)
Total Column(% of the total)	7(5.3%)	18(13.4%)	27(20.3%)	21(15.8%)	18(11.3%)	16(11.3%)	25(19.5%)	132(100%)

Uncovering the determinants of length of stay is critical in designing marketing policies that promote longer stays that are associated with higher occupancy rates and revenue streams. This will contribute positively to locally owned businesses and communities particularly benefit from young travellers, whose global spend also reduces leakages and stimulate investment (UNWTO, 2008).

4.3.4 Travel Awareness

Based on response rate of above 25 % (since only 4 options were provided), out of 38 touristic destinations identified in Economic survey, 2010 the respondents were not aware of 39 % of them (unawareness set) (Table 4.9), thus making some tourist destinations to be less popular among the youth travellers (see Table 4.14). The study findings further reveal that young travellers were aware of 5.2 % of tourist destinations but did not have sufficient information that would enable them to decide on visiting the area (inert set) (Table 4.10) and over 90% of the total destinations were considered as possible holiday destinations by the respondents (evoked set) (Table 4.11). These could be attributed to the fact that young travellers are using a wide range of travel information sources (Fig.4.10). None of the attractions was reported as out rightly being rejected as a destination one would consider visiting (inept set) (Fig. 4.9).

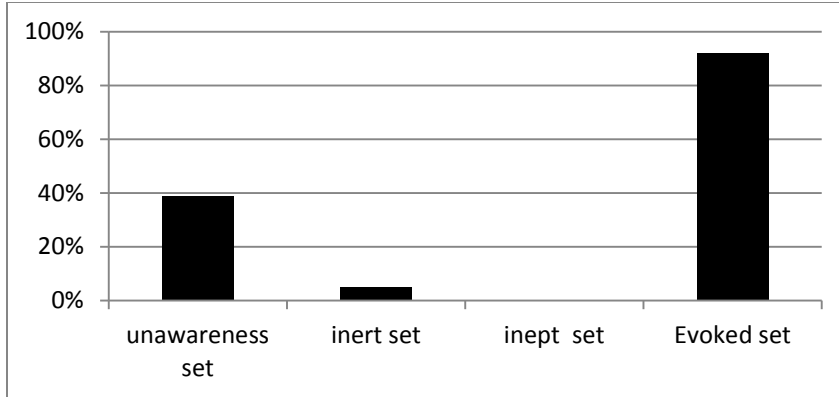


Figure 4.9: Position of Kenya's Tourist Destinations among the youth in the Choice Sets

Table 4.9: Kenya's Tourist Attractions: Unawareness Set (Top Ten)

	Attraction	Frequency	% (N=132)
1.	Kitale Museum	71	53.8
2.	ArabukoSosoke	69	52.3
3.	Buffalo Springs	66	50.0
4.	Shaba National Park	65	49.2
5.	Meru Museum	62	47.0
6.	Hallers Park	55	41.7
7.	Sibilo National Reserve	52	39.4
7.	Kariandusi	52	39.4
7.	Kakamega Forest	52	39.4
10.	Gedi Ruins	49	37.1

Table 4.10: Kenya's Tourist Attraction: Inert Set

	Attraction	Frequency	% N=132
1.	Shimba hills	36	27.2
2.	Chyullu Hills	34	25.7

Table 4.11: Tourist Attraction: Evoked Set (Top Ten)

	Tourist destinations	Frequency	% (N=132)
1.	Mombasa	96	72.7
2.	L. Nakuru National Park	87	65.9
3.	L. Naivasha	86	65.2
3	Fort Jesus	86	65.2
3.	Hells Gate National Park	86	65.2
6.	Maasai Mara Game Reserve	85	64.4
7.	Bomas of Kenya	84	63.6
7.	Amboseli	84	63.6
9.	Nairobi National Museum	82	62.1
10.	Malindi and Watamu Resorts	75	56.8
10.	Mt. Kenya National Park	75	56.9

4.3.5 Information Sources

This study reveals that at least 50% of the respondents use a multiple sources of travel information sources as shown in Figure 4.10. As other previous studies have shown (Carr, 2003; Richard and Wilson, 2003, 2005; UNWTO, 2010) youth travellers tend to be information intensive, consulting a wide range of information sources when planning their trips.

Table 4.12: Number of trips made by young travellers

Frequency of Trips for the last one year	Number of Respondents n(%)	Chi- Square (χ^2), Degree of Freedom(df), P Value
1	18 (13.5%)	47.508 df =6 P value =0.001
2	30 (22.6%)	
3	25 (18.8%)	
4	12 (9.0%)	
5 and more	40(30.1%)	

This could be contributing to high awareness of tourist destinations in Kenya and subsequently high frequency of travel as shown in Table 4.12.

However informal sources of information such as previous experience (72.5%), significant others such as friends, colleagues and family (70.9%) and numbers of previous visit (68.5%) continue to be the most trusted sources of information. This finding would perhaps explain the reason why tourism activities are exclusively centered on Mombasa and coastal beaches, game reserves or national park being well known and frequently visited by the young travelers (see Table 4.13). This finding implies that travel information source is a significant factor in influencing tourism behaviour such as selecting tourist destinations. Based on this, tourism marketer such as KTB and tour operators can use informal sources of information which are most preferred to market other to tourist attractions.

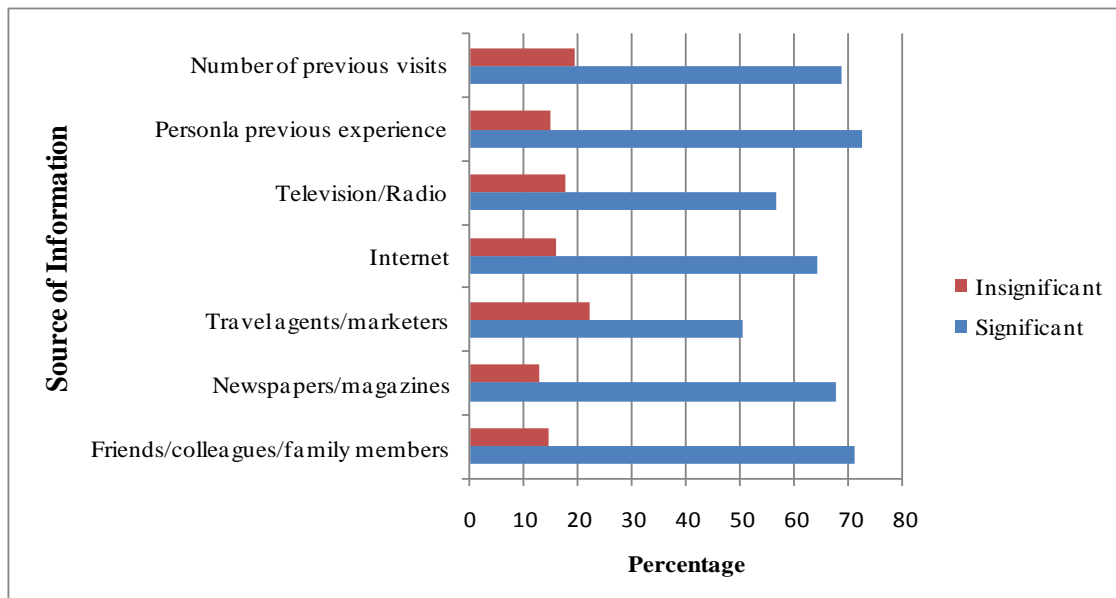


Figure 4.10: Sources of Travel Information

4.3.6 Popularity of Tourist Destinations among youth travellers in Kenya

Based on the 38 destinations identified in the economic survey 2010, the study finding reveals Mombasa to be the most popular destination. It is also worth noting that majority of youth travellers made repeat visits to almost all tourist destinations in Kenya (See appendix 7). Nairobi National park that constitutes Nairobi Safari Walk and Nairobi Orphanage had the highest return visit of 98.1%. This finding concurs with previous study (Ndivo, 2009) that indicate Nairobi National park as the most popular destination among Nairobi residents. Bomas of Kenya also had a high return visit of 84.9% indicating a high potential of cultural tourism among the youth travellers in Nairobi.

As the study finding reveals popular destinations in Kenya are largely centered in Mombasa and coastal beaches, game parks and reserves (Table 4.13).

Table 4.13: The Top Ten Tourist Destinations Frequently Visited by Young Travellers in Kenya.

