CONTRIBUTION OF URBAN TOURISM PULL FACTORS TO SUSTAINABLE

TOURISM DEVELOPMENT IN NAIROBI CITY COUNTY, KENYA

**By**

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STHE/DPHIL/08/15

THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF DOCTOR OF PHILOSOPHY IN TOURISM MANAGEMENT, SCHOOL OF TOURISM, HOSPITALITY AND EVENTS MANAGEMENT, DEPARTMENT OF TOURISM MANAGEMENT, MOI UNIVERSITY

March, 2021

Declaration

Declaration by the Candidate

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18th March 2021

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Dedication

This thesis is dedicated to my lovely children Simplicious Mwihaki and Jayden Tinsley Mwangi - a lot is achievable through dedication and patience

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Quote

A river cuts through rock, not because of its power, but because of persistence ~ Jim Watkins.

Abstract

International urban tourism remains the most vibrant tourism form. Urban tourism is still a new phenomenon in most African countries considering they focus on wildlife tourism. The tourism attractions in cities are increasingly on high demand by visitors. Therefore, this study sought to investigate the contribution of urban tourism pull factors to sustainable tourism development. The study achieved this through four objectives namely, to determine the relationship between diversity of tourism attractions and sustainable tourism development; relationship between destination attributes and sustainable tourism development; relationship between tourist satisfaction and sustainable tourism development; and assess tourism products in Nairobi City County. The study was anchored on Dann theory of push and pull motivation and adopted convergent parallel mixed method strategy embedded in both descriptive and exploratory research designs. The target population was based on 781,500 arriving tourists via Jomo Kenyatta International Airport (JKIA) in 2016 out of which 384 formed the sample size. Questionnaires were used to collect data from the tourists, interviews conducted on 12 tourism planners while observational schedule was used to check features of urban tourism. Two stage cluster sampling was done on both quantatitive and qualititive data. Simple random sampling was used in selecting departing tourists from the different terminals within JKIA, while tourism planners were purposefully selected from the public and business sectors. Quantitative data was analyzed using Pearson correlation analysis and multiple linear regressions while qualitative data used thematic analysis. Diversity of tourism forms showed mixed relationships with leisure and recreation tourism (r, *231* = 0.23, *p* < 0.01) and wildlife tourism (r, *231* =0.10, *p* = 0.10) having positive relationships. Cultural heritage tourism (r, *231* = -0.17, *p* = 0.01) had a negative relationship. The statistical association on tourist satisfaction (r, *231* = 0.33, *p* < 0 .01) showed a weak positive relationship. Regression results revealed that diversity of tourism attractions (*ß* = 0.21, *t* = 6.33, *p* < 0.01), destination attributes (*ß* = 0.35, *t* = 9.43, *p* < 0.01) and tourist satisfaction (*ß* = 0.33, *t* = 10.96, *p* < 0.01) significantly predicted sustainable tourism development. Further, multiple linear regression analysis established that urban tourism pull factors explained 70% (R^2 = 0.70) of the variance in sustainable tourism development. Thus, the study revealed destination attributes were the most influential predictor of sustainable tourism development as compared to those of diversity tourism attractions. These findings were reinforced by tourism planners, that Nairobi urban destination has immense exploited and unexploited tourism products. The researcher observed that cultural and wildlife photographs are mounted on JKIA windows and walls to depict the rich culture and wildlife in Kenya. In conclusion, the results revealed that all three variables used to measure the contribution of urban tourism pull factors made significant contribution towards sustainability on Nairobi urban destination. Tourism planners noted that visitors to the urban destination have been consuming the urban product. The study recommends improvement of urban destination attributes including individual safety and security and the undamaged environment so as to increase their contributions towards sustainability of urban destination. The planners should take cognizance of the immense potential of Nairobi urban destination attractions such as a modern multi-cultural city, wildlife attractions and a pristine outdoor recreation environment.

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Acronyms and Abbreviations

AfDB   Africa Development Bank Group

App.   Approximation

ATA   Africa Travel Association

BoK   Bomas of Kenya

CBD   Central Business District

CBS   Central Bureau of Statistics (Today see KNBS)

CEE   Centre for Environmental Education

CL   Confidence Level

CRC   Cooperative Research Centre

Dev   Development

EAOGS   East Africa Oil and Gas Summit & Exhibition

EC   European Commission

ETC   European Travel Commission

GDP   Gross Domestic Product

GI   Global Insights

GoK   Government of Kenya

Ha.   Hectare

IBA   Important Bird Area

ICT4D   Information and Communications Technologies for Development

IEBC   Independent Electoral and Boundaries Commission

IIED   International Institute for Environment and Development

ISS   Institute for Security Studies

JKIA   Jomo Kenyatta International Airport

KAHC   Kenya Association of Hotel Keepers and Caterers

KATO   Kenya Association of Tour Operators

KICC   Kenyatta International Convention Centre

KIPPRA   Kenya Institute for Public Policy Research and Analysis

KNA&DS   Kenya National Archives and Documentation Service

KNATCOM   Kenya National Commission for UNESCO

KNBS	Kenya National Bureau of Statistics
KNLS	Kenya National Library Service
KQ	Kenya Airways
Ksh.	Kenya Shilling
KTB	Kenya Tourism Board
KTDC	Kenya Tourism Development Corporation (Today see TFC)
KTF	Kenya Tourism Federation
LAPSSET	Lamu Port South Sudan Ethiopia Transport
MDG	Millennium Development Goals
MICE	Meeting, Incentive, Conference, and Exhibitions
NACOSTI	National Commission for Science, Technology and Innovation
NAICEC	Nairobi International Convention and Exhibition Centre
NCC	Nairobi City County
NCPD	National Council for Population and Development
NGO	Non Governmental Organization
NIUPLAN	Nairobi Integrated Urban Development Master Plan
NMK	National Museums of Kenya
NNP	Nairobi National Park
NYU	Africa House at New York University
SDG	Sustainable Development Goals
SE	Standard Error
SGR	Standard Gauge Railway
SPSS	Statistical Package for the Social Sciences
STD	Sustainable Tourism Development
Sus	Sustainable
SWOT	Strength, Weakness, Opportunities, and Threats
T	Terminal
T&T	Tourism and Travel
TFC	Tourism Finance Corporation
TICAD	Tokyo International Conference on African Development
Tou.	Tourism

TP	Tourism Planners
TRA	Tourism Regulatory Authority
UAE	United Arab Emirates
UK	United Kingdom
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNEP	United Nations Environmental Program
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children Emergency Fund
UNWTO	United Nations World Tourism Organization
USA	United States of America
USD	United States Dollar
VFR	Visiting Friends and Relatives
WB	World Bank
WBCSD	World Business Council for Sustainable Development
WCED	World Commission on Environmental and Development
WEF	World Economic Forum
WTM	World Travel Monitor
WTO	World Tourism Organization (Today see UNWTO)
WTTC	World Travel and Tourism Council

Operational Definition of Terms

A city: is an urban expansion on a vast amount that expands further away the administrative boundaries to swallow up small cities, towns, and semi-urban areas and rural hinterlands. Urban expansions are sometimes growing sufficiently to combine with other surrounding cities, forming sizeable urban development that eventually becomes city-regions areas (UNICEF, 2012).

A county: is a geographical region of a country used for administrative or other purposes, in some modern nations. There are three broad types of counties in Kenya, according to Onyango (2013) namely: -

a) Rural Counties, which have predominant rural population and characteristics

b) Counties with both rural and urban characters; and

c) Urban and City Counties

There are forty-seven (47) counties in Kenya which have clearly defined geographical boundaries. This is provided for in Article 6 (1) and in the First Schedule of the Kenyan Constitution. The boundary of each of the counties has been drawn by the Independent Electoral and Boundaries Commission (IEBC) as provided for by the Constitution (Onyango, 2013).

County Governments: are mandated by the constitution of Kenya to make and enforce local legislations. For example, the functions and powers of the county are but not limited to trade development and regulation including local tourism (National Council for Law Reporting, 2010).

A tourist or an overnight visitor is a person who stays at a place for a least one night in a collective or private accommodation in the place visited.

An international tourist is a visitor who stays for at least one night in the country or area visited for any major reason including leisure, business or another personal purpose other than for employment in a resident entity in the country or

area visited (WTO, 2012).

Cultural heritage tourism is 'travelling to experience the places and activities that authentically represent the stories and people of the past and the present' (Ivanovic, 2008, 58)

Tourist who are interested in cultural heritage tourism would visit or take part in

- Historical attractions, monuments, or landmarks
- Museums, art galleries, or theatres
- Festivals, concerts, or performances
- Culturally significant neighbourhoods or communities

Customer expectations are pre-trial beliefs about a product or service (Olson & Dover, 1979). Visitors have many source of information that lead to expectation about upcoming service encounters. These source include prior exposure to the service, word of mouth, expert opinion, publicity, and communication controlled by the company (e.g., advertising, personal selling, and price), as well as prior exposure to competitive services (Zeithaml, Berry, & Parasuraman, 1993).

Customer experiences are centred on customers' value proposition, Schmitt (1999) defines Customer experiences from multidimensional view while identifies five types of experiences: 'sensory (sense), affective (feel), cognitive (think), physical (act), and social-identity (relate) experiences'. De Keyser et al. (2015, 23) on the other hand, describe customer experience as "comprised of the cognitive, emotional, physical, sensorial, spiritual, and social elements that mark the customer's direct or indirect interaction with (an)other market actor(s)"—in essence, the raw data contained in all direct or indirect interactions that then come together as an overall experience. While Pine and Gilmore (1998, p. 3) conceptualized the idea of "experiences" as distinct from goods and services, noting that a consumer purchases an experience to "spend time enjoying a series of memorable events that a company stages … to engage him in an inherently personal way."

Destination choice is a continuous process with the final travel destination as the output Wu, Zhang, and Fujiwara (2011) based on expectations and previous

experiences and satisfaction. Thus, destination choice is an individual tourist decision on which destination to travel forms from various alternatives.

Destination choice Attributes are destination awareness set of items that visitors consider in their decision to visit any given destination such as security, conference facilities, local transport and the general hygiene of the destination. Thus, a destination that has positive destination choice elements forms a strong tourist image

Diversity of tourism consists of many different elements. These elements include cultural tourism, wildlife tourism, leisure and recreation tourism and their subcategories (Rath, 2007).

Leisure and recreation tourism Foley, Maxwell, & McGillivray (1999) reported leisure as having three distinct meanings to include Leisure as "time-off", Leisure equated with recreation and Leisure as a state of mind. This study adopted Leisure tourism equated with recreation. Thus, leisure tourism is '*a generic descriptor to indicate certain activities broadly functioning to recreate or entertain individuals or groups wherein "leisure" is associated with the idea of recreations (activities which recreate through relaxation, and challenge or foster social, cultural, intellectual or creative development). These activities are voluntary, having an element of choice on the part of those who participate and, therefore, represent active use of free-time within an individual's lifestyle*'

Pull Factors According to the Push and Pull theory presented by Dann (1977), push factors are the elements that lead tourists to travel, regardless of the destination they choose; while a **pull factor** is an external force consisting of the particularities and attributes of destinations, which influences the visitor and determines his choice. Silva and Almeida (2019) summarized 10 urban pull factors into 1. Cultural motive 2. Entertainment and nightlife 3. Shopping 4. Education 5. Festivals and other cultural events 6. Gastronomy 7. Natural resources 8. Sport and sports events 9. Business motive and 10. Religious motive

Sustainable is ensuring resources meet the desires and needs of the present without compromising the ability of future generation to meet their own needs.

Sustainable Tourism: meets the wants and desires of current visitors and local regions while protecting, enhancing opportunities and prospects of for the future generations. It is regarded as "leading to management of every resource in such a manner that is economical, societal and aesthetic wants can be satisfied while maintaining cultural integrity, necessary conservation processes, natural diversity and life support systems" (WTO; UNEP, 2005).

Sustainable Urban Tourism: This is an under-researched area according to Lu and Nepal (2009) and to address this government officials and international networks met in Istanbul of November 2012, for the 1st City Tourism Summit on "Catalyzing Economic Development and Social Progress", which determined that economic and social progress in city tourism must also ensure a sustainable development vision (UNWTO, 2012). They agreed the priority areas to include (1) raising awareness of the economic and social impact of city tourism on national and local economies; (2) integrating urban tourism as a key pillar of government policy at all levels; (3) establishing effective and renewed instruments for partnerships among all stakeholders involved in tourism to ensure the exchange of information, initiatives and knowledge; (4) highlighting the importance of human capital and investment in professional training; (5) favouring measures to foster and recognize sustainable local policies and initiatives; (6) implementing innovative strategies to develop new products with high added value by addressing niche markets; and (7) upgrading the quality of the visitor experience, and advancing towards the concept of "Smart Cities" (UNWTO, 2012, p.49).

