

## Tourism Product Influence on Domestic Tourists Choice of Mombasa County, Kenya

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**How to cite this article:** Mwawaza, S.M., Kariuki, A.C. & Ndubi, E.O. (2022). Tourism Product Influence on Domestic Tourists Choice of Mombasa County, Kenya. African Journal of Hospitality, Tourism and Leisure, 11(3):1188-1198. DOI: <https://doi.org/10.46222/ajhtl.19770720.284>

### Abstract

This study was aimed at determining the contribution of the tourism product on domestic tourism performance in Mombasa County, Kenya. Mixed research method was employed and primary data gathered through well-structured questionnaires, which were administered randomly to domestic tourists (n=400) and tour operators (n=21), and through interviews and focus group discussion to key stakeholders in Mombasa County. Regression analysis was used to examine the relationship between tourism product component and domestic tourism performance. The results revealed that availability of diverse tourist attractions and activities, ease of accessibility, availability of accommodation and affordability of services were key in influencing domestic tourists to visit Mombasa County. These findings could benefit stakeholders in providing insights on the aspects of the tourism product that should be packaged, and the pricing for the product that could improve its competitiveness. Furthermore, elements that are key to selection of Mombasa County as a tourism destination were determined, which is crucial in informing priority areas for further improvement and/or development by tourism stakeholders.

**Keywords:** Domestic tourism; domestic tourism growth; tourism package; tourism product; Mombasa; Kenya

### Introduction

The tourism sector is a central pillar of many national and local economies (Zhou, 2020). The sector accounted for 10.3% of the Gross Domestic Product, and was responsible for one in every four new jobs created in the global travel and tourism sector (United Nations World Tourism Organization [UNWTO], 2019; World Travel & Tourism Council [WTTC], 2020). Between 2014 and 2019 the sector experienced a growth rate of 3.5%, a rate higher than that of any other sector, leading to the improvement of people's and communities' livelihoods (WTTC, 2021). However, this sector has been subject to underperformance especially in Africa since the region has continued to attract low spenders averaging to USD 600 against the global average of USD 990 per client. Additionally, there has been little effort in targeting the regional market (African market), since the focus has traditionally been on international tourists (African Union [AU], 2019). With regards to domestic tourism, South Africa has been one of the best performing countries in Africa. In 2018, it recorded up to 17.7 million domestic trips that represented 62.7% of the total number of trips (Organization for



Economic Co-operation and Development [OECD],2020). However, this proportion was lower compared to that of some countries in Europe, Asia, North and South America that recorded over 80% domestic trips (WTTC, 2019).

In Kenya, the tourism sector's underperformance has been linked to several factors including overreliance on international tourists, which is highly seasonal; expensive products that do not provide value for money; poorly maintained facilities; perception of the destination as unsafe, and weak magical Kenya brand (Government of Kenya [GoK], 2017). International arrivals to Kenya dropped by 33% between the year 2007 and 2008, with a gradual pick being experienced between 2009 to 2011. However, a further drop by 26% (from 1,822,900 in 2011 to 1,350,400 in 2014) was experienced between 2011 to 2014 (GoK, 2012, 2016, 2020b). In 2019, the recorded growth was slower than expected (GoK, 2020b), while in August 2020 there was a significant drop in international arrivals by 91.2% in comparison to the same period in the previous year (Mutua, 2020).

Meanwhile, domestic tourism has the ability to sustain tourism operations in cases where there is a decline in international tourism. For instance, in China, domestic tourism has had a more favourable effect on economic growth than international tourism (Lee, 2021). In South Africa and Rwanda, domestic tourism is seen as the cornerstone of economic growth since it generates employment opportunities, reduces poverty, boosts the GDP and guarantees year-round travel, ensuring that the sector's operations continue (Makhaola & Proches, 2017; Mazimhaka, 2007).

Domestic tourism in Kenya has been found to provide a sturdy economic base (Manono & Rotich, 2013). This is evidenced by increased number of hotel bed nights occupancy between 2015 and 2019 (GoK, 2020a). Further, the domestic tourism market is at the development stage according to primary source market lifecycle status, hence an indicator that there is potential for more growth (GoK, 2017). However, despite the growth in domestic tourism, the bed occupancy is still low (30% of the total beds available) (GoK, 2020a). This could be attributed to high cost of services, poor state of tourism facilities, poor mapping of tourism products which has led to some iconic sites being left out, lack of corporation among stakeholders, poor publicity of some sites and lack of knowledge among locals on how to handle visitors (GoK, 2021a). To bridge this gap, the Kenyan government is committed to increasing the number of domestic tourists from 13,370,574 in 2015 to 26,443,200 by 2030, through instilling the culture of travelling among the local residents and improving awareness through media coverage and increase in budgets (GoK, 2017). There is also need to ensure that tourism resources are clearly mapped and aligned to the customer needs, and the quality of the products and accessibility to the attraction sites are improved (GoK, 2021b, 2021a; Omare, 2016; Zhou, 2020). Such strategies could ensure that destinations are competitive enough and benefits from tourism are maximized.