	Tourist destinations	Frequency	Percentage (%)
1.	Mombasa and Coastal beaches	97	73.5
2.	Nairobi National Park	94	71.2
3.	Fort Jesus	90	68.2
5.	Nairobi National Museum	78	59.1
6.	Lake Naivasha	76	57.6
7.	Lake Nakuru national park	74	56.1
7.	Bomas of Kenya	73	55.3
8.	Malindi	72	54.5
9	Hells gate National Park	63	47.7
10	Maasai Mara National Reserve	58	43.9

Table 4.14: Tourist Destinations Least Visited by Young Travelers in Kenya.

Tourist destinations	Frequency	Percentage (%)
Shaba National Park	17	12.9
Buffalo Springs	18	13.6
Sibilo National Reserve	18	13.6
Lake Turkana National Park	22	16.7
Meru museum	22	16.7
Kakamega forest	22	16.7
ArabukoSosoke Forest	25	18.9
Samburu,	28	21.2
Kitale museum	28	21.2
Meru National park	29	22

4.4 Factors Influencing Youth Travel

Travel motivations have been considered as the fundamental reasons for a particular travelling behaviour and play vital role in understanding the decision making process.

4.4.1 Travel Motivation

Tourist destination choice is influenced by two groups of travel motivations; push (personal or internal characteristics) factors and pull (external or environmental) factors. Push (personal or internal characteristics) factors refer to those factors within an individual and pull (external or environmental) factors refer to those forces outside an individual. This study aimed at determining the travel motivations that influence youth travel in Kenya. The results of the study were categorized into push and pull factors (see Table 4.15 and Table 4.16).

Table 4.15: Environmental factors (“pull factors”)

Factor	Insignificant(1)	Least insignificant (2)	Fairly significant (3)	% (5+4)	Total(5+4)	Significant (4)	Very significant (5)
Outstanding scenery	19	10	19	63.6	84	24	60
Nice weather	14	22	14	62.1	82	21	61
Exotic atmosphere	17	1	21	58.3	77	23	54
Outdoor/indoor sport activities	16	20	22	56.1	74	38	36
Building and places of historical archaeological importance	18	17	23	54.5	72	30	42
Outdoor camping	23	21	20	53.0	70	33	36
Travel arrangement	20	19	29	48.5	64	28	36

N= 132

Table 4.16: Individual Trait Factors (“push factors”)

Factor	Insignificant(1)	Least insignificant (2)	Fairly significant (3)	% (5+4)	Total(5+4)	Significant (4)	Very significant (5)
Have fun	6	5	6	87.1	115	30	85
Visiting places I have never been before	5	6	16	79.5	105	24	81
Experience new and different lifestyle	7	10	12	78	103	33	70
Get an opportunity to increase my knowledge	8	7	16	76.5	101	32	69
Have daring/adventuresome experience	8	16	15	70.5	93	21	72
Resting and relaxing	8	8	27	67.4	89	29	60
Doing something with my friends	14	12	23	62.9	83	36	47
Think about good times I've had in the past	19	14	24	56.8	75	26	49
Doing things my own way	26	22	13	53.3	60	24	36
Meet new and varied people of different ethnic background	17	16	30	52.2	69	24	45
Meeting people with similar interests	17	20	27	51.5	68	36	32
Experience thrills and excitement	8	9	22	47.7	63.3	30	33
Work on my personal/spiritual values	25	22	28	43.2	57	23	34
Visiting friends and relatives	28	23	34	35.6	47	25	22
Have others know I've been there	20	24	44	33.3	44	26	18

N=132

The top five most push factors were found to be: “Have fun” (87.1%), “Visiting places I have been before (79.5%), “Experience new and different lifestyle” (78%), “Opportunity to increase my knowledge” (76.5%), “Have darling and adventuresome experience” (70.4%). “Have others know I have been there” and “Visiting friends and relatives were considered the least important. On the other hand, 64.7 % of the respondents who travelled more than three trips were motivated by destination attributes (pull factor motives) such as outstanding scenery (45.1%), nice weather (45.9%), exotic atmosphere (40.6%) and outdoor/indoor sport activities. Travel arrangement was the least important pull factor. This implies tourist destinations should offer variety of activities to entice youth travellers to travel to more frequently.

The study further reveals that travel motivations had a significant association with a number of trips made (see table 4.17).

Table 4.17: Travel Motivations and Frequency of Travel

	Have fun	Visiting places Never before	Experience new and different lifestyles	outstanding scenery	Nice weather	Exotic atmosphere
Chi-Square	176.586 ^a	148.466 ^a	104.105 ^a	56.361 ^a	57.489 ^a	36.436 ^a
Df	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000

0 cells (.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 26.6.

As table 4.18 shows 55.2 % of the respondents who made less than three trips were motivated by push factor motives while 64.7 % of the respondents more than three trips were motivated by pull travel motives.

Table 4.18: Nature of Travel Motivations and Frequency of Travel

Level of education	Number of trips made Number of respondents and percentage		Total n (%)
	≤ 3 trips	>3 trips	
Push Factor Motives	68(52.2%)	64(47.8%)	132(100%)
Pull Factor Motives	46(35.3%)	86(64.7%)	132(100%)

4.4.2 Identification of Principal Travel Motivations Factors Affecting Youth

Travel.

Factor analysis was further used to identify categories of variables that influence youth travel. Twenty two items on travel motivation were subjected to principal component (factor analysis) in order to reduce the number of variables by varimax rotation. Using Kaiser Criterion five factors having Eigen values of more than 1.0 were retained (Table 4.19) and were then subjected to variance maximizing process to identify underlying motivating factors influencing youth travel.

Table 4.19: Principal Component Analysis of Travel Motivations

Component	Eigen value	% of Variance
1	7.108	32.307
2	2.269	10.314
3	1.416	6.438
4	1.280	5.817
5	1.163	5.285

The result of factor analysis (Table 4.19) shows that factor 1 accounts for more than 32.3 % of the variance; factor 2 accounts for 10.3%; factor 3 accounts 6.4%; factor 4 accounts

for 5.8% and factor 5 accounts for 5.3% of the total variance. The other factors from 6-22 accounted for a very negligible percentage of variance thus were not considered important in influencing travel among the youth.

Table 4.20: Rotated Component Matrix and Factor Loadings of Travel Motivations

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Visiting places I've never been	.750				
Daring / adventuresome experience	.676				
Opportunity to increase knowledge	.635				
Experience thrills and excitement	.594				
Have fun	.560				
Have others know i've been there		.715			
Visiting friends and relatives		.676			
Meeting people with similar interests		.656			
Think about good times I have had in past		.619			
Doing things my own way		.543			
Outdoor camping			.727		
Travel arrangement			.666		
Building and places of historical importance			.527		
Outdoor/indoor activities			.514		
Exotic atmosphere				.765	
Outstanding scenery				.667	
Nice weather				.610	
Resting and relaxing					.751
Doing something with my friends					.594

Varimax Kaiser Normalization rotation conveyed in 8 iterations. This method ensures that each factor is ethnological (uncorrelated to each other). The results of factor analysis (Table 4.20) show the following travel motivating factors had more influence on travel decision making among young travellers. Factor 1 was concerned with “visiting places I have never been before” with factor loading of 0.75. Other items that supported this factor were experience thrills and excitement, increase knowledge, experience new and different lifestyle and have fun. This category reflects that the main motivations for travel are to seek more experiences. This has an important implication as young travelers are more often among the first explorers of new places and this can play an important role in the development of destinations and especially the less visited and emerging tourist destinations in Kenya.

Factor 2 was having factor loading of 0.715 greater on it which was concerned with “having others know that I have been there”. Visiting friends and relatives and meeting people with similar interests supported this factor. This reflects that young people are travelling for recognition and for building relationship. This has an important implication as young travelers are often trend setters and build the attractiveness of a destination.

Factor 3 was concerned with outdoor camping and had factor loading of 0.727 greater on it. It was further supported by other items which included travel arrangement, places of historical/archaeological importance and outdoor/indoor sport activities. This reflects that young people are travelling for social contacts. Travel motivations get young people involved in wide range of activities during their stay in Kenya which underlines the

desire to seek various experiences through social contacts. This implies that there is a need for tourism products diversification in Kenya.

Factor 4 had factor loading of 0.765 and was concerned with exotic atmosphere. The factor was supported by other motivational items such as outstanding scenery and nice weather. This category reflects that young people are travelling for adventure. This implies that tourist attractions are essential pull factors and Kenyan tourist destinations should benefit from having a diversity of such resources to attract more youth travel in Kenya.

