



# **DOCTORAL (PhD) DISSERTATION**

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**2023**

**HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES,  
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**EXPLORING THE PREDICTORS OF DOMESTIC TOURISTS' VISIT  
INTENTION AND BEHAVIOR IN HISTORICAL HERITAGE SITES IN  
KENYA COAST TOURISM CIRCUIT**

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DOI: 10.54598/002620

**Kaposvár**

**2023**

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## **ABBREVIATIONS AND ACRONYMS**

CFA - Confirmatory factor analysis

COVID 19 - Corona Virus Disease 2019

DT – Domestic tourism

EFA - Exploratory factor analysis

EU - European Union

GoK - Government of Kenya

HHS - Historical heritage site

KCTC - Kenya coast tourism circuit

KNBS - Kenya National Bureau

Ksh – Kenya Shillings

KTB - Kenya Tourism Board

KTF - Kenya Tourism Federation

KTSA - Kenya Tourism Satellite Accounts

MICE - Meetings, incentives, conventions and exhibitions

MToW - Ministry of Tourism and Wildlife

NMK - National Museums of Kenya

PBC - Perceived behavioral Control

TPB - Theory of planned behavior

TRI - Tourism Research Institute

UNESCO - United Nations Educational, Scientific and Cultural Organization

UNWTO - World Tourism Organization

WTTC - World Travel and Tourism Council

## **OPERATIONAL DEFINITION OF TERMS AND CONCEPTS**

**Attitude** – a favorable or unfavorable evaluative reaction toward a tourist attraction or destination, exhibited in tourists’ beliefs, feelings, or intended behavior.

**Domestic tourism** - tourism involving residents of one country traveling within that country.

**Domestic tourist** – a person who is a resident in a country, travelling as a tourist only within that country.

**Historical heritage site** - an official location, recognized or gazetted where pieces of political, military, cultural, or social history have been preserved due to their cultural heritage value, is protected by law, and recognized with the official national historical site status.

**Motivation** - the inner driving force that determines travel behavior to HHS.

**Perceived behavioral control (PBC)** - the extent to which a tourist perceives that a travel behavior is under their personal control.

**Perception** - the way in which heritage sites are regarded, understood, or interpreted. The meaning created by tourists out of selecting, organizing and interpreting information and experiences about HHS.

**Perspective** - a particular way of domestic tourists viewing heritage sites which could depend on their personal factors and previous experiences.

**Promote** - to publicize a tourism product, so as to increase sales or public awareness.

**Subjective norms/normative belief** - a person's beliefs about whether significant others think he/she should engage in the travel behavior to HHS.

**Tourist attraction** - a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, for leisure and amusement.

**Travel behavior** - the way tourists behave according to their perceptions towards a certain tourist product and their response by making use of the product.

**Tourist circuit** - a route on which at least three major tourist destinations are located such that none of these are in the same town, village or city; with well-defined entry and exit points.

**Visit intention** - an individual’s commitment to tour/travel or intent to tour/travel to heritage sites.

# 1. INTRODUCTION

This chapter gives the background of the study, highlights domestic tourism performance, and the state of heritage tourism in Kenya. It further gives the scope, limitations and significance of the study.

## 1.1 Background of the study

Tourism is one of the largest and strongest pillars of the modern economy globally, and a cornerstone of economic development for the poor countries (Ndlovu, Nyakunu & Heath, 2011). The benefits of tourism are both directly through gross domestic product (GDP) and employment and indirectly through supply chain linkages to other sectors. According to World Tourism and Travel Council (WTTC) estimates of 2019, tourism's direct, indirect and induced impact accounted for 10.3% of global GDP (US\$8.9 trillion), 330 million jobs (1 in 10 jobs globally), US\$1.7 trillion visitor exports (6.8% of total exports, 28.3% of global services exports) and 4.3% of total investment (US\$948 billion capital investment) (WTTC, 2019).

Generally, tourism is categorized as either domestic tourism or foreign tourism. Domestic tourism still dominates the industry and is a key driver of local economic expansion. However, countries are habitually disposed to emphasizing on foreign tourism because it serves as an invisible export (WTTC, 2018). This is because foreign tourism contributes to their direly needed foreign exchange (Kihima, 2015). The role of domestic tourism to the economy is increasingly being recognized such that, tourism records are progressively emphasizing domestic tourism performance. Considering the international travel challenges recently posed by the Corona Virus Disease 2019 (COVID-19), it is worth appreciating that this is perhaps the best time to emphasize more on domestic tourism.

## 1.2 Conceptualizing domestic tourism

Domestic tourism is widely understood by the definition advanced by the United Nations World Tourism Organization (UNWTO) which introduces "domestic tourism" as tourism that comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip (UNWTO, 2010). According to Hall and Lew (2009), domestic tourism involves residents within a country or economic territory visiting places within their own country. Contrary to the common notion that residents should only supply tourism goods and services to international tourists at destinations, Albrecht (2011) and Urry and Larsen (2011) have argued that even these local residents may become tourists. This, they posit, happens

when they take moments to enjoy what their own country provides, while at the same time interacting with foreign visitors. From this conceptualization, we could as well understand that, someone participating in a tourism activity within their community is a domestic tourist. However, such a loose conceptualization of a domestic tourist would make anybody a tourist as well as blur the definite meaning of tourism as was explicitly advanced by the UNWTO in 2008 (Kabote, Mamimine & Muranda, 2017).

Keyser (2009) defines the concept of domestic tourism as that which is generally used when referring to all tourism activities of a resident of a country travelling to a main destination within their country of residence. On his part, Becken (2009) defined domestic tourism with respect to return journey that cover in excess of forty kilometres. Such trips should be to places beyond the usual environment of the traveler. His definition includes both day trips and overnight trips for any given purposes of travel. While some other definitions exclude work and school from recognizable domestic tourism activities, Bhuiyan et al. (2010) and Gogoi and Balaji (2015) have observed that tourism that involves students is a widely accepted form of tourism and therefore should not be left out of the domestic tourists' category. This form of tourism therefore is a combination of all tourism activities that are undertaken by people in their own country of permanent residence (Acha-Anyi, 2020). Overall, in all these definitions, the common characteristic of domestic tourism is the exclusion of foreign nationals.

According to WTTC (2018), domestic travel is the main driving force of the travel & tourism in major economies. Before the COVID-19 outbreak, the globally domestic tourism average was impressively over 75% of the global tourism market (Demunter & Dimitrakopoulou, 2011; Ghimire, 2013; Yap & Allen, 2011). In its analysis of 2018 of the total travel & tourism spending, the WTTC ranked Brazil first, with 94% of her tourism spending coming from domestic tourists. Next to her were by China, India, Argentina and Germany each with 87%. Other countries that recorded higher levels of domestic spending at over 80%, were Japan, Mexico, the UK and the US. The expanding or already sizeable middle-class population, accounts for this increase in domestic tourism in recent years, especially in developing countries, thanks to the rise in spending power among domestic consumers (WTTC, 2018). There are strong arguments supporting the development of domestic tourism especially in developing countries, most of which corresponding to the advantages associated with international tourism (Hudson & Ritchie, 2002; Manono & Rotich, 2013).

Domestic tourism accounted for a total travel and tourism spending of 73% and 71.2% in 2017 and 2018 respectively. In 2018, the total global local travel and tourism spending was US\$ 3,971 billion (WTTC, 2018). China has been the leading domestic tourism market, accounting for 62% of absolute growth. This country was able to record a US\$ 840.9 of domestic tourism spending in 2017. With registering domestic tourism expenditures of US\$ 803 billion in 2017, the USA came in second. Together, these two nations accounted for more than 40% of all domestic travel and tourism expenditures worldwide. Germany ranked in third with domestic tourism expenditures of US\$ 340 billion in 2017, almost twice as much as Japan and India, who placed in fourth and fifth with US\$ 186 and US\$ 183 billion, respectively (WTTC, 2018).

On average in the European Union (EU), more than 3 out of 4 holiday trips are domestic in nature (Demunter & Dimitrakopoulou, 2011). For nearly all Member States, more than half of the holiday trips are spent within the country borders. When considering only the longer trips of at least 4 overnight stays in the EU, domestic tourism remains the most popular form of holiday making.

Globally, domestic tourism spending in most of the countries, account for over one half of the spending on total travel and tourism. In Brazil for example, expenditure on domestic tourism accounts for 94% while the share is 7% in India, Germany, China and Argentina. In Japan, Mexico, the UK and the US, domestic tourism spending accounts for 80% of all travel and tourism spending (Ministry of Tourism & Wildlife, 2021). Domestic tourism appears to play a very important role in many destinations where socio-economic development is still a challenge, and where tourism is seen as one of the vehicles to increase revenue possibilities (Acha-Anyi, 2020; Harilal & Nyikana, 2019; Nyikana & Sigxashe, 2017; Nengovhela Tshipala, & Nyikana, 2017). Unfortunately, this type of tourism, despite its importance in socio-economic contributions to economies, tend to receive less attention from researchers as compared to international travel and tourism especially in developing countries (Qiu et al., 2020; Tsui, 2017; Morupisi & Mokgalo, 2017; Nengovhela et al., 2017)

Tourism is one of the most important industries in Africa and contributed 8.5 % (or USD 194.2 billion) of the continent's Gross Domestic Product (GDP) in 2018 (WTTC, 2020). The potential positive economic impact of domestic tourism has been acknowledged by a significant number of countries in Africa to the extent that they are formulating and implementing domestic tourism strategies (Ndlovu et al., 2011). There are mixed fortunes in domestic tourism, South Africa and

Kenya being some of the countries in which domestic tourist numbers and expenditures have kept fluctuating in recent years (Republic of South Africa, 2018).

### **1.3 Tourism in Kenya**

Kenya like the rest of the East African countries is yet to realize full potential for tourism with research output on the country's domestic tourism remaining scanty (Kihima, 2015; Kieti, Okello & Wishitemi, 2014). While international tourist arrivals increased by 37.33% from 1.47 million international arrivals to 2.03 million international arrivals in 2018, generating KES 157.5 billion, domestic bed-nights increased by 9.03% to 3.98 million from 3.78 million in the previous year (Government of Kenya (GoK), 2018). The comparatively dismal performance of domestic tourism gives the impression that Kenya is among the countries that are more of host destinations with insignificant local tourism. Overdependence on international tourism has led to a sharp drop in tourism performance following travel advisories and global economic crisis (Kwoba, 2018). More recently, the global COVID 19 pandemic threat on foreign travel has compounded the problems associated with international tourism, making domestic tourism promotion a subject worth of consideration.

The tourism sector is a major economic contributor to the Kenya's Gross Domestic Product (GDP) at 10.4% and directly employs 990,000 jobs (Kenya Tourism Satellite Account - KTSA, 2019). The country's major attraction include: over 60 wildlife national parks and reserves, a broad offering of cultural and historical attractions, and over 500 km of a sunny coastline. However, a spate of terrorist attacks since 2011, the 2014 Ebola outbreak in West Africa, security concerns, sporadic political-related violence and the recent COVID-19 Pandemic have previously weighed heavily on the sector. Nevertheless, her major international tourist source markets include: the US, China and India (Bloomberg Terminal Research, 2017). The Directorate of Tourism Development and Promotion oversees the Department of Tourism Development and Promotion under the Ministry of Tourism and Wildlife (MToW) in Kenya. The objectives of this directorate include promoting Kenya as a top travel destination. The Domestic Tourism Division is one of the divisions under this directorate, and among its other duties, it develops and implements five-year tourism marketing strategies, encourages the creation of a variety of tourism goods, and adds value to the tourism supply chain (MToW, 2020).

One of the key sectors driving Kenya's economy is tourism, which contributed 7.9 billion USD or 8.8% of the nation's GDP in 2018 (Standard Media Group, 2019) and an estimated 8.3% of the

total employment is in tourism, which corresponds to 1.1 million jobs (Ministry of Tourism & Wildlife - MToW, 2018). Because of this, Kenya's Ministry of Tourism and Wildlife has recognized domestic travel as an important factor in the development of the nation's tourism industry (MToW, 2018). As a result, the ministry has made an effort to formulate and implement a domestic tourism growth strategy for the nation entitled "*Domestic Tourism Recovery Plans for Kenya.*" This policy document is expected to guide stakeholders leverage on the available potential and opportunities for domestic tourism and contribute to tourism revenue growth (MToW, 2020).

International visits to Kenya dramatically decreased by 71.5% from 2,035.4 thousand in 2019 to 579.6 thousand in 2020 following the outbreak of Coronavirus Disease 2019 (COVID-19) in late 2019. Consequently, tourism earnings declined by 43.9 per cent from KSh 163.6 billion in 2019 to KSh 91.7 billion in 2020 (Kenya National Bureau of Statistics - KNBS, 2021; Xinhua, 2021). Given the international travel restrictions occasioned by the Covid-19 pandemic, perhaps this is the best time for the country to focus more on domestic tourism, as well as diversify tourist products for the domestic market. However, the trend in the country's tourism indicates a comparatively low domestic tourism performance compared to international tourism Table 1. Since the year 2000, there have been significant fluctuation in the amount spent on domestic travel and tourism in the country, which culminated in a 5.9% decline in 2019 (Knoema, 2022). Additionally, skewness in product consumption is evident with cultural heritage tourism remaining quite insignificant despite the country having unique cultural heritage resources.

Table 1. Comparing hotel bed-nights occupancy in Kenya by residence, 2014-2019 (000s)

Residence/Year	2014	2015	2016	2017	2018	2019
Domestic tourists	2,948.7	3,154.1	3,495.9	3,645.1	4,559.8	4,047.3
International tourists	3,234.2	2,622.3	2,865.7	3,401.6	4,013.4	4,911.9
Total	6,182.9	5,776.4	6,361.6	7,046.7	8,573.2	8,959.2

Source: KNBS, 2019, 2021

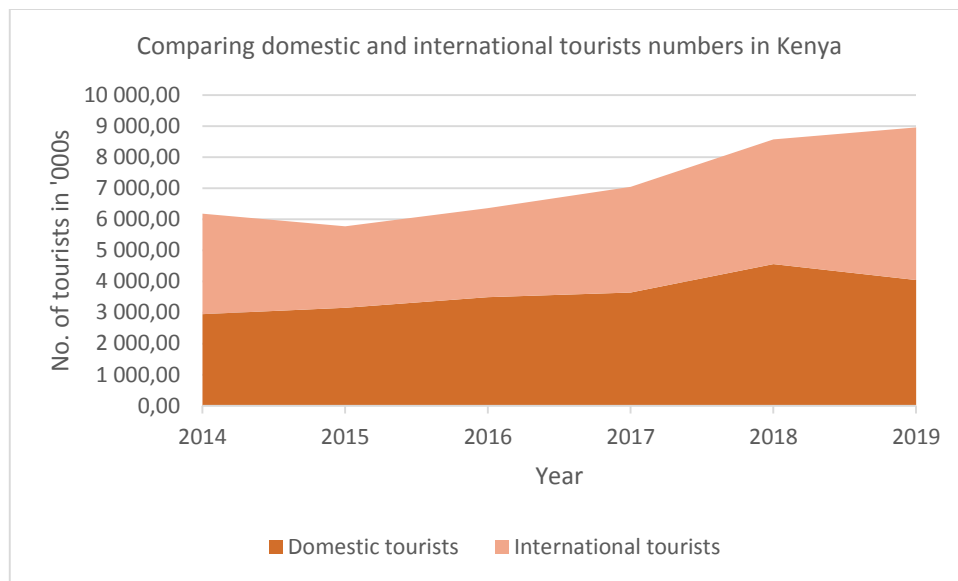


Figure 1. Comparing hotel bed-nights occupancy in Kenya by residence, 2014-2019 (000s)

The Kenya Tourism Board (KTB) is the agency responsible for overseeing the national tourism marketing strategy. This body undertakes the development and launching on diverse marketing campaigns targeting the domestic tourism market. Among the recent developments is the initiation of the #TembeatuJengeKenya and #MymagicalKenya hashtags to activate local demand for tourism among Kenyans. Another marketing initiative is the “Okoo” Holiday that allows Kenyans to go on vacation and pay later as organised mainly by the private investor. The recent development of the *New Vision Strategy for Kenya Tourism* is geared towards increasing the industry resilience and capacity to bounce back to 2019 levels after Covid-19 pandemic (TRI, 2021). One of the important factors favoring Kenya’s domestic tourism is the expanding middle-class population who have substantial disposable income, and are able to afford leisure travel. In addition, we have increased internet usage that gives easy access to the digital platforms through search engines, social media, blogs and online agents (MWOt, 2020). The tourism sector has currently suffered an unprecedented blow from Covid-19, and the country may have to live with its ramifications for some time.

Heritage tourism is tourism that involves cultural traditions, places and values (Halewood & Hannam, 2001) and is based on both manmade and natural treasures of tourist destinations (Kebete, 2022). Despite being perhaps the oldest form of tourism in the world that continues to dominate the tourism industry in many destinations (Timothy & Boyd, 2006), it was until the 1970s and 1980s that it started expanding as a mass phenomenon (Bonet, 2013). Presently, it is one of the most popular and globally widespread forms of special interest tourism after getting well



established by the nineteenth century, and increasing dramatically in the second half of the twentieth century (Light, 2015). Benefits associated with heritage tourism include enhancement of the socio-cultural and economic wellbeing of the local community and assisting environmental conservation initiatives. Although the economic development of most of the matured tourist destinations has been underpinned by heritage tourism (Jimura, 2011), this form of tourism has received less attention in developing destinations such as Kenya, Ethiopia and South Africa, despite its contribution for the overall development of tourism (Dong, 2017).

Regarding cultural tourism, Kenya is endowed with diverse cultural resources, which include pre-historical and historical sites (Ndivo, Waudo & Waswa, 2012; Irandu & Shah, 2016). As of August 2021, the country had over 195 gazetted heritage sites, seven of which having been accorded the UNESCO World Heritage designation (S. Tunai, personal communication, November 12, 2021; [https://en.wikipedia.org/wiki/List\\_of\\_sites\\_and\\_monuments\\_in\\_Kenya](https://en.wikipedia.org/wiki/List_of_sites_and_monuments_in_Kenya)). Among these features are special sites that exhibit rare evidence of the evolution of mankind, a fact that has earned the country the fame “Kenya, Truly the Cradle of Mankind” (Kenya Tourism Board - KTB, n.d; Hansen, 2007; Ibui, 2007; Lelliott, 2016). The country has over 23 national museums open to the public. The Kenyan coast tourism circuit (KCTC) is perhaps the earliest destination in the country visited by foreign explorers and traders in the early centuries. Their presence, trading and other activities, and eventual settlement left many significant and symbolic historical features in this region. Many of the existing ones have been designated National Heritage status and UNESCO World Heritage status (NMK, 2020). Among these sites are Fort Jesus Museum and Monument, Rabai Museum, Jumba La Mtwana, Gedi Ruins, Shimoni Caves, Kengeleni Site, Malindi Museum, Lamu Old Town, Lamu Fort, and Mnarani site. However, a comparatively small number of tourists, both domestic and foreign usually visit these historical sites for heritage tourism when compared to those who visit other types attraction sites (Table 2).

Table 2. Comparing visitor numbers to national wildlife parks\* and to heritage sites\*\* in Kenya 2014-2019 (000)

Category of attractions	2014	2015	2016	2017	2018	2019
National wildlife parks	2,164.6	1,952.8	2,284.7	2,385.2	2,868.9	2,975.2
National heritage sites	690.9	797.5	923.5	782.0	1,006.3	990.2

\* National wildlife parks include national parks and game reserves

\*\*Heritage sites include national museums, snake parks and historical sites

Source: KNBS, 2019, 2021

Despite the apparently improved general tourism performance in Kenya since 2017, heritage-based tourism performance has not been impressive. KNBS (2020) report shows that the number of visitors to museums, snake parks and other historical sites is largely unstable.

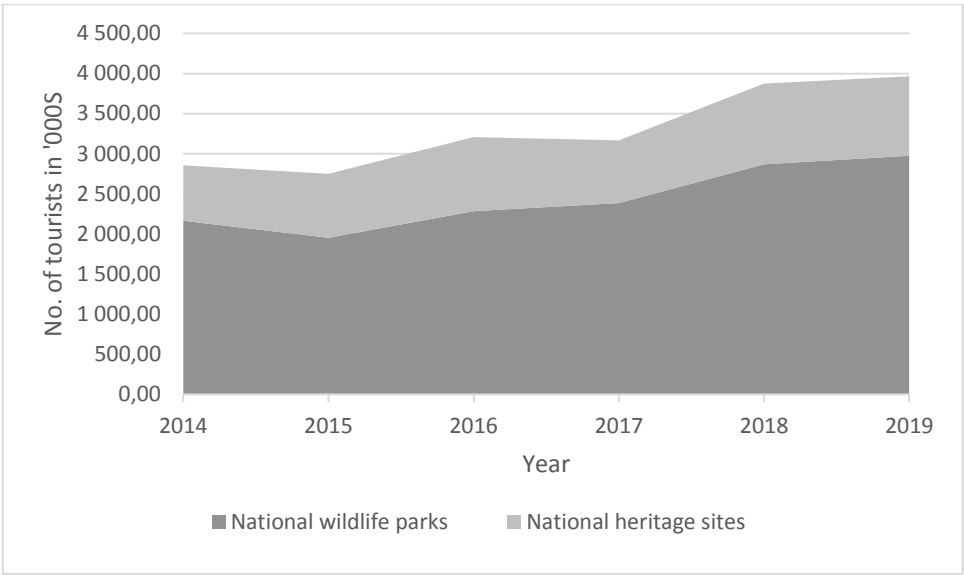


Figure 2. Comparing visitor numbers to national wildlife parks and to heritage sites in Kenya 2014-2019 (000)

The number of visitors to these sites decreased in 2019, after showing signs of improvement between 2015 and 2017. From 1,006.3 thousand in 2018 to 990.2 thousand in 2019, there was an average reduction of 1.6%. The Malindi and Nairobi National Museums experienced an increase in visitors in 2019 of 20,5% and 9,0%, respectively, to 37.1 thousand and 239.7 thousand, and the Karen Blixen and Gede Ruins witnessed an increase in visitors of 4,7% and 3,8%, respectively, to 51.0 thousand and 92.4 thousand. Contrarily, fewer people visited the Kitale Museum, Kisumu Museums, and the renowned Fort Jesus Museum by 10.5%, 6.4%, and 14.6%, respectively. In general, heritage tourism in the Kenyan coastline region fell dropped in this period from 363.6 thousand to 350.5 thousand, a 3.0% drop, with the German Post Office sites recording less than one hundred visitors (KNBS, 2020), (Table 3).

This dismal performance of heritage-based tourism compared to other forms of tourism in Kenya begs answers to the following questions:

1. What are the perceptions of tourists, particularly domestic tourists, regarding historical heritage attraction in Kenya?

2. What factors could help predict domestic tourists' intentions and visit behaviors to historical heritage attractions?

Table 3. Number of visitors to Museums and historical sites in Kenya coast 2014-2019 (in '000s)

Name of site/Museum	Year					
	2014	2015	2016	2017	2018	2019
Fort Jesus	113.4	121.3	150.2	130.5	213.9	195.7
Gede	47.5	39.9	55.6	62.6	89	92.4
Lamu Museum	1.7	1.5	2.7	2.9	4.0	3.9
Jumba La Mtwana	5.7	4.3	7.3	7.3	9.8	11.3
Malindi	21	14.7	31.8	22.1	37.5	37.1
Kilifi Mnarani	2.5	1.2	0.8	1.9	3.3	2.5
Swahili House	0.3	0	0.1	0.2	0.3	0.2
German Post	0.1	0	0	0	0	0
Takwa Ruins	0.6	0.2	0.4	1.4	0.7	0.8
Rabai		2.4			4.5	5.0
Lamu Fort			0.4	0.9	0.6	1.6
<b>Total</b>	<b>192.8</b>	<b>185.5</b>	<b>249.3</b>	<b>229.8</b>	<b>363.6</b>	<b>350.5</b>

Source: KNBS, 2020

The answers to these questions could be sort by finding out the relationship between perceptual factors and visit intentions of domestic tourists towards historical heritage sites. For the current study, the researcher sought to move away from mere demographic segmentation and factual recall, (which previous studies on domestic tourism in Kenya had over-emphasized) towards psychographic segmentation and values. The outcome of this study would therefore go a long way in establishing a basis for this. Eventually, it could inform future developmental and promotional strategies devised to make Kenya's heritage-based domestic tourism more vibrant.

#### **1.4 Scope, limitations and significance of the study**

The current research was undertaken for a period of three months, between December 2021 and February 2022 in the Kenya's coastal tourism circuit (KCTC). It chiefly focused on major historical heritage sites in this circuit serving as attractions for domestic tourists visiting the region. To fully explore these sites from the domestic tourists' viewpoint, it was ideal to examine the perspectives of domestic tourists who were actually visiting the coastal tourism circuit. This meant that domestic tourists who were not visiting the HHS at the time of the survey were excluded from the study.

This study involved historical heritage sites found in the Kenyan coast region. Since heritage is a major constituent of the tourism industry in Kenya, the outcome of this study is expected to

objectively inform future heritage tourism development policy and promotional initiatives. The study investigated the relationships among attitudes, subjective norm, perceptions of behavioral control, motivations, perceptions of safety and security, intentions and visit behavior to HHS in Kenya Coast. The findings provide an integrated approach/model to understand the socio-psychological and psychographic processes that determine heritage site visits in coastal Kenya. Hence, contributing both empirically and conceptually to existing literature. It therefore enhances the body of scientific knowledge regarding domestic tourist perceptions, motivations, attitudes, travel intentions and behavior regarding heritage attractions.

Additionally, tourism stakeholders both in Kenya and beyond will find the results of this study to be significant as they seek to develop their domestic tourism based on heritage attractions. For Kenya particularly, the Kenya Vision 2030 Delivery Secretariat may find this information useful in trying to actualize the goals envisioned for tourism development. This is specifically with regard to diversification and broadening of the scope of tourism product offer with vibrant domestic participation in heritage-based tourism. Further, the Ministry of Tourism and Wildlife (MToW), through its para-statal bodies such as the Tourism Finance Corporation (TFC) and the Kenya Tourist Board (KTB), with other partner organizations like the National Museum of Kenya (NMK), and the Kenya Tourism Federation (KTF) may also find the results of this study useful in their efforts to promote and reposition the country's heritage sites as tourist attractions among domestic tourists. Whereas KTB is mandated to market tourism, TFC's mission is to develop and diversify Kenya's Tourism industry by providing a range of advisory and financial services to investors in tourism related enterprises. NMK on the other hand is the body mandated to manage heritage resources in Kenya.

The findings of this study on how domestic tourists view heritage sites as tourist attractions would be helpful to other governmental and commercial tourism development organizations. This would greatly aid them in developing the ideal custom marketing plan models to use in luring domestic tourists. Understanding the driving forces behind historic site visits will enable tour operators and other intermediary parties in the tourism product value chain to develop heritage-based packages that are tailored to the needs of the different domestic market segments. The performance of domestic tourism as envisioned by Kenya's tourism development goals would be revitalized by increased domestic visitor numbers to heritage sites. Further, the custodians and managers of heritage sites in the Kenyan Coast, including the National Museums of Kenya (NMK) working

with UNESCO and Coastal Community Cultural groups (locally known as Kayas), would find usefulness in the findings of this study. Considering that their chief source of funds for conservation and protection of heritage is tourism, this study could enlighten them on the behavioral processes of domestic tourists towards visiting the resources that they strive to preserve. Then they will be able to align their operations and present their products so as to maximally reap the benefits of domestic tourism for sustainability of their heritage protection endeavour.

## **2. LITERATURE REVIEW**

This chapter presents literature review on the theories of behavior, general travel behavior, and travel behavior to heritage sites and destinations. The chapter also highlights reviewed literature on the predictors of travel intentions and travel behavior to heritage sites; the status of domestic tourism in Kenya, and heritage tourism in the Kenya Coast region.

### **2.1 Travel behavior**

Early definitions relate travel behavior to how travelers act in response to their attitudes toward a particular product and how they use that product (March & Woodside, 2005). Vuuren & Slabbert (2011) posit that the attitude in question is assessed “before, during and after travelling”. In another consumer behavior-related definition, behavior is those activities directly related to the acquisition, use, and disposal of goods and services, including the decision-making processes that precede and follow these actions (Engel, Blackwell & Paul, 2001). Multiple explanations, including Ajzen & Driver (1992) have associated behavior with behavioral intention as its direct predictor to the extent that some theories and models place intention as the immediate precursor of travel behavior.

#### **2.1.1 Relating behavioral intention, travel intention, and travel behavior**

The intention of tourists' consumption behavior is recognized as a crucial area for tourism research. (Dolnicar, Coltman & Sharman, 2015). In the psychology of human behavior, behavioral intention is widely acknowledged as the immediate antecedent to behavior, including travel behavior. Earlier on, Moutinho (1987) attributed behavioral intention to three factors: (a) evaluative beliefs, (b) social factors that provide a set of normative beliefs, and (c) situational factors. His explanations resonate with provisions of the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980), in which an individual's attitude toward performing a behavior and the individual's subjective norm about performing the behavior are postulated to influence the behavior. The third predictor of behavioral intention was introduced to the TRA and given the name perceived behavioral control (PBC) in the more modern theory of planned behavior (TPB) by Ajzen and Fishbein (1991). When considering travel intention as a type of behavioral intention, the same theoretical framework can be used.

Travel intention denotes an individual's commitment to travel or intent to travel. It can be viewed as an outcome of a psychological process that leads to transforming travel motivation into behavior, thus, a travel action. Bai & Hu (2009) note that intention is one of the least investigated aspects of tourism because only a small amount of empirical study has previously attempted to examine the

function of intention in the relationship between travel motivation and behavior. Iso-Ahola (1980) associated leisure behavior to attitude, while Qu & Wong (1999) assessed the link between the intention of Hong Kong residents to undertake cruise tours and their motivation. In both cases, a positive relationship was established. Shim, Gehrt, & Siek (2005) also conducted a study and found that a more positive tourists' affective attitude corresponded to a stronger intention for future travel. Separately, Hennessey, Yun & MacDonald (2016) attributed the intention to travel to two major elements of tourism marketing: responses to advertising and the respondent's use of the official tourism website. The above studies suggest that travel intention may be influenced by multiple factors, in addition to the TPB antecedents, among them are motivations, attitude, and promotion. Beldad & Hegner (2018) have noted that new explorations continue to be focused into understanding how demographic characteristics, motivation, and cultural factors can also influence intention.