Meanwhile, there remains a gap in scientific knowledge on domestic tourism in Kenya, indicating the need for further research outside Nairobi (Osiako & Szente, 2021). Considering that majority of the studies have employed a single method (either qualitative or quantitative) (Makhaola & Proches, 2017; Makuzva, 2018; Seyidov & Adomaitiene, 2017; Sultan, 2018), there is also need to use mixed method approach to further improve on the reliability of the results. The current study was aimed at determining the domestic tourists and stakeholders perspectives of the main tourism product elements in order to improve or diversify the product as proposed by the Kenyan government (GoK, 2021b). The study was specifically carried out in Mombasa County, Kenya. Mombasa County was ideal for this study as it is in the decline stage of the tourism region lifecycle status. As such, the findings of this study could play a role in proposing ways to develop and improve tourism products, hence revive the destination's competitiveness (GoK, 2017).



## Literature review

According to World Tourism Organization, tourism products are a result of a mix of tangible and intangible elements. Tangible elements include natural, cultural, historical and manmade resources. Intangible elements entail services, which give the tourist product its life, colour and excitement, and generates overall holistic visitor's experience for potential customers, including emotional aspects (UNWTO, 2018). The product was conceptualized as tourism components or elements that are essential to the success of a tourist destination. These are traditionally referred to as the 5A's and they include accessibility, accommodation, attractions, activities and amenities (UNWTO, 2018; Camilleri, 2018).

Tourists travel to areas that are easily accessible by land, sea or air, and those that offer accommodation facilities. Within the destination, both leisure and business travelers can visit attractions and participate in recreational activities. Therefore, an ideal destination should have the necessary amenities and facilities to cater for the tourists (Camilleri, 2019). Tourists expect that the destination should be easily accessible, and be able to offer a variety of accommodation options with different price ranges. Additionally, a destination should offer a wide variety of attractions and activities as people do not travel to only stay in the rooms. Basic facilities should be available to make tourists feel comfortable and secure (Camilleri, 2019; Page, 2019). Moreover, destinations must be able to match customers' expectations in terms of costs, the kind of facilities (e.g. lodging, transportation, food, restaurants and parks) and, most importantly, the level of quality service provided. This means that, destination managers need to package their products in ways that satisfy customers' wants and desires from time to time (Khuong et al., 2014; Kifworo, Mapelu & Okello, 2020).

Meanwhile, previous research indicates that tourists are attracted to a destination due to different elements of the tourism product. For instance, attractions, amenities, accessibility and price are important destination attributes for local tourists looking for a destination to visit in Azerbaijan, and in Jammu and Kashmir regions, in India (Seyidov & Adomaitiene, 2017; Sultan, 2018). The above mentioned attributes have also been found to have a positive influence on tourists attitude in four Alpine destinations including Kühtai, Ischgl, Brixental, and Saalbach-Hinterglemm in Austria (Reitsamer et al., 2016). Destinations with limited tourism offers but highly priced, like the case of Botswana, result to fewer locals engaging in domestic tourism, with the majority engaging in outbound tourism. Therefore, tourism products need to be fairly priced in order for them to attract tourists. These tourism products should not only provide value for money but also be of good quality. Otherwise, where products are perceived as being expensive, tourists opt not to engage in them (Basera, 2018).

Considering the above mentioned factors, understanding which elements of the tourism product influences tourists decision to visit Mombasa County, Kenya, is of utmost importance. Consequently, the destination will be able to effectively develop and improve what it offers on a basis on how tourists perceive them.

## Methodology

The study was conducted in Mombasa County located in the coastal region of Kenya. The region borders the Indian Ocean and it's characterized by beautiful white sandy beaches, deep historical and cultural heritage with warm weather. Further, studies done on the status of tourists attractions in Kenya, indicated that Mombasa was the most popular destination among domestic tourists with over 80% repeat clients compared to other destinations (GoK, 2021a; Ndivo & Waudu, 2012).



