



CHALLENGES FACING TOURISM PROMOTION IN KIAMBU COUNTY, KENYA

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ABSTRACT

The Vision 2030 and Tourism County Promotion Master Plans were envisaged to provide a good starting point for county tourism promotion however a number of challenges must be addressed to ensure competitiveness in the sector. The purpose of this research study is to assess challenges facing tourism promotion in Kiambu county, the specific objectives of the study were to find out the extent to which infrastructure and security affect tourism promotion in Kiambu county. The study used descriptive research design; data was collected from primary sources with the use of questionnaires. The study analyzed the data, using statistical package for social sciences (SPSS), descriptive and inferential statistics such as frequencies, tables. Percentages and correlation tests were used in the data analysis and summaries. Respondents were asked to respond to a set of statements on the likert scale where 5=strongly agreed, 4= agreed 3= neutral, 2= disagree, 1= strongly disagree. Most respondents had enough knowledge to understand and respond to the questions, descriptive analysis was used to summarize data regarding infrastructure and security and challenges on tourism promotion. It's evident that majority of the respondents strongly agreed that infrastructure, and security affect tourism promotion in Kiambu county. The researcher conducted a Correlation analysis us to investigate the existence and nature of relationship between infrastructure and security on tourism promotion. The study concludes that tourism promotion is strongly influenced by infrastructure with 41.4% change followed by safety and respectively as indicated by a Pearson correlation coefficient of 0.653** and 611** This relationship was found to be statistically significant as the significant value was 0.010 which is less than 0.05 threshold. To achieve efficiency in the sector, efforts have to be undertaken to address impending challenges responsible for the stunted growth of the country's tourism sector. The researcher recommends for further research on a wider scope for instance all counties in Kenya, while considering all challenges in the sector since the study could not exhaust all the challenges affecting tourism product promotion.

Keywords: Product, Promotion, Tourism, Challenges, Kiambu County.

INTRODUCTION

World Tourism Organization (2018), indicates that tourism industry is one of the largest economic activities globally. The people visiting other countries has risen significantly in the last 50 years. In 2010, 25 million tourists visited other countries worldwide and is expected to hit 2.6 billion by 2020. On average tourism generates between 3-5% of the World's Gross Domestic product and employs over 201 million people globally (Gakunga, 2017). According to Tosun and Jenkins, (2011) tourism promotion incorporates all elements with which the visitor to a destination comes into contact with. This includes infrastructure like attractions and activities, lodging amenities and facilities and serving personnel. Globally in developed and developing countries, most of the tourism promotion is a function of central planning (Tosun and Jenkins, 2011), however, in Kenya according to the constitutional change (2010), there is a shift to decentralize power to County governments.

Kenya being a great tourist attraction, has almost been exclusively centered on two geographical areas: The South Coast beaches sand and a handful of game reserves and national parks in the country (Omondi, et al., 2010). According to Magical Kenya (2017), Kenya is gifted with a unique blend of tourist attractions spread throughout the country's different regions although not all of these tourist attractions are adequately developed to the level that can appeal to tourism market. Therefore, it calls for a deliberate initiative on the part of Kenyan tourism marketers and stakeholders to integrate a tourism promotion model to address the disparities in tourism promotion (Magical Kenya, 2017). The diverse needs, level of maturity and vision of each region and need for support within the existing regional administrative units, is significant as such units have established structures that would be necessary for the success of tourism promotion initiatives (Jang and

Cai, 2012). However, there is need for partnership between the National and County governments in pursuit of sustainable tourism promotion in Kenya. According to the Ministry of Tourism report (2017), tourism is Kenya's third main foreign exchange earner, contributing 11% of the gross domestic product (GDP). and accounting for 10% of the total workforce. Kenya's tourism, greatly depends on its wildlife and natural resources, which are threatened from global climate change. According to Mogaka and Barrow (2017), the key tourist attractions are photo shooting, safaris and camping throughout the 19 national parks and game reserves. In reference to World Tourism Organization (2018) it is a small number of tourists who comes to

Kenya as comparing like Rwanda among others, this is due to inefficiencies in managing tourism in national parks and game reserves, shoddy airstrips and tourism sector being managed by opportunist and corrupt cartels (World Tourism Organization, 2018). Kenya earned Kshs 27.5 billion (US \$ 250 million) in the first quarter of 2015 representing an increase of 28 % up from 2010 when earnings stood at 24.7 billion shillings (The Kenya national bureau of statistics, 2017).