### **2.1.2 Attitude and travel behavior**

Attitude refers to 'the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question' (Ajzen, 1991, p. 188). It is a learned tendency to respond in a consistent manner to a given object of orientation (Tang, 2000, p.128). In consumer studies, it is described as the sustained, simplistic summary evaluation of a product or brand that is assumed to energize buying behavior (Spears and Singh, 2004). Following the "principle of compatibility" (Ajzen, 1988; Ajzen & Fishbein, 1977) attitudes predict behavior. In explaining the relationship between attitude and behavior, Ajzen and Fishbein (2000) view attitude as a disposition to respond with some degree of favorableness or un-favorableness to a psychological object (pp. 12). They contend that attitudes should explain and predict human behavior, with good attitudes predicted to predispose approach tendencies and negative attitudes expected to predispose avoidance tendencies. As one of the antecedents in the TPB (Ajzen, 2002), attitudes is believed to develop naturally when people build affective beliefs. In general, the stronger a person's intention is to behave in a certain way, the more positive the attitude and subjective norm, as well as the higher the perceived control the person should have. Attitude and beliefs are responsible for brand images formed in buyers' minds that affect their buying behavior (Wijaya, 2013).

Many theories have attempted to explain attitude. Among these are Functionalist theory (Katz, 1960), Learning Theory (Mowrer, 1960), Bem's Self-perception theory (Bem, 1972) and Cognitive Dissonance theory (Harmon-Jones, & Mills, 2019). Correspondingly, studies involving attitude in

predicting and understanding behavioral intentions and behaviors have also been conducted. In theories of consumer behavior, attitude towards a product is considered the most reliable predictor of purchase intention, and forms an attitudinal variable for measuring customers' future contributions to a brand. Evidently, studies have suggested that brand attitude has a favorable effect on consumers' intent to buy. (Shah et al., 2012; Teng et al., 2007).

In travel and tourism, the associations of attitude with travel behavior have been studied, with varying degrees of relations being revealed. Wang, Kao & Ngamsiriudom (2017) studied consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. They found a significant positive relationship between consumers' attitude of endorser credibility and intention to purchase from airlines. Findings by Hultman, Kazeminia and Ghasemi (2015) revealed that attitudes and environmental beliefs connected positively with intentions and willingness to pay premium price among ecotourists. In another study by Jalilvand, Ebrahimi and Samiei (2013), tourists' attitudes towards Islamic destinations were found to significantly influence their intention to travel to these destinations.

According to a study conducted by Hsu and Huang (2012) on Chinese visitors' motivational factors for visiting Hong Kong, the motivating elements of information, relaxation, and novelty had a favorable effect on attitude, which in turn had a positive impact on behavioral intention. Han, Hsu, and Sheu (2010) found that all variables in the TPB (attitude, subjective norm, and perceived behavioral control) influenced the intentions of patronage to green hotels in a different study examining the desire to stay at a green hotel. Contrary to the strong positive correlations above, Zainal, Harun, and Lily (2017) found that attitude, in the instance of Malaysian travelers, had a partly mediation effect on the association between trust in the source of electronic word of mouth and intention to follow it. Positive attitudes by themselves are not sufficient to change behavior, as Karki and Hubacek (2015) observed while constructing a conceptual framework for the attitude-intention-behavior links that drive illicit resource exploitation in Bardia National Park.

### **2.1.3 Subjective norms and travel behavior**

Subjective norms are beliefs about the normative expectations of others (normative beliefs) that tend to exert perceived social pressure for an individual to have tendencies of behaving or actually behaving in a certain manner (Ajzen, 1991). This construct is widely considered in studies that apply the TPB, including travel and tourism researches (Shen, 2014; Alonso, Sakellarios & Pritchard, 2015; Macovei, 2015; Han, Lee, & Lee, 2011; Hsu & Huang, 2012; Sparks, 2007; Shen,



Schüttemeyer, and Braun, 2009; Yamada & Fu, 2012). However, some earlier tourism research that used the TPB model discovered that subjective norms did not significantly affect visitors' intentions to travel for leisure (Sparks, 2007; Shen et al., 2009). The probable account given for this discrepancy is the use of inappropriate words to measure subjective norms in the tourism context, when adapted directly from Ajzen's (1991) proposed statements. Shen et al. (2009) further indicated that subjective norms had no significant correlations with the other two constructs in the TPB model. For this reason, some tourism researchers leave out the construct of subjective norms in their studies, for example Shen (2014). Therefore, the present research sought to establish the influence of this construct on visit intention with respect to historical heritage site visits by domestic tourists.

#### **2.1.4 Perception and travel behavior**

Perception is a subjective, active and creative process through which we assign meaning to sensory information to understand ourselves, other people and objects (Iedunote, 2021). Beerli and Martin (2004) have observed that tourist perceptions are influenced by demographic characteristics such as gender, age, income level, number of children, and education level. This may go a long way in determining tourist behavior.

##### **2.1.4.1 Perception on heritage tourism**

With regard to heritage tourism, it has been argued that different people may perceive the same historical artifact or space differently (Poria, Reichel & Biran 2006). This means that individuals do encounter and perceive heritage spaces differently depending on various factors, such as cultural background. These perceptions of tourists are crucial elements in understanding behavior of visitors at heritage sites (Garrod & Fyall, 2001; Poria et al., 2004). These authors observed diverse behaviors among different visitors according to their perceptions of the site. In other studies, Poria et al. (2001, 2003) revealed a relationship between heritage tourists' perceptions and motivations, and intention to re-visit. Since travel behavior is determined by travel intention, the current study sought to establish the relationship between domestic tourist's perceptions of heritage sites and their motivations, intention and visit behavior.

Protection motivation theory (PMT) (by Rogers, 1975 cited in Qi, Gibson & Zhang, 2009) proposed a modified version of expectancy-value theories, focusing on perception of risk and change of intention. The theory postulates three crucial components of fear appeal: (i) the magnitude of the noxiousness of an environment; (ii) the probability of that event's occurrence;

and (iii) the efficacy of a protective response. Protection motivation arises from these three components of fear appeal. Travel-related risks include but are not limited to, cultural and language difficulties, natural disasters, political instability, terrorism, hygiene, diseases, crime and accidents and environmental quality (Becken, Jin, Chen, & Gao, 2016). In relation to tourism, Sönmez and Graefe (1998) established that an increase in cases of aviation accidents, crime and terrorist activities represented danger and prompted careful selecting of safe destination, taking extra precautions while traveling to risky destinations, or canceling travel plans, among tourists. Destinations perceived as risky by potential tourists are avoided for the one's they consider safe. Lawson and Thyne (2001) give the reasons why consumers avoid certain destinations that exhibit physical danger and political risk. Buigut and Amendah (2015) show that terrorism has indeed significantly affected tourist arrivals and earnings in Kenya.

Using the theory of planned behavior, Quintal et al., (2010) explored the differential impacts posed by risk and uncertainty on travel decision-making. They examined the constructs' influence on the antecedents of intentions to visit Australia. Perceived risk influenced attitudes toward visiting Australia in South Korea and Japan, while perceived uncertainty influenced attitudes toward visiting Australia in South Korea, and China, and perceived behavioral control in China and Japan.

In the last ten years, the Kenyan coast region has experienced an escalation of serious fatal cases of general insecurity, crime, ethnic clashes, and terrorism with far reaching impacts on the tourism and hospitality industry (Kenya National Commission on Human Rights, 2014). Al-Shabaab terrorists have been attacking Mombasa (and the neighboring areas) since 2011. Armed attackers have killed worshippers in churches in Mombasa on several occasions, the military and the police both being targeted too. On several occasions, grenades have been hurled towards police stations and their cars (Akwiri, 2014). One that stands out was the Al-Shabaab attack in June 2014 in the settlement of Kismayu on the Island of Lamu, which resulted in at least 48 civilian deaths. (Momanyi, 2015). Therefore, it was important for this study to establish if this situation had had an influence on domestic tourism to HHS in the region.

Perceived behavioral control denotes peoples' perception of how easy or difficulty it is to perform the behavior they are interest in (Ajzen, 1991; Armitage & Conner, 2001). The concept has been widely applied in many fields of study in forecasting intents and behaviors, especially ones that are not entirely voluntary. It comprises of perceived facilitation and control beliefs (Ajzen & Driver, 1992). The antecedents of perceived behavioral control influence behavior and intention. They are

responsible for enabling or disabling the executed of behavioral goals. PBC is “influenced by past experience, modeling, expected support, and potential obstacles” (Thompson, Ata, Roehrig & Chait, 2012: 788). Many studies have supported the view that behavioral intention results when attitude toward the behavior, subjective norm, and perceived behavioral control work together to influence an individual’s action (Ajzen, 2002; Kan & Fabrigar, 2017).

PBC is the perceived preparedness in performing the behavior of involvement. Some related theories and models have referred to “behavioral control” as “self-efficacy” (e.g., Smelser, & Baltes, 2001), because it is determined by how the individual perceives that it is going to be difficult to perform the behavior. According to TPB, one’s intention to carry out a specific behavior will be stronger when their attitude about it is more positive and subjective norms are more favorable toward it. Also, anytime there is a sufficient level of actual control over that behavior and an opportunity presents itself, people are more likely to execute their intentions (Ajzen, 2002). As a result, the more control people perceive they have over the opportunities and resources available to them, the more likely they are to engage in a particular behavior.

### **2.1.5 Behavior and motivation theories**

As a socio-psychological phenomenon, motivation relates to an individual’s internal and emotional aspects with regard to the desire to have rest, escape, experience emotional arousal and adventure (Güzel, Sahin, & Ryan, 2020). According to Kotler and Keller (2016) it is the driving force that initiate action in a person in order to meet their needs. Bideci and Albayrak (2016) defined tourism motivation as a set of the needs and attitudes of an individual to take part in tourism activities. Hence, determining the behavior of the tourist. In relating travel and motivations, Baniya & Paudel (2016) established that people travel because they are pushed into making travel decisions by internal, psychological forces, and pulled by the external forces of the destination’s attributes. Explanations about travel motivations have previously been based on several theories, which include: Maslow’s (1943) Theory of Hierarchy of Needs, Dann’s Theory of Push and Pull Motivations, Travel Career Ladder (TLC) model developed by Pearce (1988) and Pearce and Lee’s (2005) Travel career patterns model.

Maslow’s (1943) theory is perhaps the most widely accepted theory used in studies seeking to understand human behavior. It introduces the hierarchy of human need in five levels and explains how after one level of need are fulfilled, the needs graduate to higher level of need, thereby creating

a hierarchy (Yousaf, Amin, Santos, 2018). These needs are categorized as psychological, safety-related, social, self-esteem need and lastly self-actualisation needs, in that ascending order.

In a travel behavior model developed by Cohen (1972), his theory classifies tourist types into four categories: organised mass tourists, individual mass tourists, explorers and drifters. Crompton (1979) developed the socio-psychological motivation theory of travel and identified seven socio-psychological and two cultural motivations for people to travel. Iso-Ahola (1982) on the other hand, used push and pull effects to describe his new social psychology model of tourism and assert that interpersonal and personal escape and search are the primary drivers of travel and leisure. He combines the main elements, of escape and reward, depending on the particular situation and tourists' goals.

Pearce (1988) developed the Travel Career Ladder (TLC) model from Maslow's needs theory. TLC identifies five travel motivations as: quest for relaxation, self-esteem, relationship, stimulation, and development or fulfilment. These travel motivations are further categorized into two: needs that are self-centred and needs that are directed at others. The theory of push and pull motivations (Dann, 1997), when applied to travel and tourism posits that, various factors motivate travelers and tourists to visit certain places or destinations. These elements fall into the push or pull motivation categories. A person is motivated to travel in order to fulfill push factors that come from within him. They are connected to things like leisure, the desire to "get away from it all," escape and adventure, and overcoming the isolation that is frequently connected to modern lifestyles (Yousaf et al., 2018). On the other hand, pull factors are present in the destinations visited and depend on the status of the infrastructure, amenities, and services provided as well as the prevailing prices. A significant number of studies have employed push and pull factors to study trip motivations for tourists, including Kanagaraj and Bindu (2013), and Wijaya, Wahyudi, Kusuma & Sugiano (2018).

An extension of TLC model by Pearce and Lee (2005) produced the theory of career patterns (TCP) model. While TCL theory indicated that tourists' ascension on the travel motivations ladder corresponded to their stage of travel experience, TCP theory on the other hand had the view that these motivations are a dynamic, complex process that integrated multiple levels simultaneously. The concept points towards changing motivational patterns during in the course of travel (Pearce & Lee, 2005). Basically, the theory centres on fourteen motivational factors, described as internal, external, important or less important. Internal motivations are: self-enhancement, self-actualisation, autonomy, belonging and romance; external motivations include: nature and self-

development; most important are: novelty, escape/relax and kinship; less important are: nostalgia, isolation, stimulation and lastly, recognition and/or social status – less important. This simply indicates that when tourists become more experienced, they seek to satisfy higher needs (Ryan, 1998). Consequently, the motivation for these travellers' change as they become more experienced travellers. Tanrisever Pamukçu & Batman (2016) has added that all the tourist motivations cannot be explained by experience alone because motivations can as well be affected by socioeconomic, technological, psychological and demographic factors, and the level of education.

The theories discussed above exhibit a gradual shift from a motivation theory that is general in nature to theories particularly relevant to tourist behaviors. Yousaf et al. (2018) has pointed out that, these theories apply to tourists in general but cannot be used to analyse all tourists or even all tourist segments. The authors give the reason for this to be the rapid evolution in technology and society bringing with them new generations and diverse beliefs and unprecedented travel patterns. These theories become important in consumer decision-making processes and in marketing strategies because their use in the research of consumer motives reveals why people behave the way they do. As a result, motivational theories provide a more precise theoretical understanding of tourists' travel behavior.

In the field of travel and tourism, a significant number of studies have over the last fifty years directly or indirectly studied motivations for tourism travel. In a chronological order, this includes: Plog (1974), Dann (1977, 1981), Crompton (1979), Iso-Ahola (1982), Beard and Ragheb (1983), Baloglu and Uysal (1996), Uysal and Jurowski (1994), Klenosky (2002), Snepenger et al. (2006), Biswas (2008), Ancuta et al. (2011), and Simková and Holzner (2014). Considering tourism motivation at a macro-view and in general, the study by Botha, Crompton & Kim (1999) identified specific areas that seem to motivate tourists using research on tourism to Ghana. The highest rated motivations were related to 'cultural' factors (87%); 'adventure' (87%); 'relaxation' (85%); 'novelty' (82%); specific factors related to 'destination' (80%); 'escape' (74%) and 'social contact' (73%).

With regard to Maslow's theory, Yousaf, et al., (2018) recently applied this theory in an attempt to look into the various theoretical concepts/theories that help to understand what motivates individuals, to travel with special regard to young people. In particular, they analysed youth travel motivations and their analysis confirmed the validity of the Maslow's theory as an explanation of the most important youth travellers' motivations. Basing on Dann's (1977) push and pull theory,

Nikjoo and Ketabi (2015) explained push factors to be more internal and physiological whereas push factors are external in nature. Hence, Li and Cai (2013) and, Simkova and Holzner (2014) closely associate individuals' travel patterns with psychological patterns, which can guide in examining the factors that motivate people to travel. Todorović & Jovičić (2016) opine that the core reason for going on holidays is that individuals look for a break from their usual schedule and settings that allow them to relax and lessen mental fatigue.

However, a difference between recreational trip-related motivations and cultural trip-related motivations was noted by Nikjoo and Ketabi (2015). They further observed that cultural tourists tend to seek new knowledge, as corroborated by Hanqin and Lam (1999) in their study on important push factors among the Chinese tourists who travelled to Hong Kong. In contrast, Gilbert and Terrata (2001) investigated the motivations of Japanese tourists who traveled to the UK for leisure and discovered that the most important internal push factors were visits to scenic areas and natural landmarks. Academics and business professionals must determine the driving forces impacting travel decisions and attitudes, as suggested by Hsu and Huang (2012). The relationship between behavioral intentions and motivating factors, however, has not been extensively studied (e.g., Chien, Yen, & Hoang, 2012; Hsu & Huang, 2012). Researchers must therefore expand their models and the theories they use, particularly those drawn from the psychological literature. (Pearce & Packer, 2013).

Heritage encompasses “the practices, representations, expressions, as well as the knowledge and skills (including instruments, objects, artifacts, cultural spaces), that communities, groups and, in some cases, individuals recognize as part of their cultural heritage” (UNESCO, 2003 in Mao-Ying & Wall, 2016). These tangible and intangible cultural heritage make up cultural diversity.

From a study conducted in Israel, Poria et al. (2004) classify reasons for visiting heritage sites into three distinctive groups: heritage experience, learning experience, and recreational experience. They associate “heritage experience” tourists with the desire to gain hands-on experience with cultural artifacts. Those who seek learning experience wish to observe historical sites and study the past they represent, while those motivated by recreational experience are not necessarily moved to visit heritage sites by the content of material they present. Poria et al. (2006) carried out another study involving the Anne Frank House Museum in Amsterdam, where he categorized five main motives for a visit: ‘learning’ (relating to Pearce’s ‘self-esteem and development’ factor); ‘leisure pursuit’ (relating to Pearce’s ‘relaxation’ factor); ‘emotional involvement’ (relating to Pearce’s

‘stimulation’ factor) and ‘connecting with my heritage’ and ‘bequeathing for (my) children’, both of which relate most closely to the ‘relationships’ and ‘fulfilment’ motivation levels of Pearce’s model. Also, their research discovered a connection between tourists' reasons for visiting a historic location and their personal family heritage. Related to the above, Vargas-Sanchez, Porrás-Bueno, & Plaza-Mejía (2013), observe that industrial tourists are motivated by a desire for learning, a desire to seek both learning and entertainment, and a desire for learning combined with an emotional motivation. As noted by (O'Dell, 2005, p. 16), tourists expect to immerse themselves in a type of “experience-scapes”, or “an imagined, landscapes of experience.”

Using a large-scale study, McGrath, Primm, and Lefe (2017) examined why people travel to a significant US state's heritage-related attraction. Out of the five categories of reasons for coming that were looked at, 39% of respondents said they came to see historical sites, followed by 22% for outdoor recreation, 13% to visit friends and family, 8% for passing through, and 18% because they were locals. His research was heavily influenced by the TCL model. The findings of this study agreed with those of Poria et al. (2004), which were previously discussed. A study by Prebensen, Woo, Chen, and Uysal (2012) on tourists traveling to Norway summarized significant motivators as two broad categories: "relaxation" (including "enjoy peace and tranquility," "having a sense of freedom and relaxation," and "getting away from it all"); and "fun" (including "getting away from it all"), “being emotionally and physically refreshed” and “getting closer to nature”) and ‘socialisation’ (including “participating in many activities”, “meeting new people and socialising”, “developing my personal interests”, and “seeking intellectual enrichment/learning new things”).

As for Prentice (1993), six motivations were identified in his study on heritage tourism. These are ‘pleasure of viewing’, ‘education’, ‘and information’, ‘relaxation’, ‘entertainment and exercise’, and they easily fit in the different levels of Pearce’s (1998) model. Chen (1998) came up with two factors which also fit into the with Pearce’s model: “learning about a new culture” and “increasing personal knowledge”. Similarly, Kerstetter, Confer, & Graefe (2001) and Timothy & Boyd (2003) follow the model and identified ‘culture’, ‘heritage’ and ‘ethnicity’ as key drivers for visitation, and ‘pursuing new knowledge’ and ‘satisfying curiosity’ about heritage-related attractions respectively. A study on heritage tourism in Nanjing, China, by Yao (2013) tried to reveal the relationships among heritage motivation, travel experience, and overall satisfaction. The findings reveal three vital dimensions of a tourist’s interaction with a heritage site as ‘heritage product representativeness’, ‘heritage product attractiveness’ and ‘facilities and service’. Of these three,

‘heritage product attractiveness’ proved to be the most significant in contributing to tourists’ satisfaction.

Oguz (2014) conducted a study of the motivations of heritage tourists visiting Turkey and the results of his study corresponded with Poria et al. (2004). There emerged three important areas: ‘heritage/emotional’, ‘recreational’, and ‘cultural/educational’. Wang and Leou (2015) also explored tourist motivations for heritage tourism in Macao, where perceived value was the highest-ranking motivator. Three dimensions of value that emerged from this study are: ‘scenic value’, ‘knowledge value’ and ‘social value’. Jamal & Hill (2004) focused on the importance of authenticity of Australia’s cultural sites and reveal the crucial role of ‘sense of place’ that encompass a “lived experience of both tourists and residents”. On a more simplistic perspective however, Ryan & Hsu (2011), and McKercher (2002) linked the motivation for heritage visitation with the desire for children entertaining, and simply to see something different and unusual respectively.

The above theories and studies underscore the role of different motivations as antecedents for heritage visit by tourists. Most of the studies have examined the motivations for heritage tourism basing on the widely applied categorization of motivations in tourism. This categorization is broadly encompassing and tends to accommodate most of the components in the various models that have examined tourist motivation as follows: personal knowledge/education, recreation and enjoyment purposes, cultural purposes, socialization purposes, adventure purposes, purposes of boosting my ego/self-esteem/to feel more important (Chen, 1998; Kerstetter et al., 2001; Jewell & Crofts, 2009; Perera, Vlosky & Wahala, 2011).

## **2.2 Empirical review on domestic tourism in Kenya**

Statistics have indicated that Kenya's tourism sector is currently largely hinged on international tourist arrivals which account for 70% of the country’s total tourism, while domestic tourism accounts for the remaining 30% (Kenya Tourism Federation, 2010). A study by Kihima (2015) explored the Kenya domestic tourism’s characteristics and practice and how it fitted into the conventional foreign tourism model. He found that international tourism rather than domestic tourism was given great prominence, as demonstrated by the phrase “*alternative tourism*” which he said hardly denotes domestic tourism.



Mutinda and Mayaka (2012) evaluated Nairobi residents' reasons for choosing their destinations as well as Kenya's standing as a tourism destination (domestic tourists). The findings showed that a small number of game reserves or national parks, along with the beaches on Kenya's south coast, are the primary destinations for tourists. They showed that the domestic tourist market in Kenya saw personal characteristics as having a greater impact on vacation destination choice than environmental considerations. The results further showed that the knowledge and adventure, economic concerns, personal safety, destination information, travel arrangements, destination features, family and friends, leisure and relaxation, religious and cultural considerations, and travel bragging were the factors that motivated Nairobi residents in the choice of domestic tourism destination. The bulk of Kenya's domestic tourism attraction regions are not believed to fit inside the evoked set of the destination choice model, according to additional statistical testing.

Kwoba (2018) looked into the benefits and possibilities for promoting domestic travel in Kenya. Her research revealed a link between increased domestic travel and increased revenue. The findings indicated that the key potential for developing domestic tourism in Kenya are higher disposable income, an enhanced transportation network, price incentives, and awareness. Kamau, Waweru, Lewa, and Misiko (2015) looked at how the marketing mix affected Kenyan domestic tourists' decisions regarding where to stay while on vacation. With a sample size of 384 respondents, their investigation was carried out in specific tourist locations within Nairobi City and Nakuru Town. Results showed that local tourists in Kenya considered a variety of factors when choosing where to stay, including pricing, products/services, location, people, processes, and physical evidence. The report urges participants in the travel and hospitality sectors to gain a full understanding of domestic tourists in Kenya so they may develop tailored marketing strategies and marketing mixes that are packaged to appeal to various market groups' demands.

### **2.2.1 Main focus of existing literature**

Generally, a review of literature on domestic tourism in Kenya reveals that it was until recently that the studies on domestic tourism in Kenya began to pick momentum. Between 1990 and 2007, only two articles directly address this topic (Gakuru, 1993; Sindiga, 1996). The years that followed 2007 witnessed a sluggish increase in the number of studies on domestic tourism in Kenya. Articles in the most crucial peer-reviewed category were relatively few, a paltry 18, while studies in the Doctoral (Ph.D) theses category were four. Master's theses were nine in number. Twelve (12) major themes dominate in the studies carried out until 2020, with some of the studies covering more than

one of these themes. Majority of the studies have attempted to investigate the factors influencing motivation or choice of attractions or destinations by domestic tourists in Kenya (Kangu, Katuta & Mutinda, 2019; Kifworo, Okello & Mapelu 2020; Maingi, 2014; Manono & Rotich, 2013; Mutinda & Mayaka 2012; Ndivo, 2009; Ngari, 2017; Mawoo, 2015; Okello, Kenana, & Kieti 2012; Omare, Kiage, Akama & Sulo, 2019; Omolo, 2008; Omondi, 2017). This predominant theme was followed by studies which featured the status of attractions or destinations as assessed from the domestic tourists' point of view (Mutinda & Mayaka 2012; Ndivo, 2009; Ndivo, et al., 2012).

Two studies determined the efficacy of tourism appeal enhancers for domestic tourists and foreign tourists (Maingi, 2014; Ndivo, et al., 2012) while others studied the marketing mix or promotional strategies and their effect on destination or accommodation choice by domestic tourists (Chelangat & Otiso, 2012; Gakuru, 1993; Gichuhi, 2012; Kamau *et al.*, (2015); Kangu et al., 2019; Karoki, 2011; Ndung'u, 2010; Nyagaka, 2009). The rest of the identified themes of study were as follows: an investigation of the "nature and practice of domestic tourism" in Kenya and how "domestic tourism fits into the standardized international tourism model" (Kihima, 2015), investigating "the economic significance and opportunities for promoting domestic tourism in Kenya" (Kwoba, 2018), establishing the "influence of place identity on the competitiveness of a tourist destination" (Barak, Maingi & Ndubi, 2019), and assessing "the factors that hinder domestic tourism" (Omare, 2016).

Some studies sort to relate domestic hotel guests' perceptions and satisfaction (Mbuthia, Muthoni, & Muchina, 2013); domestic tourism product attributes and positioning (Odudoh, 2010), how communication strategies influence domestic tourism in Nairobi National Park (Maiko, 2013), and lastly, examining the variability of the concept of domestic tourism (Sindiga, 1996). Therefore, it is evident that most studies appeared to be overwhelmingly biased toward the theme of "investigating the factors influencing motivation/choice of attractions/destinations by local tourists in Kenya".

### **2.2.2 Study settings, population and samples, and methodology adopted**

A dominant proportion of research on domestic tourism in Kenya was carried out wholly or partially in Nairobi County, with only two studies being carried out in different study areas: Kisii town (Kangu et al., 2019) and Machakos County (Barak et al., 2019). The towns of Nakuru, Mombasa, and Malindi form part of the clusters for some of the studies, and are the next most preferred areas of study after Nairobi. Different populations and samples were targeted by the

studies as follows: adult residents had majority representation (Gakuru, 1993; Barak et al., 2019; Kamau et al., 2015; Kifworo et al., 2020; Maingi, 2014; Mutinda & Mayaka 2012; Ndivo et al., 2012; Ndivo, 2009; Okello et al., 2012; Omare, 2016; Omare et al., 2019; Wanjala, 2015); youth in Nairobi (Njagi et al., 2017), tourism and hospitality operators (Gakuru, 1993; Gichuhi, 2012; Kwoba, 2018; Odudoh, 2010).

One of the studies compared samples of domestic tourists and non-tourists (Kifworo et al., 2020), and other four studies mainly analyzed secondary data (Sindiga, 1996; Kihima, 2015; Karoki, 2011; Chelangat & Otiso, 2012). Two of the studies were carried out in more than one locality/city (Kamau et al., 2015; Omare, 2016; Omare et al., 2019), with Nakuru and Mombasa being the next most preferred areas of study after Nairobi. Four of the studies on domestic tourism carried out in Nairobi was done at shopping malls (Mutinda & Mayaka 2012; Kifworo et al., 2020; Ndivo, 2009; Nyagaka, 2009), while three studies targeted middle-income employees (Omolo, 2008; Ngari, 2017; Odudoh, 2010), and four reached to Government officers and private sector players (Gakuru, 1993; Maiko, 2013; Manono & Rotich, 2013). Most of the studies on domestic tourism in Kenya applied descriptive cross-sectional survey design, with a few of them applying mixed-method (qualitative and quantitative), or using secondary data. In the predominant descriptive cross-sectional survey design approach, quantitative data was collected from samples by questionnaires. Only two of the studies applied or tested a model or theory (Kifworo et al., 2020; Ndivo, 2009).

### **2.2.3 Major findings and outcome of the reviewed studies on domestic tourism in Kenya**

Key findings and outcomes from the studies that feature the subject of domestic tourism in Kenya indicate a significant number of noteworthy patterns and trends. First, the majority of the studies focus on “factors influencing the choice of attractions or destinations”. Of these, the highest proportion (ten studies) were listing and ranking these factors in the orders of their significance (Barak et al., 2019; Kamau et al., 2015; Kwoba, 2018; Mutinda & Mayaka 2012; Ndivo, 2009; Okello et al., 2012; Omare, 2016; Omare et al., 2019; Wanjala, 2015). Secondly, it was apparent from the review that domestic tourism in Kenya is mostly influenced and affected by socio-economic factors. Regarding this, one of these studies (Ndivo, 2009) has noted that interest factors were significantly different among different domestic tourists. The third aspect pertains to marketing and promotion of domestic tourism in Kenya, where a lesser proportion of the studies reviewed emphasized the need for enhancing the quantity and quality of the general information and promotional information about domestic tourist attractions and destinations (Barak et al., 2019;

Kihima, 2015; Kwoba, 2018; Mutinda & Mayaka 2012; Ndivo et al., 2012; Omare). Mass media has been noted to be the dominant channel used in marketing and promotion of domestic tourism. Most of the promotional messages assessed in the articles were biased towards targeting foreign tourists, family groups, and corporates. These groups formed the key target segments of the market. Previous studies have noted a lack of proper segmentation in the domestic market, absence of niche markets, and a narrow diversity of products and services in their other major findings on domestic tourism in Kenya (Barak et al., 2019; Kifworo et al., 2020; Mutinda & Mayaka 2012; Okello et al., 2012). Mutinda & Mayaka (2012) and Okello et al. (2012) reiterate the common, and long-held notion concerning general state of tourism in the country. This is with regard to many of the tourists in Kenya, both domestic and foreign having a preference for the Kenyan beaches at the coast and for few selected wildlife parks as their destinations of choice. The northern part of Kenya largely seems to be neglected. Kihima (2015) makes six key observations: First, he makes an attempt of profiling the Kenyan domestic tourists. He also observes a lack of implementation of existing promotional strategies, and points to the minimal research done on domestic tourism in Kenya. The same author further recommends the need to offer incentives to promoters of domestic tourism in Kenya. His writings also advise against too much regulation and licensing of domestic tourism. He, too, is the sole author who appreciates that there are relatively insignificant visits to Kenya's heritage sites by domestic tourists.