Factor 5 was concerned with relaxing and resting and had a factor loading of 0.751 which indicates relaxation as a motivational factor for travel. This factor is further supported by doing something with friends. As previous studies (Heung and Leong, 2006; Xu *et al.*, 2009) have indicated to experience new and different lifestyle, take it easy and relax are important motives in travel decision making among the youth. This concurs to the findings of the present study. The tourism providers should therefore endeavor to provide products that will cater for these travel motivations in tourist destinations in Kenya.

Factor analysis identifies seek new experience, recognition, social contact, adventure and resting and relaxation as travel motivating factors that influence youth travel in Nairobi. The five travel motivations identified may play a key role in enhancing youth travel and could also provide a marketing tool in promoting youth travel in Kenya.

4.4.3 Test for Hypotheses 1

H₀₁: There is no significant relationship between travel motivations and tourist destination choices among the youth travellers.

Pearson Moment Correlation was used to determine whether there was any significant relationship between travel motivations and tourist destination choices among the youth travellers. Travel motivations were regarded as independent variables while destination choices were regarded as dependent variables.

Results as shown in Table 4.21 show a significant and positive relationship between travel motivations and tourist destination choices. Therefore the first hypothesis that there is no significant relationship between travel motivations and frequency of travel to tourist destinations among youth travellers in Kenya is rejected. Therefore this implies that there is a need to match travel motivations and tourist products offered in tourist destinations and this may act as enticement to youth travel. This will further help to open the less visited areas.

Table 4.21: Correlation between Travel Motivations and Tourist Destination**Choice.**

Travel Motivation Tourist Destinations	TM1	TM2	TM3	TM4	TM5	TM6
Mombasa	.226	.204	.119*	.176*	.143	.376
Nairobi National Park	.180*	.179	.101	.214**	.300**	.304**
Fort Jesus	.107	.102	.079	.176	.234**	.145*
Nairobi National Museum	.221*	.014	.101	.189*	.168*	.163*
Hells Gate National Park	.199*	.214**	.145*	.147*	.201*	.168*

*correlation significant at 0.05(2 tailed)

** Correlation significant at 0.01(2 tailed)

Key:

TM1- Have fun

TM 2- Visit places I have never been before

TM3- Experience new and different lifestyle

TM4- Outstanding scenery

TM5- Nice weather

TM6-Exotic atmosphere

4.5 Preference for Tourist Attractions

Coastal beaches (61.6%), game parks and reserves (54%) were the most preferred touristic attractions among the young travelers in Nairobi as shown in Figure 4.11. Forests on the other hand were the least preferred tourist attractions among the youth travelers. This is evidenced as Table 4.14 shows that tourist destinations such as Arubuko Sosoke and Kakamega forests are not popular among the youth travelers in Kenya. This finding reveals that as much as Kenya is endowed with diverse tourist attractions, beach tourism and wildlife safaris remain the focus for Kenya's tourism industry.

However the findings also show (Fig. 4.11) that other tourist attractions such as entertainment (48%), Landscapes (43%), cultural events, (38%) and sporting activities (30%) are also preferred by youth travellers. This implies that travel motivations such as seeking new experiences, recognition, social contact, relaxation and adventure get young people involved in a wide range of activities. The study further reveals a positive relationship between travel and choice of tourist attraction (see Table 4.22). It is therefore important that tourist destinations in Kenya provide wide range of activities which will act as enticement to young travellers.

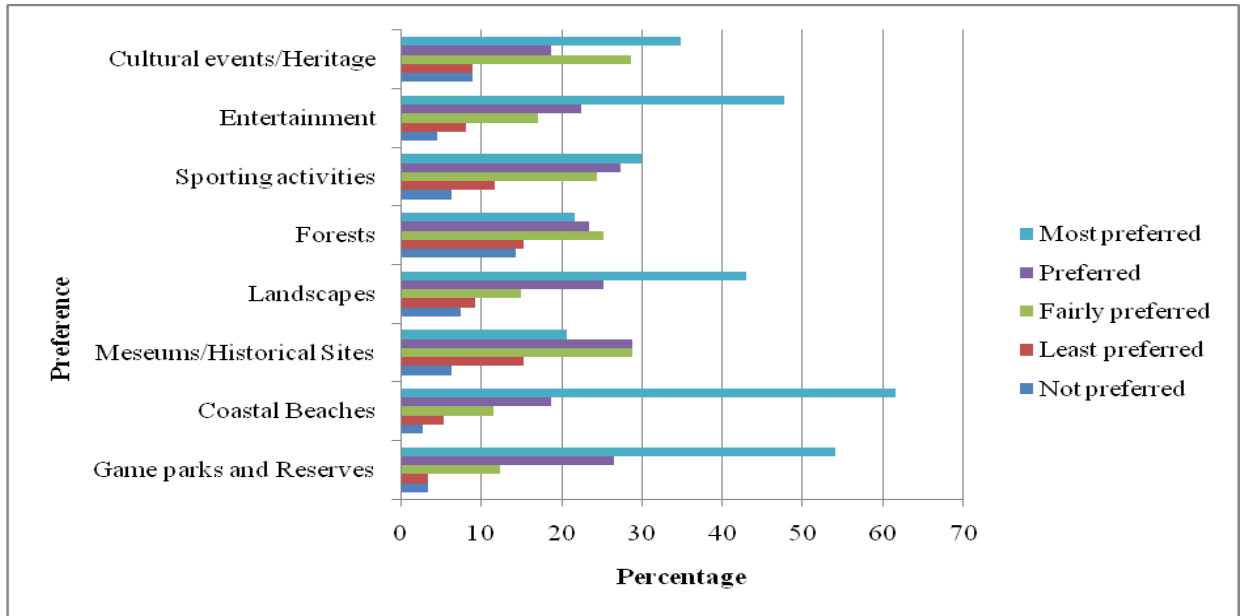


Figure 4.11 Preferred Tourist Attractions

Table 4.22: Correlation between Frequency of travel and Preference for Tourist

Attractions

	Frequency of travel	Gameparks	Coastal beaches	landscape	Cultural events	Entertainment
Frequency of travel	1	0.076	.136*	.123	.117	.087
Gameparks	.076	1	.019	.080	.049	.154*
Coastal beaches	.136*	.019	1	.210*	.034	.093
Landscape	.123	.210*	.107	.008	.209**	.158**
Cultural events	.117	0.049	.034	.107	1	.349**
Entertainment	.087	.154*	.093	1	.349**	1

*correlation significant at 0.05(2 tailed)

** Correlation significant at 0.01(2 tailed)

Through chi-square tabulation, as Table 4.23 shows, coastal beaches were most preferred by Kenyan residents (85.7%), followed by non –Kenyan residents (76.9%) and only 52.2% of the Kenyan citizens preferred coastal beaches. The study finding further shows that 66.7 % of respondents who had university level of education, aged 25-30 years (58.7%) and were earning an income above Kshs.41,000 (68.2%) had the most preference to coastal beaches. This implies that tourist activities in coastal beaches are more preferred by higher earning youth travellers.

Table 4.23: Demographic Characteristics and Preference for Coastal Beaches

Demographic characteristics	Number of respondents (percentage) n (%)					χ^2 , df p value
	Not preferred	Least preferred	Fairly preferred	Preferred	Most preferred	
Nationality						
Kenyan	3(2.7%)	6(5.3%)	15(13.3%)	30(26.5%)	59(52.2%)	6.983
Kenyan residents	0(0%)	0(0%)	0(0%)	1(14.3%)	6(85.7%)	8
Non-Kenyan	0(0%)	0(0%)	2(15.4%)	1(7.7%)	10(76.9%)	0.038
Level of education						
High school and below	2(5.9%)	1(2.9%)	5(14.7%)	12(35.3%)	14(41.2%)	17.033
Tertiary	1(2.7%)	3(8.1%)	6(16.6%)	10(27.0%)	17(45.9%)	16
University	0(0%)	6(16.6%)	6(11.1%)	10(18.5%)	36(66.7%)	0.083
Age						
15-19	2(6.9%)	0(0%)	2(6.9%)	9(31.0%)	16(55.2%)	9.888
20-24	1(1.7%)	5(8.6%)	8(13.8%)	12(20.7%)	32(55.2%)	8
25-30	0(0%)	1(2.2%)	7(15.2%)	11(23.9%)	27(58.7%)	0.027
Income (Kshs)						
Below 20,000	3(4.2%)	5(6.9%)	9(1.5%)	19(26.4%)	36(50%)	8.156
21,000-30,000	0(0%)	0(0%)	3(12%)	6(24.0%)	16(64%)	8
31,000-40,000	0(0%)	0(0%)	3(21.4%)	3(21.4%)	8(57.1%)	0.032
Above 41,000	0(0%)	1(4.5%)	2(9.1%)	4(18.2%)	15(68.2%)	

Among the respondents within each nationality (Table 4.24) game parks and Reserves were most preferred by non- Kenyan citizens 7(53.8%). This implies game viewing is a popular pursuit since most visitors to Kenya are predominantly interested in seeing wildlife (Odunga, 2005).