According to Magical Kenya (2017), the promulgation of Kenya's new constitution in 2010, tourism promotion focus changed from National to the County governments. The Priority Tourism County Promotion Master Plans (2013) envisaged starting point for County tourism promotion, in order to address challenges facing the growth of Kenya's tourism sector (Magical Kenya, 2017). Kiambu County website (2019), tourism sector has a multiplier effect on the economy of the County and Kenya in general. The County is to improve tourism products, infrastructures and services in order to inspire the demand for local and foreign market and in the end identifies key attraction areas/sites like Mau Mau Caves, Paradise Lost and Agricultural farms among others. Kiambu County is strategically located to Nairobi and excellent climate conditions has presented the county with immense opportunities for tourism (Kiambu county website, 2019).

Statement of the Problem

According to Charley (2013) tourism services currently face rapid changes due to market globalization, competition and new technologies. Moreover, tourism is the most affected by the current Covi19 pandemic. The long-term success of tourism services in such a scenario depends on how to satisfy customers' needs and desires, so that to respond strategically to current challenges. Therefore, strategic marketing becomes a necessary practice to tourism services firms (Charley,2013). According to the Ministry of Tourism report (2017) to ensure the competitiveness of Kenya's tourism sector, challenges must be addressed through the partnership between central and local government, in order to identify weakness and high potential areas in addressing these challenges.

Various studies have been conducted both locally and internationally in tourism promotion. However, in Kenya due to promotion, earnings from domestic tourism have formed an important component in addressing the financial challenges the sector is experiencing. For instance, according to Omolo (2013), there is a significant relationship between the low level of domestic tourism amongst middle level income employees and the attitude of the tourism sector and overall tourism earnings. Although, Mwaniki (2014), conducted a case study on methods of marketing tourism by travel agents in Kenya and found out that the use of old methods of marketing led to reduction in tourism earnings, Similarly, Kandie (2013), studied the impact of tourism marketing both international and local giving similar findings. Charley (2013), established that domestic tourism has improved marginally due to incentives, many people are willing to travel for domestic tourism but are not aware of the tourist attractions around their environment and facilities in their country, despite they are ready to travel for leisure. Despite, various studies have been conducted in the areas of tourism promotion as the studies focused on the tourism growth more specifically marketing strategies Omolo (2013), however, there's no known study detailing the challenges facing the promotion of tourism in Kiambu County. This study therefore, seeks to bridge this gap by assessing the challenges facing tourism promotion in Kiambu County. It will be guided by the following question: "What are the challenges facing tourism promotion in Kiambu County?"

Objective

The general objective of this study is to assess challenges facing tourism promotion in Kiambu County. Specifically, to establish the extent to which infrastructure and insecurity affects towards tourism promotion in Kiambu County.

LITERATURE REVIEW

Introduction

According to Andriotis (2014), the Resource-Based View (RBV) framework combines the internal and external perspectives on policy. Like the frameworks of core competence and capabilities, organizations have very different mix of physical and intangible assets and capabilities, which RBV calls assets. Competitive benefit is ultimately accredited to the possession of a valuable assets. These assets/resources are largely defined to be physical, intangible and organizational. RBV asserts that no two organizations have the same resources/assets since the two companies have different set of experiences, acquired the unmatched assets and skills, or built the dissimilar organizational culture. And unlike the core competencies and capabilities frameworks, though, the value of the broadly-defined resources are determined in the interplay of market forces (Ryan, 2012).

Collins and Montgomery (2015) offers a sequence of five tests for a valuable resource/asset: Inimitability is how hard is it for competitors to copy the asset/resource? A company cannot imitate if the resource is (1) physically exceptional, (2) a value of path reliant on promotion activities, (3) causally vague and competitors find value to imitate, or (4) an expensive asset venture for a limited market, ensuing in fiscal discouragement. Durability being how quickly does the resource depreciate. Appropriability being who captures the value that the resource creates. Substitutability being can a unique resource be trumped by a different resource and Competitive Superiority in relation to competitors (Collins and Montgomery, 2015).

Therefore, is relevant to this study since, RBV asserts that firms should contemplate their industry structure and dynamics when deciding which assets to invest in to address its impending challenges (Ryan, 2012). With Companies and organizations in tourism sector with, it is easy to make the mistake of optimizing profits and letting investment in resources take a back seat. Good strategy requires continual change of mind in the company's scope, to make sure it's making the most out of its resources and avoid getting into markets where they not have a resource advantage (Collins and Montgomery 2015). RBV informs about the risks and benefits of diversification strategies in the tourism sector aimed at addressing the ever-present challenges and consequently enhance the tourist confidence.