Sustainable tourism development (STD) "meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social,

and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support system (UNWTO, 1997, 19)." Thus, STD is ecologically sustainable, economically viable as well as ethically and socially equitable. It respects the fragile environmental balance that characterizes many tourism destinations, particularly in environmentally sensitive areas; and it is based on a long term perspective.

Tourism resources: According to UNWTO (2007)**,** tourism resources are classified as those factors that make it possible to create and maintain a tourism experience to include

   Tangible resources (attractions)

- Intangible resources (image, and reputation)
- Human resources (skills, motivations, and service levels)
- Financial resources

For purposes of this Thesis, the researcher will look at Tangible resources

Tourist satisfaction: is what a visitor finds on a trip, including motivations for accepting a trip, and subsequent expectations and experiences. These attempts to capture part of a visitor's persona that Beerli, Diaz Meneses, and Moreno Gil (2007) describe as the "intrinsic needs for leisure travel that direct where and how often an individual will travel." Such preferences in urban tourism pull factors to include motivation factors, before the tour experiences & satisfaction, and the level of choice scales.

Urban definition varies from state to state, and, with periodic classification, it can vary from one country or state over time, making direct comparisons very complicated. An urban locale is a distinct area defined by one or more of the following (UNICEF, 2012):

a) Administrative criteria or political boundaries (e.g., area within an authority of a county, sub-county or town committee);

b) A threshold of inhabitants population (where the lowest amount for an

urban settlement is on average in the region an average of 2,000 people, though it varies globally between 200 and 50,000), inhabitants density;

c) Economic purpose (e.g., where a significant majority of the populace is not principally engaged in agriculture/farming, or where there is superfluous employment) or the existence of urban uniqueness, e.g., paved streets, electric lighting, and sewer systems.

Urban destination or attractions can be said to be "a country, state, area, city or town which is promoted or promotes itself as a destination for tourism activities and where tourists can visit" (Ashworth & Page, 2010).

Urban growth is the relative or unconditional increase in the number of inhabitants who exist in towns and cities. The speed of urban population expansion depends on the normal increase of the urban inhabitants and the population gained by urban regions through both net rural-urban movement and the cataloging of rural settlements areas into small towns (UNICEF, 2012).

Urban tourism is a tour taken by tourists to cities or places of high population concentration. The length of these tours is usually short (one to three days) thus it can be assumed that urban tourism is strongly correlated to the short – breaks market (WTO, 2012).

Urban tourism components are a number of activities and motivations that influence travel to urban destinations. Though varying by destinations and its attractions, these could be visiting friends, business/convention, outdoor recreation, entertaining and sightseeing, shopping, and education. The tourist city thus embraces all of the above functions and their resources. However, tourist infrastructure, services and activities (the supply of urban tourism) side has multiple users including the city residents, city-region residents, and people working within the city (Paskaleva-Shapira, 2001)

Wildlife tourism The Cooperative Research Centre (CRC) for Sustainable Tourism (2001) describes wildlife tourism as "*tourism that involves encounters with non-*

domesticated animals either in their natural environment or in captivity. It includes a wide range of activities, such as bird-watching, whale-watching, general wildlife viewing, visiting zoos and aquaria, snorkelling to view underwater life, hunting and recreational fishing". This thesis illustrated wildlife tourism to include bird watching, general wildlife viewing, visiting arboretum, Orphanage centres and nature walks.

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter presents the introduction of the research topic followed by the background to the study. Further, it outlines the statement of the problem, objectives of the study, research questions and hypotheses, significance of the study, the scope of the study and finally, it ends with the limitation of the study.

1.1 Background of the Study

Tourism and Travel (T&T) sector has steadily continued to grow over the past five decades. In 2016, international tourist arrivals reached a record 1.2 billion, that is 46 million more overnight visitors who traveled globally in 2016 as compared to 2015 (UNWTO, 2017). World Travel and Tourism Council (2017a) estimates that T&T direct injection to Gross Domestic Product increased by 3.1% in 2016. The injection was more rapid than the total international economy as a whole which grew at 2.5%; this signified that for six successive years T & T sector had outperformed the entire global economy (WTTC, 2017a). World Travel Monitor (2016) report indicated that after T&T growth of 3.2% in 2015, worldwide GDP was expected to increase by 3.1% in 2016, 3.4% in 2017 and 3.6% in 2018. Meanwhile, total T & T GDP was anticipated to account for 11.4% of worldwide GDP, and global visitor exports were anticipated to account for 7.1% of total worldwide exports by 2027 (WTTC, 2017a). On the other hand, the direct contribution of T & T to employment increased by 1.8% in 2016 denoting that approximately 2 million total additional jobs were generated directly by the sector, and a sum of around 6 million new jobs formed as a result of total direct, indirect and induced

activities. The direct, indirect and induced activities in T & T industry indicated that roughly 1 in 5 of every new job created in 2016 was as a result of tourism (WTTC, 2017a). Additionally, this also meant that the industry accounted for one in every 10 jobs on the planet, a number that could even rise to one in 9 jobs by 2027, and the T& T sector is anticipated to sustain more than 380 million jobs internationally (WTTC, 2017a).

According to Giron (2015) international urban tourism remains the most vibrant tourism form, since it is a crucial driver of this industry, accounting for over 20% of all global trips. These urban trips have seen an impressive growth rate of almost 60% over the last five years, outgrowing safari tours, beach & relaxation. Giron (2015) further notes, in addition to the 20% market share, cities are visited all year round including during holidays, sometimes mixed with other forms of tourism such as sun and beach holidays. City travel is strongly correlated to the short-breaks market since almost all stay involve spending 1 to 3 nights and sometimes less in a destination. On the other hand, MasterCard (2016) states that destination cities receive very significant impacts ranging from business revenue to social integration, and to cultural perspectives. The revenue from international visitors spending constitutes a progressive foundation of revenue in a destination city. International spending encompasses revenue in the hospitality, transport, entertainment, sports sectors, and cultural industries, such as handicraft in the tourism industry. Employment and income generation are a significant economic engine for an individual city. The flow of visitors to destination cities comes with not only the flow of new ideas, innovations, and experiences that benefits the host communities, destination cities, and the visitors but with the flow of spending (MasterCard, 2016). Thus, the more a destination city is linked to other cities, the more vibrant, dynamic it becomes and has a high pull of visitors towards it.

Holidays for USA residents equaled about two out of three international trips rose by 8% from January to August of 2016 (WTM, 2016). These trips included an 11% increase in beach & sun holidays, a 9% rise in vacation holidays and 7% increase in rural vacations. Despite the rise in all trips, the number of city trips was sluggish (WTM, 2016). For example, city trips to South America increased their portion of outbound holiday vacation trips by 9 % to more than 20 % in 2014; this indicated an additional 4 million city trips. This strong growth though moderately low mostly reflected an increase in international city trips to other cities within the region. For example, in 2014 there was regional travel by South Americans to Brazilian cities for the football World Cup championship (WTM, 2016). While in North America, WTM (2015), city trips had a proportion of less than 20% of the outbound holiday market in 2014. This considerable lower figure compared to other regions was primarily due to geography layout as many major outbound city destinations are long-haul trips.

Africa has the highest average urban growth rate of 3.3% per annum, despite being the least urbanized region of the world (UN, 2016). Over the next decade, the rate of urbanization is expected to rise two-fold in all major areas of the developing world, with Africa and Asia being top urbanizing regions (WTO, 2012). Urban tourism is still a new phenomenon in most African countries considering that most countries including Kenya's tourism mainly focuses on wildlife resources, natural beaches, waterfalls and many other natural resources which do not necessarily occur in urban areas. According to WTM (2016), in the Middle East & Africa, Dubai is the top-ranked destination city with 15.27 million international overnight visitors in 2016 and the third in growth after Abu Dhabi (15.0%) and Casablanca (14.5%) with 7.59%. This puts the Middle East city entirely in a group of its own in the region. Dubai's overnight

visitor numbers are over three-fold of the second-ranked Riyadh at 4.59 million. Johannesburg, in third and is the most prominent destination city in Sub-Sahara Africa with a growth of 6.2%.

In 2016, Kenya had over a third 32.6% of its population living in Nairobi city areas with an annual growth rate of 8.5% (Table 1.1). Within East Africa countries, Kenya has the uppermost percentage of the population living in urban areas, as well as highest urban population growth rate (NCPD, 2013). The stakeholder's development of tourism industry in Kenya has by tradition exploited tourism infrastructure on a few large attractions (high impact sites) such as wildlife and beach attractions, while the development of marginal sites especially (low impact sites), such as urbanized areas has rarely been exploited (Wambalaba & Wambalaba, 2009).

Table 1. 1: Population Trends for Nairobi

City	City population (thousands)			The average annual rate of change (percentage)		City population as a proportion of the total urban population in 2016 (percentage)	
	2000	2016	2030	2000-2016	2016-2030	Total population	Urban population
Nairobi	2 ,214	4,070	7,140	3.8	4.0	8.5	32.6

Adopted from (United Nations, 2016)

Nairobi city, like many other cities in developing countries, has experienced swift population growth in the last decade (Table 1.1). This trajectory in population growth is very rampant, with an average population rate of about 3.8% annually from 2000 to 2016. The population in Nairobi city increased from about 2.2 million in 2000, to about 4 million in 2016 and is anticipated to grow with an average growth rate of 4% from 2016 to 7.1 million in 2030 (Table 1.1). This is higher than the average of 3.4% annually for cities in developing countries and 1.8% of the world urban growth rate (Omwenga, 2011). The average illustrates, that Nairobi has a very high rate of population growth rate in the region. The high population growth rate

will have a significant influence on the limited natural spaces in Nairobi. Based on this, the research sought to first, assess tourism attractions their geo-location, and the tourism products available in Nairobi, secondly examine the relationship between diversity of tourism forms and sustainable tourism development, thirdly determine the relationship between destination attributes and sustainable tourism development and lastly establish the relationship between tourist satisfaction and sustainable tourism development.

1.2 Problem Statement

Promotion of urban tourism, its regeneration and economic development have been examined partially and exclusively in a number of studies over several years (Law, 2002; Mbaiwa, Toteng, & Moswete, 2007; Page, 1995; Page & Hall, 2002; Rogerson, 2002; Suh & Gartner, 2004). Urban tourism has been there for centuries, but as a field of academic inquiry, it is reasonably new and, has been neglected by academicians (Ashworth, 1989; Evans, 2000; Gilbert & Clark, 1997; Law, 1993; 2002; Mbaiwa, Toteng, & Moswete, 2007). Thus, urban tourism has since the 1990s not evolved much, but has gradually become acknowledged as a distinct and significant field of study in T&T (Ashworth, 1989; Gilbert & Clark, 1997; Law, 1993; Rogerson, 2002). Dating back to the 1960s, research on urban tourism was irregular and limited in scale and conducted by geographers (Pearce, 2005). The neglect in urban tourism has been because tourist activities in a city were wholly integrated into other urban behavioral, functional and physical patterns (Gilbert & Clark, 1997; Tunbridge & Ashworth, 1992). Pearce (2005) argued that urban tourism research had delayed due to the complexity that had necessitated it to disentangle from other urban functions.

However, urban tourism has not been given much attention in developing countries especially in city planning, academic research, and national policy development (Mbaiwa, Toteng, &

Moswete, 2007). For example, GoK (2006) in the tourism policy document advocates for land use planning and allocation for urban and rural development and protection of the environment. The policy document on tourism is partly because the international tourism marketplace has become more specialized and segmented, with wildlife and nature-based tourism developed in most developing countries (Mbaiwa, Toteng, & Moswete, 2007). Kenya's tourism industry relies heavily on safari tourism comprising national parks, game reserves, and other protected areas. These parks, reserves and other protected areas enclose world-famous wildlife, diversity of species, and diverse natural attractions; coastal tourism and business and conference travel (Maingi, Odunga, Belsoy, & Nthinga, 2006; Rotich, Bor, Nthiga, & Kogola, 2012; WB, 2010).

In developing countries, urban tourism remains relatively underdeveloped due to little understanding of its potential in regenerating towns and developing the economy. Attaining sustainable urban is thus a significant challenge as well as a huge problem. The World Summit of Rio de Janeiro was the first to highlight the necessity of the sustainable development in the summer of 1992. Later in 2002, the concept of sustainable development was resumed at the World Summit in Johannesburg and the Rio + 20 in 2012 (Alpopi, Manole, & Colesca, 2011). The Rio 2012 summit resolved on planning and building sustainable cities and urban settlements while promoting an integrated approach through supporting local establishments, increasing public understanding and enhancing the involvement of urban residents, including the local communities in decision making (UN, 2012).

A few studies have examined urban development from a sociological perspective (Chang, Milne, Fallon, & Pohlmann, 1996; Conforti, 1996; Law, 2002; Mullins, 1991). For example Kostko (2014) looked at the aims of city development from a sociological viewpoint. Studies on economic development have developed ideas around urban renewal (Judd, 1995; Law, 2002;

Montgomery, 2003; 2004; McCarthy, 2005; Page & Hall, 2002). Many studies in Kenya have looked at different attractions in destinations and specifically Nairobi. For example Kamau, Waweru, Lewa and Misiko (2015) focused on urban domestic tourism market in Kenya on marketing communication channels while Ndivo, Waudo and Waswa (2012) focused on domestic tourists destinations appeal and Kamau et al. (2015) looked at the psychological factors on demand. However, those studies have not given urban destination a keen look on how urban tourism pull factors and sustainable tourism development interact to create a satisfying, and remarkable experience.