Those on age bracket 15-19 years with primary (66.7%) and high school (52.9%) level of education had more preference to game parks and reserves. In Kenya domestic youth travel has been spearheaded by wildlife clubs of Kenya, a non- governmental organization who has been taking the largest number of youths to parks and reserve in Kenya (Sindiga, 1999).

Table 4.24: Demographic Characteristics and Preference of Game parks and Reserves.

Demographic characteristics	Number of respondents (percentage)					χ^2 df P value
	Not preferred	Least preferred	Fairly preferred	Preferred	Most preferred	
Nationality						
Kenyan	5(4.4%)	5(4.4%)	18(15.3%)	29(25.7%)	56(49.6%)	6.983
Kenyan residents	0(0%)	0(0%)	0(0%)	4(57.4%)	3(42.9%)	8
Non-Kenyan	2(15.4%)	0(0%)	2(15.4%)	2(3.4%)	7(53.8%)	0.405
Level of education						
Primary	2(5.9%)	1(2.9%)	5(14.7%)	12(35.3%)	4(66.7%)	9.637
High school	1(2.7%)	3(8.1%)	6(16.6%)	10(27.0%)	18(52.9%)	16
Tertiary	0(0%)	6(16.6%)	6(11.1%)	10(18.5%)	10(18.5%)	0.885
University	3(5.6%)	3(5.6%)	8(14.8%)	16(29.6)	24(44.4%)	24(44.4)
Age						
15-19	2(6.9%)	0(0%)	2(6.9%)	9(31.0%)	16(55.2%)	9.888
20-24	1(1.7%)	5(8.6%)	8(13.8%)	12(20.7%)	28(48.3%)	8
25-30	0(0%)	1(2.2%)	7(15.2%)	11(23.9%)	23(50.7%)	0.379

The finding also reveals several differences in the activities undertaken by males and females. As Table 4.25 shows female respondents preferred to participate at cultural events and visiting museums and historical sites. This finding is consistent with what has been noted in tourism literature (Reseinger and Mavondo, 2002, 2004) that women tend to join in more cultural activities than men. Males on the other hand had more preference on sporting activities and landscapes implying they are more likely to participate in adrenaline activities.

Table 4.25: Gender and Preference for Tourist Attractions

Tourist attraction	Gender	Number of Respondents (%)	χ^2 df p value
Cultural events	Male	41.5	3.326 4 0.505
	Female	58.5	
Museums and historical sites	Male	17.6	3.003 4 0.557
	Female	29.2	
Landscapes	Male	54.2	5.592 4 0.232
	Female	45.8	
Sporting activities	Male	51.4	3.322 4 0.505
	Female	38.6	

Preference for entertainment as shown in Table 4.26 was higher amongst those aged between 20-24 years who had either tertiary or university level of education. This finding

is consistent with what Palmer (2004) has indicated that travel among the young people in college is more entertainment orientated.

Table 4.26: Preference for Entertainment

Demographic characteristics	Number of Respondents (percentage)					
	Not preferred	Least preferred	Fairly preferred	Preferred	Most preferred	χ^2 , df p value
Age						
15-19	2(28.6%)	4(25%)	7(30.4%)	4(14.8%)	12(20.0%)	9.888
20-24	4(3.0%)	8(6%)	11(8.3%)	6(4.5%)	29(48.3%)	8
25-30	1(2.2%)	4(8.7%)	5(10.9%)	17(37.0%)	19(41.3%)	0.379

Further as results in Table 4.27 show landscapes were most preferred by youth travellers in the age bracket of 15-19 years (41.4%) and have low income (41.7%).

Table 4.27: Preference for Landscapes

Demographic characteristics	(%)					
	Not preferred	Least preferred	Fairly preferred	Preferred	Most preferred	χ^2 , df p value
Age						
15-19	2(6.9%)	2(6.9%)	6(20.7%)	7(24.1%)	12(41.4%)	1.551
20-24	1(1.7%)	5(8.6%)	8(13.8%)	12(20.7%)	19(32.8%)	8
25-30	0(0%)	1(2.2%)	7(15.2%)	11(23.9%)	17(37.0%)	0.993
Income (Kshs)						
Below 20,000	6(4.2%)	5(6.9%)	9(1.5%)	19(26.4%)	30(41.7%)	12.755
21,000-30,000	5(0%)	0(0%)	3(12%)	6(24.0%)	7(28%)	12
31,000-40,000	1(0%)	0(0%)	3(21.4%)	3(21.4%)	6(12.5%)	0.387
Above 41,000	1(0%)	1(4.5%)	2(9.1%)	4(18.2%)	8(36.4%)	

This reflects that those aged 15-19 may not engage in expensive activities because of limited income but are fond of activities full of fun. At a younger age, individuals are

likely to have strong interest in spectacular activities such as mountaineering, walking, hiking or trekking (Page and Connel, 2007).

4.6 Preference for Accommodation

From the research finding guest houses (28.6%), budget hotels (24.8%) and youth hostels (24.1%) were perceived as the most preferred form of accommodation as shown in Figure 4.12.

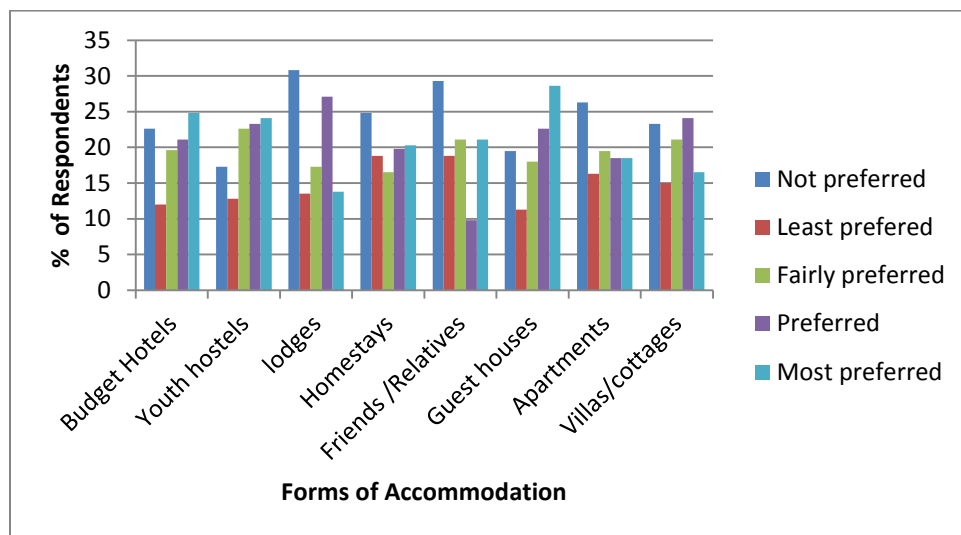


Figure 4.12: Preferred accommodation among the youth travellers

This study finding is consistent with previous studies (Richards, 2007 and Cooper *et al.*, 2008) which have established that since majority of young travelers have low income they utilize accommodation at the low cost end of the market. The fact that young travelers seek out budget accommodations such as guest houses, youth hostels and budget hotels or stay with friends and relatives has a positive implication to communities visited as high proportion of their expenditure is likely to be made with local businesses. This

may have the effect of increasing local economic impact in relation to other types of visitors.

Table: 4.28: Correlation between frequency of Travel and Preference for Accommodation

Most Preferred Accommodation	Frequency of travel	Guest houses	Budget hotels	Youth Hostels
Frequency of Travel	1	.226**	-0.145*	.253**
Guest houses	.064	1	.040	.323
Budget hotels	-.145*		1	.253*
Youth Hostels	.253**	.027	.253*	1

The study findings further show there was a positive relationship between the most preferred form of accommodation and frequency of travel as shown in Table 4.28. There was a positive and significant relationship between youth hostels and frequency of travel (Table 4.27). The choice of youth hostels could be attributed to fact that most of young travel has been spearheaded by the wildlife clubs of Kenya (WCK) who have established some youth hostels in the game parks.