Tourism promotion

The success of tourism promotional strategies is to increase the awareness of a product and destination in tourism (Andriotis, 2014). A tourist destination needs a well-designed marketing plan for its long-standing success and profitability of a destination. The finest tourism marketing plans is to inspire group attendance, spurs recurrence of visits, create comprehensive information packages focusing on meeting spaces, catering options, hotel availability entertainment and local activities. Market a destination to organizations, groups and businesses and other stakeholders through website requests, direct mail campaigns and among others (Andriotis 2014). Barnett (2011) states that offering promotions lure tourists to visit a destination by offering group discounts, free items, off-season specials, and coupons to induce tourists to spend. Also, work with tourist cars, arts center and other attractions destinations to offer package discounts by considering all-inclusive approach like bundle lodging, target families, food savings packages and honeymooners (Barnett ,2011).

According to Ryan (2012) the connection between tourism and promotion of tourism becomes an application of the advertising process to specific features of the tourism industry. Tourism being perishable as service its infrastructure is fixed on time and space availability therefore, purchase decisions is a combination of several transport, infrastructures, attractions and accommodation which are not owned by the same company. The tourist market is also volatile, as it is affected by challenges occurring worldwide for example Covi19 and other health and national economic issues (Barnett 2011).

Global Tourism promotion

According to Havitz (2013), global tourism represents one of the fastest and largest growing economic sectors in the world, supporting the livelihoods of 1 in 11 people worldwide. According to Omolo (2013) tourism destinations transforms nations socially, environmentally and economically leading to the prosperity, development and well- being of the economy. According to UNWTO (2017) African continent received 56 million international tourists in 2013 up from 26 million in 2012. While International tourism revenues improved by US\$ 1 billion in 2016, reaching US\$ 36 billion and accounting to 7% of all exports in the Africa's continent (UNWTO 2017).

Havitz (2013) contends that the tourism Infrastructure is exclusive because of its immateriality and ability to transform over time. Tourists from developed countries are used to quality modern transport infrastructure that allows for high quality service. These tourists choose to continue with the same luxuries as at home while traveling (Cohen, 2017). In fact, Havitz (2013), using survey methodology, find that tourists prefer to travel to countries that have the same infrastructures as in their home country.

Local Tourism promotion

According Magical Kenya (2017) the promulgation of Kenya's the new constitution 2010, tourism promotion shifted from National to Counties levels which gave county governments an opportunity to implement County tourism promotion strategies of 2013 through the Priority Tourism County Promotion Master Plans (2013). To achieve efficiency in the sector, address impending challenges responsible for the underdevelopment growth of the country's tourism sector (Magical Kenya, 2017). According to United Nations World Tourism Organization (UNWTO) (2019), the management of tourism destinations is closely related to the policies that affect local

promotion and the creation of value in a destination. That is why a sustainable tourism promotion policy ought to obtain a balance between cultural values, environmental attractions and the economic results so that the promotion of tourism can offer a sustainable destination. African countries should upgrade their infrastructure and improve their human resource to attract more tourists (UNWTO, 2019). According to KNBS, (2015), during the five years from 2013 to 2017, Kenya's economy grew at an average annual rate of 5.3 percent, much better than the 2.3 percent recorded in the previous decade. Nevertheless, this development, current growth stages still fall short of the sustained projected seven percent per annum desired to meet the Millennium Promotion objectives (KNBS,2015) and this can be achieved among others if tourism sector is promoted effectively.

Challenges Facing Tourism promotion in Kiambu County

According to Kareithi (2013), there are many challenges affecting Kenya's capability to optimize full potential in all touristic attractions. Firstly, Kenya's tourism promotion policy has been characterized by poor infrastructure, insecurity, lack of a vision and overall promotion strategy, and poor implementation. Secondly, despite an established history of being a leading destination in Africa, Kenya to date lacks a tourism master plan, a roadmap to guide the promotion of the industry (Kareithi, 2013). Omolo (2013) asserts that the Kenya government first attempt to guide the promotion of the tourism sector was the formulation of a Sessional Paper on the promotion of tourism in Kenya which is merely executed. However, the study will address various challenges including poor infrastructure and security among others.

Infrastructure and Tourism promotion

The basic raw materials for the tourism Infrastructure are a country's natural climate, beauty, history and the people (Gunn 2012) and this will affect tourists broad experience from the time one leaves home to the time they return. Tourism Infrastructure is seen as the sum total of a country's tourism attractions, transport, accommodation and entertainment which should result to a consumer's satisfaction (Gunn 2012).The linking between infrastructure and tourism is highlighted in numerous professional scholars, which emphasize, on the one hand, the special role of tourism promotion in the infrastructure's modernizing, and on the other hand the reverse direction, the generation of multiplication effects of infrastructure promotion upon tourism (Kumar, 2010).