This study used the mixed research method approach. The method was deemed useful because it provided room for triangulation where several research tools for data collection were used, hence enriching and confirming the picture gathered of a situation. This enables the researcher to assess the reliability of research findings and the inferences that can be drawn from them. Specifically, concurrent triangulation design involving both quantitative and qualitative approaches was used within the study. The method enhanced complementarity in order to examine the different facets of the research problem and for the purposes of obtaining more meaningful outcome (Schoonenboom & Johnson, 2017). The method was adopted in this study to better address the research problem, as one research type (qualitative or quantitative) may not adequately address the research problem.

The target population of this study included domestic tourists visiting Mombasa County, tour operators in Mombasa County who are members of Kenya Association of Tour Operators (KATO) and are registered by Tourism Regulatory Authority (TRA), Government institutions and Tourism Associations in Mombasa County. Random sampling was used to obtain data from domestic tourists. The method was selected as it is not biased for larger samples and provides each sample an equal chance of being selected. On the other hand, purposive sampling was used to obtain data from tour operators, government institutions and tourism associations, since the researchers deemed the subjects to have the necessary information that was required for this study (Mugenda & Mugenda, 2008).

The variables of study were accessibility, accommodation, attractions, activities, amenities and cost of the tourism elements (Camilleri, 2019; Page, 2019). Quantitative data was collected through close-ended questionnaires, while open-ended questionnaires, interviews and focus group discussions were used to collect qualitative data. Semi structured questionnaires were used to acquire primary data from 400 domestic tourists (arrived at using Yamane 1967 formula from a population of 2,020,000 (GoK, 2020a)) and 21 tour operators resulting in 421 questionnaires being administered. The questionnaires were designed to obtain information on the domestic tourists and tour operators perceptions of the tourism product in Mombasa County. Noteworthy, out of the 421 questionnaires, 390 were returned representing a return rate of 93%. The realised sample was within the required limits as previously recommended (Kothari, 2004). This tool was selected since it minimizes bias and increases confidentiality of respondent's opinions (Mugenda & Mugenda, 2008). Interviews were conducted on 6 government officials and 1 association representative. The interviews were guided by an interview schedule and the sessions were recorded in addition to taking notes. The method was deemed appropriate as it provided room to gather more in-depth information by interrogating the subjects further (Kothari, 2004). Focused group discussions were conducted on representatives of the Tourism associations, where 2 sessions each consisting of 8 members were conducted separately. According to Ghauri et al. (2020), the recommended size for focus group discussions is 6 to 10 participants. Audio tapes were used in this case to record the outcomes. This method gives the researchers an opportunity to gather detailed information on the subject matter (Saunders et al., 2009).

Data was collected face to face between March 2021 and October 2021 by the authors with the help of three (3) research assistants. For domestic tourists and tour operators who were not able to respond immediately, they were left with the questionnaires and then collected at an agreed date. For interviews and focused group discussions, an initial contact was made through email and phone, where the appropriate dates for sessions were agreed. Once data collection was finalised, Statistical Package for Social Sciences (SPSS) software (Version 20) was used to carry out the quantitative analysis for correctly filled and completed questionnaires. Descriptive statistics were used to provide summaries about the study samples and regression analysis was used for inferential statistics. The data was then presented using



tables and graphs. Qualitative data was grouped based on specific themes, then categorized and ordered. The ordered data was summarized then used in the interpretation of results.

## Results and discussion

### *Domestic tourists’ perceptions of the tourism product components in Mombasa County*

Domestic Tourists’ Perceptions of the Tourism Product Components in Mombasa County was shown in Table 1. These results illustrated the domestic tourist’s opinions about the destination products.

Table 1. Respondent’s perception of the tourism product components for Mombasa County

Variables	M	SD	MR
It is easy to move from one attraction to the other within the Destination	2.44	0.59	5
Variety of accommodation options make this Destination unique	2.65	0.52	3
The Destination offers diverse and unique attractions	2.71	0.50	1
The Destination has several leisure activities for all age groups	2.64	0.57	4
Mombasa county provides diverse tourism services at affordable prices	2.71	0.52	1
Availability of basic amenities like availability of electricity, phone network, safe parking, etc., makes this a preferred destination	2.68	0.54	2

Note. N = 323. MR = Mean Ranking. Scale [mean range of interpretation]: 1 = *Not at All* [1.00-1.66], 2 = *Partially* [1.67-2.33], 3 = *Entirely* [2.34-3.00]