4.7 Preference for Modes of Transportation

Results in Figure 4.13 show that the most preferred mode of transportation was personal cars (54.9%) followed by tour buses, (32.3%). The least preferred modes of transportation were train (7.5%) and bikes (6.8%). Other modes of transportation included ballooning and walking.

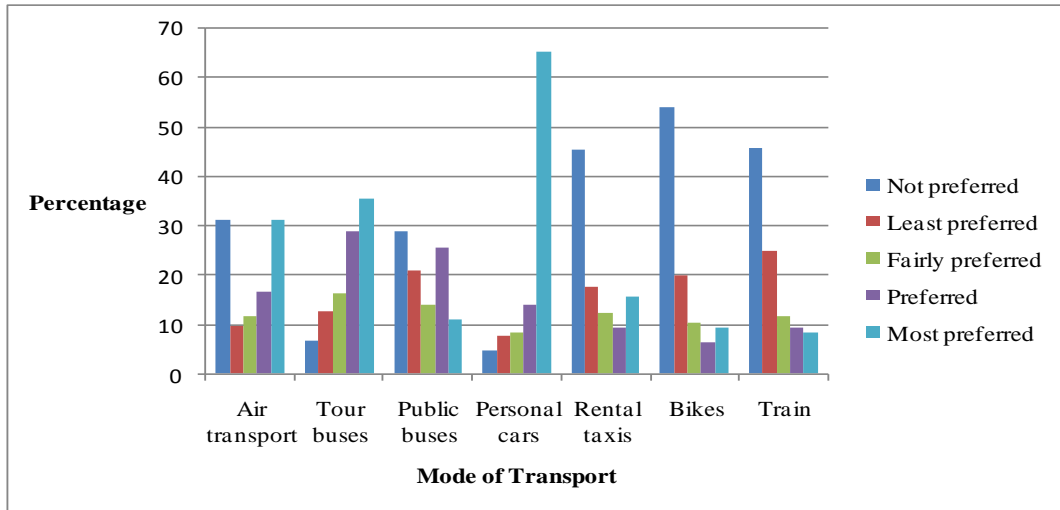


Figure 4.13: Preferred Mode of Transportation among the Youth Travellers

Table 4.29: Correlation between frequency of Travel and Preference for mode of Transportation

	Frequency of Travel	Tour buses	Personal cars	Public buses
Frequency of Travel	1	.052	.240*	.030
Tour buses	.052	1	.070	.210**
Personal cars	.240*	.070	1	.098
Public buses	.030	.210**	.098	1

The study finding as shown in Table 4.29 reveals that there was a positive relationship between preference of personal and frequency of travel. Choice of personal means of transport had a positive influence on frequency of travel. This implies that tourist

operators could provide transport incentives to youth travellers to encourage more travelling to tourist destinations.

4.8 Test for Hypothesis 2

Ho2: There is no relationship between preference for tourist products and services and frequency of travel among the youth travellers

Table 4.30 correlates between the most preferred tourist products and services with frequency of travel. The tourist products and services included coastal beaches, personal cars and youth hostels.

Table 4.30: Correlation relationship between tourist products and services and frequency of travel

Variable	r(p-value)
Most preferred	
Coastal beaches	.136(0.015)
Personal cars	.240(0.003)
Youth hostels	.253(0.002)

P-value significant at 0.05

Since p-value <0.05, the null hypothesis is rejected and therefore there is an evidence that there is an association between frequency of travel and choice of tourist attractions, accommodation and transportation. Thus there is a need for destination managers and marketers to develop clearly defined segments of the youth travel market and provide

tourist products and service that appeal to different youth market segment. This can contribute to an effective marketing strategy in attracting this crucial market.

4.9 To Determine the Travel Limiting Factors among the Youth Travellers

An individual's desire to travel is inhibited by three constraints dimensions; intrapersonal (e.g. health, fear and safety , lack of interest and awareness), interpersonal (e.g. lack of appropriate partner, lack of family support) and structural constraints (e.g. financial barriers, unavailability of time, transportation and accommodation unavailability, seasonality, climatic conditions, language barriers and family commitments).

From the study findings lack of awareness (34.6%) was perceived as the most likely intrapersonal constraint while influence by significant others (54.8%) was considered as the most likely interpersonal travel constraint. On the other hand work schedules (57.9%) and lack of income (51.1%) were considered as the most likely structural travel constraint (see Figure 4.15).

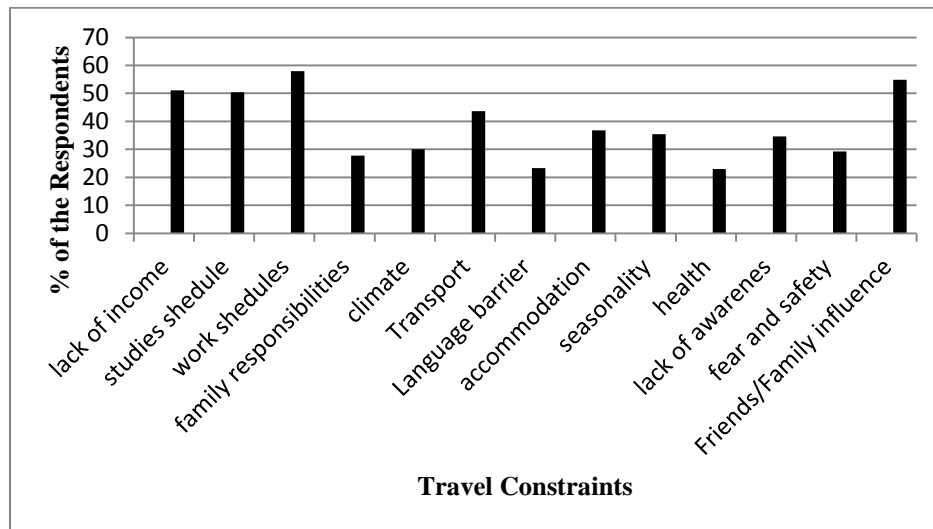


Figure 4.14: Youth Travel Constraints

4.9.1 Relationship between Travel Limiting Factors and frequency of Travel among the Youth travellers

Correlation analysis measured the relationship between the respondents' level of travel and selected travel limiting factors. The travel limiting factors included; lack of awareness, friends/ family influence, family commitment, transport unavailability, lack of income and studies schedules.

Table 4.31: Correlation Relationship between Travel limiting Factors and Frequency of Travel

Variable	C. coefficient (p-value)
Lack of income	-0.063 (0.471)
Studies schedules	-0.061 (0.484)
Transport unavailability	-0.107 (0.220)
Friends/ family Preferences	-.272 (0.028)
Family responsibilities	-0.292 (0.017)
Lack of awareness	-.234 (0.048)

The overall result findings as shown in Table 4.31 show that correlation relationship between frequency of youth travel and travel constrains is negative. However, family commitment and influence by significant others had a significant and a negative relationship. This finding reflects that intentions to travel among the young travellers are likely to be influenced by what others who form reference group think or do. The finding perhaps supports the dependence the young travellers have on significant others and

preference for group travels. Similarly family responsibilities such as having young children may reduce the ability of an individual to travel to tourist destinations. This study findings supports prior research (Nickerson and Jurowski, 2000) pertaining to the effect family lifecycle has upon family vacation destination selection. The implication for tourism operators and marketers is that family and friends' togetherness presents a motive for travel and therefore should develop family/ friend oriented outdoor products and services.

4.9.2 Young Travellers Frequency of Travel against Selected Travel Limiting factors

To further explore a relationship between frequency of travel and travel constraints, regression analysis was done to determine factors influencing level of youth travel.

Table 4.32: Regression Analysis between the frequency of travel and travel limiting factors

Variable	Coefficient	T	P value
Constant	5.177	14.450	000
Lack of income	-0.063	-0.723	0.471
Study Schedules	-0.053	- 601	0.743
Family responsibilities	-0.192	-2.235	0.017
Friends/friends preference	-0.172	-1.998	0.048
Lack of Transportation	-0.107	-1.232	0.220
Lack of awareness	-.134	-1.543	0.0125
F test	4.997		
N	132		
R ²	0.150		

The study findings showed that lack of awareness significantly influence youth travel (Table 4.32). Source of information is very important when marketing a tourist destination as it helps the visitors to know the products and services offered and also creates tourist expectations and anxiety before actual travel. There was also a significant and negative relationship between family responsibilities and frequency of travel to tourist destination, indicating that young travellers with more family responsibilities made fewer trips to tourist destinations.