### **2.3 Summary and gap in literature review on domestic tourism**

Review of literature indicated that domestic tourism is given comparatively little attention in research globally and in Kenya. Heritage tourism is a comparatively novel research field, having started catching global researchers' attention in early 1980s. Many areas of heritage tourism remain uncovered, calling for more focused and diverse coverage. Domestic heritage tourism is even least studied and narrowly understood in Kenya. Generally, previous studies on heritage tourism and visitor behavior basing on TPB have only used a narrow range of antecedent: either motivation, attitude, perception, or satisfaction, individually without considering them as a whole. Therefore, there lacks a comprehensive understanding, especially of the complex interplay of the psychographics of the existing and potential heritage tourism demand. A gap is evident, calling for studies that deviated from previous models of study on domestic tourism and heritage tourism, and instead, apply robust approaches. The current study therefore, investigated a wider range of

hypothesized predictors of visit intention and visit behavior to HHS to establish the role and relative strengths of each predictor.

## **2.4 Research problem statement**

Domestic heritage-based tourism in Kenya remains comparatively low. This situation is compounded by the fact that tourism promotional efforts have, in the past, appeared to emphasize international tourism, with traditional wildlife products and beach holiday products being accorded pre-eminence (4S – safari, sun, sand and sea) (Mutinda & Mayaka (2012); Okello et al. (2012)). On the same note, research conducted earlier on local tourism in Kenya have apparently inclined towards investigating a narrow range of themes whereby the subjects of factors influencing choice of products and destinations, marketing strategies, status of attractions and destinations, and efficacy of tourism appeal enhancers featured prominently in the limited extant literature (Osiako & Szente, 2021). To the best knowledge of the researcher, sufficient studies are yet to be conducted to better explain the behavior of domestic tourists especially to historical heritage sites. This is in spite of Kenya having a great potential for this form of tourism: hundreds of unique and diverse heritage features, and a growing middle-class population that can afford local tourism, and that is increasingly appreciating the need for recreational pursuits.

### **3. OBJECTIVES AND HYPOTHESES OF THE STUDY**

This section states the objectives of this study, the theoretical framework and conceptual model adopted, and also illustrates the hypotheses formulated.

From the consumer behavior perspective, tourist consumption process can be described in three stages: before-during- and after visitation (Oppermann, 2000; Li et al., 2010; Chang et al., 2014). The need for theoretical and empirical evidence of the antecedents of the visit behaviors of tourist and how they affect visit intentions and re-visit intentions to a destination have earlier on been indicated by Um and Crompton (1992) and Chang et al. (2014). It is in this spirit that the current study was undertaken with the aim of exploring the predictors of domestic tourists' visit intentions and behavior in historical heritage sites in the Kenya Coast region. The researcher sought to examine the perspectives held by domestic tourists on historical heritage sites and how these related to visit intentions and visit behavior in that destination. To achieve the above-mentioned aim, the study specifically sought:

- i) To investigate the behavioral intention of domestic tourists towards visiting historical heritage sites in Kenya coast tourism circuit.
- ii) To assess the factors influencing domestic tourists' intentions to visit historical heritage sites in Kenya coast tourism circuit.
- iii) To validate the TPB in the context of domestic heritage tourism.
- iv) To expand the TPB and test the expanded model in the context of domestic heritage tourism.
- v) To examine the travel behavior of domestic tourists visiting historical heritage sites in Kenya coast tourism circuit.

The Theory of Planned Behavior (TPB) was developed as an extension of the Theory of Reasoned Action (TRA) (TPB; Ajzen, 1985, 1987, 1991, Godin and Kok, 1996). Into this theory, Ajzen (1988) introduced the construct he referred to as 'perceived behavioral control' as a determining factor for both behavioral intention and the behavior itself. In most cases it is applied when the likelihood of succeeding in actual control over actualizing a behavior are inconsequential. While the theory of reasoned action (TRA) introduced earlier comprised of attitudes and subjective norms, TPB introduces and adds the concept of perceived behavioral control (PBC). PBC was originally understood to be the perception of an individual on how easy or difficult it is to perform the specified behavior (Ajzen, 1987). It denotes the effort an individual exerts to execute the behavior

and how much the individual feels he has control over the behavior (behavioral control). This is deemed influential in determining whether the individual will engage in the behavior or not. The inclusion of this variable has been found to increase accuracy in predicting behavior that is not under volitional control.

According to this theory, three factors have an impact on a person's intentions (or willingness) to engage in an action. The first of the factors, attitude, is the person's overall assessment of the behavior. Subjective norms, which represent a person's opinions regarding whether close friends and family members believe they should engage in the behavior, make up the second variable. The third variable, designated PBC, gauges how much the subject believes the behavior is within their own control.

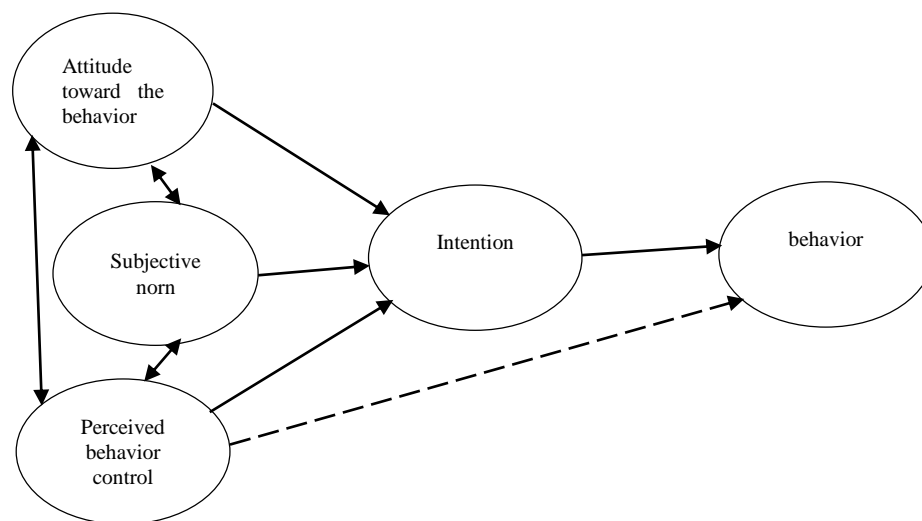


Figure 3. Illustration of the Theory of planned behavior (Ajzen, (1991)

The TRA and TPB have generally been corroborate by the results of a study of 16 investigations conducted by Ajzen (1991). His analysis of 16 studies shows a multiple correlation of 0.71 between intentions and attitude, subjective norm, and PBC. Van den Putte (1993) computes a value of  $r = 0.64$  but highlights the wide range of outcomes between different behaviors. The mean correlation between intentions, PBC, and behavior is reported to be 0.51 by Ajzen and 0.46 by van den Putte. According to empirical data presented by Ajzen (1991) and Madden, Ellen, and Ajzen (1992), PBC greatly enhances intention and behavior predictions. In conclusion, the evidence widely supports the TPB's ability to explain and forecast behavior, including behavior that related to travel and tourism.

TPB is frequently used as a tool to help explain a range of behaviors. Having received much empirical support, the Theory of Planned Behavior has been applied to study unethical behaviors (Beck & Ajzen, 1991), driving violations (Parker, Manstead, Stradling, Reason, & Baxter, 1992), hunting intentions (Hrubes, Azjen, & Daigle, 2001), condom use (Albarracin, Johnson, Fishbein, & Muellerleile, 2001), skin tanning and appearance (Thompson et al., 2012), encouraging pro-environmental behavior, (Abrahamse, 2019), consumer behavior (Emekci, 2019; Alam & Sayuti, 2011; Hassan et al., 2016) and travel (Murtagh, et al., 2012). Indeed, meta-analytic findings have shown that averaging perceived behavioral control, subjective norms, and attitudes accounts for 39% of the variance in behavioral intentions, while behavioral intention accounts for 22% - 42% of the variance in behavior (depending on how intention is measured; Armitage & Conner, 2001). According to the studies supporting TPB, individuals are likely to engage in a behavior if they believe that the behavior will lead to particular outcomes which they value, if they believe that people whose views they value, think they should carry out the behavior, and if they feel that they have the necessary resources and opportunities to perform the behavior. An example is a health behavior (Conner, 2001).

According to Joo, Seok, and Nam (2020), destination managers and marketers can apply TPB to study future tourist behavior, serve as a basis for the creation of management and marketing strategies, and encourage the sustainable development of tourism. To this end, TPB has been used with variable degrees of success to predict various tourist and traveler behaviors. The theory has been used in a variety of disciplines, including ecotourism, low-carbon tourism, civilized tourism, and rural tourism (Li & Luo, 2018). Hu et al. (2019) did an analysis of the factors influencing tourists' intentions to behave responsibly toward the environment in tourist destinations and gives recommendations for mountainous tourism areas seeking to achieve sustainable development. In their investigation of tourists' visit intentions to eco-friendly tourist locations, Ashraf et al. (2020) found that attitudes, subjective norms, and perceived behavior control all have a favorable influence on visitors' behavioral intention. According to the report, destination management should develop marketing strategies based on visitor demands to offer an unforgettable experience that is consistent with their beliefs. More research applying the theory include Ajzen, 1991; Murtagh, et al., 2012; Jordan, 2018; Hsieh et al., 2016; Seow et al., 2017; Song & Jiang, 2016; Juschten et al., 2019; Peng et al. 2014; Lingqiang et al., 2014; Qiu, 2017; Li, 2018; and Ramamonjiarivelo et al., 2015. According to the TPB, behavior is determined by behavioral intention, which in turn is affected by attitudes, social norms and perceived behavioral control.



This researcher to applied the TPB in studying domestic tourism to coastal HHS in Kenya. It eventually revealed the relationships between the variables from the TPB (attitude, subjective norm and PBC) and the intention to visit coastal HHS. Furthermore, in extending the theory, the researcher chose to add two variables: motivation and perceived safety and security to this model. The researcher was of the view that, an individual with positive attitudes about visiting HHS, who perceives social approval for engaging in such tours from the important others and who is persuaded that he or she could effectively take on such tours, would likely have strong intention to take such tours. Furthermore, if the individual had strong motivation for visiting HHS and perceived the HHS to be safe and secure, the intention to visit them would be even stronger. This test revealed tourists' level of intent in relation to these five predictors. The researcher then sought to explain the implications of the ways in which these five predictors related to visit intention and how the visit intention ultimately related to visit behaviour in the manner it did.

Ajzen's (1991) Theory of Planned Behavior was the primary paradigm used in this study to predict domestic visitors' visit intention and behavior at HHS. Basing in this theory, individual's intention to adopt a conduct or to act in a certain way is the key component that affects his or her actual behavior. Tourist's intention to visit a destination is thus the immediate antecedent of an HHS visit behavior. The intention construct, according to Ajzen (1991), consists of motivating factors that have a direct, strong, and positive influence on a certain behavior. This leads to the first hypothesis:

*Hypothesis 1: There is a relationship between domestic tourists' intention to visit HHS and their actual visit behavior.*

Attitude towards behavior represents the degree to which an individual values behavior as being positive or negative, good or bad. In the Theory of Planned Behavior, attitude toward a behavior is determined by the total set of accessible behavioral beliefs (Ajzen, 1991). For this study, domestic tourists' intention to undertake such a tour was analyzed by inquiring the respondents' behavioral willingness. As shown by previous studies, attitude towards a specific behavior has a strong direct and positive influence on behavioral intention (Ajzen & Fishbein, 1975; Fishbein & Ajzen, 2005; Clement, Henning & Osbaldiston, 2014; Synodinos & Bevan-Dye, 2014). This leads to the second hypothesis:

*Hypothesis 2a: There is a relationship between domestic tourists' attitude towards visiting HHS and their intention to visit HHS.*

Subjective norms are interpreted as societal pressure to engage in or refrain from particular behaviors (Fishbein & Ajzen, 2005). Subjective norms are established by a set of normative beliefs that are made up of the expectations of a person's reference group (others who are important or influential) which is made up of their close friends and relatives. The subjective norms may have a beneficial impact on people's intentions to visit HHS, according to Ajzen's Theory of Planned Behavior. As a result, domestic tourists' visit intentions may be somewhat influenced by the approval or disapproval of their close friends and relatives, including family members and coworkers. This leads to the third hypothesis:

*Hypothesis 3a: There is a relationship between subjective norms coming from domestic tourists' referent groups and their intention to visit HHS.*

A tourist's ability to visit HHS will depend on their availability of time, money, knowledge of the location, and convenient transportation options (Ajzen, 1991). These elements describe the degree of control that an individual actually has over their conduct since they can function as direct or indirect restraints on their intention and execution of a behavior. Although people who feel they have a lot of control over the aforementioned resources are more likely to engage in HHS visits, if the conduct requires a lot of work, it will serve as an impetus to actual behavior (Schultz & Oskamp, 1996). This leads to the fourth and fifth hypotheses:

*Hypothesis 4a: There is a relationship between domestic tourists' perceived behavioral control and their intention to visit HHS.*

Some studies recommend adding more predictors to the theory of planned behavior in order to increase its explanatory ability (Chen & Tung, 2014; Yousafzai, et al., 2010; Sun, 2020; Foon, et al., 2020). Therefore, this study integrated additional factors of motivation, and perceived safety and security in the proposed TPB model used to examine willingness to visit historical heritage sites. By integrating these additional variables into the TPB, the explanatory power of predicting visit behavioral intention was expected to improve, without significantly affecting the three original TPB constructs as explained below. Hence, hypotheses H2b, H3b, and H4b.

*H2b – In the new expanded model, domestic tourists' attitude towards visiting historical heritage sites will positively influence visit intention for historical heritage sites*

*H3b – In the new expanded model, domestic tourists' normative belief as relates to visiting historical heritage sites will positively influence visit intention for historical heritage sites.*

*H4b – In the new expanded model, domestic tourists' perceptions of behavioral control as relates to visiting historical heritage sites will positively influence visit intention for historical heritage sites.*

Motivation as a factor is considered a dominant predictor to behavioral intention (Doane et al., 2014). Following the argument of Doll and Ajzen (1992), people's motivations also determine to what extent they develop attitudes. This effect is strongly related to a situation where information needed to make a decision is scarce or difficult to retrieve from memory (Hultman et al., 2015). As a result, numerous studies have demonstrated the connections between motivation and behavior, including those by Ghazvini and Khajehpour (2011), Kotchen and Reiling (2000), and Oroujlou and Vahedi (2011).

Kotler and Armstrong (2017) have pointed out that customers' motivation plays a significant role in influencing their decisions to buy goods and services. Consequently, it was expected that the intentions to visit HHS could, to an extent, be determined by motivations for visiting these attractions. Hence, the fifth hypothesis.

*Hypothesis 5: There is a relationship between domestic tourists' motivations and their intention to visit HHS.*

Travel-related risks include, but are not limited to political instability, natural disasters, terrorism, hygiene, diseases, cultural and language barriers, crimes and accidents, and environmental pollution (Becken, Jin, Chen, & Gao, 2016). Destinations perceived as risky by potential tourists are avoided for the one's they consider safe (Lawson & Thyne, (2001); Buigut & Amendah, 2015).

Using the theory of planned behavior, Quintal et al. (2010) explored the differential impacts posed by risk and uncertainty on the antecedents of intentions to visit Australia and perceived risk was found to influence visits to South Korea, Australia and Japan, whereas perceived uncertainty had an effect on tours to South Korea, Australia and China. Further, in the case of China and Japan, it still had an influence on perceived behavioral control. Hence, the following hypothesis (H6):

*Hypothesis 6: There is a relationship between domestic tourists' perceived safety and security and their intention to visit HHS.*

Thus, in addition to the three components in the TPB model, this study was designed to expand the model by including domestic tourist’s motivations to visit HHS, and their perception of safety and security on HHS.

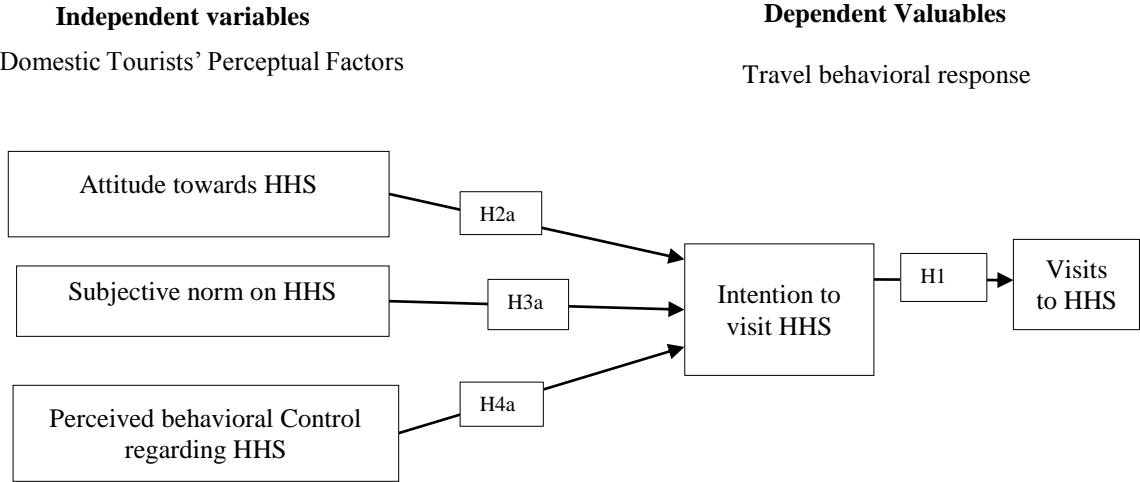


Figure 4. Proposed TPB framework for determining the predictors of visit intention and behavior to HHS  
Adapted from Ajzen (1991)

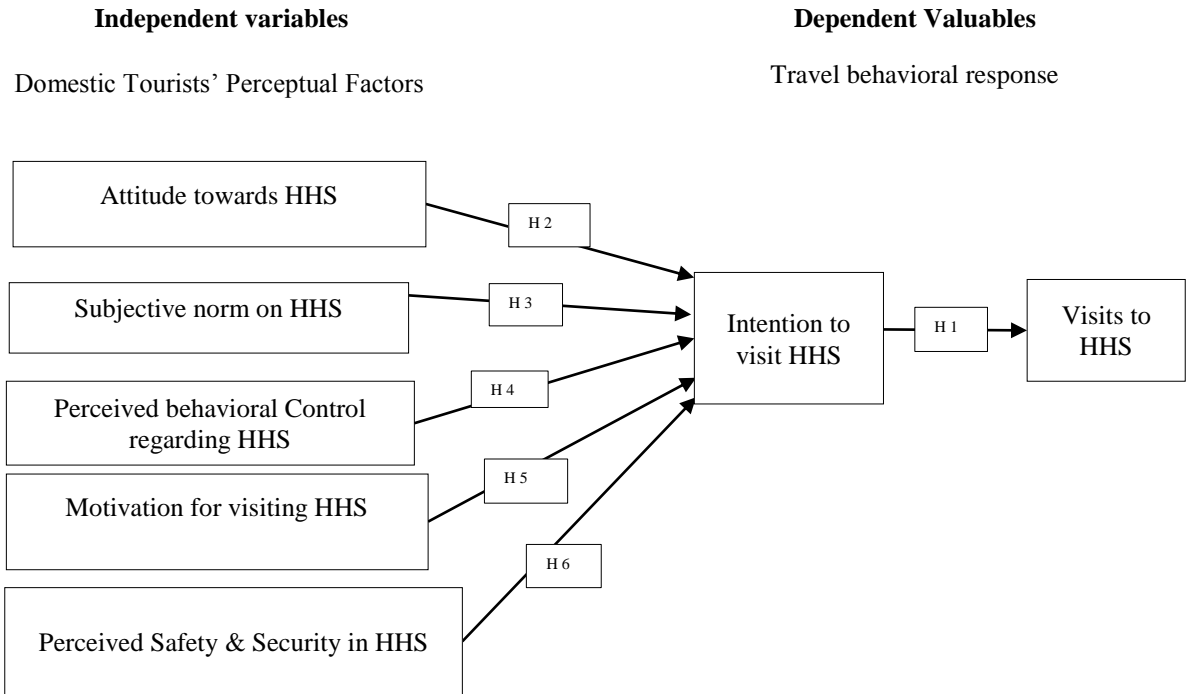


Figure 5. Proposed expanded TPB framework for determining the predictors of visit intention and behavior to HHS  
(Researcher, 2023)

## **4. MATERIALS AND METHODS**

This chapter gives the details of the research process that was followed to carry out this study. It explains the research design, the study setting, the target study population, sampling techniques that were adopted and the sample size. The sections that follow describe data collection tools, data collection processes and data analysis methods.

### **4.1 Research design**

To a large extent this study adopted descriptive cross-sectional survey design, employing a quantitative approach. Semi-structured questionnaires were utilized in the collection of quantitative data from domestic tourists who visited HHS in the Kenyan coast tourism circuit.

### **4.2 The study setting**

This study was conducted in Kenya's coastal tourism circuit. To facilitate destination management and tourism activities, the country is divided into eight regions commonly referred to as tourism circuits. A tourist circuit is defined as a route which has at least three major destinations located on it such that no one of them exist in the same town, city or village. These destinations should not be separated by a long distance and should have well defined entry and exit points. A tourist will cover all the destinations of the particular circuit during his/her tour (Government of India, 2018). Tourism circuits group together attractions and destinations that are in the same region for easy sequential conducting of tours. The eight Kenya tourism circuits according to KTB (2020) are Central tourism circuit, Coast tourism circuit, Nairobi tourism circuit, Eastern tourism circuit, North Rift tourism circuit, South Rift tourism circuit, Southern tourism circuit, Western tourism circuit. This study was conducted within the Kenya coast tourism circuit (KCTC).

This circuit comprises the region bordering the Indian Ocean to the east of the country. The development of Kenya's tourism industry is dependent mainly on the coast's national wildlife parks, wide sandy beaches, distinctive culture, and rich history and heritage. Visitors to this circuit spend a lot of time at the coastline beaches and in the marine parks and reserves. They also take part in cultural and historical tours, visiting important landmarks. Some of the heritage sites have been around for more than 500 years. Shimba Hills National Reserve, Arabuko Sokoke Forest Reserve, Kisite Mpunguti National Park and Reserve, Kiunga Marine National Reserve, Malindi Marine Park and Reserve, Mombasa Marine National Park, Tana River Primate Reserve, and others are some of the major wildlife parks and reserves in the region visited by tourists. This research was

conducted in three counties of the Kenya coast tourism circuit (KCTC) comprising of Mombasa County, Kilifi County, and Lamu county (see map of Kenya, Figure 6).

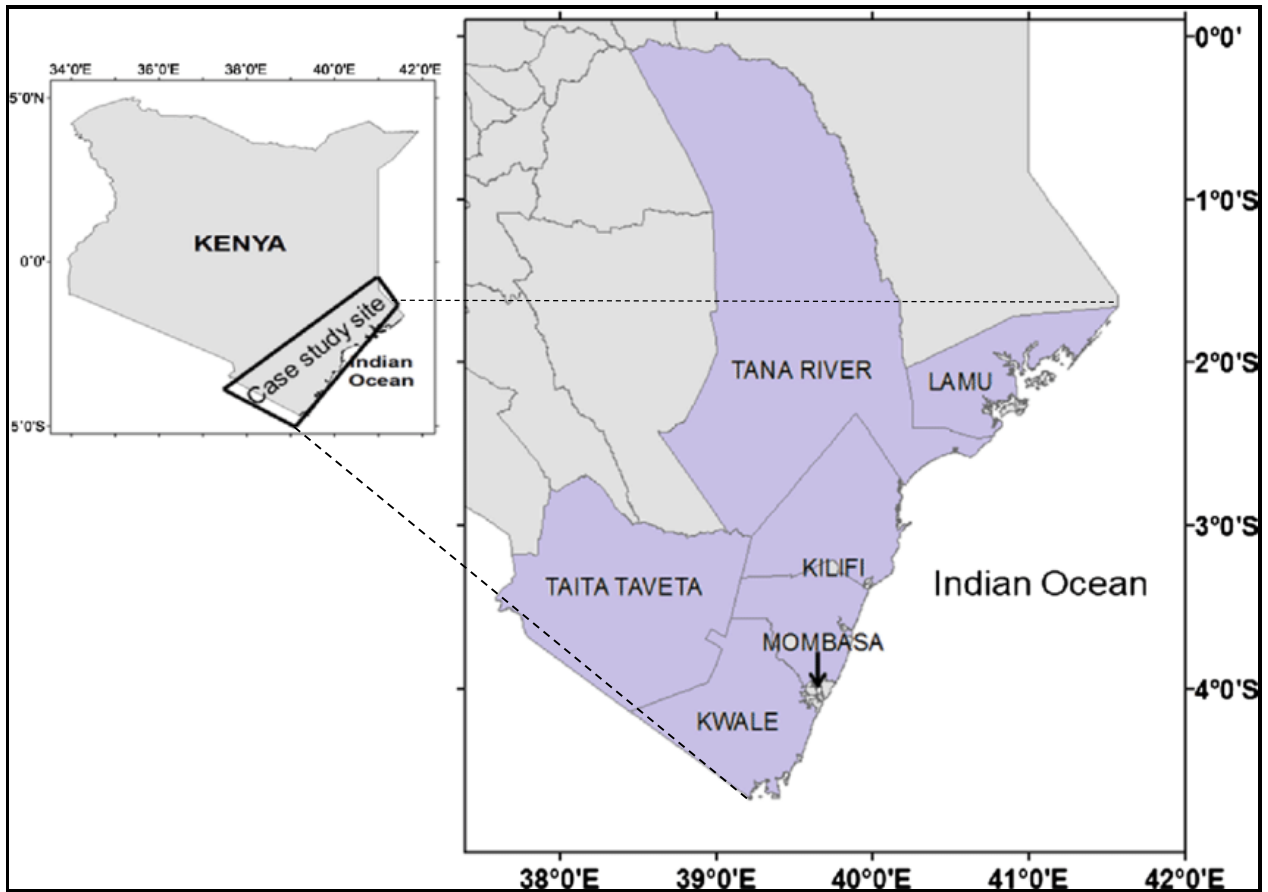


Figure 6. Map showing Kenya Coast Tourist Circuit

Source: <https://www.google.com/search?q=kenya+map+coast+provinceandclient=>

KCTC was chosen for this study on the basis of its comparatively high number of tourist visitations in the country and the highest concentration of gazetted historical heritage features. The NMK has listed 142 gazetted heritage features in this circuit under different categories (<http://www.museums.or.ke/594-2/>). However, it is important to note that currently not all these heritage features seem to be significant to tourism. This was confirmed by a short list of heritage sites in this tourist circuit that are usually visited by tourists as captured by the KNBS (Table 4). The (Kenya) *Economic Surveys of 2019* from Kenya National Bureau of Statistics' figures revealed that the coastal region accounted for 43.1% (3716900 out of 8,617,900) of all the bed-night stays in the country in the year 2018. It makes this region the busiest tourist circuit in the country. Of all the tourists who visited museums, snake parks and monuments in the country during the same period (2018/2019), 35.2% of them visited the sites in the KCTC.

### 4.3 Target population and sampling procedure

This study targeted domestic tourists visiting the listed heritage sites found on the Kenyan coast tourism circuit. The number of targeted domestic tourist population was calculated basing on the total number of domestic tourists who visited the Kenya coast region in the year 2019 (KNBS, 2019 p. 193). The number was 1,811,300 domestic tourists.

Table 4. List of significant historical sites and museums in KCTC visited by tourists

No.	Name of historical site/monument	Locality	County
1	Fort Jesus	Mombasa Old town	Mombasa
2	Gede Ruins	Watamu	Kilifi
3	Lamu Museum	Lamu	Lamu
4	Jumba La Mtwana	Mtwapa	Kilifi
5	Malindi Heritage Complex	Malindi	Kilifi
6	Kilifi Mnarani	Kilifi	Kilifi
7	Swahili House	Lamu	Lamu
8	German Post	Lamu	Lamu
9	Takwa Ruins	Lamu	Lamu
10	Rabai Museum	Rabai	Kilifi
11	Lamu Fort	Lamu	Lamu

Source: Extracted from KNBS, 2020

The criteria for sample selection for this study involved those historical heritage sites that were both managed by the NMK and significant to tourism in terms of visitor numbers. According to the KNBS (2019), there were 11 sites managed by NMK and significant to tourism in the KCTC. The survey was restricted to those domestic tourists who visited these sampled HHS in the region (Table 4). Sampling enabled the researcher to come up with an accessible representative portion of the population for quantitative inquiry. The KCTC recorded a total of 1,811,300 bed-nights occupied by Kenyans (domestic tourists) in the year 2018 (KNBS, 2019 p. 193). In this study, the researcher considered this figure to be the total number of domestic tourists who actually visit the KCTC per year. The domestic tourists' sample size for this study was therefore, calculated from this total number using the Yamane's Formula (Yamane, 1967) as follows:

Thus:

$$n = \frac{N}{1+N(e)^2}$$

Where  $n$  is the sample size needed,  $N$  is the population size, and  $e$  is the level of confidence and  $p$ , assuming a 95% confidence level, is 0.05 (5%).