Omolo (2013) argued that the scarcity of roads, airports and hotels in Africa disadvantaged tourism prospects for years and continues to reduce potential. however, in East Africa, tourist infrastructure is improving, from inexpensive flight networks to cleaner hostels. This is enhanced by a new wave of optimism, diaspora entrepreneurship, investor confidence and Chinese-funded connections. Financial infrastructure, such as ATMs, reliable exchange rates, decent health clinics and safe overland transportation with reliable taxis and driver services all contribute to a sense of reliability and predictability that tourists seek when exploring new lands (Omolo 2013).

According to Gunn (2012) the role of infrastructure, more precisely transport is a vital component of successful tourism promotion which induces the creation of new attractions and the development of existing ones. It is suggested that the transport system links between tourism generating and tourism-destination areas (Gunn 2012). Prideaux (2010) suggested, public infrastructure is vital for aiding the establishment of high-class resorts in a locality. If this public infrastructure is not available, the operators would have to incur massive capital and operating costs of tourism promotion and thus reducing quality of services provided competitively.

Kenya's devolution has created new opportunities for the emergence of county-level economic and development initiatives, since, Kiambu County, is near to Nairobi County, it could fast track economic growth especially tourism sector. According to Dhakal, (2012) tourism can kindle the upgrade of infrastructure such as hospitals and sewage systems with Local inhabitants benefiting. Although, Poor road network in Kiambu county has led to small number of tourist arrivals in the conservancy since they spend a lot of time to reach the destinations (Kareithi, 2013).

Security and Tourism promotion

Omondi (2013) explains that Security and tourism seem to have some shared goals. To start with, these two encompass crossing of diverse nationwide borders of diverse countries, while they utilize travel and communication technologies. The culmination result of insecurity is loss of life and destruction of infrastructure. Tourism sector globe is affected by terrorist attacks like Mpeketon terrorist in 2014 in Kenya and radicalism (Omondi ,2013).

Ritchie (2010) asserts that tourist 's observations is a vital part in their choice to a given destination. Terrorism is regarded as a risk to a destination and also to the visitor. The risks associated include: financial, functional, travel, psychological situational and social risks, terrorism, health, and natural disasters. Research done on the effects of

terrorism and tourism have revealed a direct link between these two. The terrorism disturbs foreign exchange of a country especially those depending on tourism (Ritchie 2010).

According to Mogaka and Barrow (2017), tourists plan their travel on internal and external aspects. Internal include previous travel involvement which enhances a tourist's certainty about going to the destination. Risk awareness levels, quantity of information accessible to the tourist and obtainability of alternate destinations play a vital role to tourist's decision to go to a place or not. According to Barrow (2017), terrorism is well thought-out, affecting individual's decision making process in, travelling, for example it is least likely to visit a destination in the center of a terrorist attack. Furthermore, terrorism changes the conduct of tourists each time they visit, for example by doing away in dangerous destinations, retain a low profile and dress vague. This is particularly for individuals who cannot evade such destinations as their visit is job related. Another response to terror risks in one terminus possibly will mean circumventing that destination in total and as an alternative picking a different place. This opinion is somewhat basic to perceive as tourists are well-thought-out to be rational people who evaluate benefits and costs, since a dangerous destination is expected to attract higher costs than a safer one (Mogaka and Barrow (2017).

Security and Mungiki in Kiambu County

The Mungiki is an outlawed religious Kikuyu Kenyan sect (M&G Africa, 2016) which was banned in 2003 (M&G Africa, 2016; PanARMENIAN.net, 2016). Other sources refer the outlawed group Mungiki as a pro-government "gang" (*The Washington Post*, 28 Nov. 2017) or "militia" (Human Rights Watch, 2018) especially during election times and can be hired by individuals/groups eg the post-election violence in Kenya in 2007 (Human Rights Watch, 2018: PanARMENIAN.net, 2016). By 2000s, the group was made up of around two million members (*The New York Times* 22 June 2016).

According to Glazzard et al., (2018), the objective of the group includes: to defend rights and traditional culture of disadvantaged members of Kikuyu people who were affected during post-Mau Mau conflict settlement, redistribution of wealth and opportunities from elite Kikuyu in power, and survival through organized crime (Glazzard et al. 2018). The operation of the group attacks members by using light arms and machetes but inflicting brutal violence and willingness and also, mass rape and forcible circumcision to target victims both ethnic groups in Kenya (Glazzard et al. 2018). The group collects at least Ksh 800,000 on a daily basis from Matatus' across the country (M&G Africa, 2016) for their operations in Nairobi, Central Kenya and the Rift Valley region (Human Rights Watch, 2018). For example, the group operating in Kirinyaga County are recruited from Thika and Ruiru towns in Kiambu County (*Daily Nation* 9 Jan. 2017). In Nairobi they target also slum areas where different ethnic groups are staying (*The Star* 14 Aug. 2017). According to Crisis Group (2008), Mungiki is extorting members of the business community to pressure for funding and protection.