The current study sought to give Nairobi urban destination a keen look and conceptualize on urban tourism pull factors and sustainable tourism development elements interact. The re-positioning of culture and urban regeneration all have a role to play, and, over time, city centres have been able to accommodate innovative products of tourism in regenerated spaces. This study added to this area of research as it intends to generate an urban growth framework potentially and draw on potential solutions and actions that support alternative sustainable tourism development in NCC.

1.3 Research Objective

This section presents the general and specific objectives

1.3.1 General Objective

The main objective of this research was to investigate the contribution of urban tourism pull factors to sustainable tourism development in Nairobi City County, Kenya

1.3.2 Specific Objectives

1 To assess tourism attractions, location, and tourism products available in Nairobi City County

2   To examine the relationship between diversity of tourism forms and sustainable tourism development in Nairobi City County

3   To determine the relationship between destination attributes and sustainable tourism development in Nairobi City County

4   To establish the relationship between tourist satisfaction and sustainable tourism development in Nairobi City County

1.4 Hypotheses of the Study

In essence, the hypothetical premises on which this study was based are:-

$H0_1$: There is no relationship between diversity of tourism attractions and sustainable tourism development in Nairobi City County

$H0_{1a}$: There is no relationship between cultural heritage tourism and sustainable tourism development in Nairobi City County

$H0_{1b}$: There is no relationship between wildlife tourism and sustainable tourism development in Nairobi City County

H_{1c}: There is no relationship between leisure tourism and sustainable tourism development in Nairobi City County

$H0_2$: There is no relationship between destination attributes and sustainable tourism development in Nairobi City County

$H0_3$: There is no relationship between tourist satisfaction and sustainable tourism development in Nairobi City County

$H0_{3a}$: There is no relationship between tourist expectations and sustainable tourism development in Nairobi City County

H0$_{3b}$: There is no relationship between tourist experience and sustainable tourism development in Nairobi City County

1.5 Research Question

The research questions that guided this study include:

1) Which are the major tourist attractions and types in Nairobi City County?

2) What is the location of the major tourism attractions and types in Nairobi City County?

3) Which tourism products and types are available in Nairobi City County?

4) What is the frequency of visitation for urban attractions on sustainable development in Nairobi City County?

5) What is the relative importance of the frequency of visitation and diversity of tourism products in urban attractions for sustainable development in Nairobi City County?

1.6 Scope of the Study

The domains included in this study include:

1.6.1 Subject Scope

The study covered urban tourism pull factors and sustainable tourism development in Nairobi City County, Kenya. Thus, the study sought to find out if there is a relationship between urban tourism pull factors and sustainable tourism development. In addition, the study also investigated the contribution of urban tourism pull factors and sustainable urban tourism. Moreover, the contribution of urban tourism pull factors and sustainable tourism development was established.

Ashworth and Page (2011) noted that studies about urban tourism in relation to T&T have been scarce. Therefore, the study comprised of departing visitors leaving via JKIA as they were deemed to have had an experience of urban tourism attractions. According to KIPPRA (2017), the ranking of JKIA as a category one airport provides an opportunity that needs to be fully exploited. Besides, Nairobi is home to a majority of different attraction while 20% of tourism activities are dominant in the region (KIPPRA, 2009). Further, KIPPRA (2017) reckons that for the country to address the mismatch between arrivals and revenues there is need re-look at the packaging of tourism products and to explore the untapped product diversity.

1.6.2 Geographical Scope

The study was carried out in Nairobi urban area within NCC, Kenya. The study was conducted on departing tourists who had at least spent one night in Nairobi destination. They consumed a myriad of products ranging from wildlife, leisure and recreation and cultural heritage tourism. Some of the attractions visited included NNP, Giraffe centre, David Sheldrick elephant orphanage, Nairobi safari walk, Ngong forest, Night clubs, casinos, Karen Blixen, Bomas of Kenya, National museums of Kenya, Kenya national museums. Nairobi is home to Kenya's biggest airport JKIA and a variety of hotels including five star hotels. Eight five star rated hotels are within a radius of 20 km from the CBD (Appendix 11); visitors were requested to indicate the type of accommodation they resided in. Besides, it is home to the capital city which has the only wild park in the world. In addition, the city receives much coverage due to the government initiative to market it as a business and conference destination.

1.7 Significance of the Study

The selection of NCC was based on the capital city's prospects of becoming an important city as well as illustrating functions of tourism as compared to the other two cities (Mombasa and Kisumu) in Kenya. This consideration was based on the following: a) this iconic city has diverse attractions ranging from cultural to leisure and wildlife attractions. These attractions range from; monuments and old buildings from the colonial era since 1900; antiquities (especially from the Colonial era) and; many other modern innovative forms of tourism development feature such shopping malls, MICE tourism centers, and modern culture; b) NCC has a rich historical and cultural background since 1900, which then boosts and establishes its image as a core historical tourism destination in Kenya. This initiative is supported by the effort to designate the zoning of land use specifically for recreation purposes. For example, Nairobi National Park (NNP) was the first national park to be established in the country in the year 1948. There is also an attempt to maximize the potential of historical and cultural resources since the formation of the county governments in 2012 (GoK, 2012); b) Nairobi City (within NCC) also functions as the capital city for Kenya. NCC has received intensive development of infrastructure and superstructure which supports its role as a center of modern services. These include activities such as shopping, MICE, and business; c) NCC demonstrates keen interest from the county government to exploit tourism for its growth in a method that is a well planned that provides an established market for its domestic and international tourists in Kenya.

According to NCC (2014), the NCC integrated development plan promotes the tourism subsector by improving existing tourist attractions as well as building new attractions. NCC also shows more prominence regarding land use for tourism development compared to Mombasa and Kisumu cities through rehabilitation of more recreation places. Further GoK

(2018) in its report on tourism agenda 2018 to 2022 intends to remodel & redevelop the Bomas of Kenya (BoK) to become the Nairobi International Convention and Exhibition Centre (NAICEC) as well as expand KICC with an additional 10,000-conference capacity to the current KICC capacity of 4,000. The agenda also seeks to consolidate and integrate regional and international airports, ports and stations.

GoK (2013) in the second medium-term plan 2013-2017 acknowledges the need to promote Nairobi as a multilateral diplomatic hub due to the presence of United Nations Environment Programme (UNEP) offices in Nairobi as well as the development of niche products such as National Museums of Kenya (NMK) Nairobi circuit and the revision on museum entry fees (NMK, n.d). The development of business and conference tourism is on course with the country hosting two conferences in 2016, TICAD VI and UNCTAD 14. Guiding the development of Kenya's tourism is vision 2030; the plans are to diversify the tourism product by creating three resort cities and the development of niche products including business and conference travel in urban centers (GoK, 2007). According to LAPSSET Corridor Development Authority (2016), preparation for the master plan of the Lamu Resort city and Metropolis is underway. Therefore, these diverse attractions of NCC provide a fascinating case for exploration.

1.8 Limitations of the Study

In pursuit of this study, several limitations were identified.

One fundamental limitation was the deficiency in prior research or published materials relating to urban visitor perceptions, behavior, and experience while on urban destinations. This not only limited access to a set of ultimate destination elements but on the performance scale. The elements used in this research were identified in the literature review. Some questionnaire

scales that were considered relevant were obtained in previous studies. However, a majority of the conducted research focused mainly on visitor vacations. The relevance of these questionnaire scales on visitors' perceptions while in Nairobi destination were vague given the uniqueness and nature of the destination. However, it could be argued that with subsequent research, other different urban destination scales (elements) will be generated so that there is an overall difference in the multifaced study of urban tourism. Additionally, it is uncertain whether destination elements employed in this study could be used for generalizations in other studies, for example, those focusing on other urban destinations such as Mombasa, Kisumu, and Nakuru due to their close relation to the area under study in tourism attractions such as wildlife, leisure, and cultural.

A general limitation of the study was the response design of two of the questions included in the tourist questionnaire (Appendix 3). These specific questions were intended to gather information about visitors' holiday reasons and composition including visits to the non-tourism destination and transiting to other destinations. The researcher was hoping that some visitors would be visiting the destination to undertake more than one activity within a single vacation with a range of different people, for example, with relatives and friends. While it was significant to find out visitors' vacation reasons and visitation composition, such questions allowed visitors to give several answers. Consequently, to investigate between individual data variances at the data analysis stage, Pearson correlation analysis was used to analyze the differences. Alternatively, if respondents were asked to give a distinct answer, generalizations would have been very precise.

A further constraint on the study was that visitors were surveyed while departing the destination. They were required to approximate their overall expenditure during their stay at the

destination. Arguably, approximations are imprecise, however, given that some of the respondents had purchased tour packages estimates were inevitable. Thus, the differences between subjects actual expenditure could not be estimated, as a result, the researcher only highlighted if visitors expenditures were within, lower or higher than their budgeted expenditure. The estimates of expenditure suggested that visitors were not capable of envisaging their expenditure for their entire visitation. Expenditure is an essential finding for future research; this is because actual visitor expenditure data should be collected to determine destination pricing methods.

Kenya destination is known for wildlife and coastal tourism products; the urban tourism product is not so well developed and marketed since there is no existing urban tourism policy according to Tourism Planner 2 (TP2). The respondents to some extent were not able to differentiate between the urban components and the known wildlife product due to the proximity of NNP and other wildlife protected areas such as Giraffe centre. Thus the experiences, expectations, and satisfaction analyzed in this research might not entirely capture the intended urban destination elements. However, the researcher overcame this by only selecting a representative sample of tourists departing through JKIA and who had at least stayed in Nairobi for one night.

The attitude of visitors to the Kenyan destination might impede on urban tourism expectations and satisfaction rates while the level of urbanization limited the fulfillment of this research. Visitors were inclined to visit the known attractions such as NNP, Karen Blixen, and David Sheldrick elephant sanctuary while leaving those that were within CBD which are more cultural due challenges associated not only to traffic jams but also to non availability of

information to the visitors. However, a representative sample was selected which was vital in ensuring non-bias and representation.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter reviewed existing literature specifically designed to explore the empirical and theoretical underpinning with regards to factors influencing travel to urban destinations and their effects on sustainable urban tourism. The organization of this chapter is under the following sub-topics: empirical review, theoretical review, the conceptual framework of the study as well as the summary of emerging gaps in the literature.

2.1 The Concept of Urban Tourism

Although the concept is not yet fully understood, urban tourism has been well received and is growing rapidly in developed countries (European Commission, 2000). According to EC (2000), urban tourism is the set of tourist resources or activities located in towns and cities and offered to visitors from other destinations. Azizi (2011) expands the definition by explaining that urban tourism takes place within the geographical limits of a city and that it constitutes spending leisure time away from individual homes for both national and international visitors and can be realized in areas of citizen's residence. Paskaleva-Shapira (April 2001) notes that urban tourism raises many issues that are in the domain of city governments, including issues related to urban fabric and infrastructure, conservation of historic and cultural buildings and zones, and controlling pressures for development. Increasingly, urban tourism has become a cornerstone of urban policy, planning, and development (Dodds & Joppe, 2001; Gibson, Dodds, Joppe, & Jamieson, 2003; Ashworth & Page, 2011). According to WTO (2002), urban tourism refers to trips taken by tourists who visit cities or places with high population. The

length of these vacations is usually between one to three days. Cities are the melting pots of native culture, art, architecture, music and urban design; the urban traveler is usually looking for these aspects during a trip. However, in urban tourism, the most important goal is the exciting discovery and visit to one particular destination. Therefore, proper infrastructure and the appropriate services should be available and easy to access (WTO, 2012).

Edwards, Griffin, and Hayllar, (2008) noted that urban tourism is one among many economic and social forces within the urban areas. The urban environment is an industry that manages and markets a multiplicity of products and experiences to visitors, who have a variety of cultural perspectives, preferences, motivations and is engaged with the host community. The effect of this involvement is a set of impacts on the industry, the tourist and the host community (Ashworth & Page, 2010). Even so, despite that tourism occurs in cities, as in other environments, its interactions and relationships between the city and tourism do little to explain these possible relationships.