Hence:

$$n = \frac{1811300}{1 + 1811300 (0.05)^2}$$

$$= 399.911 = 400 \text{ respondents}$$

The resultant sample size was therefore four hundred domestic tourists. Two steps sampling was applied in order to achieve this. First, purposive sampling was applied to determine the coastal-based historical heritage sites that received significant numbers of tourists in the preceding years up to the year 2019. Then, respondents from the selected sites were conveniently sampled from the domestic tourists visiting the listed HHS (Table 4), such that every adult domestic visitor accessing the HHS in each of the listed locations was requested to take part in the survey.

Table 5. Summary of the study sampling framework and sampling methodology

Target Population	Population Size	Sample size	Selection Criteria	Sampling Procedure
Domestic tourists visiting the CTC	1811300	400	Kenyan residents visiting attraction sites at the KCTC	Two steps sampling

Source: Researcher

#### 4.4 Conceptual framework and study variables

The conceptual framework, upon which this study was based, was modelled in seven different parts:

- The influence of attitude on visit intention to HHS.
- The influence of normative beliefs on visit intention to HHS.
- The influence of domestic tourists' perceived behavioral control on visit intention to HHS.
- The influence of domestic tourists' motivation on visit intention to HHS.
- The influence of perceived safety and security on visit intention to HHS.
- The influence of domestic tourists' visit intention on the actual visit behavior to HHS.

For the first model, the researcher was of the view that domestic tourists' willingness to visit HHS was influenced by attitude towards HHS, subjective norm, and PBC. He therefore hypothesises that in line with the Theory of Planned behavior: the attitude that domestic tourists have towards HHS influences their intention to visit HHS and this visit intention in turn influence the actual visit behavior to HHS. This intention to visit HHS is also influenced by subjective norms, and their perceptions of behavioral control. The researcher, further postulated that there is a correlation between domestic tourists' attitudes, subjective norms, and PBC towards collectively influencing



their visit intentions to HHS, and ultimately the actual travel behavior. The resulting TPB model was therefore expected to be valid and efficacious in predicting the intention to visit HHS in the area of study.

This study investigated the relationships between these variables within this framework as illustrated in Figure 4 and 5. For this model, the variables of interest were the domestic tourists' attitudes, subjective norms, perceived behavioral control, visit intentions and visit behavior for coastal-based historical heritage sites. These factors were first of all identified, and then they were analyzed, and ranked. Thereafter, an assessment of their influence on visit intention was done. With regard to travel behavior, the researcher also sought to establish the pattern of visits to HHS.

The second model tested the resultant efficacy of considering motivations to visit HHS, and perceptions of safety and security in HHS in addition to the three traditional TPB variables (attitude, subjective norm, and PBC). The researcher postulated that there was a correlation between domestic tourists' attitudes, subjective norms, PBC, motivations to visit HHS, and perceptions of safety and security towards collectively influencing their visit intentions to HHS, and ultimately the actual travel behavior. The resulting expanded TPB model was therefore tested for validity and efficacy. Thereafter, its efficacy was compared to the traditional TPB model in predicting the intention to visit HHS in the area of study.

#### **4.5 Measurement of study variables**

The categories of independent variable for this study were: attitude, subjective norm, PBC, motivation, and perceived safety and security. On the hand, the dependent variables were visit intentions to HHS, and visit behavior. Specifically, there were five independent variables and two dependent variables.

Measures for the theory of planned behavior (TPB) constructs were selected from existing scales (Ajzen & Driver, 1992; Han et al., 2010; Poria et al., 2011; Quintal et al., 2010; Quintal et al., 2010; Shen et al., 2009; Shen et al., 2012) because of their reliability ( $> 0.72$ ) as proposed by Hair, Babin, & Anderson, (2010) and relevance to the current study. Statements were made appropriate to the historical heritage tourism context. For five, out of the seven constructs, a seven-point Likert scale was adopted, ranging from 1 for "strongly disagree" to 7 for "strongly agree," with the exception being the attitude and visit behavior constructs. Attitude was measured with a 7-point semantic bipolar scale, while visit behavior was measured on a frequency/interval scale.

Attitude towards HHS in Kenya Coast was measured by seven statements with the 7-point semantic differential scale. Since attitude is bi-polar, ranging between two extremes of evaluation, it seems more appropriate to use this scale than the Likert scale (Ajzen & Driver, 1992; Han et al., 2010; Quintal et al., 2015, Shen et al., 2010). An example of an attitude statement is 'For me, touring historical heritage sites at Kenyans Coast is Extremely unenjoyable \_\_\_1: \_\_\_2: \_\_\_3: \_\_\_4: \_\_\_5: \_\_\_6: \_\_\_7 Extremely enjoyable'. Other items can be found in the questionnaire (Appendix III & IV).

Subjective norm was measured by three statements developed following TPB sample questionnaire (Ajzen, 2006; Yamada & Fu, 2012; Shen et al., 2010). These measurements were evaluated with the seven-point Likert scale from strongly disagree (1) to strongly agree (7).

General perceived control measurements were extracted from the TPB sample questionnaire (Ajzen, 2006) with some modifications in the context of HHS in Kenya coast. For example, 'Whether or not I visit historical heritage sites at Kenyans Coast is completely up to me to decide'. These measurements will be evaluated with the seven-point Likert scale from strongly disagree (1) to strongly agree (7). Besides the TPB measurements, time and financial restriction have been viewed as travel constraints in tourism literature (Schmoll, 1977; Um & Crompton, 1992). Therefore, PBC measured in this study also included these items.

The motivation variables for this study were developed and modified basing on previous conceptualizations and studies in the context of heritage tourism. Motives that are relevant to historical heritage tourists are taken from the typologies suggested by Chen J. S. (1998); Kerstetter et al. (2001); Jewell & Crofts (2009); Perera et al. (2011). These variables are: personal knowledge/education, recreation and enjoyment purposes, cultural purposes, socialization purposes, adventure purposes, purposes of boosting my ego/self-esteem/to feel more important, which are also in line with the overall and specific motivations applied by Kolar & Zabkar (2010). Motivation was thus measured as the importance of all six relevant motives for visiting HHS with the seven-point Likert scale from strongly disagree (1) to strongly agree (7).

The safety and security perception variable for this study was developed and modified as one of the three major domains of perception in tourism product/destination (perceived image/benefit, perceived quality/value, and perceived risk/safety). Basing on Quintal et al., (2010) It was measured

by three statements with the seven-point Likert scale, ranging from strongly disagree (1) to strongly agree (7).

The intention to visit HHS in Kenya Coast was measured by four statements with the seven-point Likert scale, ranging from strongly disagree (1) to strongly agree (7) following Yamada and Fu (2012). The four statements were related to: intention to visit heritage site attractions in Kenya coast in the next one year, effort to visit some heritage attractions in Kenya coast when traveling in the next one year, likelihood to (re)visit historical heritage sites at Kenyans Coast in the next one year, disposition to recommend historical heritage sites at Kenyans Coast to family/friends as good places to visit in the next one year.

The tourists' behavior of visiting HHS in Kenya Coast was measured by three statements. The first statement sought to find out previous visitation habit (how many visits the tourists have made to HHS in the last one year. This was measured on a scale of 'NONE' (0) to 'more than six' (7). The second statement gauged the likelihood of domestic tourists to be frequent visitors to HHS, measured on a scale of 'very unlikely' (1) to 'very likely' (7) (Yamada & Fu, 2012). The third statement sought to establish the number of historical heritage attractions that domestic tourists were likely to visit in the Kenyan Coast in the next one year. This was measured on a scale of 'NONE' (0) to 'six or more attractions' (7).

#### **4.6 Data collection tools and methods**

This study relied on a semi-structured questionnaire to collect the data.

A semi-structured questionnaire was applied in gathering the data from local tourists. This was constructed to capture information concerning: attitudes towards HSS, normative belief, perceived behavioral control, motivation to visit the HHS, safety and security perceptions, intentions to visit HHS, and the actual visit behaviour. The last part of the questionnaire inquired the respondents' demographic information. Being a semi-structured, the questionnaire elicited responses from domestic tourists through both closed and open-ended questions. The inclusion of open-ended questions in the "general travel habits" and "the region of residence in Kenya" sections of the questionnaire required qualitative data from the respondents. It had the advantages of avoiding the bias that might have resulted from suggesting responses to individuals, a bias which may occur in the case of only close-ended questions.

According to Caspar and Peytcheva (2011), pretesting is a number of actions intended to appraise a survey tool's capacity to gather the right data, the abilities of the particular mode of data gathering, and the general adequacy of the field processes. In order to minimize errors of reliability, the questionnaires for domestic tourists were pretested through a pilot-test conducted among fifteen (15) people identified from the target population. In the light of the way they filled in the questionnaires and their comments and corrections as requested, the final version of the questionnaire was designed. The results of the pilot-test enabled the researcher to make appropriate amendments on the survey instrument.

Lincoln and Guba (1985) wrote about all research models having their chosen approaches for determining their quality. For studies that focus on the positivist paradigm, much interest is usually in the validity, reliability and generalizability (Healy & Perry, 2000). Researchers who follow an interpretivist and constructionist paradigm place a strong emphasis on generalizability, dependability, credibility and confirmability. (Decrop, 1999), (indicators of trustworthiness originally developed by Lincoln and Guba, 1985).

Table 6. Indicators of research trustworthiness

<b>Qualitative terminology</b>	<b>Quantitative terminology</b>	<b>Explanation</b>
Credibility	Internal validity	How truthful are particular findings?
Transferability	External validity	How applicable are the findings to another setting or group?
Dependability	Reliability	Are the results consistent or reproducible
Conformity	Objectivity	How objective are the findings, that is, how much have the researchers' biases influenced them?

Source: Decrop (1999:158)

These four criteria can be equated to the quantitative terminology in Table 6. In this study, a number of standards were implemented to ensure the validity of the instruments. To ensure that the respondents understood the questions, the researcher made sure to frame the questionnaire's questions with precision and specificity. This made it possible to gather precise data. Two measures were employed to strengthen the reliability of the procedures used in the current investigation. The variables under investigation were first covered by a number of prior research. Second, pretesting was performed on the study instruments to lower reliability mistakes.

## **4.7 Data collection**

The process of data collection took place for a period of three months from December 2021 to March 2022. The process involved giving out self-administered questionnaires (APPENDIX III & IV) distributed by the researcher at the sampled HHS. Respondents were adult resident visitors who agreed to take part in the survey. They were required to fill in the self-administered questionnaire. Filling the questionnaire took place at the sampled HHS premises during or after the respondents had toured the sites, as each individual respondent found convenient. This meant that the researcher interacted with the sampled respondents before they left the sites. The questionnaires were handed to respondents for filling in and were collected back after they filled them just before they left the sites. Since domestic tours in Kenya were mostly conducted on Fridays and weekends, the researcher chose to distribute the questionnaires on Fridays, Saturdays and Sundays. This was done in turns, on different days at different respective sites, following a schedule (APPENDIX V) for the period of three months.

## **4.8 Data analysis and reporting**

The survey yielded primary data which was then analyzed. Exploratory factor analysis was conducted as a first step, to reveal the resulting structure of the data for so that the statistical analysis and techniques to be applied would be appropriate. The EFA helped to explain the variability between the observable variables and it also served to remove the variable items that failed to adequately load on the anticipated factor for the sample. After this, Pearson Moment Correlations were conducted in the resultant constructs to assess the association between the various under study. For statistical significance, *p*-value of less than .05 was considered. Data was then presented in figures and tables for demonstration and enhanced readability.

The relationship between the key variables were examined using statistical analysis, including descriptive statistics, factor analysis, multiple regressions, and path analysis. Confirmatory factor analysis (CFA) was used to create an overall measurement model and evaluate the application of the scales for each latent variable in the context of this study after the analysis of the primary descriptive variables. First, CFA was used to examine potential correlations between the seven latent variables and the suggested metrics (Figure 4). If the constructs were one-dimensional, the measurement model indicated that (Jöreskog, 1993). As a structural model needed to be properly specified for it to have meaning, the overall measurement model, which permitted correlations (Anderson & Gerbing, 1982; Hair et al., 2010).

The results showed the viability of the entire measurement model. As a strong sign of the validity and convergent reliability of these measures, all factor loadings of the measurement items loaded onto the latent variable they were intended to measure by exceeding .7 (Steenkamp & van Trijp, 1991). Moreover, the model fit indices showed a good fit to the model (chi squares and degrees of freedom). The next step was to use structural equation modeling (SEM) to establish whether the attitudes, normative beliefs, PBC motivations, and perceptions of safety and security had any significant effects on the dependent variables (i.e., intention to visit, and visit behavior).

Structural equation modeling was used to assess the proposed contributing relationships between independent and dependent variables based on the overall measurement framework. The SEM model had a total of five independent latent variables (these are, attitude, subjective norm, PBC, motivation, and safety and security perception). The two dependent variables were intention to visit, and visit behavior. SPSS 23.0 and 28.0 were used for the quantitative analyses.

Principal Component Approach and Promax rotation with Kaiser Normalization method were used for model estimation. Multivariate normality of the data was assessed through determination of the distribution of each variable. Thereafter, data was subjected to tests for approximate normal distribution whereby the skewness and kurtosis of each variable (-1 and +1, -2 and +2 respectively) were reported according to the recommendations of George and Mallery (2010).

#### **4.9 Research ethical considerations**

Ethical issues were addressed in this study, as appropriate. The researcher ensured that the basic guiding principle governing data collection was observed. First, all the relevant research permissions were sought (APPENDIX VI – XVIII). The researcher avoided any physical, social and psychological harm to the participants both during and after the research. He ensured that participants were accorded confidentiality, there was informed consent before they took part in the study, and that they were protected from any injuries arising from the research process. The researcher was also cautious not to be deceitful when dealing with participants. Relevant legal processes were followed by acquiring the relevant permits and clearances to carry out the study. At the introduction of each questionnaire, full explanations of the objectives of the research. At the data analysis stage, objectivity and accuracy issues were prioritized. Efforts were made to avoid bias in data processing and reporting. Lastly, the researcher is ready to share the findings of this research through all possible forums.

#### 4.10 Response rate

A total of 891 self-administered paper questionnaires were distributed by the researcher to domestic tourists visiting the survey sites during the three months period of study. Out of these, 802 were filled and returned (90% response rate), of which 693 questionnaires (86%) were found to be valid. (Figure 7). Data was analyzed using the IBM SPSS Statistics for Windows, version 23.0 (IBM Corp., Armonk, N.Y., USA) software to determine descriptive statistics: percentages, frequencies, standard deviations and measures of central tendency. Thereafter, factor analysis was performed followed by hypotheses testing using inferential statistics: correlation analyses, ANOVA, and multiple regression to estimate the conceptualized relationships between the variables.

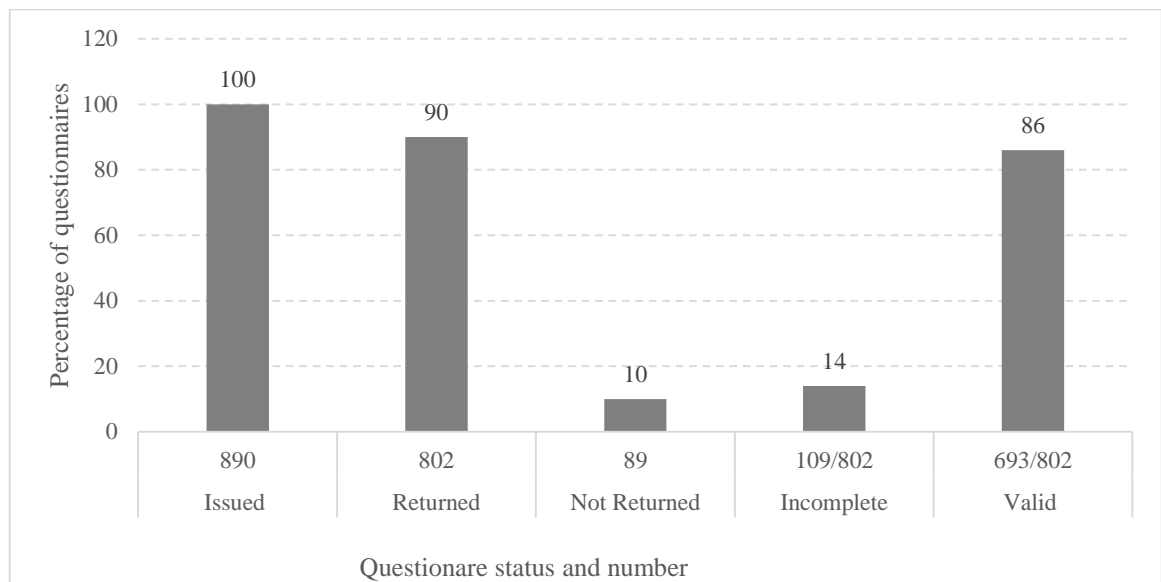


Figure 7. Survey response rate

Complete and usable questionnaires obtained from ten survey sites were 693. During the survey period, one of the sites (Lamu Museum) remained closed for renovation and therefore was not accessible, although it had earlier on been considered for data collection. A wide variation in the number of respondents from the ten sites is revealed, despite having allocated equal amount of time for each site (Figure 8).

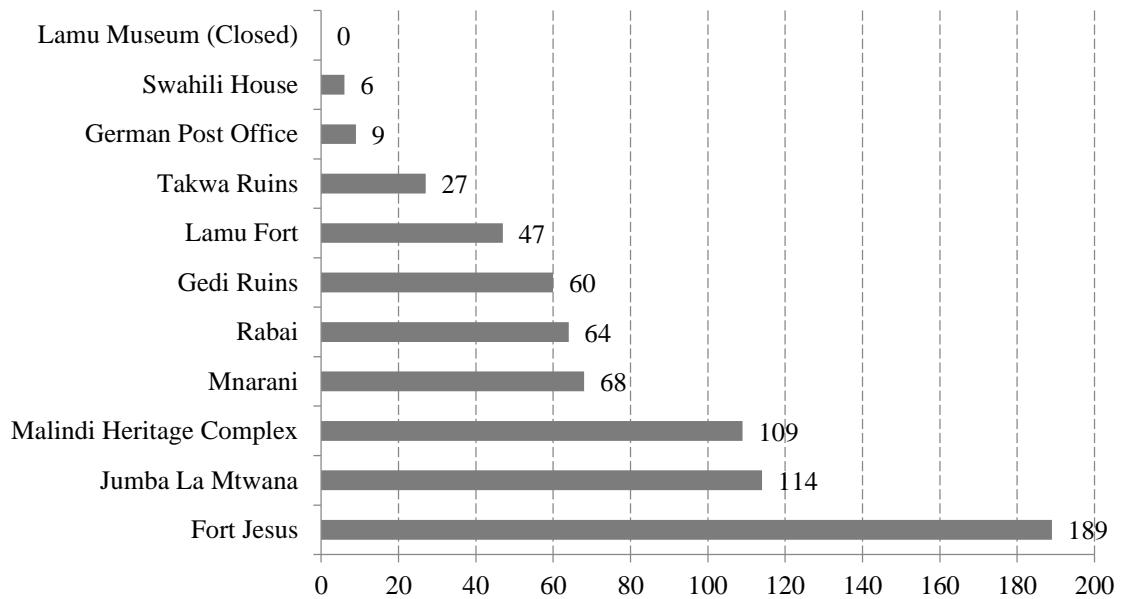


Figure 8. The number of respondents in the survey sites  
(Researcher's Data, 2023)

#### 4.11 Socio-demographics

A wide diversity in socio-demographics manifested in the sample representing visitors to HHS in the Kenyan Coast (Table 7). Male respondents were the majority (54.5%) while female respondents were 44.9%. Those in the category of "Other" represented 1.6%. Most of the respondents (36.4%) were in the age bracket of 26-35 years old. This was closely followed by 34.4% in the age 18-25 years, then 15.2% for 36-45 years in age.

Table 7. Respondents' socio-demographic characteristics

Socio-demographic variable		Frequency	Percent
Gender (N=693)	Male	378	54.5
	Female	304	43.9
	Other	11	1.6
Age in years (N=693)	18-25	245	35.4
	26-35	252	36.4
	36-45	105	15.2
	46-55	66	9.5
	56-65	19	2.7
	Over 65	6	0.9
Your income in KES (N=693)	10,000 and below	223	32.2
	10,001-25,000	162	23.4
	25,001-50,000	143	20.6
	50,001-100,000	98	14.1
	100,001-200,000	36	5.2
	over 200,000	31	4.5
Your marital status (N=693)	Not in Marriage	348	50.2
	Married Without Children	119	17.2



	Married With Child/ren	226	32.6
Highest educational level attained (N=693)	No formal Education	22	3.2
	Primary	29	4.2
	Secondary	134	19.3
	College/Bachelor's degree	389	56.1
	Post Graduate Degree	119	17.2
Region of origin in Kenya (N=651)	Coast	280	43
	Eastern	31	4.7
	North Rift Valley	31	4.7
	Nairobi	137	21
	Central	88	13.5
	South Rift Valley	13	2
	Western	25	3.8
	Nyanza	40	6
	North Eastern	6	0.9
Employment status (N=693)	Self Employed	154	22.2
	Employed Full Time	206	29.7
	Employed Part Time	57	8.2
	Seeking Opportunities	121	17.5
	Retired	21	3.0
	Student	109	15.7
	Home Maker	14	2.0
	Unable To Work	4	0.6
	Other	7	1.0

(Researcher's Data, 2023)

The least percentage (0.9%) were of the age over 65 years (Table 7). Majority of them were employed on full-time basis (29.7%), and a majority too earned an income of at most 10,000 Kenya shillings (USD 100) per month (32.2%). Respondents who were not in marriage represented the highest percentage on marital status (50.2%). Those who were married with children were (32.6) and those married but without children represented by 17.2%.

As pertains to the highest level of education attained by the respondents, the biggest proportion of the sample (56.1%) were middle-level college/bachelor's degree holders. 19.3% were high school graduates, and 17.2% were post-graduate degree holders, 4.2% had not proceeded beyond primary level of education, and 3.2 % did not have formal education. Visitors from Nairobi County were the majority (21%), followed by those from Mombasa County (20%), and Kilifi (10.5%). The other 42 counties were represented by less than 10% each. No single visitor hailed from West Pokot, and Baringo counties. In terms of regions of origin, majority of the visitors came from the Kenya Coast region (43%) followed by Nairobi region (21%), then Central Kenya region (13.5%). These three regions alone accounted for an overwhelming 78% of the visitors, while the Northeastern region produced the least, accounting for a mere 0.9% of all the visitors to HHS in the coast region during the study period (Table 7).

Diversity in socio-demographics also manifested in terms of employment status among the domestic tourists visiting HHS (Table 7). The employment category with the highest representation was “full-time employment” (29.7%), followed by self-employed (22.2%), those seeking opportunities (17.5%), and students (15.7%). Retirees and homemakers represented 3%, and 2% respectively.

## 5. RESULTS AND DISCUSSIONS

This section gives details about data analyses steps and processes, the results of the analyses and their interpretation. Inferences are thereby drawn from the interpretation.

### 5.1 Scales of measurement

Twenty-eight (28) statements relating to six out of the seven variables under investigation were measured on a 7-point Likert scale. On this scale, 1 represented “Strongly Disagree” (SD), 2 represented “Disagree” (D), 3 represented “Somewhat Disagree” (SWD), 4 was “Neutral” (N), 5 represented “Somewhat Agree” (SWA), 6 represented “Agree” (A), while 7 represented “Strongly Agree” (SA). In order to come up with seven levels of agreeableness from the 7-level Likert scale used in this study, the criterion shown in Table 8 was adopted in the analysis.

Table 8. Item mean range scale

Item Mean Range	Scale Interpretation
6.148 – 7.00	Strongly agree
5.290 – 6.147	Agree
4.432 – 5.289	Somewhat agree
3.574 – 4.431	Neutral
2.716 – 3.573	Somewhat disagree
1.858 – 2.715	Disagree
1.00 – 1.857	Strongly disagree

(Researcher’s Data, 2023)

Item mean range scale (Table 8) was used to measure how respondents rated individual statements on a scale of 1 to 7. Overall, 26 out of the 28 individual statements that were measured indicated that majority of the respondents “Strongly Agreed” with the respective statements. Only two statements had the majority of respondents expressing “Neutral” opinion. These statements to which they were neutral related to the Subjective Norm variable and are that: *“Most people who are important to me think that it is proper for me to visit HHS at the Kenyan Coast”* and *“Most people who are important to me would want me to visit HHS at the Kenyan Coast.”*

Table 9. Variable mean range scale

Variable Mean Range	Variable Level
5.81 – 7.0	Very high/ Very positive
4.61 – 5.80	High/Positive
3.41 – 4.60	Medium/Neutral
2.21 – 3.40	Low/Negative
1.0 – 2.20	Very low/ Very negative

(Researcher’s Data, 2023)

On average, all the 28 statements had mean scores of between 5.01 (Somewhat Agree) and 6.36 (Strongly Agree). The mean scores of these statements however, differed widely. The statement with the highest mean score read, “*I am willing to recommend HHS at the Kenyan Coast to my family, friends and colleagues as good places to visit*” ( $M = 6.36, SD = 0.959$ ), followed by “*For me, touring HHS at the Kenyan Coast is useful*” ( $M = 6.05, SD = 1.162$ ), and in the third highest position was, “*For me, touring HHS at the Kenyan Coast is enjoyable*” ( $M = 5.99, SD=1.212$ ). The statement with the lowest mean score read, “*Most people who are important to me think that it is proper for me to visit HHS at the Kenyan Coast*” ( $M = 5.01, SD = 1.659$ ) (Table 10).

## 5.2 Descriptive analysis and t-statistic of variables

This section presents the seven variables in this study, their respective itemized statements, means scores, their resulting combined means, and order of ranking as represented in Table 10 and 11.

For attitude, six statements were used to gauge the attitude of domestic tourists towards visiting HHS in the coastal region of Kenya. The statement with the highest mean score concerned the *usefulness* of visiting HHS ( $M = 6.05, SD = 1.162$ ), and the second highest ranking statement concerned the *enjoyability* of visiting by domestic tourists ( $M = 5.99, SD = 1.212$ ). The statement with the least score for the attitudinal variable concerned whether visiting HHS was *rewarding or not rewarding* ( $M = 5.61, SD = 1.401$ ). Overall, this variable had a combined mean of 5.89 (very positive) implying that the attitude towards visiting HHS at Kenya coast region among domestic tourists was very positive. One sample *t*-test statistic established that this positive attitude was significant at .05 ( $t(692) = 54.464, p = .000$ ) as indicated in Table 10.

Table 10. One-sample test for variables measures

Test Value = 4.00 (Neutral)							
	<i>t</i>	<i>df</i>	Mean Difference	Significance	Effect size (Cohen's <i>d</i> )	95% Confidence Interval of the Difference	
				Two-Sided <i>p</i>		Lower	Upper
Attitude	54.464	692	1.89346	<.001	2.069	1.8252	1.9617
Subjective norm	20.973	692	1.12362	<.001	0.797	1.0184	1.2288
Perceived BC	35.815	692	1.46056	<.001	1.360	1.3805	1.5406
Perceived SS	35.411	692	1.68206	<.001	1.345	1.5888	1.7753
Motivation	44.456	692	1.65392	<.001	1.689	1.5809	1.7270
Visit intention	56.611	692	2.00253	<.001	2.150	1.9331	2.0720

The strongest factor was intention ( $d = 2.150, M = 6.00$ ) followed by attitude ( $d = 2.069, M = 5.69$ ), then motivation ( $d = 1.689, M = 5.65$ ), perceived safety and security ( $d = 1.345, M = 5.68$ ), perceived behavioural control ( $d = 1.360, M = 5.46$ ), and finally subjective norm ( $d = 0.797, M = 5.13$ ) (Researcher, 2023)

Table 11. Variable characteristics

VARIABLE	STATEMENT	Mean		Std. Deviation	Skewness	Kurtosis	Combined Mean	Level			
		Statistic	Std. Error								
ATTITUDE	Usefulness	6.05	.044	1.162				Very positive			
	Enjoyability	5.99	.046	1.212							
	Bad or good idea	5.98	.043	1.139	-.845	.349	5.89				
	Pleasantness	5.91	.045	1.185							
	Desirability	5.82	.046	1.216							
	Rewarding or not rewarding	5.61	.053	1.401							
MOTIVATION	Particularly for recreation and enjoyment purposes	5.94	.049	1.283							High
	For adventure purposes	5.88	.050	1.308							
	To enrich my education/personal knowledge	5.88	.050	1.327	-.817	.910	5.65				
	For cultural purposes	5.67	.055	1.439							
	For socialization purposes	5.34	.060	1.584							
	For purposes of boosting my self-esteem	5.21	.070	1.844							
SUBJECTIVE NORM	People whose opinions I value would prefer that I visit HHS at the KC	5.28	.058	1.538							High
	Most people who are important to me would want me to visit HHS at the KC	5.09	.060	1.584				-.627	.045	5.13	
	Important people to me think that it is proper for me to visit HHS at KC	5.01	.063	1.659							
SAFETY	I feel safe and secure when visiting HHS at the Kenyan coast	5.87	.048	1.257							High
	HHS at the Kenyan coast are safe and secure places to visit	5.81	.051	1.339	-.952	.503	5.68				
	There are no risks when I am visiting HHS at the Kenyan coast	5.37	.064	1.683							
PBC*	I am confident that whenever I want, I can visit HHS at the Kenyan Coast	5.84	.054	1.411							High
	Whether or not I visit HHS at the KC is completely up to me to decide	5.81	.056	1.465							
	I can access convenient means of transport to visit HHS at the Kenyan Coast	5.50	.057	1.514	-.493	.025	5.46				
	I can easily spare time from my routine activities to visit HHS at the KC	5.41	.058	1.524							
	I have sufficient information about HHS at the KC to decide on visiting them	5.14	.059	1.555							
	I have financial resources to facilitate my visit to HHS at the Kenyan Coast	5.06	.064	1.677							
INTENTION	I am willing to recommend HHS at the KC to my family, friends and colleagues	6.36	.036	.959							Very high
	In future, I am likely to re-visit some HHS at the Kenyan Coast	5.97	.046	1.224				-.757	-.381	6.00	
	I will make an effort to visit some heritage attractions in the KC next one year	5.87	.047	1.237							
	I have the intention of visiting some HHS in the KC in the next one year	5.81	.050	1.315							
VISIT BEHAVIOR	Likelihood to be a frequent visitor to HHS attractions in the Kenya Coast region	4.97	.065	1.723							Medium
	Number of HHS attractions you are likely to visit in the KC in next one year	4.43	.061	1.597	.021	-.494	4.4				
	Number of visits you have made to HHS in the KC in the past one year	3.80	.067	1.753							

\*PBC - Perceived behavioral control

To gauge the respondents' subjective norms, three statements were presented to find out how the opinions of the "influential others" affected visits to HHS in the area of study by domestic tourists. The statement with the highest mean score was, "*People whose opinions I value would prefer that I visit HHS at the Kenyan Coast*" ( $M = 5.28, SD = 1.538$ ), and the second highest ranking statement was "*Most people who are important to me would want me to visit HHS at the Kenyan Coast*" ( $M = 5.09, SD = 1.584$ ). The statement with the least score for the Subjective Norm variable read "*Most people who are important to me think that it is proper for me to visit HHS at the Kenyan Coast*" ( $M = 5.01, SD = 1.659$ ). This variable had a combined mean of 5.13 (strong) implying that the level of influence of "the significant others" to domestic tourists visiting HHS at the Kenyan coast region was strong. one sample t-test statistic established that this strong normative belief was significant at .05 ( $t(692) = 20.973, p = .000$ ). This implies that the level of social influence to domestic tourists visiting historical heritage sites at the Kenyan coast region was strongly positive.