Respondents indicated that Mombasa, as a tourist destination, offered diverse and unique attractions ( $M = 2.71$ ,  $SD = 0.50$ ) and provided diverse tourism services at affordable prices ( $M = 2.71$ ,  $SD = 0.52$ ). The second reason that influenced the choice of Mombasa as a vacation destination was the availability of essential services such as electricity, telephone networks, and secure parking ( $M = 2.68$ ,  $SD = 0.54$ ). The destination also offers a variety of accommodation options that make it unique ( $M = 2.65$ ,  $SD = 0.52$ ) and a range of leisure activities to suit all age groups ( $M = 2.64$ ,  $SD = 0.57$ ). Additionally, the results showed that respondents felt it was easy to switch from one attraction to another within the travel destination ( $M = 2.44$ ,  $SD = 0.59$ ), making it a preferred travel destination. This indicates that all the elements of the tourism product (accommodation, attractions, activities, amenities and accessibility) in Mombasa County were appealing to domestic tourist. These results are similar to those of Herle (2018) and Seyidov and Adomaitiene (2017), who reported that destinations with a variety of attributes like attractions, varied amenities, numerous accommodation and easy accessibility were more attractive to tourists than those that lacked. Further, Makuzva (2018) indicated that destinations that are easily accessible and attractive enhanced tourists visitations while facilities present in a destination were a crucial aid in attraction sites and would create a great displeasure if absent.

### *Descriptive results of TRA registered KATO members’ perceptions of the tourism product components in Mombasa County*

Table 2 shows the results of the Tour operators’ opinions about the destination’s products. These results indicate that the tour operators based in Mombasa County agree that Mombasa County as a destination has quite a number of leisure activities that can be enjoyed by domestic tourists for all age groups ( $M=2.93$ ,  $SD=0.26$ ). It was further revealed that the variety of accommodation options, diverse unique attractions and affordable services were appealing to domestic tourists ( $M=2.73$ ,  $SD=0.46$ ). Tour Operators also agreed that availability of basic amenities like electricity, phone network, safe parking etc., and the ease of movement from one attraction site to the other makes the destination attractive to domestic tourists. Mombasa County as a destination was found to have all the five elements of the tourism products (accessibility, accommodation, activities, accommodation and amenities)



that appeal to the tourists, and could consequently lure domestic tourists to visit this destination.

Table 2: Tour operators' perception of the tourism product components for Mombasa County

Variables	M	SD	MR
Domestic tourists are able to move from one attraction to the other within the Destination	2.47	0.51	4
There is quite a number of accommodation options that appeals to domestic tourists	2.73	0.46	2
The Destination offers diverse and unique attractions that are attractive to domestic tourists	2.73	0.46	2
There is quite a number of leisure activities that can be enjoyed by domestic tourists for all age groups	2.93	0.26	1
The Destination provides diverse tourism services at affordable prices	2.73	0.46	2
Availability of basic amenities like electricity, phone network, safe parking, etc., makes destination attractive to domestic tourists	2.67	0.49	3

Note. N = 15. MR = Mean Ranking. Scale [mean range of interpretation]: 1 = Not at All [1.00-1.66], 2 = Partially [1.67-2.33], 3 = Entirely [2.34-3.00]

### The effect of tourism products on domestic tourism performance in Mombasa County

A simple linear regression was performed to examine whether the composite score of the perceptions of tourism products by the local tourists could significantly predict the level of domestic tourism performance in Mombasa County. The results of the regression analysis were presented in Table 3 (a-c).

Table 3. Regression results of the effect of tourism products on domestic tourism growth in Mombasa County

**a) Mode Summary**

Model	R	R <sup>2</sup>	Adj. R <sup>2</sup>	SE	Change Statistics				
					R <sup>2</sup> Change	F Change	df1	df2	P
1	.622 <sup>a</sup>	.387	.385	.69404	.387	202.521	1	321	.000

a. Predictors: (Constant), Perception of Tourism Products

**b) ANOVA<sup>a</sup>**

Model		SS	Df	MS	F	P
1	Regression	97.553	1	97.553	202.521	.000 <sup>b</sup>
	Residual	154.624	321	.482		
	Total	252.178	322			