METHODOLOGY

Research design

The study adopted a descriptive research design. It involves formulating the objectives of the study, designing the methods of data collection, selecting the sample, data collection and analyzing the results (Strauss and Corbin, 2014). According to Mugenda and Mugenda (2013), target population refers to the members of people, events or objects the researcher wishes to generalize the results of the research. The target population was all the employees in the County government of Kiambu, department of Tourism, site managers in the various sites, subordinates and tourist as obtained from the Kiambu County website department of tourism (Table 1).

Table 1: Target population

Target population	Frequency	Percentages (%)
County staff	55	26
site managers	40	19
Hotel operators	35	12
Tourist	70	33
Total	210	100

Source: Kiambu County, department of Tourism (2020).

According to Yamane (2012), the sample size can be calculated using the following formula: $n = N/2 + Ne^2$
 Where: n=desired sample size; N=population size; e=desired level of statistical precision (with +/-5 the precision is 0.05)
 \Confidence level at 8.73

Using this formula, the sample size is calculated as follows: $n=210/2+210(0.05)^2$, $n=75$, the desired sample size the procedure was that the stratified random sampling technique was used by selecting subjects in such a way that the existing sub-groups in the population are more or less reproduced in the sample (Mugenda and Mugenda, 2013). The researcher selected a sample size of 75 for this study (Table 2)

Table 56: Target population.

Target Staff	Population	Sample Size	Percentages (%)
County staff	55	20	26
site managers	40	14	19
Hotel operators	35	9	12
Tourist	70	23	33
Total	210	75	100

Source: Researchers Data (2020).

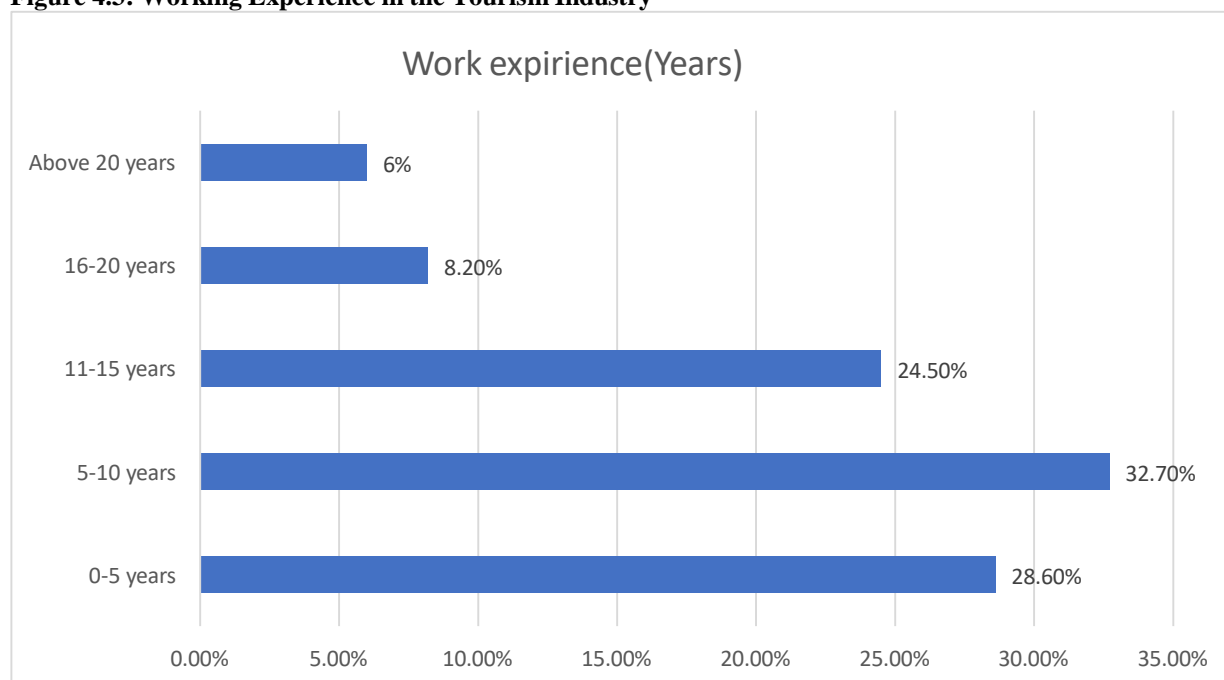
The Primary data was collected by use of questionnaires which contained closed-ended and open ended questions. The questionnaires were dropped and picked later in order to get data from the target population. However, for data Analysis, the filled questionnaires were inspected for completeness and edited. Descriptive statistics such as frequency count, mean, calculation of percentages, and tabulation was used to summarize the raw data collected. This was used to support the results of quantitative analysis in drawing conclusions and recommendations. The data collected from this study was mainly presented using, tables, pie charts and bar graphs. The analysis was used by use of SPSS.