A more valid and critical debate, and arguments about the flaws in the study of urban tourism destinations according to Pearce (2005), is that the analysis and advancement of urban tourism is often confronted by a sequence of contradictions. Such contradicting propositions provide a focus for scientific investigation of the concept of urban tourism and urban areas (Ashworth & Page, 2010). First, urban tourism is an essential, global emerging form of tourism although it has received moderately little amount of consideration from researchers in geography, tourism or the city. Such studies should link theoretical urban tourism research to particular tourism studies. Consequently, despite urban tourism significance, it has remained amorphously defined and unclearly demarcated with modest developments of a methodical structure of understanding. Second, visitors visit urban destinations for many reasons since cities

accommodate most visitors with wide functional entities into which urban visitors can be naturally be fascinated with. Thus, cities become to a large extent reasonably undetectable physically and economically. Third, although visitors make a thorough utilization of many urban services and facilities, little of the urban has been developed purposely for visitor consumption; Fourth, cities whose economies are most reliant upon tourism are probable to benefit the slightest, despite tourism contributing substantially to cities economic benefits. In contrast, cities that have a vast and diverse economic pedestal add most substantial amounts from urban tourism but, are the least reliant upon tourism. Lastly, the urban tourism environment needs the flexible, accessible and diverse tourism products that cities provide. It is clear that tourism needs cities and cities need tourism in return, illustrating a symbiotic relationship between cities and tourism. Thus, the critical asymmetry in the relationship between tourism, the city, and the tourist; has many undertaking for policy, sustainable management, and development.

Uysal (2013) argues that urban tourism is an expanding industry; it has several societal, environmental and economic benefits to a city. First, it generates income for local population while providing employment as well as improving the urban physical area. As a result, Spirou (2011) argues urban destinations have started developing tourist attraction strategies for local and international visitors. Such urban expansion strategies play a central role in not only raising the tourism visitors in cities but also profiling of cities. In some developed cities, tourism growth strategies considerably add to urban economies. For example, according to Spirou (2011) the raising of Los Angeles profile due to the creation of favorable image following the Summer Olympics in 1984 and Beijing 2008. The development of Barcelona profile due to efficient tourism strategies since the 1990s. The effective city branding of Spain since the

1990s had the Bilbao effect (pertains cause and effect relationship when a single project became a catalyst for reviving economically distressed and post-industrial city) and has become a role model to other destinations embracing city branding (Spirou, 2011). To Spirou, the progressive design forever changed the way the world thought about museums (Bilbao Guggenheim museum) and gave the city global media attention, elevating its reputation to attract tourists and multinational businesses.

2.1.1: Organization of Urban Tourism Environment

Urban destinations are at the center of a new association linking them to sectors such as culture and creative industries, tourism, cultural tourism and in general urban tourism. The rise and importance of urban tourism is structured or organized around the interlocking themes namely the core, periphery and peri-urban (Figure 2.1).

Figure 2. 1: Concept of Peri-urban Areas
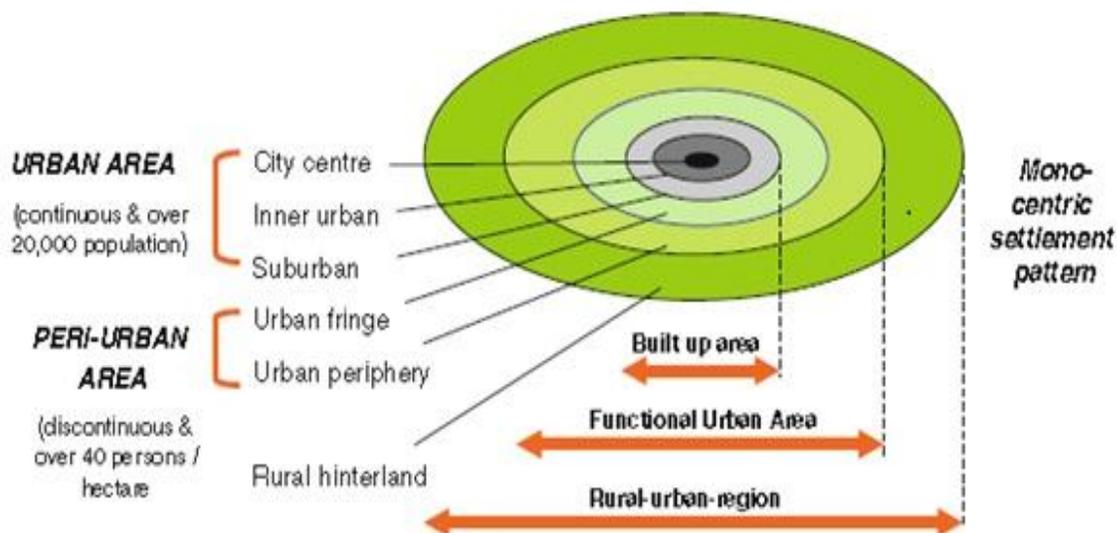
Source: (Nielsen, Ravetz, & Fertner, 2013)

Through urban tourism, the urban core has transformed the culture of urban centers, attracting youthful workers with amplified cultural services (Spirou, 2011). This according to Spirou has altered the cultures of cities and drawn a more significant number of people working in the arts at all levels in urban areas. Urban core to some extent includes the CBD, the site of many other cultural sites and areas and some public areas linked with periphery (Nielsen, Ravetz, & Fertner, 2013). For Nairobi city, the core includes attractions within the CBD; such attractions include several statues, for example, Tom Mboya, and Dedan Kimathi; museums such as Kenya National archives and NMK. Leisure products include the essential casinos and nightlife within CBD.

Urban development in the last decade has not only altered the position of urban cores but has resulted in an innovative urban landscape with regional hubs (Spirou, 2011). Urban periphery, on the other hand, is a zone surrounding the central built-up areas. The periphery is characterized by an inferior population density, although part and parcel of the urban area (core). The periphery is inclusive of smaller settlements, industrialized areas, and other urban land-uses with an environment agriculture and related land use programmes (Nielsen, Ravetz, & Fertner, 2013). Peri-urban areas may perhaps then be seen as the new central locations, rather than those "areas on edge." The urban-periphery interactions affect the socio-cultural, economic and environmental condition (Figure 2.2). Nairobi city periphery areas are those within its edges or those outside the CBD including NNP, Karura Forest, and BoK. Urban-periphery areas surrounding Nairobi city carry the bulk of attractions within the research area.

Figure 2. 2: Integrated Policy in Urban Centers and Peripheral Settlements
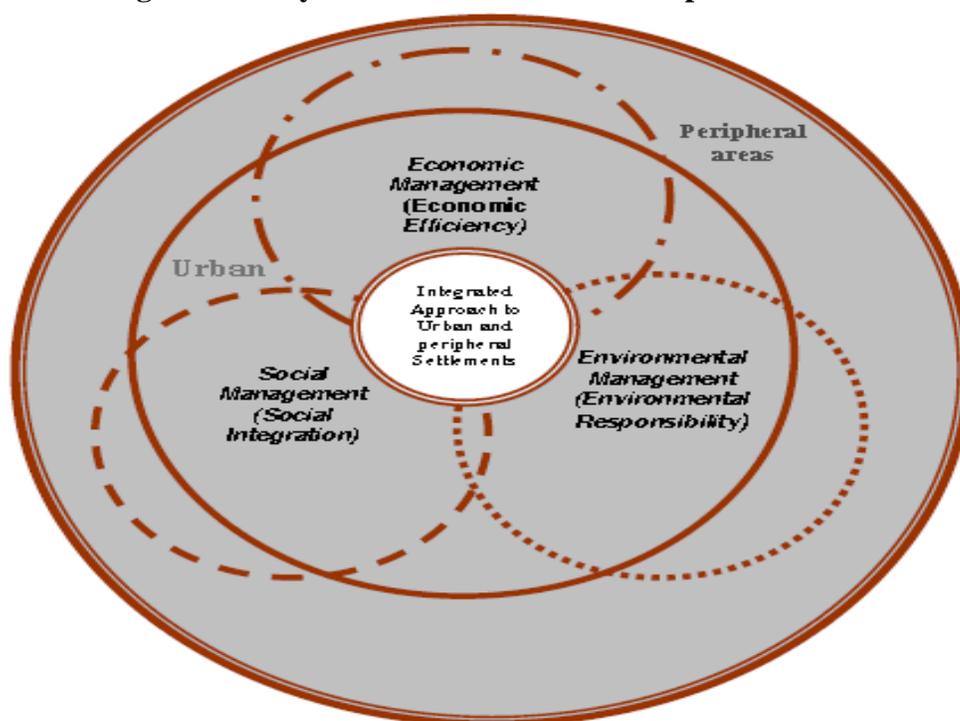
Source: (Taherkhani, Eftekhari, & Taghvaee, 2009)

The growth and expansion of urban tourism on the periphery of urban areas or on the edge of cities integrate the economic, environmental and social management. The development of cultural locations according to Richards and Wilson (2007), is emerging as new budding scenery for urban tourism, leisure, and recreation market, within the broader cultural districts.

The peri-urban area commonly known as urban fringe is the leading urban destination area. Its main challenge of the twenty-first century is on spatial planning. Peri-urban or peri-urbanization definitions are frequently used to illustrate newly urbanized areas at the outer edge of cities. This common reference is especially in developing countries, which also refers to the areas as 'peri-urban interface' (McGregor, Simon, & Thompson, 2006). The peri-urban area is when the urban area extends into the rustic rural countryside so that it can be an important territory in the area. Thus, the peri-urban area must be understood further in the context of the

broader extension between thick urban core and rural countryside while at the same time examining the area in the framework of the more large city area or the larger rural-urban region (Nielsen, Ravetz, & Fertner, 2013). These urban frameworks which take place outside the urban cores can be termed as peri-urbanization. This peri-urbanization includes other transformations, such as movements for commuting or recreation as well as other behavioral changes. These movements cause behavioral changes by old as well as new countryside residents. These behavioral changes cause further assimilation of the rural area in the system of an urban district. Thus, peri-urban change is as a result of direct urban expansion (Figure 2.3).

Figure 2. 3: Dynamics of the Peri-urban and Urban Expansion
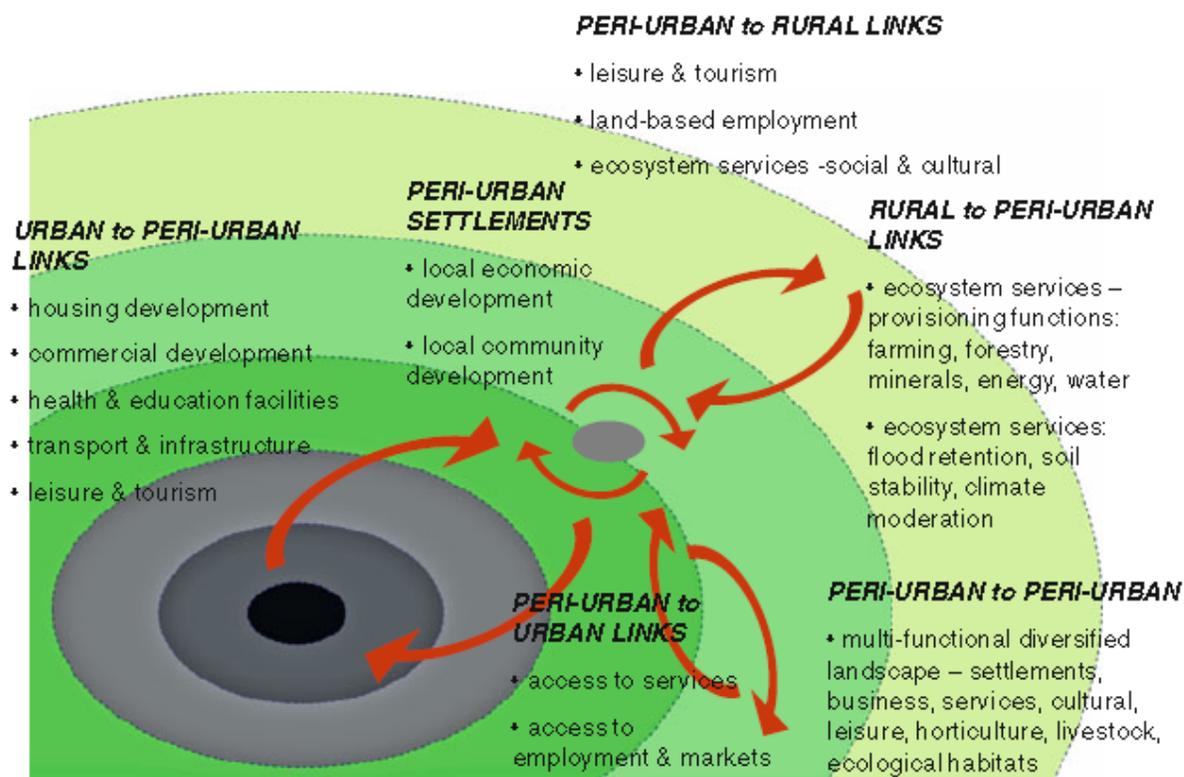
Source: (Nielsen, Ravetz, & Fertner, 2013)

The relationship between urban to peri-urban links includes but not limited to housing development, transportation & infrastructure, and leisure & tourism (Figure 2.3). On the other

hand, the relationship between peri-urban environments to rural links includes leisure & tourism, land-based employment, and ecosystem services such as social and cultural. Services such as aesthetics, amenity, recreation and cultural identity are socio-cultural. In the local community, there are relationships of investment, access to services and employment. The consumption of culture affects the character and perceptions of peri-urban areas through recreation, leisure, and tourism (Nielsen, Ravetz, & Fertner, 2013). Peri-urban large areas are open to a variety of possible exploitations including – sightseeing for tourists, real estate housing, business sites, agribusinesses, ecosystem conservation, flood mitigation and/or power production and supply. In peri-urban areas, there are also historical, residential, economic, and ecological elements competing with each other together with urban residents. These interactions seek to preserve their value of existence by restricting further expansion which affects their environment negatively (Nielsen, Ravetz, & Fertner, 2013).