a. Dependent Variable: Domestic tourism growth

b. Predictors: (Constant), Perception of Tourism Products

**c) Coefficients<sup>a</sup>**

Model		B	SE	$\beta$	t	P
1	(Constant)	1.042	.212		4.907	.000
	Perception of Tourism Products	.768	.054	.622	14.231	.000

a. Dependent Variable: Domestic tourism growth

As shown in Table 3a, regression analyses indicated that the model explained 38.7% ( $R^2 = 0.387$ ) of variance in the domestic tourism growth of Mombasa County. To assess whether the model was a significant predictor of domestic tourism performance, analysis of variance (ANOVA) was performed and the results presented in Table 3b. This indicated that the regression model (perception of Tourism Products) was a significant predictor of domestic tourism growth ( $F_{1, 321} = 202.521, p = .000$ ). The results of the regression weight of the predictor variable (perceptions of the tourism product) showed that the perception of tourism product positively and significantly predicted domestic tourism growth ( $b = 0.768, p = .000$ ) (Table 3c). The final predictive model was as follows: Domestic tourism growth = 1.042 + 0.768 (Perception of tourism products).

To test  $H_0$  (There is no significant relationship between the tourism product and domestic tourism growth in Mombasa County), a t-test statistic was performed at a 5% level of significance and the results were presented in Table 3c. As shown, t-test results were statistically significant ( $t = 14.231, p = .000$ ). Thus,  $H_0$  was not accepted.



The above results were similar to those of Kifworo et al. (2020) who noted that availing products that cater for tourists preferences, significantly increased participation in domestic tourism.

***The relative effect of the Tourism Products on domestic tourism growth***

A multiple linear regression analysis was performed to establish the relative influence of each component of the 6A’s of tourism products (attraction, activities, accessibility, accommodation, amenities, and affordability) on domestic tourism performance. The results of this regression analysis were presented in Table 4.

Table 4. Regression results for the relative effect of the tourism products on domestic tourism

Model	B	SE	B	T	P
(Constant)	2.397	.393		6.099	.000
Accessibility	.520	.096	.531	5.417	.001
Availability of Accommodation Units	.486	.114	.477	4.263	.003
Diverse Tourist Attractions	.613	.120	.624	5.108	.000
Diverse Tourist Activities	.603	.110	.589	5.482	.000
Affordable Services	.420	.109	.412	3.853	.000
Availability of Amenities	.208	.108	.199	1.926	.088

Note. N = 323. Dependent Variable: Domestic tourism growth.  $R^2 = .298$ .  $F(6,309) = 21.861$ ,  $p < .05$ .

As shown in Table 4, the regression model accounted for 29.8% ( $R^2 = .298$ ) of variance in domestic tourism growth. In addition, the model was a significant predictor of domestic tourism growth,  $F_{6, 309} = 21.861$ ,  $p = .000$ . Considering the unique effect of each predictor variable in the model, availability of diverse tourist attractions in Mombasa County had the highest positive effect on domestic tourism growth ( $\beta = .624$ ,  $p = .000$ ) followed by the availability of diverse tourist activities ( $\beta = .589$ ,  $p = .000$ ). In addition, accessibility was the third most influencing predictor ( $\beta = .531$ ,  $p = .001$ ) followed by availability of accommodation units ( $\beta = .477$ ,  $p = .003$ ) and affordability of services ( $\beta = .412$ ,  $p = .000$ ), respectively. However, availability of amenities was found to have a non-significant positive effect on domestic tourism growth ( $\beta = .199$ ,  $p = .088$ ). The final predictive model was as follows: Domestic tourism growth = 2.397 + .624(diverse tourist attractions) + .589 (availability of diverse tourist activities + .531(accessibility) + .477(availability of accommodation) + .412(affordability of services).

Stakeholders in the tourism industry have indicated that accessibility, good infrastructure and transportation are key in domestic travel (Chan, 2021). Similarly previous findings revealed a positive and significant effect of affordability on the tourism product and domestic tourism growth (Dimitrov et al., 2017; Giao et al., 2021; Makhaola & Proches, 2017; Makuzva, 2018; Seyidov & Adomaitiene, 2017). However, it is worth noting that the present study’s findings differed from those of Seyidov and Adomaitiene (2017), who reported that destination’s varied amenities, were more appropriate for tourists.