RESULTS AND DISCUSSION

Working Experience in the Tourism Industry in Kiambu County

The participants were asked to indicate their working experience in the tourism sector in as shown in Figure 4.3. The study established that majority (32.7%) of the participants had worked for between 5 to 10 years followed by those who had worked for between 0 and 5 years (28.6%). Those who had worked for over 20 years were the least (6%) and the this significantly differed with the participants interviewed ($\chi^2=5.073$, $df = 1$, $p = 0.013$). This implies that majority of the participants had sufficient experience in the tourism industry and sufficient knowledge about the county to effectively and sufficiently provide the information sought by the study.

Figure 4.3: Working Experience in the Tourism Industry



Source: Author (2020)

Descriptive Analysis

Descriptive analysis was used to summarize data regarding Infrastructure and Security in tourism promotion.

Infrastructure

This section provides an analysis of extend to which Infrastructure affects tourism product promotion. In order to determine the extent to which Infrastructure affects tourism product promotion. The participants were asked to respond to a set of statements on a five-point likert scale. The first statement was on whether Financial infrastructure, such as ATMs, decent health clinics, reliable exchange rates are available. As shown in Table 4.6, the mean score for responses was 4.23 indicating that a majority of the participants were in agreement in their responses to the statement. The standard deviation indicates that a majority of the responses did not vary from the mean by more than 0.439. The second statement sought to determine Service infrastructure are not readily available. A mean of 3.15 suggests that a majority of the participants were neutral with the statement. A standard deviation of indicates that the responses did not vary from the mean score by more than 1.068.

Table 3: Effects of Infrastructure

Effects of Infrastructure	n	Min	Max	Mean	Std. Deviation
1. Financial infrastructure, such as ATMs, decent health clinics, reliable exchange rates are available	48	1	5	4.23	.439
2. Service infrastructure are not readily available	48	1	5	3.15	1.068
3. secure overland transportation with driver services and reliable taxis all contribute to tourism promotion	48	1	5	3.85	.689
4. The county has few Tourism resorts	48	1	5	3.85	1.345
5. The county has poor road network	48	1	5	2.95	1.303

Source: Author (2020)

The third statement determined whether secure overland transportation with driver services and reliable taxis all contribute to tourism promotion. A mean score of 3.85 implies that majority of the respondents were in agreement with the statement. The responses did not vary from the mean score by more than 0.689. The fourth statement determined whether the county has few tourism resorts, majority of the participants were strongly in agreement with a mean score of 3.85 and standard deviation of 1.345. The fifth statement determined whether the country has poor road network, majority of the participants were neutral in with a mean score of 2.95 and standard deviation of 1.305. This implies that the county road network is not as good as expected and should be improved (Table 3).

Security

This section provides the results on extend to which security influences tourism product promotion.

Table 4: Security and tourism product promotion.

Effect of Security	N	Min	Max	Mean	Std. Deviation
1. Political stability greatly affects tourism promotion in Kiambu county	48	1	5	4.38	.506
2. Tourist 's perceptions of risk play an important role in their decision to visit certain destinations over others	48	1	5	4.62	.576
3. Destination risk influences tourism promotion	48	1	5	3.77	.832
4. Terror alters the behavior of tourists whenever they visit risky destinations,	48	1	5	4.69	.480
5. Riskier destination is likely to attract higher costs than a safer one	48	1	5	4.22	0.964

Source: Author (2020)

From the findings in Table 4, the mean score was 4.38 implying the participants were in agreement on the statement that Political stability greatly affects tourism promotion in Kiambu county. The standard deviation did not vary from the means score by more than 0.506. A mean score of 4.62 and standard deviation of 0.576 indicates that the participants were strongly in agreement with the statement that tourist 's perceptions of risk play an important role in their decision to visit certain destinations over others.