2.1.2: Growth of Urban Tourism

The growth and potential of destination cities with comparable international visitor arrivals and spending (Figure 2.4) show the five fastest growths since 2009-2016 among the top 20 destinations cities of the world. London and New York were the leading and most successful destination cities in the world. These destination cities have a much lower visitor to resident ratio because of their sizeable resident population (MasterCard, 2016).

Figure 2. 4: World GDP Growth versus the Growth of International Visitor Arrivals and Spending by the 132 Destinations in 2016
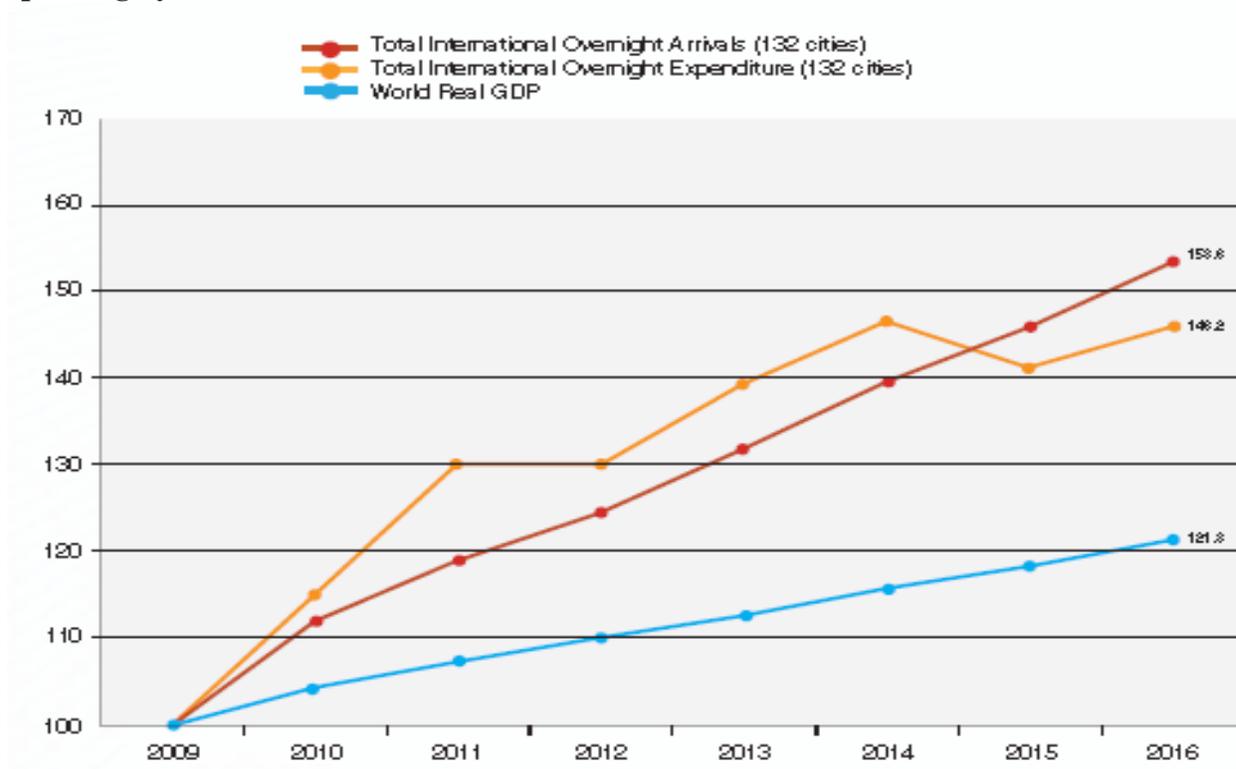
Source: (MasterCard, 2016)

Within the international leisure travel market, city trips are the fastest-growing segment. North and South Americans, Asians, and Europeans travellers preferred attractive destinations overseas and in nearby countries (Figure 2.5). As a result, due to high visitor numbers, many cities around the world are profiting, although with an increasing concern about the impact of significant numbers in popular destinations (MasterCard, 2016). The fastest-growing destination city over the 2015-2016 period with over seven million overnight visitors in 2016 was Osaka with a percentage change of 13.3% from 2015 to 2016. Osaka was followed by Tokyo with a percentage change of 12.2% and Seoul at 10.2% (Figure 2.5). Bangkok's growth rate of 9.6%, in 2015-2016 is the fourth fastest-growing among the top 20 although ranked as

number one in the 2016 destination index. At the other end of the continuum, Hong Kong has the lowest growth rate at 0.2%, followed by Istanbul at 0.3% although rated number eleven and number eight respectfully (Figure 2.5).

Figure 2. 5: Global Top 20 Destination Cities by International Overnight Visitors in 2016

2016 rank	Destination City	Country	Overnight International Visitors (millions)						2016 Visitor Spend (USD billions)
			2012	2013	2014	2015	2016	% Δ 2015 & 2016	
1	Bangkok	Thailand	15.82	17.47	17.03	19.59	21.47	9.6%	$14.8
2	London	United Kingdom	15.46	16.81	17.40	18.58	19.88	7.0%	$19.8
3	Paris	France	15.76	17.20	17.19	17.66	18.03	2.1%	$12.9
4	Dubai	UAE	10.95	12.19	13.21	14.20	15.27	7.5%	$31.3
5	New York	U.S.	10.92	11.38	12.02	12.37	12.75	3.1%	$18.5
6	Singapore	Singapore	11.10	11.90	11.86	11.63	12.11	4.1%	$12.5
7	Kuala Lumpur	Malaysia	9.63	9.89	11.69	11.19	12.02	7.4%	$11.3
8	Istanbul	Turkey	8.82	9.87	11.27	11.91	11.95	0.3%	$7.5
9	Tokyo	Japan	4.89	5.40	7.68	10.43	11.70	12.2%	$13.5
10	Seoul	South Korea	7.51	8.03	9.84	9.26	10.20	10.2%	$12.3
11	Hong Kong	Hong Kong SAR of China	8.37	8.26	8.36	8.35	8.37	0.2%	$6.8
12	Barcelona	Spain	6.91	7.18	7.42	7.70	8.20	6.4%	$9.3
13	Amsterdam	Netherlands	6.10	6.65	7.35	7.78	8.00	2.9%	$4.2
14	Milan	Italy	6.88	6.99	7.30	7.51	7.65	1.8%	$4.6
15	Taipei	Taiwan-China	4.70	5.83	6.38	6.85	7.35	7.2%	$9.6
16	Rome	Italy	6.66	6.66	6.76	6.95	7.12	2.3%	$4.5
17	Osaka	Japan	2.41	3.32	4.22	6.19	7.02	13.3%	$3.4
18	Vienna	Austria	5.38	5.55	5.85	6.23	6.69	7.5%	$4.5
19	Shanghai	China	6.04	5.71	5.89	5.74	6.12	6.6%	$5.0
20	Prague	Czech Republic	4.92	5.05	5.32	5.73	5.81	1.5%	$2.7

Source: (MasterCard, 2016)

Between 2007 and 2014, city trips soared with an increase of 82% to reach a 22% share of all holidays across the globe (WTM, 2015). Cheap flights and low-cost accommodation steadily increased city trips as well as new attractions and activities. WTM report further indicated the key motivations for city trips around the world tend to be similar. These motivations are mainly enjoying the city atmosphere, visiting cultural attractions, shopping, eating out, and sightseeing. MasterCard (2016) report highlighted the fastest-growing destination and dominant cities both

globally and regionally over the 2009 to 2016 period. At the international scale, Asia-Pacific region is dominant with 11 cities in the top 20 making half of the cities (Figure 2.5). Accordingly, the global top 20 destination cities do not contain half of these 20 fastest-growing cities. This shows that city trips are a strong source of momentum propelling many of these cities forward.

Figure 2. 6: World Outbound Holidays 2016 City Holiday Percentage Increase in Various Destination Regions
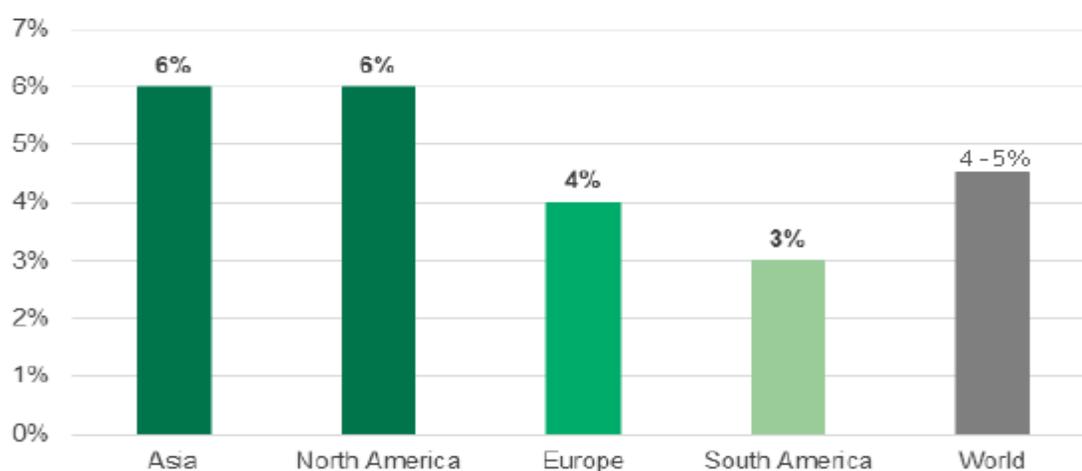
Source: (WTM, 2016)

In Asia and North America, city trips grew by about 6% of all holiday trips in 2016 (Figure 2.6) (WTM, 2016). City trips remained a growing sector with a 10% increase between the first two quarters of 2016, with a substantial 15% rise by Europeans. The number of tourists who traveled because of holidays stagnated, while safari vacations decreased by 5%, but urban trips increased by 15%. Beach & sun holidays to the Asian market increased by 20%, between the first two-thirds of 2016. The world outbound growth has been as a result of countryside trips with an increase of 15%. City trips soared with an increased by 8%, but the number of vacation holidays grew by only 2%. As a result, the average spending per trip dropped by 2% (in Euros)

and the average length of stay fell slightly to within six nights (WTM, 2016). Cities that host urban tourists have substantial economic benefits. A fact that such cities dominate others over their social and political as well as the economic environment. These significant impacts may as well be a consequence of the need to quantify the return on every investment. Economically, destination cities that receive more visitors will influence enhanced employment levels, social amenities such as health facilities and conservation needs (WTM, 2015).

T&T continues to be among the highest growing sector while at the same time most vibrant sectors of Africa's economy (WTTC, 2017b). According to African Development Bank, the Africa House at New York University and the Africa Travel Association (2015), the Africa report notes the continent had 65.3 million tourists' arrivals. The arrivals signify a total of 5.8% of the global arrivals in 2014, while global tourism earnings worldwide rose to their uppermost level at USD 1, 245 billion. Africa holds a partial 3.5% of this market share, with only USD 43.6 billion in earning in the whole continent. The T&T industry is single handily accountable for directly injecting 105.4 million jobs, this equates to 3.6% of the world's entire employment. Africa T&T generates a staggering 8.7 million jobs, taking into account indirect and induced jobs sustaining the T&T industry, the job numbers rise to an astounding 276.8 million jobs, representing 9.4% of the world's entire employment.