Study results further shows that there was a significant and negative relationship between influence by significant others and frequency of travel. This implies that lack of friends, family and acquaintances with whom to participate to tourism activities may inhibit travel among the youth travelers. This perhaps also supports the study findings that majority of young travellers prefer group travel and rely on information obtained from significant others such as family members and friends.

Other factors such as lack of income and transport unavailability had a negative relationship but not significant.

4.9.3 Test for Hypothesis 3

Ho3: There is no relationship between travel limiting factors and frequency of travel.

The study correlated the most perceived travel constraints by the youth travels with frequency of travel as shown in Table 4.30

Since the p-value >0.05 , the null hypothesis is not rejected and therefore there is no association between the level of travel and travel constraints. On the other hand, since $r=.292$, and $p\text{-value}=0.027$, the null hypothesis is rejected and therefore there is an evidence that there is an association between frequency of travel and family commitment.

The results of H_02 imply that frequency of youth travel is negatively affected by family commitment and influence of significant others; and that there was no relationship between travel constraints such as lack of income, studies schedules, transport unavailability and frequency of travel to tourist destinations. This study findings support previous studies (WYSE, 2005, 2010,) which have shown the youth travel market tend to be less volatile than other tourism markets. This means that the youth travel market is less likely to be deterred from travelling by terrorism, economic crisis, political unrest or epidemics. These findings then imply that destination marketers should target the youth travel to recover from tourism crisis and this can greatly contribute to sustainable tourism industry in Kenya.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the major findings of the study. The conclusion and recommendations arising from the study are also discussed. Recommendations on areas of further research are also made.

5.2 Summary of the Findings

The major findings which were based on study objectives are summarized below.

5.2.1 Youth Travel Market Profile in Kenya

Youth travel in Kenya is largely domestic and is dominated by student travel; the majority have high levels of education, are single and have low monthly incomes. There are more frequent travels among the young travellers who tend to stay longer in tourist destinations. In addition, personal saving is used as the main source of financing their trips and the youth travellers are likely to have a clear preference for independently organized travel arrangement and travel independently or travel groups. There is a wide use of travel information but there is more preference of informal sources such as previous experience and significant others. The majority are aware of most of tourist destinations in Kenya and repeat visits are made to these destinations.

5.2.2 Determining Factors Influencing Travel Decision making among the Youth Travellers in Kenya

The most significant push factor motives for travel among young travellers were found to be “have fun”, “visiting places I have never been before”, “experience new and different lifestyle”, “opportunity to increase my knowledge” and “to have darling and adventuresome experience”. Nice weather, outstanding scenery, exotic atmosphere and outdoor/indoor sport activities were considered as very significant pull factor motives for travel.

Through factor analysis five major factors underlying youth travel motivations in Kenya were found to be: seeking experiences; recognition; social contacts; adventure and relaxation. There was a significant and a positive relationship between travel motivations and frequency of travel made by young travellers in Kenya.

5.2.3 Establishing Tourist Products Preferred by the Youth Travellers in Kenya

The beach and wildlife safari destinations were the most preferred tourist attractions among the youth of all nationalities. The low cost end forms of accommodation such as budget accommodations were most preferred by the youth while tour buses and personal cars were most preferred mode of transportation. The study finding also revealed a positive and significant relationship between frequency of travel and most preferred tourist products and services.

5.2.4 Determining Factors limiting Travel among the Youth Travellers in Kenya.

Structural and interpersonal constraints such as studies and work schedules, lack of income and influence by significant others were found to limit travel more than intrapersonal constrains. Lack of travel information, family commitment and influence by significant others had significant association with frequency of travel. The study findings partially supported that there was no significant relationship between travel limiting factors and frequency of travel among the youth travelers in Kenya.

5.3 Conclusion

From the findings of this study the following conclusion can be drawn. Firstly, there is potential in youth travel market in Kenya. Youth travelers are experience seekers whose frequency of travel is high in search of relaxation, recognition, social contacts and adventure. They are aware of most of tourist destinations in Kenya and are much willing to travel to these destinations. Besides youth travellers often make repeat visits to tourist destinations they have previously visited. This implies young travelers have gained more thirst to travel which increases the long term potential for this market.

The prevalence of domestic youth travel will significantly contribute to tourism industry in Kenya as it will increase the value of tourist destinations and combat issues of seasonality. It is also upon domestic youth travel that international youth travel will be built and increase the international youth travel in Kenya. Though majority of young people have little income they have more time to travel which means they are more likely to stay longer spend more than the average tourist, interact much more closely with

communities they visit and make direct contribution to local businesses and this can make unique contribution to sustainable tourism practices and poverty alleviation in Kenya.

Concerning the factors influencing travel among the youth travelers in Kenya, the pull factors (destination attributes) contributed to frequent travels than the push factors (individual traits). Based on the tourist attractions preferred by the youth travelers, the youth travel potential is not fully exploited. There is still more reliance on coastal beaches and wildlife safaris in Kenya and other tourist attractions are not fully exploited.

It also appears from this study that there is a need for proper planning for youth travel to combat travel constrains.

5.4 Recommendations

Based on the findings of the study, the following recommendations are made

1. Travel agents and tourism marketers need to play a more aggressive role in providing travel information to the youth travelers both locally and internationally in order to create more awareness to tourist destinations in Kenya. This will help to increase the number of visits especially to the less visited tourist destinations.
2. Tourism marketers also need to formulate travel packages for the youth travel which will act as an enticement to the youth travel market and also help to open up less popular destinations as this will be packaged together with relatively more popular ones.

3. Destination marketers should endeavor to develop clearly defined segments of the youth travel market. Matched with social- demographic factors and travel motivations would form a credible segmentation basis for youth travel market which the marketers would find an effective marketing strategy in attracting this crucial market.
4. Youth travel could be promoted through the offer of discounts on travel, attractions or activities. Such discounts could be offered by accommodation facilities, transportation companies and other service providers e.g. museums, cultural festivals. National or international discounts cards can also be implemented as a marketing tool.
5. There is still a need for diversification away from traditional beaches and wildlife tourism. Kenya has a wide range of potential tourist attractions which has not been fully exploited. Other youth travel products need to be developed such as volunteer programs, work and travel programs, cultural exchanges, education tourism, sports and adventure tourism.
6. Destination attributes (pull factors motives) play an important role in youth travel therefore the tourism providers should make tourist destinations in Kenya more exciting, accessible and affordable. Since young travelers are among the first explorers of new places they can play an important role in opening up less visited tourist destinations.

5.4.1 Recommendation for Further Research

Through this study, more research in the following areas should be carried out.

1. A study should be carried out to investigate reasons why forests as tourist destinations are unpopular among the youth travelers in Kenya.
2. A further study should be carried out to identify the most effective ways of marketing international youth travels in Kenya.
3. A further study to be carried out to investigate other forms of youth travel market such as volunteer tourism.

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APPENDICES

Appendix 1: Sample size Calculation:

Thus the following Fisher *et al.*, will be used

$$n = \frac{z^2 p}{d^2}$$

Where:

n= the desired sample size if the target population is greater than 10,000

Z = standard normal deviate at the required confidence level.

P= the proportion in the target population estimated to have the characteristic being measured.

$$q = 1 - p$$

d²= the level of statistical significance. 0.128

Thus;

Given that out of 13,104,493 million Kenyan youth population, Nairobi youth population is 1,319,131, the proportion in the target group is (0.101), a Z of 1.96 and statistical significance level of 0.05 %

$$n = \frac{(1.96)^2 (0.101) (0.899)}{(0.05)^2}$$

=140 respondents

Appendix 2: Questionnaire

Date of issue:

Questionnaire No:

Introduction

Dear respondent,

I am conducting a research on youth travel as potential market for tourism in Kenya. I will greatly appreciate your response to the questions listed below. If your age is below 15 or above 30 kindly discontinue. Please indicate your response by ticking (✓) where appropriate.