The PBC variable was determined by six statements to find out how domestic tourists felt that they were in control of their ability to visit HHS in the area of study. The statement with the highest mean score read that "I am confident that whenever I want, I can visit HHS at the Kenyan Coast ( $M=5.84, SD=1.411$ ), and the second highest ranking statement was that "Whether or not I visit HHS at the Kenyan Coast is completely up to me to decide" ( $M = 5.81, SD = 1.465$ ). The statement with the least score for the PBC read "I have financial resources to facilitate my visit to HHS at the Kenyan Coast" ( $M = 5.06, SD = 1.677$ ). The PBC variable had a combined mean of 5.46 (strongly positive) implying that the perception of having own control over the ability to visit historical heritage sites at Kenya coast region among domestic tourists was strongly positive. One sample t-test statistic established that this strong PBC was significant at .05 ( $t(692) = 35.815, p = .000$ ).

The motivation variable was also measured by six statements to find out what motivates domestic tourists towards visiting HHS in the area of study. The statement with the highest mean score concerned "*recreation and enjoyment purposes*" of visiting HHS ( $M = 5.94, SD = 1.283$ ), and the two second highest-ranking statements concerned "*adventure purposes*" and "*enriching my education/personal knowledge*" as motivations ( $M = 5.88, SD = 1.308$ ). The statement with the least score for the motivation variable concerned "*boosting self-esteem*" by visiting HHS, which respondents rated poorly ( $M = 5.21, SD = 1.844$ ). Overall, the motivation variable had a combined mean of 5.65 (high) implying that the domestic tourists had a high motivation for visiting historical

heritage sites. One sample *t*-test statistic established that this high motivation was significant at .05 ( $t(692) = 44.456, p = .000$ ).

Three statements were used to establish the safety, risk, and security perception of domestic tourists visiting HHS in the area of study. The statement with the highest mean score concerned feeling safe and secure when visiting HHS at the Kenyan coast ( $M=5.87, SD=1.257$ ), and the second highest ranking statement asked if HHS at the Kenyan coast were safe and secure places to visit ( $M = 5.81, SD = 1.339$ ). The statement with the least score with respect to safety when visiting HHS was that “There are no risks when I am visiting HHS at the Kenyan coast” ( $M = 5.37, SD = 1.683$ ). On average, this variable had a combined mean of 5.68 (strong) and a one sample *t*-test statistic established that this high perception of safety and security was significant at .05 ( $t(692) = 35.411, p = .000$ ). This implies that the perception of being safe, secure and out of risk among domestic tourists visiting historical heritage sites in Kenya Coast was strongly positive.

To gauge the respondents’ intention to visit HHS in the coastal region of Kenya, four statements were presented. The statement with the highest mean score was “I am willing to recommend HHS at the Kenyan coast to my family, friends and colleagues as good places to visit” ( $M = 6.36, SD = .959$ ), and the second highest ranking statement was “In future, I am likely to re-visit some HHS at the Kenyan coast” ( $M = 5.97, SD = 1.224$ ). The statement with the least score for the Intention variable was “I have the intention of visiting some heritage attractions in the Kenyan coast in the next one year” ( $M = 5.81, SD = 1.315$ ). Overall, the intention variable had a combined mean of 6.00. This is interpreted as “very strong” intention. With a large Cohen’s *d* effect size (2.150), this imply that the willingness to visit HHS among domestic tourists was very strong. One sample *t*-test statistic established that this very strong intention was significant at .05 ( $t(692) = 56.611, p = .000$ ).

In order to find out the domestic tourists’ tendency to visit HHS in the Kenya coast region, three statements were presented asking about the number of visits made to these attractions, and the likelihood of visitors frequenting them. The statement with the highest mean score was “I am likely to be a frequent visitor to HHS attractions in the Kenya coast region” ( $M = 4.97, SD = 1.723$ ), and the second highest ranking statement asked about the “number of HHS attractions likely to be visited in the Kenyan coast in the next one year” ( $M = 4.43, SD = 1.597$ ). The statement with the least score for this variable was about the “number of visits made to HHS attractions in the Kenyan coast region in the past one year” ( $M = 3.80, SD = 1.753$ ). Overall, this variable scored a combined

mean of 4.4 (medium) and a Cohen’s *d* effect size of 0.306 (small), suggesting a medium level of participation in heritage tourism by domestic tourists despite their strong intentions as revealed in the previous variable. Probably, some factors come into play and tend to inhibit the actual visits to HHS in the area of study as revealed by the PBC variable.

### 5.3 General travel behavior of domestic tourists

The following data show the general travel behavior of domestic tourists in Kenya. When asked how frequently they undertook domestic tours in the country, the majority (29.6%) indicated that their participation in local tours was “irregular” (Figure 9). This suggested that due to some underlying reasons, Kenyans only visited local destinations on ad-hoc, impromptu basis. They rarely prioritize planning for such trips and participation in them mostly comes by chance. Possibly, visits to HHS by domestic tourists only happens as an adjunct to other travel obligations to the destinations visited, like MICE, beach holiday, family events or medical. There is need for investigating into the factors that lead to this trend. (Financial and economic, time constraint, demotivation and disinterest, insecurity, or lack of appeal and satisfaction from the existing attractions and destinations?).

The least percentage of the respondents (6.6%) undertook domestic tours regularly (at most once every week). A general look at the trend in figures revealed an almost inverse proportionality, manifesting a tendency towards more Kenyans taking a longer time (“*At most once every 3 months*”) to participate in local tourism (27.4%) compared to those who do it “*At most once every week*” (6.6%) (Figure 9).

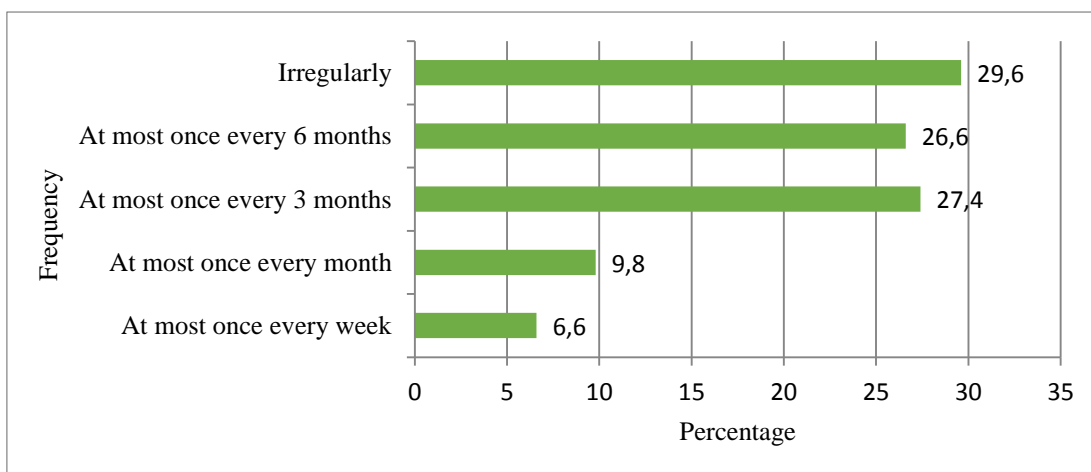


Figure 9. Frequency of undertaking domestic tours within Kenya  
(Researcher’s Data, 2023)



Majority of the respondents singled out the Kenya coast region as their most preferred tourist destination for their holidays with a whopping 84.3% (Figure 10). This was followed distantly by the South Rift Valley region at 5.7%, North Rift Valley region had 4.6%, Western Kenya 2.4%, Central Kenya 2%, Nyanza 0.5%, Nairobi region 0.3%, and 0.2% for the Eastern region. No respondent expressed preference for the Northeastern region of Kenya.

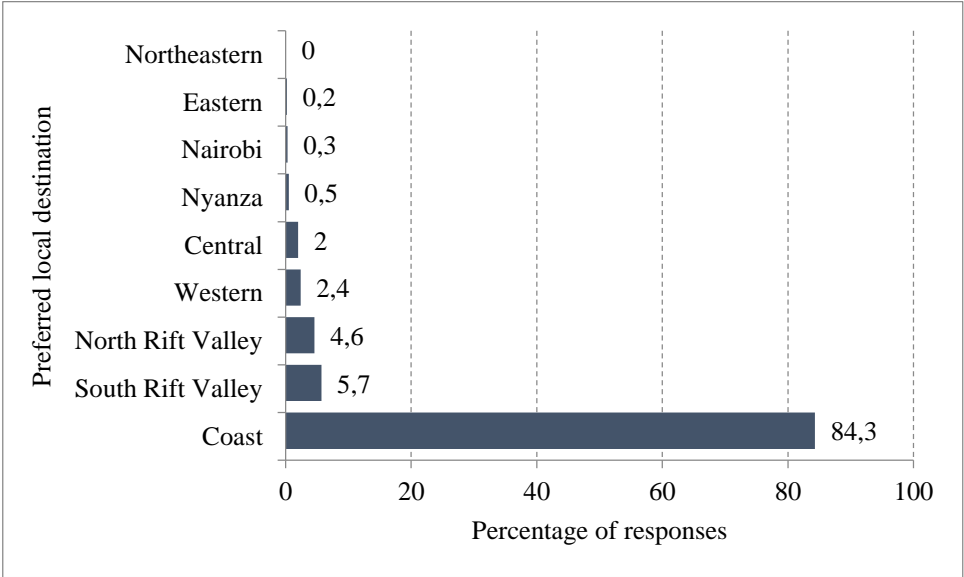


Figure 10. The most preferred local destinations for domestic tourists in Kenya (N = 631)  
(Researcher’s Data, 2023)

Respondents were asked to state their most preferred tourist attractions in Kenya and their responses were classified into four categories of attractions: Category 1 “historical heritage and culture”, Category 2 “wildlife, nature and landscape”, Category 3 “coast, beach and sea” and lastly Category 4 “birdlife” (Figure 11). This implies that historical heritage and cultural experiences are the primary attractions at the heart of domestic tourists frequenting HHS. These types of attractions seem to rank highest on their lists of preferred sites.

Evidently, the majority of the respondents preferred “historical heritage and culture” (47.6%). Those who preferred “wildlife, nature and landscape” ranked second at 33.3%, followed by “coast, beach and sea” enthusiasts (17.5%), and lastly, those who took interest in “birdlife” at 1.6%.

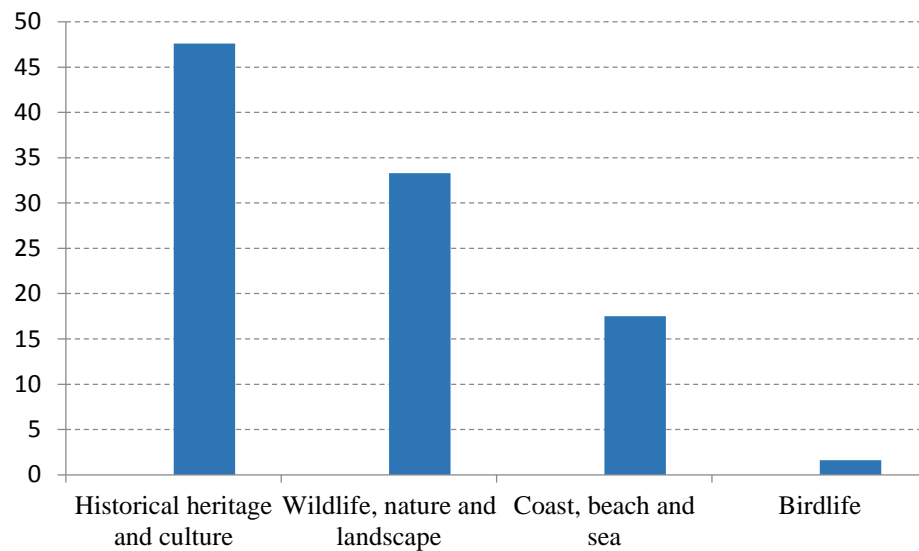


Figure 11. Most preferred tourist attractions in Kenya (N = 636)  
(Researcher's Data, 2023)

In order to establish visit behavior of tourists to HHS, respondents were asked, through three statements to indicate: *'the number of visits you have made to HHS attractions in the Kenyan coast region in the past one year'*, *'the likelihood to be a frequent visitor to HHS attractions in the Kenya coast region'*, and the *'number of HHS attractions you are likely to visit in the Kenyan coast in the next one year'*. As presented in Table 12, the general visit behavior was average ( $M = 4.4$ ,  $SD = 1.691$ ) when considered on a scale of 1 to 7, where 4 is the average. Therefore, the visit behavior is neither impressive nor poor.

Table 12. Descriptive statistics of visit behavior variable items

Statement	Mean		Std. Deviation		Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error
Number of HHS attractions you are likely to visit in the Kenyan Coast in the next one year	4.43	.061	1.597	.129	.129	.093	-.857	.185
Tendency to be a frequent visitor to HHS attractions in the Kenya Coast region	4.97	.065	1.723	-.466	-.466	.093	-.745	.185
Number of visits you have made to HHS attractions in the Kenyan Coast region in the past one year	3.80	.067	1.753	.394	.394	.093	-.854	.185
Mean	4.4	0.064	1.691	0.019	0.019	0.093	-0.819	0.185

(Researcher's Data, 2023)

With respect to the number of visits they had made to HHS in the past one year, a majority of them (24%) had visited two attractions, and in the next one year a majority of them (24.2%) were likely to visit three HHS attractions at the Kenyan coast, which is an increase (Table 13). On average, the tendency of a domestic tourist to be a frequent visitor to HHS attractions in the Kenya coast region was high, with a majority (26.3%) indicating that they were “*very likely*” to be frequent visitors to HHS (Table 13).

Table 13. Frequency of visiting HHS attractions in the Kenyan Coast region (N=693)

behavior		Frequency	Percent
Number of visits you have made to HHS attractions in the Kenyan Coast region in the past one year	None	45	6.5
	One	140	20.2
	Two	166	24.0
	Three	120	17.3
	Four	81	11.7
	Five	65	9.4
	Six or more visits	76	11.0
Likelihood to be a frequent visitor to HHS attractions in the Kenya Coast region	Very unlikely	24	3.5
	Unlikely	41	5.9
	Somewhat unlikely	81	11.7
	Neutral	127	18.3
	Somewhat likely	116	16.7
	Likely	122	17.6
	Very likely	182	26.3
Number of HHS attractions you are likely to visit in the Kenyan Coast in the next one year	None	17	2.5
	One	42	6.1
	Two	167	24.1
	Three	168	24.2
	Four	104	15.0
	Five	91	13.1
	Six or more	104	15.0

(Researcher’s Data, 2023)

## 5.4 Inferential analysis

### 5.4.1 Exploratory factor analysis

To assess the dimensionality of the 31 items statements in the questionnaire relating to the variables under study, Exploratory Factor Analysis (EFA) was conducted. Then the factor loading values that indicate the correlation between items and factors were identified. They determined whether the group of observed variables could be presented by the factor or not. The Eigen value one (1)

was determined and items with factor loadings greater than 0.7 were taken for each factor grouping (Table 14). Cronbach's alpha ( $\alpha$ ) was applied to test reliability of factor groupings. The factors with Cronbach  $\alpha$  greater than 0.6 were taken to the analysis. This Cronbach's alpha coefficient was calculated to evaluate the internal consistency.

First, the suitability of the data was assessed through an exploratory factor analysis on the 31 statements related to the variables under study. Factor analysis with a Principal Component Approach and Promax rotation with Kaiser Normalization was conducted. KMO Bartlett's test was carried out to verify the normality and significance of the conducted analyses and it was found to be highly significant (approximate  $X^2 = 7083.388$ ,  $df = 300$ ,  $p < 0.05$ ). Bartlett's Test of Sphericity ( $X^2 = 7333.790$ ) and the Kaiser-Meyer-Olkin's (KMO) overall measure of sampling adequacy (.886), indicated that the data were suitable for using factor analysis (Tabachnick & Fidell, 2001).

Ultimately, seven factors were identified which accounted for 66.330% of total variance, that is, 29.822%, 8.902%, 6.642%, 6.173%, 5.621%, 4.904%, and 4.266% for attitude, intention, PBC, safety, subjective norm, motivation, and visit behavior respectively. The respective Eigenvalues were 7.455, 2.226, 1.660, 1.43, 1.486, 1.226, 1.067. Three items failed to adequately load on the motivation variable and two failed to load on PBC variable and were thus dropped. The Cronbach's alpha coefficient results obtained were .845, .678, .862, .853, .779, and .791, and .638 respectively for the seven variables. These coefficients, together with AVE of 0.5 and above, and CR of above 0.7 indicated that the items had internal consistency, were reliable, and valid (Gliem & Gliem, 2003).

Table 14. EFA, reliability and validity tests for variables

	<b>Mean</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>Cronbach alpha</b>	<b>AVE (&gt;0.5)</b>	<b>CR (&gt;0.7)</b>	<b>p-value</b>
<b>Attitude</b>	<b>5.89</b>		<b>7.455</b>	<b>.845</b>	<b>0.561</b>	<b>3.627</b>	
Bad or good idea		.704					.000
Desirability		.741					.000
Enjoyability		.758					.000
Pleasantness		.801					.000
Rewarding or not rewarding		.758					.000
Usefulness		.733					.000
<b>Motivation</b>	<b>5.72</b>		<b>1.226</b>	<b>.678</b>	<b>0.598</b>	<b>2.205</b>	
Education/personal		Dropped					
Recreation and enjoyment		.788					.000
Cultural purposes		Dropped					
Socialization purposes		.707					.000
Adventure purposes		.821					.000
Boosting my self-esteem		Dropped					
<b>Subjective Norm</b>	<b>5.12</b>		<b>1.405</b>	<b>.862</b>	<b>0.768</b>	<b>1.695</b>	
Most people who are		.874					.000
Most people who are		.890					.000
People whose opinions I value		.865					.000
<b>Perceived Safety &amp; Security</b>	<b>5.68</b>		<b>1.543</b>	<b>.853</b>	<b>0.757</b>	<b>1.728</b>	
HHS are safe and secure		.893					.000
I feel safe and secure at HHS		.901					.000
There are no risks at HHS		.814					.000
<b>PBC</b>	<b>5.28</b>		<b>1.660</b>	<b>.779</b>	<b>0.577</b>	<b>2.691</b>	
Visiting HHS is my decision		Dropped					
Whenever I want, I visit HHS		Dropped					
I have financial resources		.742					.000
I can easily spare time		.746					.000
I have sufficient information		.791					.000
I can access convenient		.759					.000
<b>Intention</b>	<b>6.00</b>		<b>2.226</b>	<b>.791</b>	<b>0.590</b>	<b>2.602</b>	
I have the intention to visit		.741					.000
I will make an effort to visit		.811					.000
In future, I will re-visit		.778					.000
I am willing to recommend		.773					.000
<b>Visit behavior</b>	<b>4.11</b>		<b>1.067</b>	<b>.638</b>	<b>0.500</b>	<b>1.583</b>	
Previous 1-year visits to HHS		.860					.000
Likelihood to frequent HHS		Dropped					
Future 1-year visits to HHS		.823					.000

AVE – Average variance explained, CR – Composite Reliability

(Researcher's Data, 2023)

### 5.4.2 Descriptive statistics of constructs

Descriptive analysis of the identified constructs yielded the statistics in Table 15.

Table 15. Descriptive Statistics of constructs (N=693)

Construct	Mean		Std. Deviation		Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error
ATT	5.8935	.03477	.91519	.093	-.845	.093	.349	.185
INT	6.0025	.03537	.93120	.093	-.757	.093	-.381	.185
PBC	5.2781	.04612	1.21398	.093	-.493	.093	.025	.185
PSS	5.6821	.04750	1.25047	.093	-.952	.093	.503	.185
SNM	5.1236	.05357	1.41033	.093	-.627	.093	.045	.185
MOT	5.7225	.04122	1.08506	.093	-1.011	.093	1.152	.185
VBH	4.1111	.05456	1.43624	.093	.310	.093	-.675	.185

(Researcher's Data, 2023)

The values for skewness and kurtosis of between  $\pm 1$  and  $\pm 2$  respectively indicated that the data related to the constructs were normally distributed and thus allowed for parametric statistics.

### 5.4.3 Correlation analysis

A Pearson's correlation analysis revealed that all the seven constructs significantly correlated with each other (Table 16). Seventeen out of the twenty-one correlations were at the moderate level with four being at the low level: between attitude, perceived safety and security, and motivation with visit behavior, and between perceived safety and security with motivation. All correlations were significant at  $p < 0.01$ ). The highest correlation was between PBC and subjective norm ( $r(691) = .457, p < 0.01$ ) followed by that between PBC and perceived safety and security ( $r(691) = .448, p < 0.01$ ). The lowest correlation ( $r(691) = .119, p < 0.01$ ) was between motivation and visit behavior.

Table 16. Inter-construct Correlation

	Mean	SD	ATT	INT	PBC	PSS	SNM	MOT
ATT	5.8935	.91519	-					
INT	6.0025	.93120	.381**	-				
PBC	5.2781	1.21398	.314**	.425**	-			
PSS	5.6821	1.25047	.419**	.365**	.448**	-		
SNM	5.1236	1.41033	.370**	.389**	.457**	.399**	-	
MOT	5.7225	1.08506	.408**	.352**	.333**	.297**	.403**	-
VBH	4.1111	1.43624	.164**	.183**	.323**	.170**	.311**	.119**

\*\* . Correlation is significant at the 0.01 level (2-tailed).

(Research Data, 2023)

#### 5.4.4 Validity and reliability of constructs

Convergent validity of a construct refers to how closely a used scale is related to other variables and other measures of the same construct. It is achieved when the calculated composite reliability (CR) is greater than 0.70, and when AVE is greater than 0.5. Discriminant/divergent validity of a construct shows that the construct is not correlated with dissimilar, unrelated others. It is achieved in three measures: when the square root of the AVE is greater than the correlation between the constructs (Zainudin, 2012), when AVE is greater than MSV, and finally when AVE greater than ASV.

Table 17. Reliability, convergent, discriminant validity and correlations

	CV		DV		Reliability							
	AVE	MSV	ASV	CR	$\alpha$	ATT	INT	PBC	PSS	SNM	MOT	VBH
ATT	.561	.166	.125	3.627	.845	<b>(.749)</b>						
INT	.590	.181	.127	2.602	.791	.381**	<b>(.768)</b>					
PBC	.577	.209	.138	2.691	.779	.314**	.425**	<b>(.759)</b>				
PSS	.757	.201	.130	1.728	.853	.419**	.365**	.448**	<b>(.870)</b>			
SNM	.768	.209	.153	1.695	.862	.370**	.389**	.457**	.399**	<b>(.876)</b>		
MOT	.598	.166	.111	2.205	.678	.408**	.352**	.333**	.297**	.403**	<b>(.768)</b>	
VBH	.500	.104	.051	1.583	.638	.164**	.183**	.323**	.170**	.311**	.119**	<b>(.707)</b>

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Note:** Bold values in brackets and diagonal represent square root estimates of AVE.

$\alpha$  – Cronbach alpha, ASV – Average shared variance, AVE – Average variance extracted, CV – Convergent validity, CR = Composite reliability, MSV – Maximum shared variance, ATT – Attitude, INT – Intention, PBC – Perceived behavioral control, PSS = Perceived Safety & Security, SNM – Subjective norm, MOT- Motivation, VBH – Visit behavior

(Research Data, 2023)

In the above table (Table 17), it can be seen that the AVE values are 0.5 and above, and they are above the correlation coefficients for each of the constructs. Equally, the square-roots of AVE are higher than inter-construct correlations and also higher than MSN, and ASV. Cronbach  $\alpha$  is higher than 0.6 while composite reliability is higher than 0.7. Hence, the constructs and measures are both reliable and valid (Fornell & Larckel, 1981; Hair et al., 2010).

#### 5.5 Regression between predictor variables and visit behavior variables

Multiple regression is one of the useful methods of finding out the influence of independent variables on the dependent variables. With multiple regression, hypothesis testing is based on the standardized path coefficient (r-path coefficient). The *p*-value of the *r*-path coefficient should be significant at .05 (for the case of the current study) to support the hypotheses. The values of VIF of below 4 and tolerance of above 0.25 indicate that multicollinearity does not exist, and further

investigation on the constructs is not required. The resulting coefficient estimates and  $p$ -values in the regression output would therefore be reliable.

### 5.5.1 Objective 1 – Determining visit intention and behavior to HHS

To determine the relationship between domestic tourists’ intention to visit HHS and their visit behavior, visit behavior was chosen as the dependent variable, while intention to visit HHS formed the independent variable. The results of the linear regression are presented in Table 18.

Table 18. Coefficient results for determining visit intention and visit behavior

Variable		Unstandardized coefficient		Standardized coefficient		t	Significance	R <sup>2</sup>
Dependent	Independent	B	Std Error	Beta (β)				
Visit behavior	(Constant)	2.414	.350			6.889	.000	.034
	Intention	.283	.058	.183***		4.903	.000	

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Regression Equation: VBH = 2.414 + 0.283 (INT) +  $\epsilon$

(Research Data, 2023)

The overall predictive power of the model is relatively weak (3%) but significant as displayed by the R-square of .034. The whole model is statistically significant  $F(1, 691) = 24.035, p = .001$ , providing support for the fact that the model could significantly predict the visit behavior to HHS among domestic tourists visiting the KCTC. Following Henseler’s et al. (2009) and Hair et al. (2010) proposed rule of thumb for acceptable  $R^2$  where 0.75, 0.50, and 0.25 are described as substantial, moderate and weak respectively, this model is a “weak” predictor of visit behavior of domestic tourists to HHS in KCTC. The implication is that the act of visiting HHS in KCTC could be a product of many other factors, intention being just one of them. Probably, the model could be improved by adding more variables to predict visit behavior.

However, the independent variable, intention, made an important statistically significant contribution to the model with a  $p$ -value less than .001 ( $\beta = .183, p < .001$ ). **This supported hypothesis H1** (domestic tourists’ intention to visit HHS is significantly related to the visit behavior to these sites).

### 5.5.2 Objective 2 and 3: Predictors of visit intention

To meet the objective of finding out the factors influencing domestic tourists’ intention to visit HHS in the Kenya coast tourism circuit, the researcher in the first step determined the extent to which the three TPB variables predicted domestic tourists’ intention to visit HHS in the area of study. In this case intention to visit HHS was chosen as the dependent variable, while attitude,



subjective norm, and perceived behavioral control formed the independent variables. The results of the multiple linear regression are presented in Table 19.

Table 19. Coefficient results for the proposed TPB (model 1)

Variable		Unstandardized coefficient		Standardized coefficient			R <sup>2</sup>
Dependent	Independent	B	Std Error	Beta (β)	t	Signifi	
Intention	(Constant)	2.920	.211		13.88883	.000	.273
	ATT	.234	.036	.230***	6.462	.000	
	SNM	.119	.025	.180***	4.752	.000	
	PBC	.208	.028	.271***	7.301	.000	

\*p<.05, \*\*p<.01, \*\*\*p<.001

Regression Equation: INT = 2.920 + 0.243 (ATT) + 0.119 (SNM) + 0.208 (PBC) + ε

(Research Data, 2023)

A significant regression equation was found ( $F(3, 689) = 86.100, p < .001$ ), with an  $R^2$  of .273. Hence, attitude, subjective norm, and PBC predicted intention to visit historical heritage sites by domestic tourists,  $R^2 = .273, F(3, 689) = 86.100, p = .001$

First, the model goodness-of-fit was examined and then the researcher proceeded to examine the significance of the independent variables. The overall predictive power of the model as displayed by the R-square of .273 reveals that the predictive power of the model is moderate (27%). The whole model is statistically significant,  $F(3, 689) = 86.100, p = .001$ , providing support for the fact that a model consisting of attitude, subjective norm, and perceived behavioral control could predict the visit intention significantly among domestic tourists in the KCTC. Following Henseler's et al. (2009) and Hair et al. (2010) proposed rule of thumb for acceptable  $R^2$  where 0.75, 0.50, and 0.25 are described as substantial, moderate and weak respectively, this model is a moderate predictor of visit intention by domestic tourists to HHS in KCTC.