Figure 2. 7: The Middle East & Africa Top 10 Destination Cities in 2016

2016 rank	Destination City	Country	Overnight International Visitors (millions)						2016 Visitor Spend (USD billions)
			2012	2013	2014	2015	2016	%∆ 2015 & 2016	
1	Dubai	UAE	10.95	12.19	13.21	14.20	15.27	7.5%	$31.3
2	Riyadh	Saudi Arabia	3.73	3.93	4.17	4.35	4.59	5.5%	$1.7
3	Johannesburg	South Africa	3.81	3.71	3.80	3.39	3.60	6.2%	$1.7
4	Abu Dhabi	UAE	1.50	1.85	2.34	2.73	3.14	15.0%	$2.6
5	Cairo	Egypt	1.83	1.50	1.58	1.53	1.55	1.5%	$1.1
6	Tehran	Iran	1.11	1.38	1.43	1.47	1.52	3.1%	$0.3
7	Cape Town	South Africa	1.15	1.33	1.39	1.29	1.37	6.2%	$1.0
8	Beirut	Lebanon	0.98	0.93	0.99	1.11	1.16	4.6%	$1.1
9	Casablanca	Morocco	0.85	0.94	0.95	0.91	1.05	14.5%	$0.6
10	Tel Aviv	Israel	0.97	1.00	0.97	0.92	0.99	6.8%	$1.3

Source: (MasterCard, 2016)

At 15.0%, Abu Dhabi had the highest growth rate between 2015 and 2016 in the Middle East and Africa despite being ranked 4th, followed closely by Casablanca at 14.5% though in position nine (Figure 2.7). Dubai's growth rate, at 7.5%, is half that of Abu Dhabi, indicating the preference level of Abu Dhabi. Out of the ten cities in the Middle East and Africa in 2016, Africa's Casablanca in Morocco is the fastest growing city at 14.5% at number nine, followed by South Africa's Johannesburg and Cape Town both with a growth of 6.2%. Cairo is fifth and has the lowest growth rate of 1.5% in the Middle East & Africa (Figure 2.7) (WTM, 2016). Lawrence (2005) argued that the protection of aged structures in Africa is critical in the retention of the historical perspective of the ancient times and has the potential of attracting potential tourists. In addition, he notes that well-planned cities with attractive structures and well orderly streets do attract tourists. The author notes that poverty that catalyzes most African countries is due to poor planning. He argues that the presence of slums which are plastic-roofed

in many urban centers in developing countries is the inability of local and national authorities to meet the burden of the inhabitants in acquiring plots for putting up dwellings and business premises.

2.2 Urban Tourism Attractions

Reutsche (2006) analyzed the relationship between urban destinations and tourism. The author made a distinctive difference between the primary (core), secondary (supporting) and additional elements of the urban tourism (Figure 2.8). The primary elements characterize the fundamental reasons that draw visitors towards the cities. Primary elements include;

1) the core attractions and activities in an urban setting that includes a) cultural amenities and services: museums and art galleries; theatres and movie business places; as well as other related attractions; b) sports activities: indoor or outdoor; and c) entertainment activities: casinos and lotteries; organized cultural events; festivals.

2) It also includes places for the passing of recreation and leisure time: historical places; old and new buildings; old statues and monuments; parks and reserved areas; waterways.

Primary and secondary elements increase the curiosity of tourists to visit cities and they play an essential role in increasing tourism attractiveness (Gârbea, 2013). Gârbea further notes, in a city one can distinguish a series of primary and secondary elements. The primary elements consist of a combination of attraction considered distinctive that belong to the public realm. These primary elements are the underlying motivation why visitors frequent urban areas. In this regard, they include cultural and creative activities, sporting activities, cultural festivals and events planned for entertainment and leisure activities.

On the other hand, secondary elements consist of the following; a) cuisine services and shopping markets; b) additional elements including (ease of access; transportation and car parks); c) tourist information such as maps, signage, and guides books are also very essential for the accomplishment of the urban tourism although they do not symbolize the key attractions for tourists (Popescu, 2008). Secondary elements include a variety of urban activities that reinforce and complement the tourist understanding of accommodation, food and beverage and transportation facilities. Such elements are essential and add to the smooth management of the complete urban tourism product.

This association between tourism and urban environments has been researched by many authors who differentiate several elements of the city environment including (Van den Berg, Van Der Borg, & Van Der Meer, 1995; Law, 2002) Figure 2.8 and 2.9 respectively. The widely used criteria expressing the association between tourism and the urban environment belong to (Law, 2002) (Figure 2.5). He makes a distinct categorization between primary, secondary and additional elements of urban tourism. Thus, to him, the primary elements such as cultural and historical attractions, amusement parks, cultural, physical, and social uniqueness, are the key reasons for visiting. Accordingly, secondary elements consist of tourism accommodation services, food & beverage, malls among other supporting facilities.

Figure 2. 8: The Tourist City
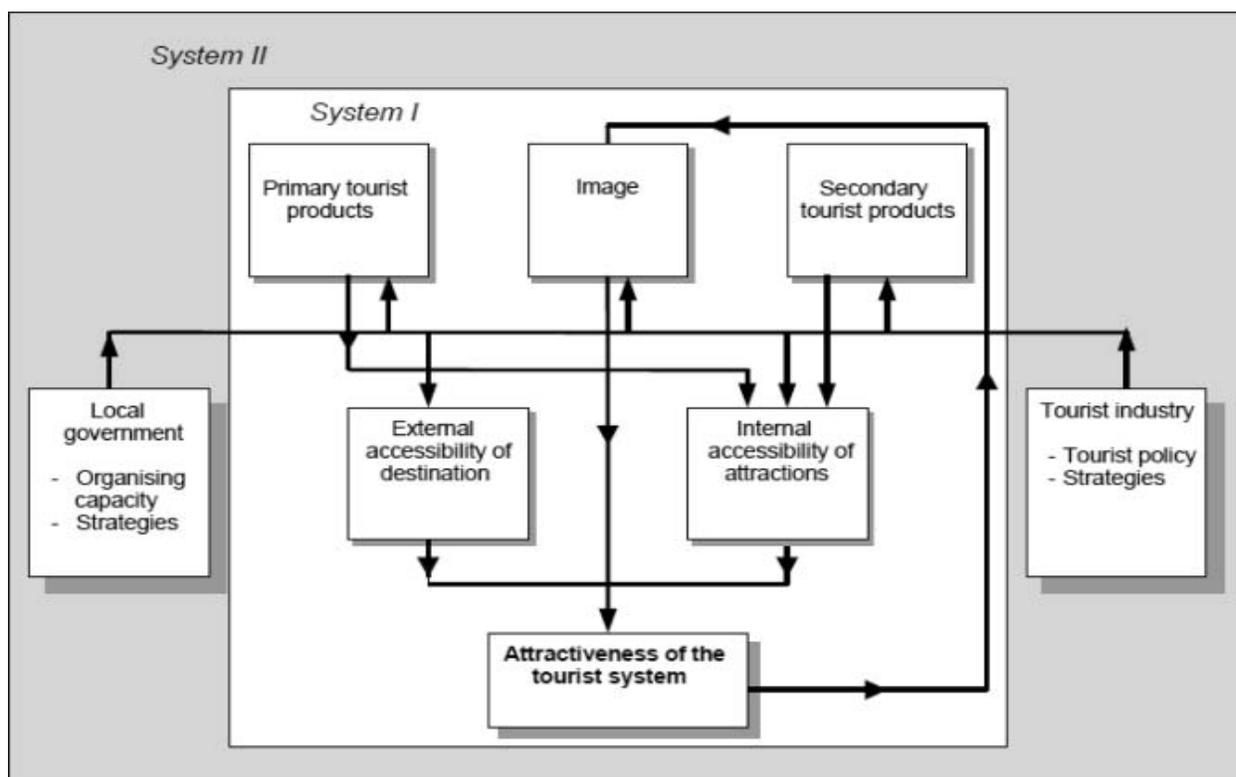
Source: (Van den Berg, Van Der Borg, & Van Der Meer, 1995)

Van Den Berg *et al.* (1995) gives five basic elements that a city must have to be classified as a 'tourist city' as well as compete with diverse urban destination cities (Figure 2.8).

i) *Primary activities* – these are the major motives why visitors select a given city, it's because of its attractiveness. These primary products comprise but not limited to natural attractions, such as national parks, reserves, coastlines, lakes, and mountains; historical attractions, such as old buildings; cultural attractions including public and private museums and arts; leisure and recreational sites such as urban theme parks; and cultural festivals and events. ii) *Secondary activities* – these are products and/or services provided for the support of the tour including lodging facilities, food, and beverage, shopping, recreation, and visitor support services.

iii) *External accessibility* - are options for getting to the city from either outside or within a country. The main means of accessibility to a destination from outside a country is through an airport, although other means of accessibility, such as through a port (harbor or border), or a highway and a train system exist. These not only improve accessibility but they also enhance visitor experiences significantly.

iv) *Internal ease of access* – assists a tourist to get around the urban environment from one location to another. Internal accessibility requires conducive environment for tourists. An excellent open transportation system adds efficiency and an enjoyable tourist's experience, as do clear signage, clear maps, and legibility.

v) *Image* – the image of any given city is of considerable influence to tourist psychological factors when visitors decide where to visit urban destinations (Urry, 1999). Tourists to urban destinations will almost certainly prefer a destination with a good favorable image.

A broad variety of critical attractions located in a reasonably small area, in addition to a variety of lodging facilities, cuisine facilities, accessibility to tourist destination and a large base of tourist information centers support the growth of tourism experience in the urban environment (USAID, n.d.). These diverse elements within a small accessible tourist area offer a complex and heterogeneous character to the urban tourism product (Gârbea, 2013). The diversity of existing and unexploited tourism resources in urban environments and tourist consumption trends are those key attractive areas such as the business attractions, cultural attractions, entertainment facilities, and shopping malls (Jelinčić, 2002). Delineation of all the striking urban areas provides a sure way that a city will attract many visitors who have various aspirations, expectations, and motivations (UN Habitat, 2017). Thus, visitors are in search of

diversity, novelty and a variety of a broad range of activities likely amalgamated during an urban destination vacation of a few days.

2.2.1   Urban Tourism Destinations

UNWTO (2014) regards tourism as a socio-economic, and a socio-cultural experience, which arouses visitor movement in destinations and environments naturally outside their usual surroundings (permanent residence) with the individual, business or specialized reasons. Accordingly, UNWTO notes that there are three major forms of tourism based on the following: a) tourism destination that includes but not limited to; beach, mountain, sea, urban, among others. There exists no clear boundary between urban, coastal, and beach tourism since each may contain a combination or part of the other product. In Nairobi urban destination, there is an overlap between urban, leisure and wildlife tourism, b) socio-demographic uniqueness of the visitors; and c) holiday intentions.

Urban city destinations have always taken an important part in the reception of visitors. Urban destination attractions concentrate on cultural human activities to create a unifying structural design and industrial activities forming the base for historical cultural tourism products, developing science and technology (Zhigunova, 2015). Many changes in the formation of traveling behavior and visitation length while in the urban destination have developed recently. The main urban destinations have led to competition, which has often been critical to the prospects of tourist destination areas. Efforts on investment in the tourism industry and particularly urban infrastructure are of significant importance in bringing new tourist attractions to the market while renovating the existing ones. Additionally, Iordache, (2015) states urban tourism is an ingredient in all strategies that attract tourists increasingly towards small towns**.**

Small-size towns are in progress of growth through launching festivals and events that will make themselves stand out. These efforts are usually through continued product growth and promotion by tourism offices'. At the same time, tourism officers should ensure proper infrastructure on other supporting facilities such as stadiums, transit systems, and conference halls are in order.

According to Iordache (2013; 2015) and Law (1995; 2002) the following five features have steadily contributed to the rise in significance of short-term tours in urban destinations. Short term phenomenon is a patient explicit defining feature of activities while in cities: a) urban travels take place all through the year irrespective of the season, due to this urban tourism lacks seasonality; b) unforeseeableness caused by the fact that decisions are often made spontaneously, without prior planning, has been encouraged by the progress in the field of information technology. The progression gives visitors the opportunity to know the time possibilities to travel and book accommodation in specific units, which in turn has generated short trips duration by tourists; c) urban tourists are associated with particular activites such as painting, art, and exhibitions; events and festivals; public performances such as concerts, nights entertainment, art and crafts; fairs and festivals; and sports (Figure 2.9); d) urban attractions prompt important economic benefits as tourists spend a lot of their time on cultural activites, shopping, entertainment, and indulging in the destination night life. These cultural activities are exclusively important to a city's' economic growth, and e) these activities significantly power to increase the city's pleasant appearance. The handwork and efforts made in the urban sector are for the promotion of cultural, the accommodation industry, the characteristics of the entertainment and natural area. These aspects to an urban environment contribute in a broad image and in turn increasing urban tourist flows.

Figure 2. 9: Elements of Urban Tourism

PRIMARY ELEMENTS	
Facilities for Activities	**Factors of Leisure and Relaxation**
Cultural facilities ♦ Theatres ♦ Concert halls ♦ Museums and art galleries ♦ Exhibitions ♦ Cinemas	**Physical characteristics** ♦ Historic streets ♦ Structures of interest ♦ Religious buildings ♦ Parks and green areas ♦ River channels ♦ Ports
Sports facilities ♦ Stadiums ♦ Multipurpose halls	
Leisure facilities ♦ Casinos ♦ Nightclubs ♦ Organized parties	**Socio-cultural characteristics** ♦ Language ♦ Customs and traditions ♦ Security
SECONDARY ELEMENTS	
♦ Hotels and restaurants ♦ Commercial facilities ♦ Markets	
ADDITIONAL ELEMENTS	
♦ Accessibility and parking facilities ♦ Presence of facilities created for tourism purposes ♦ Information offices, tourist guides.	