***Qualitative results for the tourism product***

Qualitative results indicated that domestic tourists preferred the traditional beach product as opposed to international tourists whose preferences were more diverse. This was reported by stakeholder no 2 who indicated that “Domestic tourists have different tastes though they cling more to the traditional beach and bush. International guests prefer experiences other than visits and that is why we project and package our experiences to end up being memorable”. These results confirm the status on tourism product perceptions as was seen with the descriptive results for both the domestic tourists and tour operators. The findings were similar



to those reported in other studies where the most preferred activities included game drives, beach tourism, dancing/clubbing and shopping (GoK, 2021b, 2021a; Kifworo et al., 2020).

Further, a new trend was noted in selection of accommodation where tourists preferred self-catering accommodation as was reported by Stakeholder no. 2 that” domestic tourists are now choosing to do Airbnb and villas as opposed to the regular accommodation”. The findings differ with those of Kifworo et al. (2020) and Saffir Africa (2018) where lodges and resorts were the most preferred as opposed to Airbnb’s.

With regards to the pricing of the tourism products, the interview results indicated that there were special packages/rates and flexible prices for domestic tourists as was indicated by stakeholder no 5 “ Our boat charges for domestic tourists are very flexible”. Furthermore, stakeholders were at the forefront in ensuring that products were affordable through different ways. Stakeholder no 7, indicated that “We are working with licencing operators to reduce huge levies in order to make the product affordable”. The results confirm the status of domestic tourist’s opinion on relative influence of each component of the elements of the tourism products, as demonstrated by the positive and significant influence of product prices and domestic tourism performance. Similarly, Basera (2018)indicated that tourism products need to be fairly priced in order to attract tourists.

Generally, it was noted that tourism in Mombasa County is well packaged. Nonetheless, there is more that can be done to improve it. This was reported by stakeholder no 2 who indicated that “The product is well packaged in terms of bed capacity and attractions. However, it needs more well packaged night life especially making use of water-based activities and use of the port as an attraction”. These findings are similar to those of Herle (2018), who reported that satisfaction of tourists is dependent on attractions and accommodation. In order for the destination to enhance its product-offering, stakeholders proposed diversification of products that appeal to domestic tourist. For instance Stakeholder no 3, indicated that “County governments were requested to help identify new products that are unique to the County, and can be packaged for the domestic market”. Analysis of qualitative data revealed that perceptions of tourism stakeholders in Mombasa County were consistent with those of the local tourists regarding tourism products.

### **Implication and conclusions**

The purpose of this study was to analyse the contribution of the tourism product on domestic tourism performance in Mombasa County, Kenya. This was addressed by uncovering the relationship between the different tourism product components (Accessibility, availability of accommodation units, diverse tourist’s attractions and activities, affordable services and availability of amenities) and domestic tourism performance. The study highlighted the components that are significant to a successful destination. They included a wide range of interesting attractions and activities, affordable service, accessibility, and a range of accommodation options. Amenities were found to have a non-significant effect on selection of destinations. It was revealed that tourist destinations with limited tourism products, lack of diverse attractions, and high prices were unlikely to draw visitors. Regarding the type of attraction, the findings showed that domestic visitors still preferred the conventional beach product and wildlife safari over foreign visitors, who were more interested in experiences rather than the product itself. Additionally, most domestic travellers preferred hotels and lodges over other types of accommodation, but there was a shift towards Airbnb. Concerning mode of transport preferred, tourists preferred to use road transport as opposed to other modes of transport. Due to the existence of the necessary tourism components, the null hypothesis was rejected. It can therefore be concluded that, tourism product in Mombasa is well packaged and hence a key influence of domestic tourism performance.



Therefore, it is important that attractions managers, tour operators, hoteliers and other stakeholders ensure that the tourism product is affordable and well packaged in order to attract domestic tourists. This could be achieved by ensuring availability of a variety of leisure activities, diverse accommodation's options, diverse attractions, ease of accessibility and availability of support amenities. Further, the stakeholders need to understand what the tourists prefer in terms of the type of attractions, activities and accommodation, the modes of travel and the support services required in order to ensure that the product is competitive enough.

Nevertheless, the present study was not without limitations. It was based on domestic tourists and stakeholders in Mombasa County, and hence may not be generalized to other counties in Kenya. As such, there is need for similar studies in other destinations in order to obtain a more holistic perspective. Further, the study focused on the traditional tourism product components as previously proposed by (Camilleri, 2019; Page, 2019). Future research should extend this conceptual framework and include other relevant product factors that can explain domestic tourism performance. Additionally, similar or related studies can be done in other counties in order to compare and contrast the factors affecting domestic tourism performance. This could provide more conclusive findings and further reveal differences (if any) in domestic tourism performance.

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