In addition, the third statement sought to find out whether destination risk influences tourism promotion. The mean score of the responses was 3.77 and the standard deviation was 0.832 meaning that the participants were in agreement with the statement. The fourth statement sought to establish whether terror alters the behavior of tourists whenever they visit risky destinations. A mean score of 4.69 and standard deviation of 0.480 indicate that the participants were strongly in agreement with the statement. The fifth statement sought to determine whether riskier destinations are likely to attract higher costs than a safer one, the findings indicate a mean of 4.22 implying the participants were strongly in agreement their responses to the statement. The standard deviation indicates that the responses did not vary from the mean score by more than 0.964.

Inferential Statistics

Correlation Analysis: The researcher conducted a correlation analysis to investigate the existence and nature of relationship between Infrastructure, Security and Tourism product promotion. This section presents correlational analysis results conducted.

Table 5: Summary of the Findings

		Tourism product promotion	Infrastructure	Security
Tourism product promotion	Pearson Correlation	1	.653**	.611**
	Sig. (2-tailed)	-	0.010	0.011
	N	48	48	48
Infrastructure	Pearson Correlation	.653**	1	.422**
	Sig. (2-tailed)	.010	-	0.010
	N	48	48	48
Security	Pearson Correlation	.611**	.422**	1
	Sig. (2-tailed)	.010	0.001	-
	N	48	48	48

Source: Researchers data (2020)

The correlation results indicate that there is a strong positive relationship between tourism product promotion and infrastructure as indicated by a Pearson correlation coefficient of .653**, This relationship was found to be statistically significant as the significant value was 0.010 which is less than 0.05. Moreover, a Pearson correlation coefficient of .611** indicate a strong and positive relationship between Tourism product promotion and Security. This relationship was found to be statistically significant as the significant value was 0.010 which is less than 0.05.

Regression Analysis

To establish the individual effect of independent on the dependent variable the study conducted a regression analysis. The results are summarized in tables 6, 8 and 9. The coefficient table 6 shows the constants and coefficients of the regression equation.

The constants and regression equation: $Y = a + Bx_1 + Bx_2 + e$

Where: Y= Dependent variable (CSET).

a= Constant.

B= Coefficient/Change.

X=Independent variable (Infrastructure and Security) e=Error

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.176	.167	-	-1.515	.019
Infrastructure (X1)	.348	.077	.251	6.482	.010
Security (X2)	.414	.059	.178	5.116	.010

Source: Research data (2020)

From table 4.10, the study established the following regression equation. $Y = 0.176 + 0.348X_1 + 0.414X_2 + 0.12948$

Holding other factors constant then Tourism product promotion would be 0.176. A unit change in infrastructure results to a 0.348-unit change in tourism product promotion, holding other factors constant. A unit change in Security leads to a 0.414 change in tourism product promotion.

Table 4.2 also indicates that the all the predictors are statistically significant at $\alpha=0.05$ since p values are less than 0.05 (Infrastructure (p=0.01) and Security (p=0.01))

Model Summary

The model summary table 7 indicates an R² of 0.677. This implies that 67.7% of the variations in the dependent variable Y are explained by the variations in the independent variables X₁ and X₂. This means that they can be used to predict tourism product promotion, and therefore a multiple regression model is an efficient predictor. The model summary is presented in the table below.

Table 7: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 ^a	.677	.901	.12948

a. Predictors: (Constant), Infrastructure and Security

Source: Research data (2020) ANOVA

The study further tested the significance of the model by use of Analysis of Variance (ANOVA) technique. The findings are tabulated in table (Table 8), the ANOVA statistics, the review set up the relapse demonstrate had a significance level of 0.2% which means that the information was perfect for making a conclusion on the populace parameters as the estimation of significance level (p-value) was under 5%. The ANOVA table 8 reports an F test value of 83.333 which is significant at p value 0.012 < 0.05. This is an indication that Infrastructure and Security have a significant effect on tourism product promotion. The significance value was less than 0.05 indicating that the model was significant.

Table 8: ANOVA Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.8496	4	2.9298	83.333	.012 ^b
	Residual	15.9301	44	.354		
	Total	24.7796	48			

a. Dependent Variable: Tourism product promotion

b. Predictors: (Constant), Infrastructure and Security.

Source: Research data (2020).