Part one: Demographic Characteristics

1.Nationality	Kenyan citizen <input type="checkbox"/> Kenyan Resident <input type="checkbox"/> Non- Resident <input type="checkbox"/>
2. Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>
3. Age	15-19 <input type="checkbox"/> 20-24 <input type="checkbox"/> 25-30 <input type="checkbox"/>
4. Highest level of Education	Primary <input type="checkbox"/> High School <input type="checkbox"/> Tertiary/College <input type="checkbox"/> University <input type="checkbox"/> Other(Specify) <input type="checkbox"/>
5. Marital Status	Single <input type="checkbox"/> married <input type="checkbox"/>
6. Profession/Occupation	Student <input type="checkbox"/> Employed <input type="checkbox"/> Self-employed <input type="checkbox"/>
7.Approximate net monthly income (Kshs.)	Below 20,000 <input type="checkbox"/> 21,000-30,000 <input type="checkbox"/> 31,000-40,000 <input type="checkbox"/> 41,000-above <input type="checkbox"/>
8. Source of holiday money	Personal saving <input type="checkbox"/> family/friends assistance <input type="checkbox"/> Other (specify)-----

Part two: Travel Characteristics

9. How many trips have you made to tourist destinations in Kenya for the last one year?

One Two Three Four Five More than five None

10. In choosing tourist destinations in Kenya, how would you rate the importance of the following travel motivations on a scale of 1-5 where (1): insignificant (2): least significant (3): Fairly significant (4): Significant and (5): Very significant.

Factor	1	2	3	4	5
1. Have fun					
2. Experience new and different lifestyle					
3. Resting and relaxing					
4. Visiting friends and relatives					
5. Meeting people with similar interests					
6. Doing something with my friends					
7. Doing things my own way					
8. Outstanding scenery					
9. Exotic atmosphere					
10. Nice weather					
11. Meet new and varied people of different ethnic background					
12. Visiting places I have never been before					
13. Get an opportunity to increase my knowledge					
14. Have daring /adventuresome experience					
15. Experience thrills and excitement					
16. Work on my personal /spiritual values					
17. Think about good times I have had in the past					
18. Have others know I have been there					
19. Outdoor/indoor sport activities					
20. Building and places of historical archaeological importance.					
21. Outdoor camping					
22. Travel arrangement					
23. Others (please specify)					

11. How would you rate the level of preference to the following tourist attraction within Kenya on a scale of 1-5? Where (1): not preferred (2): least preferred (3): fairly preferred (4): preferred and (5): most preferred.

Tourist attraction	1	2	3	4	5
Game parks and Reserves					
Coastal Beaches					
Museums /Historical Sites					
Landscapes e.g. Great Rift Valley, lakes, mountains					
Forests					
Sporting activities					
Entertainment					
Cultural events/ Heritage					
Others (specify)					

12. On a scale of 1-5 how would the following factors likely limit your travel to tourist destinations named above. Where (1): unlikely (2): least likely (3): fairly likely (4): likely and (5): most likely

Factor	Rating				
	1	2	3	4	5
Work schedules					
Income available					
Studies schedule					
Family responsibilities					
Friends/relatives choice/preferences					
Health					
Lack of interest					
Lack of awareness					
Fear and safety concerns					
Climatic conditions					
Transport					
Language barrier					
Accommodation availability					
Seasonality					
Others specify					

13. Below is a list of types of accommodation. On scale of 1-5 what type of accommodation would you likely prefer when on holiday vacation? Where (1): not preferred (2): least preferred (3): fairly preferred (4): preferred (5): most preferred.

Type of accommodation	1	2	3	4	5
Budget hotels					
Youth hostels					
Lodges					
Home stays					
Accommodation offered by friends and relatives					
Villas/cottage					
Apartment					
Guest houses					
Any other specify					

14. Please indicate on a scale of 1-5 the type of transport you prefer while travelling to a tourist destination where (1): not preferred (2): least preferred (3): fairly preferred (4): preferred and (5): most preferred

Type of transport	Rating				
	1	2	3	4	5
Air transport					
Tour buses					
Public buses					
Personal cars					
Rental taxis					
Bikes					
Train					
Others (please specify)					

15. How do you make your travel arrangement?

Independently Travel agents/tour firms Online Others specify ----

16. Below is a list of tourist destinations in Kenya. How would you evaluate your level of awareness on a scale of 1-4? Where (1): Not aware (2): Aware but need more information (3): Aware but would not prefer visiting (4): Aware but would very much wish to visit.

Tourist Attraction	1	2	3	4	Number of Visits
Mombasa					
Nairobi Safari Walk					
Fort Jesus					
Nairobi National Park					
Nairobi National Museum					
Nairobi Mini Orphanage					
Lake Naivasha					
Lake Nakuru National Park					
Bomas of Kenya					
Malindi					
Hells gate National Park					
Maaasai Mara National Park					
Lake Bogoria					
Mt. Longonot					
Amboseli National Park					
Mount Kenya National park					
Lamu Island					
Hallers park					
Malindi Marine					
Gedi Ruins					
Tsavo West National Park					
TsaveEastNational park					
Kisumu Impala Sanctuary					
Watamu					
Kisumu Museum					
Karen Blixen Museum					
Shimba Hills					
Chyullu Hills National park					
Kariandusi					
Meru National park					
Samburu,					
Kitale museum					
ArabukoSosoke Forest					
Lake Turkana National Park					
Meru museum					
Kakamega forest					
Buffalo springs					
Sibilo National Reserve					
Shaba National Park					

17a. on average how many days would you spend in visiting any tourist destination in

Kenya? -----

17b. If less than 1 day specify the reasons-----

18. In making your decision to travel to your preferred tourist destination, how significant is the following source of information to you? Where (1): totally Insignificant; (2): insignificant (3): fairly insignificant (4): significant and (5): very significant.

Source of information	1	2	3	4	5
Friends/colleagues/family members					
Newspapers/magazines/brochures/books					
Travel agents/ marketers					
Internet					
Television\Radio					
Personal previous experience					
Number of previous visits					
Any other (please specify)					

19. Which one of the following statements is TRUE concerning your travel arrangement?

Tick where appropriate.

I prefer to travel independently	
I prefer travelling in a group	
Both of the above applies to me	

19b. If you prefer travelling in a group, how many are you in the group? -----

20. Indicate the type of travel group you travel with. Tick where appropriate.

School groups	
College groups	
Family groups	
Religious groups	
Volunteer	
Cultural Exchange groups	
Others (Specify)	

Thank you for your co-operation in completing this questionnaire

Appendix 3: Social- economic Characteristics of the Respondents

Characteristics		Frequency n=132	Percentage (%)
Nationality	Kenyan Citizen	112	84.9
	Kenyan Residents	7	5.3
	Non-Kenyan Residents	13	9.8
Gender	Male	68	51.5
	Female	64	48.5
Age in years	15-19	31	23.5
	20-24	54	40.9
	25-30	47	35.6
Highest level of education	Primary	6	4.5
	High school	34	25.8
	Tertiary/college	37	28.0
	University	53	40.2
	Other	2	1.5
Marital Status	Single	108	81.8
	Married	24	18.2
Net Monthly income	Below 20,000	72	54.5
	21000-30,000	24	18.2
	31,000-40,000	14	10.6
	Above 41,000	22	16.7
Occupation	Student	67	50.7
	Formal employment	37	28.0
	Self- employment	28	21.3
Source of Holiday Money	Personal saving	100	75.8
	Family/Friends	27	20.5
	Assistance	5	3.7
	Other		

Appendix 4: Tourism Products and Service Offer in Kenya (Brief)

The tourism Products provides a diverse range of attraction drawn from

The Beach: A 408 km coastline, non-shark infested, hot all year round, white sandy and shelly beaches, beautiful coral reefs and favoured by monsoon winds

Wildlife: both carnivores and herbivores available and widely spread, 59 parks and reserves in protected areas, the big five attraction (lion, leopard, rhino, elephant and buffalo)

Adventure: experienced in all regions i.e. water, aerial, terrestrial due to favourable climate conditions with adventure activities ranging from mountain climbing, water rafting, deep sea diving and rock climbing

Scenic: The Great Rift Valley, Mountains (Mts. Kenya, Elgon, Longonot), lakes (Nakuru, Naivasha, Turkana, Baringo, Bogoria, Victoria etc.)

Sport: Water sports favoured by water masses, and monsoon winds, high attitude training facilities in Iten, Sotik and Nyahururu, safari rally competitions,

Culture and cultural heritage; diverse culture (42 languages), rich and different cuisine, archaeological sites, historical sites and museums

List of Kenyan game parks & Reserves

Amboseli: The reserve offers a unique and undulating plain. The mix of wood and grassland with riverine forest and swamp is home to a wide variety of animals and wildlife.

ArabukoSosoke: Famous for its big game- elephants, lions and cheetahs are the main attractions.

Chyulu Nat. Park: Host Chyulus, volcanic mountain range with a mix of volcanic cones, the most interesting of which is Shetani meaning 'devil'.

Hells Gate: Famous for hot geysers, eagle and vulture breeding grounds, rock climbing, walks in OINjorowa gorge.