All the three independent variables attitude, subjective norm, and PBC made an important statistically significant contribution to the model with  $p$ -values less than .001 (Table 19). The strongest predictor of the intention to visit HHS was PBC ( $\beta = .271, p < .001$ ), followed by attitude ( $\beta = .230, p < .001$ ) and the third significant predictor was Subjective Norm ( $\beta = .180, p < .001$ ). Thus, domestic tourists' attitude and perceived behavioral control moderately determined the visit intention for HHS, whereas the effect of subjective norms associated with "significant others" on the visit intention was weak (Figure 10). **This supported hypotheses H2a, H3a, and H4a respectively.**

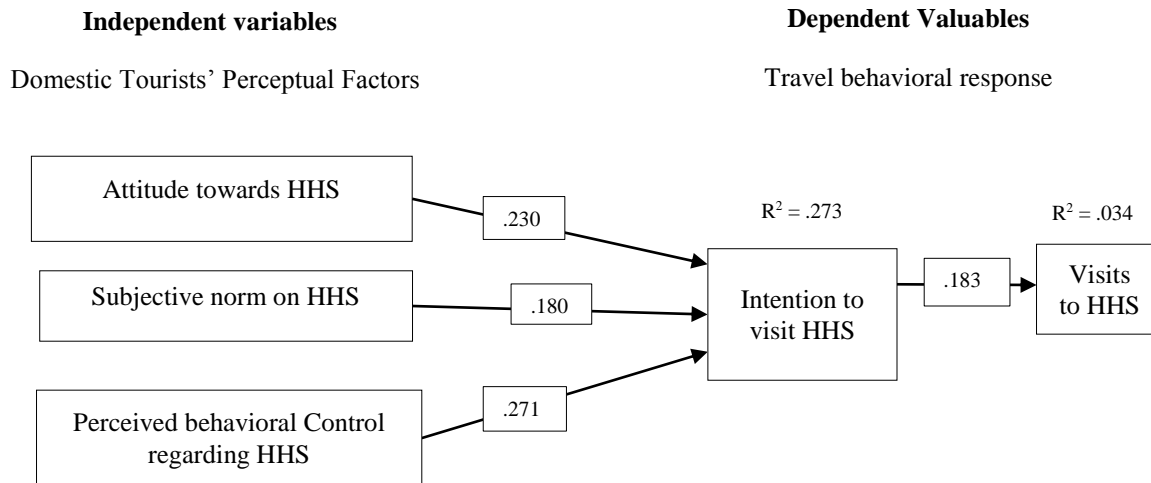


Figure 12. Output TPB framework model for determining the predictors of visit intention and behavior to HHS (Research Data, 2023)

### 5.5.3 Objective 4 – Expanding and testing the TPB

Apart from the three TPB variables, the researcher sought to find out the effect of adding two more variables (Motivation, and Perceived Safety and Security) in predicting domestic tourists’ intention to visit HHS in the area of study.

Table 20. Coefficient results for the proposed extended TPB (model 2)

Variable		Unstandardized coefficient		Standardized coefficient			R <sup>2</sup>
Dependent	Independent	B	Std Error	Beta (β)	t	Significance	
Intention	(Constant)	2.589	.222		11.649	.000	.293
	ATT	.170	.039	.167***	4.403	.000	
	SNM	.088	.026	.133**	3.406	.001	
	PBC	.171	.030	.223***	5.787	.000	
	MOT	.107	.032	.125**	3.360	.001	
	PSS	.079	.029	.105**	2.733	.006	

\*p<.05, \*\*p<.01, \*\*\*p<.001

Regression Equation: INT = 2.589 + 0.170 (ATT) + 0.088 (SNM) + 0.171 (PBC) + 0.107 (MOT) + 0.079 (PSS) + ε

(Research Data, 2023)

In this case intention to visit HHS was the dependent variable, while attitude, subjective norm, perceived behavioral control, motivation, and perceived safety and security formed the independent variables. The results of the multiple linear regression are presented in Table 20.

A significant regression equation was found [ $F(5, 689) = 56.843, p < .001$ ], with an  $R^2$  of .293.

Hence, attitude, subjective norm, and perceived behavioral control predicted intention to visit historical heritage sites by domestic tourists,  $R^2 = .293, F(5, 689) = 56.843, p = .001$

First, the model goodness-of-fit was examined and then the researcher proceeded to examine the significance of the independent variables. The overall predictive power of the model as displayed in by the R-square of .293 revealed that the predictive power of the model was moderate, 29%. The whole model is statistically significant,  $F(5, 689) = 56.843, p = .001$ . It provided support for the fact that a model consisting of attitude, subjective norm, perceived behavioral control, motivation, and perceived safety and security could significantly predict visit intention among domestic tourists visiting the KCTC. Following Henseler's et al. (2009) and Hair et al. (2010) proposed rule of thumb for acceptable  $R^2$  where 0.75, 0.50, and 0.25 are described as substantial, moderate and weak respectively, this model is a moderate predictor of visit intention by domestic tourists to HHS in KCTC.

For the significance of the predictors and hypotheses, all the five independent variables attitude, subjective norm, perceived behavioral control, motivation, and perceived safety and security made an important statistically significant contribution to the model with significant  $p$ -values (Table 20). The strongest predictor of the intention to visit HHS was perceived behavioral control ( $\beta = .223, p < .001$ ), followed by attitude ( $\beta = .167, p < .001$ ) then subjective norm ( $\beta = .133, p < .001$ ), motivation ( $\beta = .125, p < .001$ ), and the fifth and last significant predictor was perceived safety and security ( $\beta = .105, p < .01$ ). **This supported hypotheses H2b, H3b, H4b, H5, and H6 respectively.**

## **5.6 Structural model and hypotheses testing**

The results of hypothesis testing are shown in Table 21. The first association tested was between intention to visit HHS and visit behavior, which was found to be positive and significant ( $\beta = .183, p < .001$ ) with R-square value of .034. **Thus, H1 was supported.** The second set of associations tested was between the three TPB variables (predictors) and visit intention of domestic tourists. The outcome was: attitude ( $\beta = .230, p < 0.001$ ), subjective norm ( $\beta = 0.18, p < 0.001$ ), and perceived behavioral control ( $\beta = 0.271, p < 0.001$ ). These three predictors explained 27% of the variance in visit intention. **Thus, H2a, H3a and H4a were supported.** The third model tested the effect of adding two more predictors (motivation, and safety and security perception) to the TPB variables in determining the intention to visit HHS. The outcome indicated a more powerful prediction of intention with 29% of variance in visit intention explained. All the five predictors yielded significant and positive contributions to the efficacy of the model as follows: attitude ( $\beta = .167, p < 0.001$ ), subjective norm ( $\beta = .133, p < 0.01$ ), perceived behavioral control ( $\beta = .233, p <$

0.001), motivation ( $\beta = .125, p < 0.01$ ) and perceived safety and security ( $\beta = .105, p < 0.01$ ). **Thus, H2b, H3b, H4b, H5, and H6 were supported.**

Table 21. Summary of results of hypotheses

Model	Hypothesis	Relationship	Std $\beta$	Std Error	<i>t</i> -value	Decision
	H1	Intention $\rightarrow$ Visit behavior	.183***	.058	4.903	Supported
TPB Model ( $R^2 = .273$ )	H2a	Attitude $\rightarrow$ Intention	.230***	.036	6.462	Supported
	H3a	Subjective norm $\rightarrow$ Intention	.180**	.025	4.752	Supported
	H4a	PBC $\rightarrow$ Intention	.270***	.028	7.301	Supported
Expanded TPB Model ( $R^2 = .293$ )	H2b	Attitude $\rightarrow$ Intention	.167***	.039	4.403	Supported
	H3b	Subjective norm $\rightarrow$ Intention	.133**	.026	3.406	Supported
	H4b	PBC $\rightarrow$ Intention	.233***	.030	5.787	Supported
	H5	Motivation $\rightarrow$ Intention	.125**	.032	3.360	Supported
	H6	Perceived SS $\rightarrow$ Intention	.105**	.029	2.733	Supported

\* $p > .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

(Research Data, 2023)

Evidently, the five variables were positively correlated to the intention to visit HHS, and the relationships were significant. The strongest predictor of visit intention was perceived behavioral control, followed by attitude, then subjective norm, motivation, and lastly safety and security perception. Meanwhile, H1 which tested the impact of visit intention on actual visit behavior was also significant ( $\beta = .183, p < .001$ ), explaining 3.4% of the variance in visit behavior. The effect size of 0.26 for the two  $R^2$  values in the two models determining visit intention are considered medium, based on Cohen (1988) and Chin (1998) criteria where effect size values of .020, .150, .350 indicate the predictor variable's low, medium, or large effect in the structural model. Further, the calculated effect size of 0.028 indicates that the five predictor latent variables had a medium effect at the structural level.

Notably, the respective beta ( $\beta$ ) values associated with attitude, subjective norm and perceived behavioral control declined when the model was expanded by adding motivation, and perceived safety and security as predictors of visit intention. This could be an indication of the existence of a mediator or moderator effect of one or both of the two additional variables on these three. This effect needs to be investigated further in future studies.

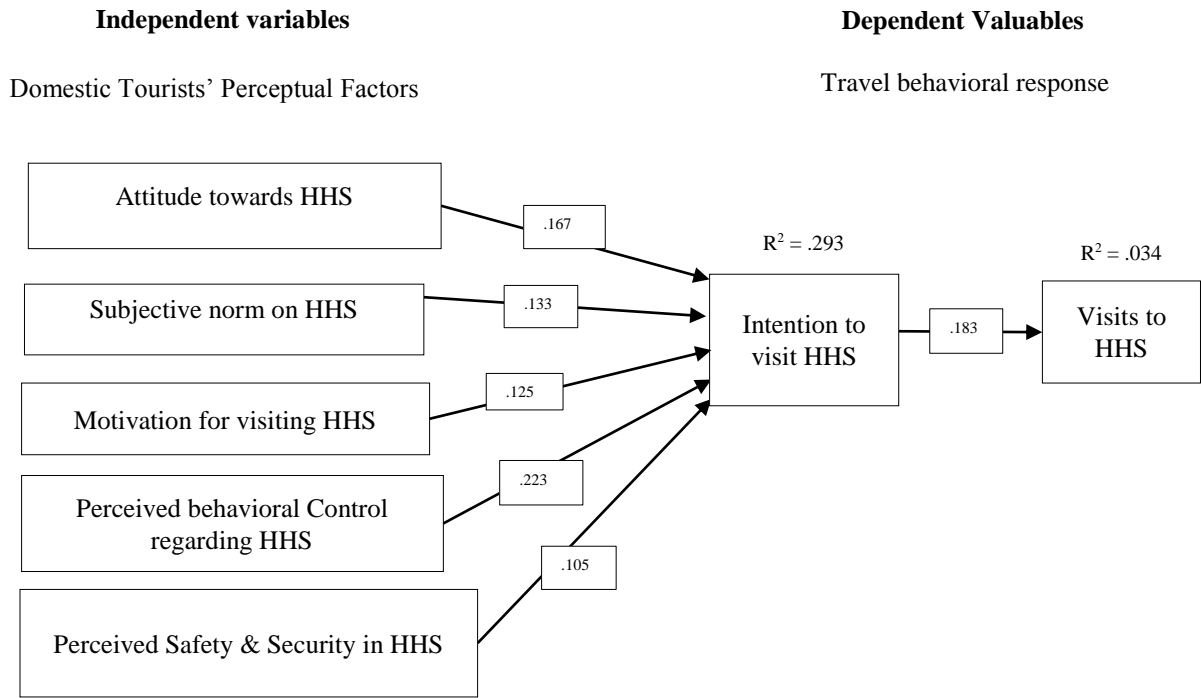


Figure 13. Output framework of the extended TPB model  
(Research Data, 2023)

## 6. CONCLUSIONS AND RECOMMENDATIONS

This section evaluates the results of the analysis of the data in this study. The section concludes the findings of the study as they relate to the seven variables, five objectives of the study and the five hypotheses earlier stated.

### 6.1 The TPB, behavioral intention and visits to historical heritage sites

The TPB provides a general framework for determining intention, and ultimately the behavior of the subjects in question. The theory places attitude, subjective norm, and perceived behavioral control as direct positive predictors of behavioral intention to take an action or exhibit a behavior. Visit intention was rated “very high” in this study ( $M = 6.00$ ;  $SD = 1.184$ ) indicating that domestic tourists’ willingness to visit HHS was very high. The first hypothesis (H1) for the current study was also related to the first objective, and it stated that “*There is a relationship between domestic tourists’ intention to visit HHS and their actual visit behavior*”. The hypothesis was supported by the findings of this study. Thus, visit intention was found to significantly determine visit behavior using the sample of domestic tourists visiting HHS in the KCTC. In the TPB framework, behavioral intention immediately precedes actual behavior (Ajzen, 1985; 2019). Therefore, intention is widely acknowledged in related studies as the immediate precursor of behavior (Beldad & Hegner, 2018; Ajzen & Driver, 1992). The authors defined intention as an indication of an individual’s readiness to perform a given behavior. Oliver (1997: 28) described intention as “a stated likelihood to engage in behavior.” It was therefore prudent, through the present study, to assess visit behavior to historical heritage attraction within the TPB framework.

This study established that the associations in the TPB were applicable in the heritage tourism context too. It follows that an increase in prospective visitors’ intention to visit HHS directly enhanced their actual behavior of visiting these heritage attractions (Prayag et al., 2013). The implication therefore is that, the number of domestic tourists visiting heritage sites in the KCTC could be increased by fostering higher visit intentions within the prospective domestic tourists. According to the TPB model, increased visit intention is anchored on three factors: a positive attitude towards HHS, a positive normative belief with regard to HHS, and enhanced perceived behavioral control with regard to visiting historical heritage attractions in KCTC.

Since the TPB places high premium on these three variables as predictors of intention, a positive correlation between these variables and visit intention with respect to HHS implies that a higher

score in any of these variables translates to increased visit intention. Each of these three predictor variables in the model gives a unique but inter-dependent contribution to the outcome variable (visit intention), which ultimately determines visit behavior.

## **6.2 Predictors of domestic tourists' visit intention to HHS**

To achieve the second objective, this study established that the factors that predict domestic tourists' intention to visit HHS, and their visit behavior included attitude, subjective norm, perceived behavioral control, motivation and perceived safety and security situation.

The second hypothesis (H2) in this study stated that *“There is a relationship between domestic tourists' attitude towards visiting HHS and their intention to visit HHS.”* It was supported by the findings of this study which established that the association was positive and significant. Attitude was rated above average ( $M = 5.893$ ,  $SD = 0.915$ ) indicating that domestic tourists' attitude towards HHS was largely positive. Considering that attitude in this context constitutes a tourist's favorable or unfavorable evaluation about a tourism destination, product or attraction (Phu et al., 2019), it emerges as an important factor in predicting and describing human behavior (Tanner & Kast, 2003) tourists included. Many studies have proven that attitude has a great influence on behavioral intention including: Shah et al. (2012), Teng et al. (2007), Wang, Kao and Ngamsiriudom (2017), Jalilvand, Ebrahimi and Samiei (2013). The crucial role of attitude is equally important in marketing tourism to the extent that attitude and beliefs are said to be responsible for brand images formed in buyers' minds that affect their buying behavior (Wijaya, 2013). Considering that attitude is built through evaluation of the target behavior, tourism promotional strategies should be geared towards communicating the appeal of heritage attractions and the thrill that tourists can find therein. By so doing marketers will leverage on the pragmatism in the attitude factor to elevate the stature of heritage tourism through aggressive marketing to influence visit intention.

Subjective norm had a combined mean of 5.13 (high) implying that the level of influence of “the significant others” to domestic tourists visiting HHS at the Kenyan coast region was high. The third hypothesis (H3) for the current study stated that *“There is a relationship between subjective norms coming from domestic tourists' important others and their intention to visit HHS.”* This hypothesis was supported by the findings, implying that social influences played a role on domestic tourists when they were looking for a vacation involving HHS to the KCTC. Subjective norms are an individual's perception of social normative pressures that they should (or should not) perform such behavior (Quintal et al., 2015). It was earlier observed by Ajzen (1991) that intention to the

target behavior would be influenced by “others”, who form reference groups for the people who behave. In this respect, people are likely to be strongly influenced by the opinions, thoughts and inclinations of other people during the decision-making process for tourism products. These “others” could be family members and their friends. Since people’s behavior is influenced by their social environment, social group variables have been included in leisure theory when explaining behavior.

A number of studies have proven that social norm has an influence on tourists’ behavioral intention (Sakellarios & Pritchard, 2015; Macovei, 2015; Han, Lee, & Lee, 2011; Hsu & Huang, 2012; Sparks, 2007; Shen, Schüttemeyer, Braun 2009; Yamada & Fu, 2012). Contrary to this, Sparks (2007) and Shen et al. (2009) observed that subjective norms did not have significant impact on leisure-related visit intention. A possible explanation for this was given as a failure to use suitable words when measuring subjective norms in the tourism context, especially when adapting them directly from Ajzen’s (1991) proposed statements. Shen et al. (2009) has indicated that subjective norms have no significant correlations with the other two constructs in the TPB model, being the possible reason why Shen, (2014) completely omitted this variable in his study. However, these two discrepancies did not affect the current studies.

A positive subjective norm as indicated in this study shows that most domestic tourists visiting the area of study were of the view that visiting HHS was an endeavour approved by their close friends, relatives and other significant figures. Being the right and honourable thing to be done, tourism marketers and managers of heritage attractions could do well to use significant figures (social influencers and opinion leaders) in the society to promote domestic tourism to heritage tourism, thereby positively influencing visitors.

Perceived behavioral control is an individual's beliefs about the presence of factors that may facilitate (or may impede) performance of the behavior (Quintal et al., 2015). This variable had a combined mean of 5.46 (high) implying that the feeling of having control over the ability to visit HHS at Kenya coast region among domestic tourists was high. The fourth hypothesis (H4) for the current study interrogated the association between PBC and visit intention to HHS. The study found a positive and significant relationship between these two variables with regard to heritage tourism in KCTC. Perceived behavioral control denotes peoples’ perception of cumbersome or easy it is to execute the actions they are interest in (Ajzen, 1991; Armitage & Conner, 2001). In the context of this study, it comprised of perceived facilitation and control beliefs enabling or



disabling the execution of visit behavior to HHS by domestic tourists. The items for PBC in this study comprised of: availability of finance, access to convenient means of transport, availability of discretionary time, and access to sufficient information about historical heritage attractions. Through these items, the belief within tourists of how they are in control of their tour to HHS influences their intention to visit HHS. Hence the need to cultivate PBC.

Basing on the TPB model, this study found that the relationship between the three traditional TPB variables and visit intention with regard to domestic heritage tourist sites was significant and positive. Correspondingly, visit behavioral intention had a significant relationship with visit behavior to HHS. It further emerged from this model that PBC was the strongest predictor of behavioral intention as relates to domestic tourists' intention for visiting heritage attractions in KCTC. It was followed by attitude, and then lastly subjective norm. Thus, these predictor variables in the traditional TPB model for determining behavioral intention were all efficacious in predicting visit intention for HHS in KCTC. The model explained an estimated 27% of visit intention. This revelation in pact with other extant studies which have shown that the three TPB predictor variables have a bearing on tourist intentions and behavior in tourist destinations and sites. For destinations, Han et al. (2010) and Quintal et al. (2010) found that favourable tourist attitude, higher subjective norms and greater perceived behavioral control were positive antecedents to tourists' behavioral intention to visit. Sparks (2007) applied the TPB variables to explain wine tourist decision-making and his findings supported the argument that favourable attitude, higher subject norms and perceived behavioral control were positive predictors of behavioral intention toward a wine tourism.

### **6.3 Expanding the TPB model**

In this particular study, motivation, “defined as the driving force that determines all behavior” proved to be a significant predictor of visit intention to HHS. Its addition into the model improved the predictive power of the regression model. Related to this finding, a significant number of studies have over the last fifty years directly or indirectly studied motivations for tourism travel starting with Plog (1974). However, only a few of these studies had attempted to address the relationship between motivational factors and behavioral intentions (Chien et al., 2012; Hsu & Huang, 2012). This study therefore extended the TPB model as proposed by Pearce & Packer (2013), thereby, elevating the behavioral intention to visit heritage sites. It then becomes evident

that promotion of heritage tourism could be achieved by employing strategies aimed at increasing travel motivations for prospective domestic tourists.

It has been argued that perception of risk may lead to change of intention (Qi et al., 2009). The fifth hypothesis for this study sought to find out the influence of safety and security perception on behavioral intention for visiting HHS. A significant positive association was established in this hypothesis test, implying that higher visit intentions to heritage attractions could be exhibited by domestic tourists if they perceived the places to be more safe and secure. On the contrary, associating these attractions with risk and insecurity could only serve to discourage visits to these attractions (Quintal et al., 2010). This finding agrees with other studies that have shown that safety and security is paramount in tourist destination if larger numbers of visitors are to be expected (Becken et al., 2016; Lawson & Thyne, 2001). With a particular reference to Kenya as a destination, Buigut and Amendah (2015) observed that terrorism had significantly affected tourist arrivals and earnings in Kenya. Therefore, in general, accidents, crime, diseases and terrorist activities represent danger that prompt careful selecting of safe destination by tourists, or even canceling travel plans. Tourists avoid destinations perceived as risky for the one's they consider safe.

#### **6.4 Expanded TPB model in the heritage tourism context**

The accuracy of the predictive ability of TPB for many different behaviors has been supported by many studies (Hagger et al. 2001). However, some other studies recommend adding more predictors to the theory of planned behavior in order to increase its explanatory ability (Chen & Tung, 2014; Yousafzai, et al., 2010; Sun, 2020; Foon, et al., 2020). Therefore, this study integrated additional factors of motivation, and perceived safety and security in the proposed model used to examine the willingness to visit HHS. Consequently, the explanatory power of predicting visit behavioral intention was enhanced. Notably, the coefficient of determination went higher from .273 to .293. The implication therefore, was that the model for determining visit intention to tourist attractions could be improved by including motivation and safety and security perception. The result of the present study showed that: the more the predictors, the stronger and more stable the model. The advantage of having multiple predictors in a measurement model is that if one of the predictors falls short, it could be easier to work with the other available predictors of visit intention to achieve the desired effect with high accuracy.

## 6.5 General travel behavior to HHS

With regard to the frequency of undertaking local travel in the country, the majority indicated that their participation in local tours was “irregular.” They rarely prioritized planning for such trips and participation in them mostly came by chance. The Kenya coast region emerged as the most preferred tourist destination for their holidays while none of the respondents did express preference for the Northeastern region of Kenya. Further, “historical heritage and culture” was the most preferred type of attraction for these domestic tourists, followed by “wildlife, nature and landscape”, then “coast, beach and sea” and lastly “birdlife”. This implied that historical heritage and cultural experiences are the primary attractions at the heart of the domestic tourists who frequented HHS in the KCTC. On average, the tendency of domestic tourists to be frequent visitors to HHS attractions in the Kenya Coast region was high, with a majority indicating that they were “very likely” to be frequent visitors to HHS.

In both the traditional TPB and its expanded model, PBC emerged as the strongest predictor of behavioral intention as relates to domestic tourists visiting heritage attractions in KCTC. It was followed by attitude, subjective norm, motivation, and lastly perceived safety and security respectively. This underscores the need to emphasize more on these five predictor factors in promotional campaigns and other marketing strategies aimed at increasing domestic tourist visits to historical heritage attractions.

Table 22. Conclusions from results of hypotheses testing

Hypothesis	Statement	Estimates and test statistics	Conclusion
1	There is a relationship between domestic tourists' intention to visit HHS and their actual visit behavior	t = 4.903 p-value < .05 β = .183	Visit intention determines visit behavior to HHS
2	There is a relationship between domestic tourists' attitude towards visiting HHS and their intention to visit HHS	t = 4.408 p-value < .05 β = .167	Attitude determines visit intention for HHS
3	There is a relationship between normative beliefs coming from domestic tourists' referent groups and their intention to visit HHS	t = 3.406 p-value < .05 β = .133	Subjective norms determine visit intention for HHS
4	There is a relationship between domestic tourists' perceived behavioral control and their intention to visit HHS	t = 5.787 p-value < .05 β = .223	PBC determines visit intention for HHS
5	There is a relationship between domestic tourists' travel motivations and their intention to visit HHS.	t = 3.360 p-value < .05 β = .125	Motivation determines visit intention for HHS
6	There is a relationship between domestic tourists' perceived safety and security and their intention to visit HHS	t = 2.733 p-value < .05 β = .105	PSS determines visit intention for HHS

(Researcher, 2023)

## 6.7 Recommendations

### Recommendations for policy and practice

1. A positive attitude towards HHS could be increased by enhancing the appeal of heritage tourism products and their quality and those of the related services. Heritage management, tourism promoters and destination managers should enhance the appeal of heritage tourism products by carefully selecting what is communicated to their publics about HHS and communicating to the public in the most effective and persuasive ways.
2. Significant people in the country's governmental, political, religious and social circles should be engaged (by heritage managers, tourism promoters and destination managers) to actively participate in domestic heritage tourism and to promote heritage attractions e.g., cabinet ministers, chief executive officers, political leaders, religious, sports personalities and celebrities.
3. Roads and other accessibility facilities should be improved to facilitate domestic tourists' access to HHS as attractions of choice.
4. Sign posts to be erected in prominent positions to indicate the direction and locations of HHS to enhance knowledge about the position of HHS and what they offer.
5. To enhance public knowledge about the geographical location of HHS and what they offer quality and truthful information about them needs to be made readily available in all major digital platforms including strategic influential websites and promotional networks.
6. Incentive holidays – the government should offer incentives to ensure people take holiday within the country and in heritage sites/destinations rather than only frequenting wildlife areas and beaches.
7. The government and other employers in the country should as much as possible make weekends to be non-working days for their employees so as to have free time to tour the country. Alternatively, they should deliberately allow them flexi times, paid leave days and paid holidays as incentives for domestic heritage tourism. (Flexitime is an arrangement that allows an employee to alter the starting and/or end time of her/his workday).
8. Availability of financial resources was one of the perceived action control factors for heritage tourism visit. It follows that increasing the salaries and wages paid to employees in the country could go a long way in fostering domestic heritage tourism in Kenya.

Table 23. Summary of objectives, conclusions and recommendations

Objective	Statement	Conclusion	Recommendation
1	To investigate the behavioral intention of domestic tourists towards visiting historical heritage sites in Kenya coast tourism circuit.	Visit intention determines visit behavior to HHS; Visit intentions are very high while actual behavior is medium	Domestic heritage tourism promoters to prioritise programmes and campaigns that enhance travel intention; Further research to investigate cause of discrepancy between levels of visit intention and actual visit behavior to HHS.
2	To assess the factors influencing domestic tourists' intentions to visit historical heritage sites in Kenya coast tourism circuit	Attitude, subjective norms, PBC, motivations, and PSS influence visit intention for DT to HHS	Since there is synergy in these five factors, domestic heritage tourism promoters should consider applying marketing communications that will positively influence these five psychographic areas of tourists.
3	To validate the TPB in the context of domestic heritage tourism	TPB is valid and applicable in the domestic heritage tourism context	Subjective norms are significant determinants of visit intention in HHS. Hence should be considered in the models
4	To expand the TPB and test the expanded model in the context of domestic heritage tourism	The expanded TPB is valid and applicable in the domestic heritage tourism context; It is more efficacious than the traditional TPB	Since PBC has the greatest influence on visit intention, promotional efforts and destination development should emphasize more on removing perceived obstacles to domestic heritage tourism; Future studies should endeavour to expand this model more.
5	To examine the travel behavior of domestic tourists visiting historical heritage sites in Kenya coast tourism circuit	KCTC is the most preferred domestic tourist destination for heritage tourists; Visits to HHS are done irregularly; Major attraction preferences for domestic tourists visiting HHS are culture, heritage and history.	Tourism promoters should note that there is enormous opportunity and leverage on the preference for KCTC by heritage tourists to invigorate tourism in the region; Promotional programs to be geared towards enhancing the frequency of visiting HHS; Tour guiding information and experiences at HHS to be customized towards emphasizing culture, heritage and history.

(Researcher, 2023)

#### Recommendation for further research

1. Decline in beta values of the three TPB variables in the second extended model suggested that the two variables added to the model could have had a moderating effect on the TPB variables with respect to determining visit intention. This moderating effect needs to be investigated.
2. A comparison of the level of behavioral intention to the actual behavior revealed a significant difference suggesting that not all intentions translate into actual behavior. Other

factors, apart from visit intention could be responsible for actual visit to HHS. There is need for identifying them.

3. There is need for a study to establish the effect of moderators and mediators in the intention-behavior relationship with respect to tourist visits to HHS,
4. This study was purely quantitative because of limited time, a qualitative approach is needed for comparison of the findings
5. This study was only based in Kenya coast as a destination because of limited time. Other destinations with historical heritage attractions in the country need to be investigated too for comparison of the findings
6. This particular study used a sample of domestic tourists already visiting the sampled HHS. A study sample with prospective domestic tourists who are yet to embark on their tours could yield stronger predictive outcome.
7. This particular study used a sample of domestic tourists. A study sample with international tourists need to be considered too in future studies for comparison of the findings.
8. Since foods and cuisine are part of cultural heritage, future research could as well focus on gastronomy tourism in Kenya, especially with respect to local traditional ethnic foods.
9. In light of the ever-growing consideration for sustainable development, future research should include determining carrying capacity of various heritage tourism destinations in Kenya, so as to avert the danger of over tourism commonly experienced in many developed destination countries.

## 7. NEW SCIENTIFIC RESULTS

Despite not being the first publication to address domestic tourism in general, this dissertation is probably the first one to address domestic tourism in a heritage tourism context, in Africa, using the theory of planned behavior. Moreover, the novelty of this dissertation is found in the inclusion of motivation and safety/security perception as antecedents of travel intention and behavior. These factors are not considered in preceding studies on the same subject, not only in Kenya, but also beyond. The new scientific results of this study are hereby described.