Source: (Law, 2002)

Urban tourism takes place in towns with a population of about 20,000 residents (UNICEF, 2012). The report further indicated its main characteristic is short-term stays, denoting tours away from their place of stay for at least 1 to 3 nights. Additionally, Ashworth and Page (2011) noted urban tourism involves spending ones own discretionary time while in towns for a variety of motivations; such as viewing musical displays, visiting cultural attractions as well as going to malls for shopping or visiting relatives as well as meeting friends.

2.2.2 Factors Influencing Travel to Urban Destinations

Poon (1989; 1993) highlighted the changing tourism travel patterns. Poon inferred the death of `old' tourism and the appearance of a `new' form of tourism. To poon, mass tourism, and standardized products characterized old tourism while new tourism, is characterized by elastic, self-sufficient, knowledgeable and segmented travelers, an expert and environmentally conscious forms of tourism. Sharpley (2003) argued that any variance in travel for tourism products is connected to changes in contemporary society. These changes cannot be associated with a result of technological as well as other progressions linked with the modernization of a civilization.

According to Iordache (2013) cultural tourism and urban entertainment are the greatest motivation for urban tourism, they contribute to urban leisure with almost 40%. These are followed by friends and family meetings with (30%). Business and specialized motives are in the range of 10-15%, alongside gastronomical holidays, shopping, and partaking in festivals (Iordache, 2013; Van den Berg, Van Der Borg, & Van Der Meer, 1995). Urban international travel tourism accounts for 35 % of Europeans with an annual average increase of 4 % over the last one decade (EC, 2000).

According to MasterCard (2016), the top three destinations in Africa are Johannesburg and Cape Town in South Africa and Casablanca in Morocco. Johannesburg received 4.3 million international overnight tourists in 2014. Johannesburg tops international visitor expenditure in Africa, with visitors spending a considerable amount in excess of USD 3.2 billion in 2014, as compared to USD 3.06 billion in 2013 (MasterCard, 2014). International visitor expenditure could be attributed to continued high travel concentrated in air travel, for both personal and

business motivations (WTTC, 2017a). Casablanca on the other hand received 1.05 Million visitors in 2016, who spent an overnight in the destination and had the highest growth in 2015/2016 of 4.5% while visitors to the destination spent USD 0.6 billion (MasterCard, 2016). The reason why cities are receiving a large number of visitors is that they are the world's fabulous tourist destinations. Tourists are attracted, in increasing figures, to the vitality, enthusiasm, and diversity of tourist attractions, since most of the cultural tourism resources are concentrated in cities. While in urban destinations tourist indulges in a myriad of activities including but not limited to leisure, business, meeting friends and relatives, conference, and wildlife (WTO, 2012).

Kenya destination has been receiving a proportionate number of visitors due to the rich cultural, wildlife and leisure offers in the destination. The numbers have been relatively low since 2013 (Figure 2.10) due to British and USA travel advisories to the country, the Al-Shabaab attack on Westgate mall on 21st September 2013 and the deteriorating economy after an electioneering period earlier in March 2013. Visitors' numbers also fell in 2015 due to insecurity concerns in the country, with the Garissa University College being attacked in April 2015. Nairobi, on the other hand, received 618,506 international visitors in 2014, an 8.1 % increase from 2013's 568,266 visitors. Travelers to Nairobi spent USD\$ 317 million in 2014, compared to USD 281 million in 2013 (MasterCard, 2014).

Figure 2. 10: JKIA Departure Trends for the Last 8 Years

Year	2010	2011	2012	2013	2014	2015	2016	2017
No. of Visitors	1.06 M	1.03 M	1.05 M	900,000	743,674	662,789	781,400	863,900

Source: (KNBS, 2014; 2015; 2017; 2018)

2.3 Diversity of Tourism Forms

Tourism is travel for recreational, leisure or business purposes (Azizi, 2011). These can be a number of activities and motivations in urban destination. Though this varies by destinations and its attractions, these could be visiting friends, business/convention, outdoor recreation, entertaining and sightseeing, shopping, and education (Paskaleva-Shapira, 2001). The tourist city thus embraces all of the above functions and their resources. This study investigated tourist attractions in Nairobi urban destination using the dominant attractions. These include urban cultural tourism, wildlife tourism and leisure and recreation tourism attraction(s).

2.3.1 Urban Cultural tourism Attractions

According to WTO (2012b) cultural tourism is considered one of the most important and diverse occurrences of modern tourism. It is open to constant innovation and the creation of new dynamic products, in response to demands for new experiences by visitors through growth and development of cultural tourism. Cultural tourism is also expressed in those practices, expressions, knowledge, and skills, as well as in associated items and cultural practices, that communities and individuals view as part of their culture. Cultural tourism is transmitted from one generation to another through constant recreation; it provides humankind with a sense of identity and continuity (WTO 2012b). UNWTO (2017b) notes that the international wealth of cultural tourism is the principal motivation for travel, accounting for 40% of international arrivals and are considered "cultural tourists", i.e. travelers who participate in a cultural visit or activity as part of their stay (OECD, 2009). The diverse link between tourism and culture can contribute to improved inclusive, sustainable development (World Tourism Organization, 2012c). NCC boasts of a large collection of cultural attractions (Appendix 12).

Culture is a fundamental component within the tourism system (Richards & Wilson, 2006; Urry, 2001). On the other hand, cultural tourism is regularly said to be the leading and one of the fastest and largest budding segments of international tourism. According to Iordache (2013) cultural tourism and urban entertainment are the greatest motivation for urban tourism, they contribute to urban leisure with almost 40%. Cultural tourism growth has been witnessed from mid 1990s twice growing quicker than the general growth of tourism industry (WTO, 2004). Cultural tourism has been defined by a number of authors including (McIntosh & Goeldner, 1994; Richards, 1996; Littrell, 1997; Alzua, O'Leary, & Morrison, 1998; Richards, 2003). To the authors cultural tourism activities include the movement of people to cultural attractions, their intentions is to gather new information and experiences to satisfy their cultural needs. However the most adaptable definition comes from WTO (1985) to include "movements of persons for essentially cultural motivations such as study tours, performing arts & cultural tours, travel to festivals and other cultural events, visits to sites, and monuments, travel to study nature, folklore or art, and pilgrimages". Cultural tourism plays a vital role both in rural areas as well as in urban areas in ensuring sustainability of resources in a number of ways that include socio-cultural, economic as well as environmental. Different communities in Kenya have different cultural resources to include - Kisii Stone Carvings, the Maasai Bracelets, Beads, the Kenyan Kikoi, the Akamba Wood Carvings and Traditional Baskets weavers (Dorothy, 2012). Majority of these resources are displayed in the Nairobi maasai market. The market moves around the city visiting different malls and locations seling their wares. Visitors can buy and view different art designs made by Kenyans and mainly to do with Kenya.

Cultural tourism is in the development phase but has already designated itself as one of the highest growing segments of tourism in the world and to Aranburu, Plaza, and Esteban,

(2016) the fastest growing form of tourism in Europe especially in cities. Thus, tourism and culture in cities has as a consequently become key to many growth plans internationally (Ashworth & Page, 2010). Many regions especially cities are aggressively using their cultural assets both intangible and tangible as means of comparative advantage to promote strategies for development, while creating local uniqueness in the global era through development of socio-economic (Ray, 1998; Andriotis & Vaughan, 2003). To María, De La Calle-Vaquero and Yubero (2017) visitor influx in Europe tends to be concentrated in urban centres, which overlap unevenly with historic centres. Culture performs a fundamental function in shaping the tourism environment while meeting the needs of customers. Undeniably, the steady growth of cultural tourism (of art, food, fashion, and music) and the immediate industries that cater to it has increased the economies of different cities (Zukin, 1995; Ray, 1998).

Urban culture, on the other hand, is the analysis of a variety of resources by a large base of consumers: its significance is not only on the historic elements of built environment and spatial features of cities, but on the life of local community (Orbasli, 2000). Cities have gradually over the years moved from 'production' of products to 'service' and lastly to 'experience' (Pine & Gilmore, 1999).

2.3.1.1 Kenya National Archives

Kenya National Archives and Documentation Service (KNA&DS) was established through an act of parliament. The Public Archives Act of 1965 which began its use on the 25th January 1966. The Act was amended later in the 1990s to become the Public Archives and Documentation Service Act (PA&DSA), Cap 19 of the Laws of Kenya. Section 3 of the act was revised which renamed the PA&DSA to KNA&DS commonly referred to as Kenya National Archives. Notable was also the inclusion of Section 5A, that clearly put in place the National

Documentation Service while outlining its important functions. The major function authorized and gave powers to the section service to select, gather, process, house, control and preserve all bound documents produced by the government department or ministry, including the county governments. Its chief reason is to offer conservation of public records and files (microfilming, storerooms, and audio-visual conservation) and accessibility services (search and reading room) for the said resources. Efforts are in place to automate archival catalog and lists where visitors can access both automated catalogs and hard copy on archival catalog (Gisesa, 2008).

The Conservation Section is a modern facility for conservation functions. Where the principal function of the department is to refurbish damaged resources from government departments and county governments. This is because preservation and conservation is key to information availability. Further, the department offers advisory services on the best practices for of information resources across all formats – print, digital, microfilm. While the Audio-Visual Archives Section accommodates information that can be listened and viewed. Kenya's heritage is preserved here since the place houses a rich collection of still photos and audio tapes that capture diverse Kenya's history. The tape rolls contain rich and diverse Kenyan heritage information. Microfilming Section, on the other hand, converts information to other formats. This department focus on converting print to digital documents formats. Notable print formats converted in the department include the Kenyan Daily papers that comprise of the East African newspaper, the Daily Nation newspaper, and the Standard newspaper. Underway in the section is the digitizing of the rich collection of the Late Joseph Murumbi, the Murumbi Africana Collection (Gisesa, 2008).

2.3.1.2 Bomas of Kenya

The Government in 1971 at the Langata Forest started the BoK. Today, BoK is a subsidiary of Tourism Finance Corporation (TFC) previously Kenya Tourist Development Cooperation (KTDC). The mandate of BoK is to maintain, promote and preserve the rich diverse cultural morals and ethics of various cultural communities in Kenya. BoK also has the mandate to operate as a visitor attraction center and it is supposed to conserve the genuineness of Kenya's cultural principles while depicting them in the purest forms (BoK, 2017). As the premier institution in cultural resources conservation and management, BoK plays an essential function in sustainability, growth, and encouragement of cultural tourism in Kenya. BoK has a sequential cultural event geared towards the growth of Kenya's diverse rich culture. These famous cultural bonanzas bring Kenyans together from diverse cultural backgrounds, to display their abilities in dance, music, theatre/drama, comedies, games, fashion show, seminars and poetry/recitals, exhibitions, and sports. A cultural village also depicts the way of life of different Kenyan communities. A visit to the BoK will offer an experience of the union between the role of culture in preserving the character of a community and sustainable development of resources. In spite of modernity, BoK has made efforts to balance between preservation challenges and development of Kenyan culture (Kahithe, 2014).

The development of cultural tourism has improved worldview due to the significance of culture resources that acts as an instrument for creating economic development while conserving cultural resources (UNESCO, 2002). This has been necessitated by the current growth in cultural interest. As a leading establishment in cultural resources conservation and utilization, BoK is bound to play a more prominent role in the growth and management of cultural tourism in Kenya (BoK, 2017).

2.3.1.3 National Museums of Kenya

National Museum of Kenya (NMK) is within NCC. The museum houses a large collection of artifacts portraying Kenya's rich heritage through history, nature, culture and contemporary art (National Museums of Kenya, 2009). Besides NMK, the city hosts ten more museums and forty cultural sites. The museums include; African Heritage Pan African Gallery, Karen Blixen, Nairobi Gallery, and Nairobi Railway Museum (Appendix 12). NMK and Karen Blixen museums are a source of international tourist attraction and therefore generate income for the county (NCC, 2018).

According to the National Museums of Kenya (2009) an Act of Parliament established the NMK with a legal mandate for heritage preservation and conservation under the National Museums and Heritage Act of 2006. Further, the NMK strategic plan highlights the broad objectives and a wide array of activities ranging from conservation of traditional Museum activities to the preservation of Kenya's heritage sites and monuments. The act stipulates that the main mandate of NMK is the preservation of Kenya heritage collection of monuments, cultural, sites and ecological and fossils exhibits which are exceptional in Sub-Saharan Africa and bio-conservation and biomedical research. Kenya's National Heritage is evident in its diversity in abundance through pre-historic, cultural and natural wealth (UNESCO, 2017). To KNATCOM the diverse cultures make a national resource which has a bearing on the improvement of Kenya's development agenda. Over the years, NMK has grown into an international reputation of multi-disciplinary heritage management and research organization (National Museums of Kenya, 2009). NMK has also gained momentum in the number of visitation (both domestic and international) with an increase from 184,700 visitors in 2012 to over 278, 700 visitors in 2016, presenting a 34% growth (KNBS, 2017).