DISCUSSION

Challenges Facing Tourism promotion in Kiambu County

The findings indicate that the study had a response rate of 64% which is considered a good response for a study. It was evident that most respondents had sufficient knowledge to understand and respond to the questions. Majority of the respondents strongly agreed that Infrastructure and Security influence tourist decision to consume a product. The correlation results indicated that there is a positive relationship between tourism product promotion and infrastructure and security as indicated by a Pearson correlation coefficient Table 5. These relationships were found to be statistically significant as the significant value was 0.010 which is less than 0.05 threshold. The study established the following regression equation. $Y = 0.176 + 0.348X_1 + 0.414X_2 + 0.12948$. Holding other factors constant then firm Tourism product promotion would be 0.076. A unit change in Infrastructure results to a 0.348- unit change in Tourism product promotion, holding other factors constant. A unit change in Security leads to a 0.314 change in Tourism product promotion, a unit change in Security results in a 0.305 unit change in Tourism product promotion. Table 5 also indicates that all the predictors are statistically significant at $\alpha=0.05$ since p values are less than 0.05 (Infrastructure (p=0.01) and Security (p=0.01)). The ANOVA table 4.5 reports an F test value of 83.333 which is significant at p value 0.012 < 0.05. This indicated that Infrastructure and Security have a significant effect on Tourism product promotion. The significance value was less than 0.05 indicating that the model was significant.

Infrastructure is an important feature of the tourism mix and whenever fees of tour destinations vary there is an undesirable effect on need for tour Infrastructure and services leading to lower demand. To maintain competitive advantage, the tourism Infrastructure should be of a highest quality so that competitors or similar with its price being acknowledged as attractive. Therefore, the information on tourist's intuition of prices and quality plays a key role in tourist buying behavior. Authors, like Gunn (2012) who concur with this study have cited the infrastructure base of a location as the potential element of the attractiveness of a tourism destination.

Furthermore, Gunn (2012) denotes that tourism product is a complex experience that stems from a process where tourists use multiple services during the course of their visit. Smith (2014) is among the first researchers to acknowledge the role played by service infrastructure in creating a product experience. He explains that service infrastructure is housed within the larger macro-environment or physical plant of the destination. Crouch and Ritchie (2010) summarized the various factors that together make a tourist destination experience attractive. They highlighted the importance the service infrastructure layer, which includes transport services, in the tourist destination experience.

This study concurs with the basic theory of RBV theory which suggests that consumers make decisions based on the images they form of different brands. The consumer knows and identifies a certain brand by the image that exists in his or her mind. It's been uncovered that it is important to uncover the characteristics of tourism as Infrastructure and security as they have an implication on the nature of tourism product promotion. Prideaux (2010) argued that if the ability of tourists to travel to preferred destinations is inhibited by inefficiencies in the transport system such as lengthy and uncomfortable journey, the likelihood that they will seek alternative destinations possibly will increase.

Security concerns, another crucial service quality dimension among local travelers. Since Security is one of people's intrinsic motivations, understanding tourists' perceptions of crime is critical for destination seasonality. This study agrees with George (2013), who examined tourist perceptions on Security while visiting Cape Town, a representative of destinations with an unsafe image. It has been found that terrorism negatively affect tourism in different parts of the world. Terrorism affects tourist activities and behavior more so international tourism, the biggest effect resulting from this nexus occurs in the economic aspect. The indication is that terrorism affects foreign exchange flows of a country especially for those countries whose tourism is a top export. In making decisions as to whether to visit a place or not, safety becomes a key factor for tourists. In the planning of visiting a destination considered risky, tourists experience fear of harmful consequences which easily leads them to annul their travel plans or alter their destination.

CONCLUSION

The challenges facing tourism product promotion helps to identify what products and services on which situations are consumed by individuals. The study concludes that Infrastructure is an impediment to tourism product promotion in Kiambu county and Kenya at large as shown by the results is Pearson correlation coefficient of .653** Their relationships was found to be statistically significant as the significant value was 0.010 which is less than 0.05 threshold. With regard to Security, the study concludes that tourism product promotions in Kiambu county is strongly inclined to Security as indicated by a Pearson correlation coefficient of .611**. Security is a big threat to tourism promotion with the resurgence of armed gangs who terrorize residents and visitors. This relationship was found to be statistically significant as the significant value was 0.010 which is less than 0.05 threshold.

RECOMMENDATIONS

Infrastructural development is key to the promotion of tourism in Kiambu county because it is the most effective way of reaching this target destination. The study recommends that the county government in conjunction with tour firms should ensure accessibility, availability and affordability of infrastructure in and to the various tourist destination sites. This infrastructure includes, good road networks to the sites, affordable social and recreational facilities, Affordable hotels and hostels, Efficient technological infrastructure among others.

Destination and environmental security features are the most rated factors of destination security preferences. Kiambu County being a hotspot of armed gangs and its proximity to Nairobi city should put in place adequate security personnel and infrastructure to mitigate the effect it has on tourism and make it easy to promote a safe tourist destination. Additionally, tourism companies and governmental institutions need to pay more attention to destination security choices which are mainly influenced by external factors. And the researcher recommends firms

to embark on educating consumers about destinations Security positively since it influences their perceptions of a destination as a safe choice.

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