1. This study revealed the (five) factors influencing domestic tourists' intentions to visit historical heritage sites in the Kenya Coast region. It further showed that including the motivation and perceived safety and security variables to expand the TPB model improves the predictability of the intention to visit HHS.
2. The study revealed the level of travel intentions of domestic tourists and their travel behavior to historical heritage sites in the Kenya Coast region.
3. It also validated the TPB and its expanded version in the context of domestic heritage tourism in Kenya by testing their efficacy. Hence, both versions were found to be valid and applicable in the heritage tourism context, specifically to domestic historical heritage tourism. The new model proved to be more efficacious than the traditional TPB model, such that the difference (effect size) of 0.26 for the two  $R^2$  values in the two models that determined visit intention are considered "medium", based on Cohen (1988) and Chin (1998) criteria. Further, the calculated effect size of 0.028 indicates that the five predictor latent variables had a "medium" effect at the structural level. Therefore, in future studies that will endeavor to determine visit intentions to HHS, the new, broadened TPB model would constitute a more robust framework to apply as discovered by this study.
4. PBC was found to be the strongest predictor of behavioral intention as relates to domestic tourists' intention for visiting heritage attractions in KCTC. Additionally, the role of subjective norm was found to be significant in the domestic heritage tourism context contrary to what some earlier tourism studies had found. Sparks (2007) and Shen et al. (2009) had observed that subjective norms did not have significant impact on leisure-related visit intention.

## 8. SUMMARY

The seasonal nature of international tourism in Kenya, frequent travel advisories occasioned by insecurity, COVID-19, and unpredictable global economic crises have necessitate a shift towards more emphasis on the domestic tourist market among tourism promoters. In attempting to understand the Kenyan domestic tourism market for effective redress, this study specifically sought the answer to the question: which factors serve as predictors of domestic tourists' visit intentions and behavior in Historical Heritage Sites (HHS) in Kenya? Basing on the Theory of Planned behavior (TPB), the study determined the extent to which motivations, attitudes, subjective norms, safety and security perceptions, and perceived behavioral control influenced domestic tourists' visit intentions and behaviors in historical heritage sites serving as tourist attractions in the Kenya Coast Tourism Circuit. The following five objectives guided this study in seeking to address the above question: 1. To assess the perceptual factors influencing domestic tourists' intentions to visit historical heritage sites in Kenya Coast, 2. To investigate the willingness of domestic tourists to visit historical heritage sites in Kenya Coast, 3. To explore travel behavior of domestic tourists to historical heritage sites in Kenya Coast Tourism Circuit, 4. To validate the TPB in the context of domestic heritage tourism in Kenya (To test the validity of the TPB as applies to domestic heritage tourism in Kenya). 5. To test the validity of the expanded TPB as applies to domestic heritage tourism in Kenya.

A descriptive cross-sectional sample survey study design was adopted with domestic tourists being the key respondents. Data was collected from 693 domestic tourists who were sampled by two steps sampling (purposive sampling of heritage sites and convenience sampling for individual domestic tourists) from among the tourists who visited the eleven major historical heritage sites found in the coastal tourism circuit in Kenya. The data was analyzed by using Statistical Product and Service Solutions (IBM SPSS Statistics for Windows, Versions 23.0. and 28.0 Armonk, NY: IBM Corp.). Statistical analyses, including descriptive statistics, factor analysis, correlations, multiple regressions, and path analysis were used to test the relationships among the major variables. A structural equation modelling (SEM) was done to determine the impact of independent variables on dependent variables and how significant the impact was, if any.

The findings reveal a significant positive relationship between these perceptual factors of domestic tourists, and their visit intentions and behaviors with regard to HHS basing on both the TPB and its expanded model. It was established through this study that the factors that predict domestic



tourists' intention to visit HHS, and their visit behavior include attitude, subjective norm, perceived behavioral control, motivation and perceived safety and security situation. Hence, the TPB and its variables are applicable and efficacious in directly predicting visit intention and indirectly predicting visit behavior to HHS in KCTC. Expanding this theory with the addition of two factors: tourists' motivation and their safety and security perception improves the predictability of the intention to visit HHS. In this expanded model, PBC emerged as the strongest predictor of behavioral intention as relates to domestic tourists visiting heritage attractions in KCTC. It was followed by attitude, subjective norm, motivation, and lastly perceived safety and security respectively.

This underscores the need to emphasize more on these five factors in promotional campaigns and other marketing strategies aimed at increasing domestic tourist visits to historic heritage attractions. This theoretical knowledge is important for policy and practice in heritage tourism marketing and management where increased efforts and strategies should be aimed at increasing visit intention and visit behavior to tourist destinations. This would lead to effective promotion, positioning and mainstreaming of the domestic tourism sub-sector especially with regard to HHS.

## 9. ACKNOWLEDGEMENT

As I give all Glory to God Almighty, I wish to express my sincere gratitude to the Government of Hungary and the Government of Kenya, jointly for availing to me this opportunity through the Tempus Public Foundation's Stipendium Hungaricum scholarship programme to pursue my PhD studies in Hungary. This included financial facilitation for my studies, study leave from work and me being hosted in Hungary.

My host institution MATE, and specifically MATE-Kaposvár Campus for counting me eligible for admission, and being my "home away from home" in the course of my studies, where I have received more than sufficient academic, physical and social nourishment and the intelligence necessary for being more responsive, efficient and productive in the present-day society.

To all the MATE fraternity I will remain indebted. I heartily thank very much my well able, highly knowledgeable and ever-supportive Supervisor, Prof. Dr. Viktoria Szente for her enormous intellectual support and tireless dedicated guidance since the time she took charge as my supervisor. I will always count myself lucky that I had an opportunity to be supervised by her. To the Doctoral school of Management and Organisational Sciences, Kaposvár Campus, under the able administration of the Doctoral School Head Prof. Dr. Imre Fertő, all the lecturers and Staff members including Ms. Zsofi, and Dr. Kinga Szabo and all others, I say a big thank you. Without that particular support that each of you gave me in one or more unique ways, this PhD studies and the associated scientific activities wouldn't have been a success. To my fellow students in the Doctoral Schools in MATE and beyond, and those who have resided in the New Dormitory, and the accommodation facility at large, I am extremely grateful for your brotherliness and humane hearts.

I also thank the people of Kenya and especially the domestic tourists and managers of heritage attractions in the Kenya coast region who cooperated well during data collection phase of my academic research. Last but not least, my family members: My lovely wife Irene, sons Reinhard and Lemuel, and Audrey Victoria the solitary daughter. And my parents Mr. Recknard and Mrs. Alice, plus all my siblings. You corporately resolved to remain prayerful and hopeful during my lengthy absence from home. Thanks a lot for the endurance and love.

May the Almighty God bless you all who have contributed to my success.

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## PUBLICATIONS AND OTHER SCIENTIFIC OUTPUT

### 11.1 Publications relating to the topic of the dissertation

1. Osiako, P. O. & Szente, V. (2021). Research Trends and Perspectives on Domestic Tourism in Kenya: A Review. *African Journal of Hospitality, Tourism and Leisure*, 10(1):288-301. DOI: <https://doi.org/10.46222/ajhtl.19770720-101>
2. Osiako, P. O., Kummitha, H. R., & Szente, V. (2022). MOTIVATIONAL DECISIONS, SATISFACTION, AND REVISIT BEHAVIOR OF DOMESTIC TOURISTS: AN EMPIRICAL ANALYSIS. *GeoJournal of Tourism and Geosites*, 44(4), 1442–1449. <https://doi.org/10.30892/gtg.44432-964>
3. Osiako, P. O., Raether, J., & Szente, V. (2022). THE INFLUENCE OF MARKETING COMMUNICATION CHANNELS ON THE MOTIVATIONS, CONSUMPTION BEHAVIOR, AND SATISFACTION OF DOMESTIC TOURISTS IN KENYA. *Regional and Business Studies*, 14(1), 17-31. <https://doi.org/10.33568/rbs.3598>
4. Osiako, P. O., Wikurendra E. A., Abdeljawad, N. S. (2022). Concept of green marketing in environment conservation: A literature review. *Environmental and Toxicology Management 2*, 8-13. <https://doi.org/10.33086/etm.v2i2.3335>

### 11.2 Publications not relating to the topic of the dissertation

1. Osiako, P. O & Kummitha, H. R. (2020). Environmental management practices among coastal beach hotels in Kenya. *African Journal of Hospitality, Tourism and Leisure*, 9 (1) - (2020) ISSN: 2223-814X. [https://www.ajhtl.com/uploads/7/1/6/3/7163688/article\\_34\\_vol\\_9\\_1\\_2020\\_hungary.pdf](https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_34_vol_9_1_2020_hungary.pdf)
2. Kummitha, H. R., & Osiako, P. O. (2020). Factors Influencing the Involvement of Locals in CBT an a Migratory Birds' Sanctuary. *African Journal of Hospitality, Tourism and Leisure*, 9(1) - (2020) ISSN: 2223-814X. [https://www.ajhtl.com/uploads/7/1/6/3/7163688/article\\_80\\_9\\_1\\_2020\\_hungary.pdf](https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_80_9_1_2020_hungary.pdf)
3. Szente, V., Osiako, P. O., Nagy, M. Z., Pintér, A., & Szigeti, O. (2021). Community Based Ecotourism in Hungary: Citizens' Perceptions towards the Roma Community. *GeoJournal of Tourism and Geosites*, 34(1), 233–239. <https://doi.org/10.30892/gtg.34131-642>
4. Osiako, P. O. (2022). [Porter`s value chain - Dedan Kimathi University of Technology as a competitive university \(DeKUT\)](#) In: Szilárd, BERKE; Katalin, SZABÓ; Beáta SZÜCS, Pató Gáborné (szerk.) [Organizational behavior and Leadership Theory in Practice](#) Kaposvár, Magyarország : Magyar Agrár- és Élettudományi Egyetem Kaposvári Campus (2022) pp. 81-86. , 6 p. ISBN: [9786155599927](#). [https://www.researchgate.net/publication/358929502\\_ORGANIZATIONAL\\_behavior\\_AND\\_LEADERSHIP\\_THEORY\\_IN\\_PRACTICE?\\_sg%5B1%5D=](https://www.researchgate.net/publication/358929502_ORGANIZATIONAL_behavior_AND_LEADERSHIP_THEORY_IN_PRACTICE?_sg%5B1%5D=)

### 11.3 Publication in Conference Proceedings

1. Jebotip, J., Chege, W. P., Osiako, O. P. (2019). Role of local foods in tourism promotion in Kenya. *Proceedings of the 4th Dekut International Conference on Science, Technology, Innovation & Entrepreneurship, Dedan Kimathi University of Technology*, pp 431-42.

### 11.4 Publication in Conference book of abstracts

1. Osiako, P. O. (2019a). *Sustainable Tour Operation Practices: A case of Let's Go Travel, Uniglobe – Kenya. A Positive Company Example*: International Conference on

Sustainable Economy and Agriculture - Kaposvár University – Kaposvár – Hungary - 14th November 2019, pp. 58

2. Osiako, P. O. (2019b). Environmental Management Practices among Beach Hotels in Kenya's South Coast: *IV. International Scientific Conference on Tourism and Security*, December 3<sup>rd</sup>, 2019 - University of Panninoa, Nagykanizsa Campus, pp 60.
3. Osiako, Peter Onyonje, Viktória Szente. (2022a). Exploring The Predictors Of Behavioural Intention In Domestic Heritage Tourism In: Resperger, Richárd (Eds.) *Társadalom – Gazdaság – Természet: Szinergiák A Fenntartható Fejlődésben (Nemzetközi tudományos konferencia a Magyar Tudomány Ünnepe alkalmából)* - Programfüzet és előadáskivonatok Sopron, Hungary : University of Sopron Press (2022) 155 p. p. 95.
4. Osiako, P. O., Szente, V. (2022b). Heritage tourism in the Kenya Coast Region: perceptions and visit behaviour of Domestic tourists In: S., n. Book of abstract. *The 6th DeKUT International Conference on Science, Technology, Innovation & Entrepreneurship* pp. 57-58. 2 p. Scientific.
5. Osiako, P. O., Szente, V. (2023a). Mediatory Effect of Perceived Behavioural Control on the relationship between Visitor Intentions and Behavior in Domestic Heritage Tourism. In: Book of abstract, *The Kirinyaga University 6th International Conference on Research, Innovation & Technology for Sustainable Development*, pp. 58. 1 p. Scientific. On 22-23 March, 2023.
6. Osiako, P. O. & Szente, V. (2023b). The influence of Socio-demography on motivations, consumption behaviour and satisfaction of domestic tourists In: Book of abstract, Spring Wind Conference in Miskolc, between 5-7th of May 2023.
7. Durbul, A. & Osiako, P. O. (2023c). Does Social Media Marketing Increase the Sales of Organic Food? In: Book of abstract, FEB Zagreb 2023 – 14th International Odyssey Conference on Economics and Business – Poreč, Istria, Croatia, on May 10 -13, 2023.

### **11.5 Research seminar - on 2021/09/25**

1. Topic presented - *Research Trends and Perspectives on Domestic Tourism in Kenya* (Research Seminar) on 2021/09/25. Hungarian University of Agriculture and Life Sciences, Doctoral School of Management and Organisational Sciences.


## PROFESSIONAL CURRICULUM VITAE

Mr. Peter Onyonje Osiako was born on 15<sup>th</sup> March 1978 in *Likuyani*, Kenya. He is married to Irene Onyonje and is a father of two boys and one girl. He is trained in Tourism Management, a specialty in which he teaches *Dedan Kimathi University of Technology* and conducts research. He obtained his Bachelor of Science in Tourism Management degree in 2004 from *Moi University*, and a Master of Tourism Studies degree in 2012 from *Kenyatta University*, both universities being in Kenya, in Africa. Before engaging in university teaching from 2007, Mr. Osiako taught in three Secondary Schools in Kenya (*Kogo, Likuyani* and *Handow* Secondary Schools) between 1998 and 2007, at different times. This happened before, during, and after his undergraduate studies. From 2007, he has taught in various Technical Institutions and Universities totaling ten in number both on part-time and full-time basis. Institutions that he has taught include: *Kenyatta University, Technical University of Mombasa, Technical University of Kenya, Moi University, The East African University, Karatina University, Pwani Vocational College, Foundation Institute of Africa, and Dedan Kimathi University of Technology*. While teaching, he has competently held supervisory and administrative positions serving as: Acting Institute Director, Course Advisor, Career Master, Departmental Examination Officer, Students Club Patron, Field and industrial tour Coordinator, and Timetable Master among other positions.

Prior to his joining the Doctoral School of Management and Organizational Sciences at *MATE*, Mr. Osiako was an Assistant Lecturer at *Dedan Kimathi University of Technology*, in Kenya. He has occasionally been engaged in teaching and assessing students online in the same university while studying in Hungary. The courses he teaches include: Cultural & Heritage Tourism, Tourism Management & Marketing, Sustainable Tourism and Ecotourism, Community-based tourism, Domestic Tourism, Destination Management, Travel and Tour Operations Management, Tourism Economics among others. In recent years, his research interest has focused on the consumption behavior of domestic tourists, particularly with regard to heritage attractions. Therefore, his PhD dissertation focuses on this research area. He has published peer-reviewed scientific articles and book chapters in the area of domestic tourism, sustainable hotel practices, community-based tourism, organizational behavior, and heritage tourist behavior. Additionally, he has attended and made presentations in scientific conferences and delivered talks as a guest lecturer. His aspiration is to excel more in university teaching, research activities, and publication with close industrial and community linkages.

## DECLARATION

This dissertation is my original work and has not been presented for an academic award in any other institution of learning.

Signature...  ... Date.....2023/04/27.....

Name: Peter Onyonje Osiako

This dissertation has been submitted to the Doctoral School of Management and Organizational Sciences for review with my approval as the University supervisor.

Signature..... Date.....

Name: Professor Dr. Viktória Szente

Hungarian University of Agriculture and Life Sciences

## APPENDICES

### APPENDIX I: Work Plan

Exploring the Predictors of Domestic Tourists' Visit Intention and behavior in Historical Heritage Sites in Kenya Coast Tourism Circuit

NO.	ACTIVITY	TIME/DURATION
1	Review of relevant Literature	Continuous (Sept 2019 – May 2023)
2	Concept Development	September – December 2019
3	Proposal Writing	Continuous (Sept 2019 – April 2021)
4	Proposal Presentation	May/June 2021
	Preparation of questionnaires	July 2021
5	Pre-testing the questionnaires	August 2021
6	Data Collection	December 2021 – March 2022
7	Data Processing and Analysis	April – October 2022
8	Report Drafting and publishing	From October 2022 – to March 2023
9	Submission of First Draft to the supervisor/s	March 2023
10	Corrections and refining the thesis draft	March/April 2023
11	Submission of Final thesis Draft	May 2023
12	Defense of final thesis	June 2023

### APPENDIX II: Budget

S.NO.	ITEM	AMOUNT IN KES
1	Air ticket to and from Kenya for data collection	100,000
2	<b>PERMIT, PRELIMINARIES AND PILOT SURVEY</b>	
	a) Research permit @ 2000	2,000
	b) Stationery, recording and data storage tools	5,000
	c) Training of research assistants (facilitation, subsistence)	20,000
	d) Phone communication and mobile internet for 10 days @ 300/day	3,000
	e) Travel for 10 days during pilot data collection	20,000
	f) Subsistence for principal researcher 10 days @ 6000	60,000
	<b>Sub-total</b>	<b>110,000</b>
3	<b>FIELD DATA COLLECTION</b>	
	a) Questionnaires – colour printing 550qns, of 2 pages @10	11,000
	b) Phone communication and mobile internet for 30 days @ 500/day	15,000
	c) Subsistence for researcher 20 days: food @ 2000, room @ 4000	120,000
	d) Pay for 11 field assistants for 20 days @700 for 11 stations	154,000
	<b>Sub-total</b>	<b>300,000</b>
	<b>TOTAL</b>	<b>510,000</b>

## APPENDIX III: Questionnaire in English Language

### QUESTIONNAIRE FOR DOMESTIC TOURISTS

Dear Respondent. As part of my academic research work involving Historical Heritage Sites (HHS) in Kenya Coast Tourism region, I request for your assistance in filling the attached questionnaire. The questionnaire will take about 5-10 minutes of your time. All responses will be evaluated anonymously and confidentially purely for academic purposes. Completing the questionnaire is voluntary and you are allowed to stop at any time without explanation. Kindly, do not write your name on this questionnaire or any information that may reveal your identity. Thank you in advance for your support! For further information contact +254727631916, and [peterosiako78@gmail.com](mailto:peterosiako78@gmail.com).

Peter Onyonje Osiako  
 Doctoral student, Management and Organizational Sciences  
Hungarian University of Agriculture and Life Sciences

**PART I: Attitude towards Historical Heritage Sites (please mark the number that best describes your personal opinions about each of the statements).**

- ATT1 - For me, touring historical heritage sites at Kenyans Coast is  
 Extremely bad sana (1) (2) (3) (4) (5) (6) (7) Extremely good
- ATT2 - For me, touring historical heritage sites at Kenyans Coast is  
 Extremely undesirable sana (1) (2) (3) (4) (5) (6) (7) Extremely desirable
- ATT3 - For me, touring historical heritage sites at Kenyans Coast is  
 Extremely unenjoyable sana (1) (2) (3) (4) (5) (6) (7) Extremely enjoyable
- ATT4 - For me, touring historical heritage sites at Kenyans Coast is  
 Extremely un-pleasant sana (1) (2) (3) (4) (5) (6) (7) Extremely pleasant
- ATT5 - For me, touring historical heritage sites at Kenyans Coast is  
 Extremely Not rewarding sana (1) (2) (3) (4) (5) (6) (7) Extremely rewarding
- ATT6 - For me, touring historical heritage sites at Kenyans Coast is  
 Extremely Not useful sana (1) (2) (3) (4) (5) (6) (7) Extremely useful

**For Part II – V, please circle or tick the number that best describes your personal opinions about each of the statements. The seven-point bipolar scale represents: 1=Strongly Disagree 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Strongly Agree**

<b>PART II: Motivation for Visiting Historical Heritage Sites</b>		1=Strongly Disagree			Neutral	7=Strongly Agree		
MOT1	I would visit historical heritage sites at Kenyans Coast to enrich my personal knowledge/education	1	2	3	4	5	6	7
MOT2	I would visit historical heritage sites particularly for recreation and enjoyment purposes	1	2	3	4	5	6	7
MOT3	I would visit historical heritage sites at Kenyans Coast for cultural purposes	1	2	3	4	5	6	7
MOT4	I would visit historical heritage sites at Kenyans Coast for socialization purposes	1	2	3	4	5	6	7
MOT5	I would visit historical heritage sites at Kenyans Coast for adventure purposes	1	2	3	4	5	6	7
MOT6	I would visit historical heritage sites at Kenyans Coast for purposes of boosting my self-esteem	1	2	3	4	5	6	7
<b>PART III: Subjective Norms</b>		1=Strongly Disagree			Neutral	7=Strongly Agree		
SN1	Most people who are important to me think that I should visit historical sites at Kenyans Coast	1	2	3	4	5	6	7
SN2	Most people who are important to me would want me to visit historical sites at Kenyans Coast	1	2	3	4	5	6	7
SN3	People whose opinions I value would prefer that I visit historical heritage sites at Kenyans Coast	1	2	3	4	5	6	7

<b>PART IV: Perceived Risk/Safety</b>		1=Strongly Disagree			Neutral	7=Strongly Agree		
PRS1	Historical Heritage Sites at the Kenyan coast are safe and secure places to visit	1	2	3	4	5	6	7
PRS2	I feel safe and secure when visiting HHS at the Kenyan coast	1	2	3	4	5	6	7
PRS3	There are no risks when I am visiting HHS at the Kenyan coast	1	2	3	4	5	6	7
<i>PART V: Perceived behavioral control</i>		1=Strongly Disagree			Neutral	7=Strongly Agree		
PBC1	Whether or not I visit historical heritage sites at Kenyans Coast is completely up to me to decide	1	2	3	4	5	6	7
PBC2	I am confident that whenever I want, I can visit historical heritage sites at Kenyans Coast	1	2	3	4	5	6	7
PBC3	I have financial resources to facilitate my visit to historical heritage sites at Kenyan Coast	1	2	3	4	5	6	7
PBC4	I can easily spare time from my routine activities to visit historical heritage sites at Kenyans Coast	1	2	3	4	5	6	7
PBC5	I have sufficient knowledge/information about historical heritage sites at Kenyan Coast to decide on visiting the sites	1	2	3	4	5	6	7
PBC5	I can access convenient means of transport to visit historical heritage sites at Kenyans Coast	1	2	3	4	5	6	7
<b>PART VI: Intention/Willingness to Visit HHS</b>		1=Strongly Disagree			Neutral	7=Strongly Agree		
INR1	I intend to visit some historical heritage attractions in Kenya coast in the next six months	1	2	3	4	5	6	7
INR2	I plan to always visit some historical heritage attractions in Kenya coast whenever traveling	1	2	3	4	5	6	7
INR3	I will make an effort to visit some historical attractions in Kenya coast when I am traveling	1	2	3	4	5	6	7
INR4	In the next six months, I am likely to (re)visit historical heritage sites at Kenyans Coast	1	2	3	4	5	6	7
INR5	I would recommend historical heritage sites at Kenyans Coast to my family/friends as good places to visit	1	2	3	4	5	6	7
INR6	I would recommend historical heritage sites at Kenyans Coast to anyone who seeks my advice	1	2	3	4	5	6	7

**PART VI: Visit behavior to Historical Heritage Sites at Kenyans Coast Sites (please mark the number that is your choice)**

**VB1** - How many visits to historical heritage site attractions have you made in the Kenyan Coast region in the past six months?

None (0) ...One.(1) ....Two (2) ...Three.(3) ...Four.(4) ..Five(5) ....Six.. (6) Seven or more Sites (7)

**VB2** - How likely are you to be a frequent visitor to historical heritage attractions in the Kenya Coast region?

Very Unlikely 1 .....2 .....3 .....4 .....5 .....6 ..... 7 Very likely

**VB3** - How many historical heritage attractions are you likely to visit in the Kenyan Coast in the next six months?

None (0) ...One.(1) ....Two (2) ...Three.(3) ...Four.(4) ..Five(5) ....Six.. (6) Seven or more Sites (7)

**PART VII: General travel habits**

**GTH1** – which is your most preferred tourist destination in Kenya? .....

**GTH2** – which is your most preferred type of tourist attraction in Kenya? .....

**GTH3** - How frequently do you undertake domestic tours within Kenya? ..... **1**-At most once every week

**2**-At most once every month **3**-At most once every 3 month **4**-At most once every 6 month **5**-Irregularly

**PART VIII: Participants' Socio-demographics (please mark the number that is your choice)**

1. Your Gender: **1**-Male **2**-Female **3**-Other
2. Marital status: **1**-Not Married **2**-Married without children **3**-Married with children
3. Your Age (In years): .....
4. Highest level of education attained: **1**-No formal schooling **2**-Primary **3**-Secondary **4**-College/first degree  
**5**-Post-graduate
5. What employment status best describes you?  
[**1**]-Self-employed [**2**]-Employed full-time [**3**]-Employed part-time [**4**]-Seeking opportunities [**5**]-Retired  
[**6**]-Student [**7**]-Home maker [**8**]-Unable to work [**9**]-Other .....
6. Estimated gross wage/income bracket per month (KSH): **1**-(less than 10,000) **2**-(10,001 to 25,000)  
**3**-(25,001 to 50,000) **4**-(50,001 to 100,000) **5**-(100,001 to 200,000) **6**-(over 200,000)
7. Name your county/region of residence in Kenya: .....



## APPENDIX IV: Questionnaire in Swahili Language

### MASWALI KWA WATALII WA NYUMBANI

Mpendwa Mhojiwa. Kama sehemu ya kazi yangu ya utafiti wa kimasomo katika Maeneo ya Urithi wa Kihistoria katika eneo la Utalii la Pwani ya Kenya, naomba msaada wako katika kujaza dodoso lililoambatanishwa. Hojaji itachukua kama dakika 5-10 za wakati wako. Majibu yote yatathminiwa bila kujulikana na kwa siri kwa madhumuni ya kitaaluma. Kukamilisha dodoso ni hiari yako na unaruhusiwa kuacha wakati wowote bila maelezo. Tafadhali, usiandike jina lako kwenye dodoso hili au habari yoyote ambayo inaweza kufunua utambulisho wako. Asante kwa msaada wako! Habari zaidi juu ya kazi hii ya utafiti inaweza kupatikana kupitia +254727631916 na [peterosiako78@gmail.com](mailto:peterosiako78@gmail.com)

Bw. Peter Onyonje Osiako  
Mwanafunzi wa Udaktari katika Sayansi ya Usimamizi na Mashirika  
Chuo Kikuu cha Hungaria cha Kilimo na Sayansi ya Maisha

#### **SEHEMU YA I: Mtazamo wako kuelekea Maeneo ya Urithi wa Kihistoria**

- ATT1** Kwangu, nikitembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya  
Ni vibaya sana (1) (2) (3) (4) (5) (6) (7) Ni vizuri sana
- ATT2** Kwangu, kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya  
Haifai sana sana (1) (2) (3) (4) (5) (6) (7) Inatamanika sana
- ATT3** Kwa mimi, kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya  
Haifurahishi sana sana (1) (2) (3) (4) (5) (6) (7) Inafurahisha sana
- ATT4** Kwangu, kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya  
Haipendezi sana sana (1) (2) (3) (4) (5) (6) (7) Inapendeza sana
- ATT5** Kwangu, kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya  
Haitoi thawabu sana sana (1) (2) (3) (4) (5) (6) (7) Inatoa thawabu sana
- ATT6** Kwangu, kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya  
Haitumiki kabisa sana (1) (2) (3) (4) (5) (6) (7) Inafaa sana

*Kwa Sehemu ya II hadi V, tafadhali zungusha au weka alama mbadala moja baada ya kila taarifa kulingana na kiwango chako cha makubaliano au kutokubaliana na taarifa hiyo. Viwango vya kuonyesha ni kama ifuatavyo: =Sikubaliani kabisa 2=Sikubaliani, 3=Sikubaliani kwa kiasi fulani, 4=Sikubali wala kutokubali, 5=Nakubali kwa kiasi fulani, 6=Nakubali, 7=Nakubali kabisa*

<b>SEHEMU YA II: Hoja ya Kutembelea Maeneo ya Urithi wa Kihistoria</b>								
MOT1	Ningeweza kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya ili kuimarisha ujuzi / elimu yangu ya kibinafsi	1	2	3	4	5	6	7
MOT2	Ningeweza kutembelea maeneo ya kihistoria ya urithi haswa kwa sababu za burudani na starehe	1	2	3	4	5	6	7
MOT3	Ningeweza kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya kwa sababu za kitamaduni	1	2	3	4	5	6	7
MOT4	Ningeweza kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya kwa sababu za kujumuika	1	2	3	4	5	6	7
MOT5	Ningeweza kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya kwa madhumuni ya ugunduzi	1	2	3	4	5	6	7
MOT6	Ningeweza kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya kwa madhumuni ya kujisikia kuwa muhimu	1	2	3	4	5	6	7
<b>SEHEMU YA TATU: Kanuni za Kujadili</b>								
SN1	Watu wengi ambao ni muhimu kwangu wanafikiria kwamba ninapaswa kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya	1	2	3	4	5	6	7
SN2	Watu wengi ambao ni muhimu kwangu wangetaka nitembelee tovuti za kihistoria za urithi katika Pwani ya Wakenya	1	2	3	4	5	6	7

SN3	Watu ambao maoni yao ninathamini wangependelea nitembelee maeneo ya kihistoria ya urithi katika Pwani ya Wakenya	1	2	3	4	5	6	7
<b>SEHEMU YA IV: Hatari /Usalama Inayoonekana</b>								
PRS1	katika pwani ya Kenya ni sehemu salama na salama za kutembelea / kutembelea	1	2	3	4	5	6	7
PRS2	Ninajisikia salama na salama wakati ninatembelea urithi wa kihistoria katika pwani ya Kenya	1	2	3	4	5	6	7
PRS3	Hakuna hatari wakati ninatembelea urithi wa kihistoria katika pwani ya Kenya	1	2	3	4	5	6	7
<b>SEHEMU YA V: Udhhibiti wa tabia inayoonekana</b>								
PBC1	Ikiwa nitatembelea au kutotembelea maeneo ya urithi wa kihistoria katika Pwani ya Kenya ni juu yangu kabisa	1	2	3	4	5	6	7
PBC2	Nina hakika kwamba wakati wowote ninapotaka, ninaweza kutembelea maeneo ya kihistoria ya urithi katika Pwani ya Wakenya	1	2	3	4	5	6	7
PBC3	Nina rasilimali za kifedha kuwezesha ziara yangu kwenye maeneo ya kihistoria ya urithi katika Pwani ya Kenya	1	2	3	4	5	6	7
PBC4	Shughuli zangu za kawaida zinanipa muda wa kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya	1	2	3	4	5	6	7
PBC5	Nina maarifa / habari ya kutosha juu ya maeneo ya urithi wa kihistoria katika Pwani ya Kenya kuamua juu ya kutembelea tovuti hizo	1	2	3	4	5	6	7
PBC5	ninaweza kupata njia rahisi ya usafiri kutembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya	1	2	3	4	5	6	7
<b>SEHEMU YA SITA: Nia / Utayari wa Kutembelea urithi wa kihistoria</b>								
INR1	Nina nia ya kutembelea vivutio vya urithi katika pwani ya Kenya katika miezi sita ijayo	1	2	3	4	5	6	7
INR2	Ninapanga kutembelea vivutio kadhaa vya urithi katika pwani ya Kenya wakati wowote nikisafiri	1	2	3	4	5	6	7
INR3	Nitafanya juhudi kutembelea vivutio vya urithi katika pwani ya Kenya wakati wa kusafiri	1	2	3	4	5	6	7
INR4	Katika miezi sita ijayo, nina uwezekano wa kurudia kuyatembelea maeneo ya urithi wa kihistoria katika Pwani ya Wakenya	1	2	3	4	5	6	7
INR5	Naweza kupendekeza maeneo ya kihistoria ya urithi katika Pwani ya Wakenya kwa familia yangu / marafiki kama sehemu nzuri za kutembelea	1	2	3	4	5	6	7
INR6	Naweza kupendekeza maeneo ya kihistoria ya urithi katika Pwani ya Wakenya kwa mtu yeyote ambaye anatafuta ushauri wangu	1	2	3	4	5	6	7

**SEHEMU YA SITA: Tabia a Tembelea Maeneo ya Urithi wa Kihistoria katika Pwani ya Wakenya**

• **VB1** Je! Umefanya ziara ngapi katika vivutio vya ya urithi wa kihistoria katika mkoa wa Pwani ya Kenya katika kipindi cha **miezi sita iliyopita?**

HAKUNA (0)... MOJA. (1) ... MBILI (2) ..... TATU. (3) ..... NNE. (4) ..... TANO.(5) zaidi ya tano (6)

• **VB2** Una uwezekano gani wa kuwa mgeni **wa mara kwa mara** kwa vivutio vya urithi wa kihistoria katika Pwani ya Kenya

Haiwezekani 1 ..... 2 ..... 3 ..... 4 ..... 5 .....6 ..... 7 Kuna uwezekano mkubwa

- **VB3** Ni vivutio ngapi vya urithi wa kihistoria **unavyoweza** kutembelea katika Pwani ya Kenya katika miezi sita ijayo?