Kakamega Forest: The only tropical rainforest in Kenya. The sheer abundance of birdlife is overwhelming

Kisumu Impala Wildlife Sanctuary: Opened in 1992 to protect a herd of impala and provide safe grazing grounds for hippos from the lake. Used as a holding point for sanctuary for 'problem animals such as leopard, hyena and baboons

Lake Nakuru Park: Home to the featheredflamingoes as well as a migratory corridor for birds, biggest white rhino sanctuary in Kenya. Tourist activities include game and bird watching

Lake Turkana Nat.Park: Contains early man's fossils, breeding ground for crocodiles, hippos & snakes and a stopping point for migratory birds.

Lamu: It is the oldest and the best preserved Swahili settlement in East Africa.

Maasai Mara reserve:It is probably the most famous and most visited reserve in Kenya. Named the 7th wonder of the world due to spectacular annual wildlife migration .Home to big five (Lion, leopard, rhino, Elephant and Buffalo).

Meru Nat. Park:Is wild and beautiful .straddling the equator and bisected by 13 rivers and numerous mountains fed streams.

Mt. Elgon Nat. Park: Host second tallest mountain in Kenya. Renown for the cave-elephants.

Mt. Kenya & the Aberdares: Hosts East Africa's second largest mountain and Kenya's highest mountain. Sources to numerous rivers in Kenya, rich biodiversity, adventure safaris

Mt. Longonot: Has an arresting sight for visitors to the Naivasha Basin. Created amongst the massive eruptions which formed the Great Rift Valley.

Nairobi Nat. Park: Kenya's oldest animal sanctuary. Visitor attractions include wildlife attractions, the Nairobi safari walk, the ivory burning site monument and animal orphanage which is popular among the youth and students

Samburu, Shaba, and buffalo springs: a land of contrast, arid terrain molted with rivers and wetlands, giving rise to amazing biodiversity

Shimba Hills Nat. Reserves: Offers beautiful, lush scenery. Has unique and botanically rich coastal rainforest. Two of Kenya's most beautiful orchids can be found here. Sable Antelope a rare species makes it a unique reserve.

Sibiloi Park: located next to Lake Turkana, housing the early man archaeological sites of Koobi Fora.

Tsavo East and West Parks: The twin Parks form one of the largest wilderness reserves. Tsavo East has beautiful landscapes and its proximity to the coast make a popular safari destination.

Appendix 5: Kenya Tourist Map



Appendix 6: Tourist Attraction Sites in Nairobi

- **Bomas of Kenya:** The Bomas showcase the different aspects of Kenyan Culture and cultural heritage.
- **Giraffe center:** Located in Langata 15 Kms. from the center of Nairobi. Main attraction is feeding giraffes from a raised observation platform.
- **Golfing:** include among others Windsor golf and country club resort
- **Hotels and Restaurants:** Include The Norfolk Hotel, The Sarova Hotels, New Stanley Hotels and the famous Carnivore Restaurant among others.
- **Independence monuments:** stands as remembrance of the lowering and raising of the Kenyan
- **Karen Blixen coffee House and Museums:** Situated on the outskirts of Nairobi at the foot of Ngong Hills. A museum holds the authenticity of a different time period in the history of Kenya.
- **Kenya International Conference Center:** Hosts number of events conferences and seminars.
- **Kenya National Archives:** Contains historical paintings, photographs, records and antique Kenyan craft.
- **Mamba village:** Crocodile farm is among the main attractions. Maasai ostriches are also found here and visitors have opportunity to feed them from their hands.
- **Nairobi Arboretum:** Known for shaded walkways, jogging trails and picnic sites.
- **Nairobi National Museums:** Has numerous exhibitions and educational sections. A great place to explore Kenya's cultural riches.

- **Nairobi National Park:** Kenya's oldest animal sanctuary. Visitor attractions include wildlife attractions, the Nairobi safari walk, the ivory burning site monument and animal orphanage which is popular among the youth and students.
- **Nairobi Snake Park:** Located opposite Nairobi museum. Home to over one hundred reptiles. A small pond within the snake park is a home to Nile crocodiles and fish from great lakes- Tanganyika, Victoria and Nyasa.
- **Ngong Hills:** Hill peaks of the ridge alongside the Great Rift Valley.
- **Shopping Malls:** Include village market, Sarit Center, Yaya center.
- **The Railway Museums:** safeguard and exhibit remnants such as steam locomotion, carriage used during the hunt for man-eater of Kima in 1900, photograph, maps and drawings.
- **Uhuru gardens:** Holds Nairobi major memorial to struggle of independence.
- **Uhuru Park:** A recreational park. Surrounds a man-made lake and gathering grounds for special rallies and events.

Appendix 7: Frequency of Destination Visits by Youth Travelers

Tourist Attraction	Frequency	%	Number of Visits	
			Once n(%)	More than once n(%)
Mombasa	97	73.5	24(24.7)	73(75.2)
Nairobi Safari Walk	94	71.2	19(20.2)	75(79.8)
Fort Jesus	90	68.2	27(30)	63(70)
Nairobi National Park	87	65.9	17(19.5)	70(83.3)
Nairobi National Museum	78	59.1	20(25.6)	58(74.3)
Nairobi Mini Orphanage	76	57.6	18(23.7)	58(76.3)
Lake Naivasha	76	57.6	18(23.6)	58(76.3)
Lake Nakuru National Park	74	56.1	20(27)	54(73)
Bomas of Kenya	73	55.3	11(15.1)	62(84.9)
Malindi	72	54.5	22(30.6)	50(69.4)
Hells gate National Park	63	47.7	11(17.4)	52(85.2)
Maaasai Mara National Park	58	43.9	15(25.8)	43(74.1)
Lake Bogoria	54	40.9	17(31.5)	37(68.5)
Mt. Longonot	54	40.9	14(25.9)	40(74.1)
Amboseli National Park	53	40.2	17(32)	36(67.9)
Mount Kenya National park	46	34.8	16(34.8)	30(65.2)
Lamu Island	44	33.3	11(25)	33(75)
Hallers park	42	31.8	15(35.7)	27(64.2)
Malindi Marine	42	31.8	16(38.1)	26(61.9)
Gedi Ruins	42	31.8	16(38.1)	26(62.9)
Tsavo West National Park	38	28.8	11(28.9)	27(71.1)
TsaveEastNational park	37	28	12(32.4)	25(67.5)
Kisumu Impala Sanctuary	36	27.3	14(38.8)	22(61.1)
Watamu	36	27.2	14(38.9)	32(61.1)
Kisumu Museum	35	26.5	10(28.6)	25(71.4)
Karen Blixen Museum	26	19.7	8(30.8)	18(69.2)
Shimba Hills	32	24.2	10(31.25)	22(68.8)
Chyullu Hills National park	31	23.5	11(35.5)	20(64.5)
Kariandusi	31	23.5	8(25.8)	23(74.2)
Meru National park	29	22	9(31)	20(68.9)
Samburu,	28	21.2	10(35.7)	18(64.2)
Kitale museum	28	21.2	12(42.9)	16(57.1)
ArabukoSosoke Forest	25	18.9	9(36)	16(64)
Lake Turkana National Park	22	16.7	10(45.4)	12(54.5)
Meru museum	22	16.7	8(36.4)	14(63.6)
Kakamega forest	22	16.7	7(24.1)	15(68.2)
Buffalo springs	18	13.6	7(38.9)	12(66.6)
Sibilo National Reserve	18	13.6	6(33.3)	12(66.6)
Shaba National Park	17	12.9	7(41.1)	10(58.8)

Appendix 8: Research Permit

REPUBLIC OF KENYA



NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY

Telegrams: "SCIENCETECH", Nairobi
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Our Ref: NCST/RRI/12/1/SS-011/557/5

Date: 5th May, 2011

Caroline Wangare Kihara
 Kenyatta University
 P. O. Box 43844
NAIROBI

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "**Youth travel as potential market for tourism in Kenya**" I am pleased to inform you that you have been authorized to undertake research in Nairobi **Province** for a period ending **30th June, 2011**.

You are advised to report to **the Provincial Commissioner and the Provincial Director of Education of Nairobi Province** before embarking on the research project.

On completion of the research, you are expected to submit **one hard copy and one soft copy** of the research report/thesis to our office.

P. N. NYAKUNDI
FOR: SECRETARY/CEO

Copy to:

The Provincial Commissioner
 Nairobi Province

The Provincial Director of Education
 Nairobi Province