HAMNA (0)....1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 vivutio saba au zaidi

### **SEHEMU YA SABA: Tabia za kusafiri kwa jumla**

GTH1 - Ni eneo lipi unalopendelea zaidi kuzuru nchini Kenya? .....

GTH2 - Ni aina gani ya kivutio cha watalii unapendelea zaidi nchini Kenya? .....

GTH3 - Je! Unafanya ziara za nyumbani ndani ya Kenya mara ngapi? ..... **1**-Mara moja kila wiki

**2**-Mara moja kila mwezi **3**-Mara moja kila miezi **3** **4**-Mara moja kila miezi **6** **5**-

Haitabiriki






### **SEHEMU YA NANE: Idadi ya Washiriki**

1. Jinsia Yako: **1**-Mwanaume **2**-Mwanamke **3**-Nyingine
2. Hali ya ndoa: **1**-Sijaolewa **2**-Nimeoa/olewa na sina mtoto **3**- Nimeoa/olewa na nina m/watoto
3. Umri (miaka): **1**-chini ya 18 **2**-18-25 **3**-26-35 **4**-36-45 **5**-46-55 **6**-56-65  
**7**-zaidi ya 65
4. Kiwango cha juu cha elimu ulichofikia: **1**-Sina elimu rasmi **2**-Msingi **3**-Sekondari **4**-Chuo/  
shahada ya kwanza **5**-Kiwango cha Uzamili
5. Je! Ni hali gani ya ajira inayokuelezea vizuri? **1**-Nimejijiri [ ] **2**-Nimeajiriwa rasmi [ ] **3**-  
Nimeajiriwa kwa muda [ ] **4** Natafuta kazi [ ] **5**-Mimi ni Mwanafunzi **6**-Mimi nimestaafu **7** –  
Ni mtengenezaji wa Nyumbani **8**-Sina uwezo wa kufanya kazi [ ] **9**-Nyingine... ..
6. Malipo yako ya jumla /mapato kwa mwezi (KSH): **1**-chini ya 10,000 **2**-10,001-25,000 **3**-25,001-  
50,000 **4**-50,001-100,000 **5**-100,001-200,000 **6**-zaidi ya 200,000
7. Taja kaunti yako/eneo unaloishi nchini Kenya: .....

## APPENDIX V – Data Collection Schedule

Data Collection Schedule - Mombasa, Kilifi and Lamu Counties					
WEEKEND	DAY/DATE	ACTIVITY	SURVEY SITES	LOCALITY	Remarks
Familiarisation at sites	25/12/2021	Introduction and Familiarisation at site	Fort Jesus Museum and Monument	Mombasa town	Done
	26/12/2021	Introduction and Familiarisation at site	Rabai Museum	Rabai Township	Done
	27/12/2021	Introduction and Familiarisation at site	Jumba a mtwana Historical Site	Mtwapa Town	Done
	28/12/2021	Introduction and Familiarisation at site	Mnarani Historic Site	Kilifi Town	Done
	29/12/2021	Introduction and Familiarisation at site	Malindi Heritage Complex	Malindi Town	Done
	30/12/2021	Introduction and Familiarisation at site	Vasco Da Gama Pillar		
	31/12/2021	Introduction and Familiarisation at site	Gedi Ruins Historic Site	Watamu Town	Done
Weekend 1	7/1/2022	Data Collection	Fort Jesus Museum and Monument	Mombasa town	Done
	8/1/2022				
	9/1/2022				
Weekend 2	14/1/2022	Data Collection	Rabai Museum	Rabai Township	Done
	15/1/2022				
	16/1/2022				
Weekend 3	21/1/2022	Data Collection	Jumba a mtwana Historical Site	Mtwapa Town	Done
	22/1/2022				
	23/1/2022				
Weekend 4	28/1/2022	Data Collection	Mnarani Historic Site	Kilifi Town	Done
	29/1/2022				
	30/1/2022				
Weekend 5	3/2/2022	Travelling To Malindi	Malindi Heritage Complex	Malindi Town	Done
	4/2/2022	Data Collection			
	5/2/2022				
	6/2/2022				
Weekend 6	11/2/2022	Data Collection	Vasco Da Gama Pillar	Malindi Town	Done
	12/2/2022				
	13/2/2022				
Weekend 7	18/2/2022	Data Collection	Gedi Ruins Historic Site	Watamu Town	Done
	19/2/2022				
	20/2/2022				
Weekend 8	24/2/2022	Travelling to Lamu	Lamu Museum	Lamu Town	Lamu Museum was closed for renovation. Data collected in the other places instead
	25/2/2022	Data Collection			
	26/2/2022				
	27/2/2022				
Weekend 9	24/2/2022	Data Collection	Lamu Fort	Lamu Town	Done
	25/2/2022				
	26/2/2022				
Weekend 10	4/3/2022	Data Collection	Swahili House Museum	Lamu Town	Done
	5/3/2022				
	6/3/2022				
Weekend 11	11/3/2022	Data Collection	German Post Office	Lamu Town	Done
	12/3/2022				
	13/3/2022				
Weekend 12	18/3/2022	Data Collection	Takwa Ruins	Lamu Town	Done
	19/3/2022				
	20/3/2022				
Prepared by: Peter O. Osiako					

APPENDIX VI: Research Permit (Page 1)

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 568423	Date of Issue: 24/July/2021
<b>RESEARCH LICENSE</b>	
	
<p>This is to Certify that Mr. Peter ONYONJE Osiaka of Szent István University, has been licensed to conduct research in Kilifi, Kwale, Lamu, Mombasa on the topic: Exploring the Predictors of Domestic Tourists' Visit Intention and Behaviour in Historic Heritage Sites in Kenya Coast for the period ending : 24/July/2022.</p>	
License No: NACOSTI/P/21/11941	
568423 Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code 
<p>NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.</p>	

## APPENDIX VII: Research Permit (Page 2)

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

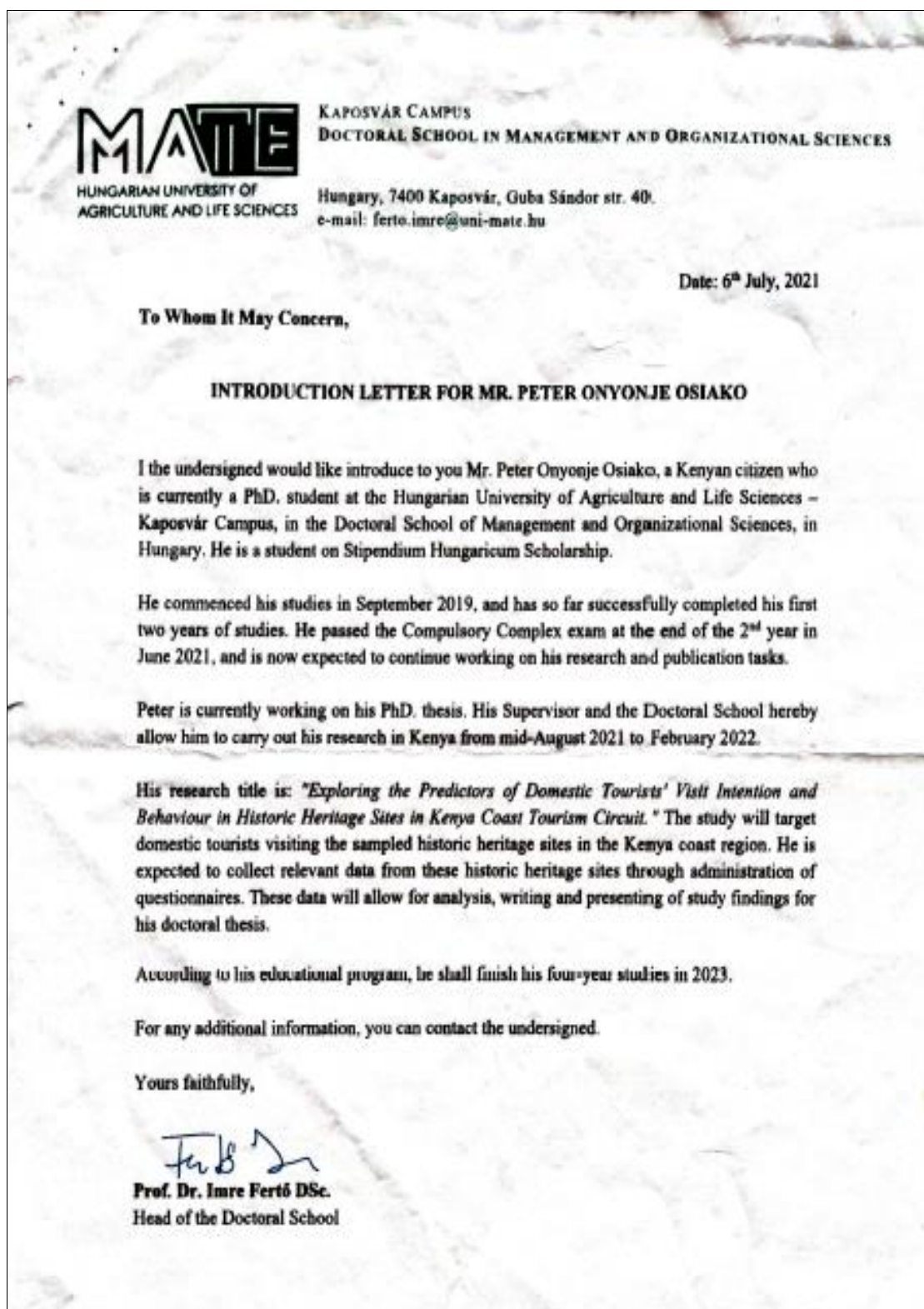
The Grant of Research Licenses is Guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014

### CONDITIONS

1. The License is valid for the proposed research, location and specified period
2. The License any rights thereunder are non-transferable
3. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies
5. The License does not give authority to transfer research materials
6. NACOSTI may monitor and evaluate the licensed research project
7. The Licensee shall submit one hard copy and upload a soft copy of their final report (thesis) within one year of completion of the research
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice

National Commission for Science, Technology and Innovation  
off Waiyaki Way, Upper Kabete,  
P. O. Box 30623, 00100 Nairobi, KENYA  
Land line: 020 4007000, 020 2241349, 020 3310571, 020 8001077  
Mobile: 0713 788 787 / 0735 404 245  
E-mail: dg@nacosti.go.ke / registry@nacosti.go.ke  
Website: www.nacosti.go.ke

## APPENDIX VIII: Introductory Letter (MATE, Kaposvar)



**APPENDIX IX: Research Authorization (County Government of Lamu)**



**COUNTY GOVERNMENT OF LAMU**  
**Office of the County Secretary & Head of Public Service**

Telephone: 0758 005 005 / 0715 555 111  
E-mail: countysecretary@lamu.go.ke  
info@lamu.go.ke  
Website: www.lamu.go.ke

LAMU COUNTY EXECUTIVE  
P.O. Box 74-80500  
LAMU

OUR REF: CGL/HRM/G.C./VOL.III/29

DATE: 15<sup>TH</sup> FEBRUARY, 2022

**INTERNAL MEMO**

**FROM:** Ag. DIRECTOR, HUMAN RESOURCE MANAGEMENT

**TO:** ALL COUNTY CHIEF OFFICERS / THE COUNTY CHIEF OF STAFF  
CEO/SECRETARY, CPSB  
THE MD LAWASCO / THE MANAGER, LAMU MUNICIPALITY  
ALL SUB-COUNTY ADMINISTRATORS  
ALL WARD ADMINISTRATORS  
**LAMU COUNTY**

**DATE:** 15<sup>TH</sup> FEBRUARY, 2022.

**SUBJECT: RESEARCH AUTHORIZATION: MR PETER NYONJE OSIAKO OF SZENT ISTVA UNIVERSITY**

The above named, a Doctoral student at the Hungarian University of Agriculture and Life has been authorized to conduct an Academic Research study within Lamu County on **"Exploring the Predictors of Domestic Tourists' Visit Intention and Behavior in Historic Heritage Sites in Kenya Coast"** for the period ending 24<sup>th</sup> July 2022.

The purpose of this letter therefore, is to request you to accord him the necessary assistance to enable him accomplish his research.

PAUL WALUBA – (Ag. DIRECTOR, HRM)  
**FOR; COUNTY SECRETARY AND HEAD OF PUBLIC SERVICE**  
**LAMU COUNTY**

Copy to:

H.E. The Governor  
**LAMU COUNTY**





**APPENDIX X: Research Authorization (County Director of Education - Lamu)**



**REPUBLIC OF KENYA**  
**State Department of Basic Education**

Telephone: 0722938943  
When replying please quote  
Email: cd@lamucounty19@gmail.com

COUNTY DIRECTOR OF EDUCATION  
LAMU COUNTY  
P.O.BOX 75 – 80500 LAMU  
DATE: 16<sup>th</sup> February, 2022

Ref: LM/ED/P.41/53

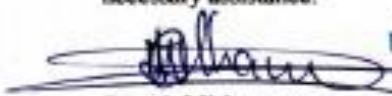
Mr Peter Onyonje Osiako  
Hungarian University of Agriculture and Life Sciences  
KAPOSVAR CAMPUS

**RE: RESEARCH AUTHORIZATION**

This office has received an authorization letter Ref. 568423 dated 24<sup>th</sup> July, 2021 from the National Commission for Science, Technology and Innovation.

I'm pleased to inform you that, you have been authorized to undertake research on **"Exploring the Predictors of Domestic Tourists' Visit Intention and Behaviour in Historic Heritage Sites in Kenya Coast for the period ending 24<sup>th</sup> July, 2022**

This office has no objection and further request the respondents to give the researcher the necessary assistance.

  
FOR: COUNTY DIRECTOR OF EDUCATION  
LAMU COUNTY  
P.O. BOX 75-80500  
LAMU

**Joseph Mithamo**  
**For County Director of Education**  
**LAMU.**

c.c., RDE – Coast

**APPENDIX XI: Research Authorization (County Commissioner – Lamu County)**



**OFFICE OF THE PRESIDENT**

**MINISTRY OF INTERIOR AND CO-ORDINATION OF NATIONAL GOVERNMENT**

Email: [lamucounty12@yahoo.com](mailto:lamucounty12@yahoo.com)  
When replying please quote:

COUNTY COMMISSIONER,  
LAMU COUNTY,  
P.O. BOX 41 – 80500,  
LAMU

REF. NO: ADM.15/3 VOL.V/163

DATE: 14<sup>th</sup> February, 2022.

All Deputy County Commissioners,  
**LAMU COUNTY,**

All CSIC Members,  
**LAMU COUNTY**

**RE: RESEARCH AUTHORIZATION: MR. PETER ONYONJE OSIAKO OF SZENT ISTVA UNIVERSITY**

The above-named person has been authorized to carry out research within Lamu County on "Exploring the Predictors of domestic Tourists' Visit Intention and Behavior in Historic Heritage sites in Kenya Coast for the period ending 24<sup>th</sup> July, 2022."

This is therefore requesting you to assist where necessary to enable him accomplish his research in a good environment.

Thank you.



(L. K. BII)  
FOR: COUNTY COMMISSIONER,  
**LAMU COUNTY,**

Copy to: -

County Director of Education,  
**LAMU COUNTY**

Mr. Peter Onyonje Osiako

**APPENDIX XII: Research Authorization (County Commissioner – Kilifi County)**



**OFFICE OF THE PRESIDENT  
MINISTRY OF INTERIOR AND CO-ORDINATION OF NATIONAL GOVERNMENT**

Telephone:  
Fax:  
Email [cckilificoordination@gmail.com](mailto:cckilificoordination@gmail.com)  
When replying please quote  
Ref: **EDUC.12/7/VOL.6/61**

County Commissioner's Office  
Kilifi County  
P. O. Box 29 - 80108  
**KILIFI**

And Date: 17<sup>th</sup> February, 2022

All Deputy County Commissioners  
**KILIFI COUNTY**

**RE: RESEARCH AUTHORIZATION**  
**MR. PETER ONYONJE OSIAKO, ID. NO. 20117007**

The above named student from Kaposvar Campus Hungary has been authorized to carry out research on *"Exploring the Predictors of Domestic Tourists' Visit Intention and Behaviour in Historic Heritage Sites in Kenya Coast* for the period ending *24<sup>th</sup> July, 2022*.

Any assistance accorded to him will be highly appreciated.

Thank you.

**COUNTY COMMISSIONER  
KILIFI COUNTY  
P. O. Box 29 - 80108  
KILIFI**

**ALICE K. KALIMBO  
FOR: COUNTY COMMISSIONER  
KILIFI COUNTY**

c.c.

Head of the Doctoral School  
Kaposvar Campus  
**HUNGARY**

Peter Onyonje Osiako  
Kaposvar Campus  
**HUNGARY**

**APPENDIX XIII: Research Authorization (County Government of Kilifi)**

Peter Onyonje Osiako  
Private Bag – 10143 Dedan Kimathi - Nyeri  
Phone Number: 0727631916  
[peterosiako78@gmail.com](mailto:peterosiako78@gmail.com)

Date: 17/02/2022

To:  
The Governor,  
County Government of Kilifi.



Dear Sir,

**RE: ACADEMIC RESEARCH IN KILIFI COUNTY**

I write to notify you that I intent to undertake an academic research in your County. I am a PhD. Candidate at the Hungarian University of Agriculture and Life Sciences in Hungary, and also a teaching staff member at Dedan Kimathi University of Technology.

My research area will involve sampled historic heritage sites found in the Kenya Coast Region, your County included. As required, I have so far acquired a Research Permit from NACOSTI, which directs me to inform the County Governor, County Director of Education, and County Commissioner before commencing the research exercise.

A copy of the Research Permit and Introduction Letter front the University are herein attached.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Peter O. Osiako".

Peter O. Osiako

**APPENDIX XIV: Research Authorization (County Director of Education - Kilifi)**



**MINISTRY OF EDUCATION  
State Department of Early Learning and Basic Education  
KILIFI COUNTY**

Telephone 041-7522432  
EMAIL:cdskilifcounty@yahoo.com  
Fax no. 7522432  
When replying/telephoning quote

County Education Office  
P O Box 42 -80108  
**KILIFI**

Ref: **KLF/CDE/G10/3/ 62**

18<sup>th</sup> February, 2022

**TO WHOM IT MAY CONCERN**

**RE: RESEARCH AUTHORIZATION - PETER ONYONJE OSIAKO**

This is to confirm that the above named has been granted permission to carry out research in Kilifi County.

The topic "**research exploring the predictors of Domestic Tourists visit intention and behaviour in historic sites in Kenyan Coast.**"



*Have*  
HARRISON N KIMANI  
FOR: COUNTY DIRECTOR OF EDUCATION  
**KILIFI**

**APPENDIX XV: Research Authorization (County Government of Mombasa)**



**COUNTY GOVERNMENT OF MOMBASA**  
**OFFICE OF THE COUNTY SECRETARY & HEAD OF PUBLIC SERVICE**

**MEMO**

**Ref:** CGM/CS/4  
**Date:** February 10, 2022  
**From:** County Secretary & Head of Public Service  
**To:** All County Chief Officers  
**RE: RESEARCH AUTHORIZATION FOR PETER O. OSIAKO**

The above subject matter refers.

Peter O. Osiako is a bona fide student at the Hungarian University of Agriculture and Life Sciences in Hungary and also a teaching staff member at Dedan Kimathi University of Technology, pursuing "**Doctor of Philosophy Degree in Education**". As part of the PhD degree requirements he is required to undertake research and write a thesis in the area of specialization.

She is undertaking a research on "**Exploring the Predicators of Domestic Tourists' Visit Intension and Behaviour in Historic Heritage Sites in Kenya Coast Tourism Circuit**".

The purpose of this memo therefore is to inform you that Peter O. Osiako is hereby authorized to carry out research in our departments.

Joab Tumbo  
**Aq. County Secretary & Head of Public Service**

**cc: H.E the Governor**



Betting Control and Licensing Building, 2nd Floor. P. O. Box 90440 - 80100 G.P.O. Mombasa.  
telephone: +254 (0)798 959 088 email: countysec@mombasa.go.ke  
www.mombasa.go.ke

**APPENDIX XVI: Research Authorization (County Commissioner – Kilifi County)**



**OFFICE OF THE PRESIDENT**  
**MINISTRY OF INTERIOR AND COORDINATION OF NATIONAL GOVERNMENT**

Tel. 0715 040444/0780 040445  
Email: [ccmombasa@joiboo.com](mailto:ccmombasa@joiboo.com)  
When Replying please quote:

COUNTY COMMISSIONER'S OFFICE  
P.O. BOX 90424-80100  
**MOMBASA**

Ref. No. MCC/ADM.25 Vol. II/190

7<sup>th</sup> February, 2022

All Deputy County Commissioners,  
**MOMBASA COUNTY**

**RE: RESEARCH AUTHORIZATION – MR. PETER ONYONJE**  
**NACOSTI LICENSE No.: NACOSTI/P/21/11941**

This is to authorize the above named student from Szent István University, Hungary to carry out research on *"Exploring the predictors of Domestic Tourists' visit Intention and Behaviour in Historic Heritage sites in Kenya coast"*, in Mombasa County for the period ending 24<sup>th</sup> June, 2022.

Any assistance accorded to him will be highly appreciated.


COUNTY COMMISSIONER  
MOMBASA


**LUKAS K. MWANZA**  
**COUNTY COMMISSIONER**  
**MOMBASA COUNTY**

c.c:

County Director of Education  
**MOMBASA**


**APPENDIX XVII: Research Authorization by County Director of Education – Mombasa**

  
REPUBLIC OF KENYA

  
NATIONAL COMMISSION FOR  
SCIENCE, TECHNOLOGY & INNOVATION

Ref No: 568423 Date of Issue: 24 July 2021

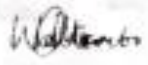
**RESEARCH LICENSE**




This is to Certify that Mr. Peter ONYONJE Osiako of Saint Juvénile University, has been licensed to conduct research in KIBB, Kwale, Lamu, Mombasa on the topic: Exploring the Predictors of Domestic Tourists' Visit Intention and Behaviour in Historic Heritage Sites in Kenya Coast for the period ending : 24/July/2022.

License No: NACOSTI/P/21/11941


568423  
Applicant Identification Number

  
Director General  
NATIONAL COMMISSION FOR  
SCIENCE, TECHNOLOGY &  
INNOVATION

Verification QR Code



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Scan the QR Code using QR scanner application.

  
COUNTY GOVERNMENT OF MOYIBATA  
CHIEF OFFICER  
7 FEB 2022  
DEPARTMENT OF EDUCATION & T



APPENDIX XVIII: Research Authorization by County Director of Education - Mombasa

**MATE**  
HUNGARIAN UNIVERSITY OF  
AGRICULTURE AND LIFE SCIENCES

KAPOSVÁR CAMPUS  
DOCTORAL SCHOOL IN MANAGEMENT AND ORGANIZATIONAL SCIENCES

Hungary, 7400 Kaposvár, Guba Sándor str. 40.  
e-mail: fertó.imre@uni-mate.hu

Date: 6<sup>th</sup> July, 2021

To Whom It May Concern,

**INTRODUCTION LETTER FOR MR. PETER ONYONJE OSIAKO**

I the undersigned would like introduce to you Mr. Peter Onyonje Osiako, a Kenyan citizen who is currently a PhD. student at the Hungarian University of Agriculture and Life Sciences – Kaposvár Campus, in the Doctoral School of Management and Organizational Sciences, in Hungary. He is a student on Stipendium Hungaricum Scholarship.

He commenced his studies in September 2019, and has so far successfully completed his first two years of studies. He passed the Compulsory Complex exam at the end of the 2<sup>nd</sup> year in June 2021, and is now expected to continue working on his research and publication tasks.

Peter is currently working on his PhD. thesis. His Supervisor and the Doctoral School hereby allow him to carry out his research in Kenya from mid-August 2021 to February 2022.

His research title is: *"Exploring the Predictors of Domestic Tourists' Visit Intention and Behaviour in Historic Heritage Sites in Kenya Coast Tourism Circuit."* The study will target domestic tourists visiting the sampled historic heritage sites in the Kenya coast region. He is expected to collect relevant data from these historic heritage sites through administration of questionnaires. These data will allow for analysis, writing and presenting of study findings for his doctoral thesis.

According to his educational program, he shall finish his four-year studies in 2023.

For any additional information, you can contact the undersigned.

Yours faithfully,

  
**Prof. Dr. Imre Fertó DSc.**  
Head of the Doctoral School



## **APPENDIX XIX: Measurement Model for The Study**

### **Attitude**

- ATT1 - Bad or good idea
- ATT2 - Extremely Desirable ..... Extremely Undesirable
- ATT3 - Extremely Enjoyable ..... Extremely Unenjoyable
- ATT4 - Extremely Pleasant ..... Extremely Unpleasant
- ATT5 - Extremely Rewarding ..... Extremely not rewarding
- ATT6 - Extremely Usefulness ..... Extremely Usefulness

### **Motivation**

- MOT1 - Particularly for recreation and enjoyment purposes
- MOT2 - For socialization purposes
- MOT3 - For adventure purposes

### **Subjective Norm**

- SNM1 - Most people who are important to me think that it is proper for me to visit HHS at the Kenyan Coast
- SNM2 - Most people who are important to me would want me to visit HHS at the Kenyan Coast
- SNM3 - People whose opinions I value would prefer that I visit HHS at the Kenyan Coast

### **Perceived Safety & Security**

- PSS1 - Historical Heritage Sites at the Kenyan coast are safe and secure places to visit
- PSS2 - I feel safe and secure when visiting HHS at the Kenyan coast
- PSS3 - There are no risks when I am visiting HHS at the Kenyan coast

### **Perceived behavioral Control**

- PBC1 - I have financial resources to facilitate my visit to HHS at the Kenyan Coast
- PBC2 - I can easily spare time from my routine activities to visit HHS at the Kenyan Coast
- PBC3 - I have sufficient information about HHS at the Kenyan Coast to decide on visiting them
- PBC4 - I can access convenient means of transport to visit HHS at the Kenyan Coast

### **Visit Intention**

- INV1 - I have the intention of visiting some historical attractions in the Kenyan coast in the next one year
- INV2 - I will make an effort to visit some historical attractions in the Kenyan coast in the next one year
- INR1 - In future, I am likely to re-visit some HHS at the Kenyan Coast
- INR2 - I am willing to recommend HHS at the Kenyan Coast to my family, friends and colleagues as good places to visit

### **Visit behavior**

- VBH1 - Number of visits you have made to HHS attractions in the Kenyan Coast region in the past one year
- VBH2 - Number of HHS attractions you are likely to visit in the Kenyan Coast in the next one year