2.3.1.4 Karen Blixen Museum

The bungalow-style house which houses the Karen Blixen Museum was built in 1912. After independence, the house was given to the new Kenyan government as an independence gift by the then Danish government in 1964 (NMK, 2011). Located in what was then British East Africa, the museum was opened to the public in 1986 following the popularity of the 1985 movie, 'Out of Africa' as one of Kenya's national museums (Thangwa, 2017).

Karen Blixen Museum is a branch of the National Museums of Kenya located only 10 km west of Nairobi CBD and 28 km from JKIA (Appendix 12). The museum presents the history of Kenya's early settlers and displays agricultural tools dating back to the 1900s. The land and gardens surrounding the museum provide a rich natural environment which is well used for the study of birds, trees, butterflies, and mammals making it one of the best outdoor learning resource centers in Kenya (Lange, 2015). To Lange, the museum is perhaps better known internationally than locally because of the movie 'Out of Africa' which draws on Karen Blixen's book of the same title.

2.3.2 Urban Wildlife Tourism Attractions

Wildlife tourism or wildlife watching tourism is a form of tourism that is prearranged and conducted in order to observe or encounter wildlife (Higginbottom, 2004). The author further notes wildlife tourism wholly is related to the non-consumptive form of wildlife-based activities such as observing, touching or feeding of animals. The international market size of wildlife tourism is estimated at 12 million trips annually and is growing at a rate of about 10% a year (Belicia & Islam, 2018). The Africa destination is outstanding for wildlife diversity and is the main destination for wildlife watching tourism (UNWTO, 2015c). According to the

UNWTO report, African countries account for about half of all wildlife tourism trips booked worldwide. Wildlife watching represents 80% of the total annual sales of trips to Africa and sales are increasing (World Tourism Organization, 2014). The tourism industry in Kenya is mainly wildlife – based, since the establishment of NNP as the first national park in 1948 (Okello, 2014). KTB (2014) states for decades, millions of visitors have taken safaris to wildlife habitation to experience the nature, witness the wildlife sighting, and to open wilderness. The Kenyan destination has progressively grown into a modern and diverse destination offering travel experiences and cityscapes with rich, authentic wildlife, and nature experiences within easy reach (KTB, 2016). The report further articulates, Kenya's tourism is over 80% nature based, while the revenues generated go back to protect core base resources. Sustainability is therefore paramount for destination Kenya as it is with all other destination around the world. The main wildlife conservation areas in Nairobi are game parks, reserves, and conservancies. NCC has a major park that serves as the main tourist attraction. The main national park in Nairobi is NNP, while other conservation areas include Nairobi safari walk and Nairobi mini orphanage (NCC, 2018). The Nairobi Safari Walk is a major attraction to tourists as it offers a rare foot experience for wildlife viewing. Nairobi animal orphanage located in NNP serves as a treatment and rehabilitation center for wild animals. Other wildlife conservation areas include the giraffe center and David Sheldrick elephant orphanage.

Many people around the world love visiting national parks to view the diversity of wildlife. In most cases, national parks and reserves are found away from human civilization. They are found in rural areas, although national parks and reserves in urban areas is not a new occurrence. There are several urban places that harbour national parks and reserves including Dushanbe in Tajikistan; Hyderabad in India; Miri, kuching and Johor Bahru in Malaysia; Maun

and Gaborone in Botswana; Iringa in Tanzania and Nairobi in Kenya. Malaysia presents the best case for urban tourism and is one of the most visited countries. According to Yin (2016) Johor Bahru City promotes itself as a world-class recreation and tourism. The author further notes that efforts are being made to transform the city into a world-class tourism destination, with a target of 30 million domestic and international tourists by 2025. The city is developing a number of projects aimed at improving the tourism offering, including the Segget River Restoration, MICE, educational tourism, a cultural heritage trail, sport tourism, recreational events and activities, a waterfront development, amusement theme parks, the Danga Bay Water Integrated City, health and wellness tourism, medical tourism, a food and shopping complex, and transportation and airport renovations

In Africa Maun and Gaborone both have game parks with wildlife in significant numbers to attract visitors to towns. Maun has Maun Educational Park while Gaborone has Mokolodi Nature Reserve (Mbaiwa et al, 2007). To the authors these parks provide Botswana's wildlife experience for short-term visitors to the city who are unable to travel to prime wildlife areas in the north-west of the country. Ruaha National Park is one of the most beautiful natural parks in Tanzania and is located close to the town of Iringa. The tourism industry in Kenya is mainly wildlife – based, since the establishment of NNP as the first national park in 1948 (Okello, 2014). Nairobi is the only capital city in the world that has a national park commonly referred to as the world's wildlife capital. Tourism in Kenya is mainly based on natural attractions which include wildlife to natural habitats as well as clean and beautiful beaches (Nyagaka, 2009). Approximately 10% of the country has been set aside for conservation of wildlife and biodiversity. Game viewing is a very popular pursuit since most visitors to Kenya are predominantly interested in seeing "the big five" namely the Elephant, Rhino, Lion, Buffalo,

and the Leopard, not to mention other lesser and unique animals found in Africa's savanna and forests (Nyagaka, 2009). KTB (2014) report states for decades, millions of visitors have taken safaris to wildlife habitation to experience the nature, witness the wildlife sighting, and to open wilderness. The Kenyan destination has progressively grown into a modern and diverse destination offering travel experiences and cityscapes with rich, authentic wildlife, and nature experiences within easy reach (KTB, 2016). The report further articulates, Kenya's tourism is over 80% nature based, while the revenues generated go back to protect core base resources. Sustainability is therefore paramount for destination Kenya as it is with all other destination around the world.

Nairobi urban destination is endowed with a wide range of natural, ecological and heritage attractions a case example of NNP (Table 2.1). The destination also functions as a hub to other acclaimed national parks in the country through Nairobi safari walk. Other notable wildlife tourism activities include feeding & interacting with animals, and viewing diverse birdlife.

Table 2. 1: Major wildlife activities in Nairobi

Wildlife locations in Nairobi	Main types of animals being watched	Tourism activities
Nairobi National Park	Large African mammals - Rhinoceroses, Lions, Leopards, hyena, Cheetah, Buffalo, Zebra Hippos, and diverse birdlife	-Vehicle safaris to see large concentrations of mammals -Important Bird Area (IBA)
Animal orphanage	Diverse animals from the larger Kenyan parks - Lions, crocodiles, cheetah, leopards, wild cats, wild dogs and birdlife	To feed and interact with animals
Nairobi safari walk	Diverse animals - the rare bongo, Rhinoceroses, albino zebra, and a collection of cats, antelopes and primates.	-Introduces the visitor to what they expect to see in the country side - creative landscape design, unique wildlife species and detailed interpretation
David Sheldrick Elephant Orphanage	Baby Elephants	-To feed orphaned baby elephants

Giraffes Centre	Endangered Rothschild Giraffes	-Feeding and close interaction with Giraffes
Karura Forest	Bird watching	-To view diverse bird life
Nairobi Arboretum	Bird watching	-Home to over 100 migrant & resident birds and holds over 350 different species of trees.
Oloolua Nature Trail	Bird watching Primates viewing	-Activities include: Jogging, picnic, camping, short hikes, guided tours in the forest, visiting the caves, swamps and waterfall. -Home to Institute of Primate Research (IPR)
Diverse recreation parks (Central park, Uhuru gardens, Nairobi city park and Uhuru Park)	Bird watching	-Camping, nature trails, monuments, picnic sites, sculpture garden etc

Source: (Author, 2017)

2.3.2.1 Nairobi National Park

NNP covers an area of 117 km^2 and was established in 1948 (Tibaijuki, 2007). To the author, it's the world's only wildlife park found within a capital city and the park has a diverse range of wildlife species in its highland dry-forest and savannah grassland landscape. The residents of the park include about 100 species of mammals, including members of the big five that is buffalos, lions, and leopards (Magical Kenya, 2014). Other observable fauna includes species in the cat family including but not limited to serval cats, and cheetah; crocodiles, snakes, wildebeest, baboons, zebra, and hyenas. It also has diverse bird species, and the park is classified as an Important Bird Area (IBA) with over 400 birds' species (Muoria, et al., 2013).

NNP has been a stopover for wildlife migrating in search of food, breeding grounds and water for hundreds of years. Animals migrated from Machakos in the East, Kilimambogo/Oldonyo Sabuk in the North, Narok in the West, and Amboseli in the South. The last five to six decades

ago has seen a gradual change in land use patterns where farmers and settlers progressively took over the land around the base of the Ngong Hills. By 1970, group ranches had begun to develop in the south. In the 1980s and 90s, land south of the park was mostly turned over to private ownership thus blocking wildlife dispersal along migratory corridors (UNEP, 2009). NNP is ranked sixth after Mini orphanage in NCC, Lake Nakuru National park in Nakuru County, Impala sanctuary in Kisumu County, Hells gate reserve in Nakuru County and Maasai Mara national reserve in Narok County among Kenya's parks regarding visitation and income generation. It received more than 153,000 visitors (domestic and international) in 2016 (KNBS, 2017) and generates Ksh 45 million annually (UNEP, 2009).

2.3.2.2 Nairobi Animal Orphanage

Established in 1964, the animal orphanage was set up as a safe haven and a rehabilitation center for abandoned or wounded wild animals, found in Kenya. A set up was put in place wherein a raised platform was elected where visitors can walk freely and have a secure view to an array of fauna such as crocodiles, wild cats, hippos, wild beasts and wild dogs (Magical Kenya, 2014). Visitation levels to the mini orphanage have been on a decline since 2012 with 474,000 visitors (domestic and international) to 328,000 in 2015. However, 2016 showed an increase in the number of visitation with 390,400 domestic and international visitors (KNBS, 2017).

2.3.2.3 David Sheldrick Elephant Orphanage

Elephant calves orphaned by natural occurrences or poachers are brought to David Sheldrick elephant orphanage from all over the country. David Sheldrick elephant orphanage was founded in 1987 and is the world's most thriving orphaned elephant rescue, rehabilitation and release into the wild facility. The program is a revolutionary experiment in cross-species

conflict with the understanding of how environmental conservation is demanded (Siebert, 2011).

2.3.2.4 Giraffe Centre Sanctuary

Rothschild giraffe's population in the country had fallen to fewer than 130 animals in the 1970s (Sembe, 2015). Thus, the possible way to avert their extinction was translocation to enclosed safe facilities. In the year 1979, three giraffe's subspecies were reintroduced into Giraffe Centre Sanctuary to jump-start the Rothschild giraffe reproduction program (Carol, 2013). Currently, the subspecies is facing some problems in enclosed ecosystems, and some areas are highly degraded due to overutilization by giraffes, this has lead to an increase in giraffe deaths since 2012 (Muller, Cuthill, & Harris, 2018). Giraffe center was arguably set up as a reproduction area for the endangered Rothschild Giraffe (Njagi, 2013). At the center, information about the Giraffe is made available, while an elevated feeding platform was mounted to give visitors the chance to hand feed the giraffes with pellets.

2.3.3 Urban Leisure and recreation tourism Attractions

Leisure is the free time available to an individual when the basic needs of work, sleep and others wants have been met (Baud-Bovy, 2002). It is time used in a manner established by an individual's own discretion. Recreation, on the other hand, entails largely any activity taken up during leisure time other than those to which individuals have high obligations such as overtime, and second job. Tribe (2005) notes that recreational hobbies include home-based activities such as reading and watching television, as well as those outside the home such as sports, theatre, cinema, and tourism. Recreational activities are grouped into six categories (Table 2.2) (Baud-Bovy & Lawson, 2002).

Nairobi has a number of green spaces within and close to the city, which provides its residents with recreation areas and visitors with a glimpse of Kenya renowned wildlife, especially for bird watching (NCC, 2014). Other activities that can be enjoyed in the forests including forest walks, drives, bird and butterfly watching, cycling, running, picnicking and educational activities. There are three gazetted forests in NCC namely Karura, Ngong Road forest managed by Ngong road Forest Sanctuary, and Nairobi Arboretum (NCC, 2014).

Leisure and recreation entails many activities (Table 2.2). Individuals visiting urban areas have a wide variety of leisure activities than individuals in rural areas. Leisure, recreation and holidays arrivals around the world will grow at 3.3% annually, at the same rate as the total of arrivals, while arrivals for the purpose of VFR, health, and religion will increase significantly faster at a rate of 3.5% annually, while arrivals for business and professional purposes will be significantly slower, at 3.1% annually until 2030 (UNWTO, 2011) . In 2030, VFR, health, religion and other purposes will signify 31% of all international arrivals, while leisure, recreation and holidays will represent 54%, and business and professional 15% (UNWTO, 2011).

In urban areas, leisure activities vary from visiting sporting events, movie theatres, shopping malls, picnics, day excursions among others. Leisure in urban destination has more to offer including old buildings, arts, museums, stadia, and innovation centres.

Table 2. 2: Categories of Leisure and Recreational Activities

Activities	Illustrations
Taking place about the home	Leisure use of computers, watching television, reading, listening to music, doing hobbies, exercising
Having a social content	Entertainment, eating out, visiting friends and relatives,

	partying, drinking in bars
Cultural, educational and artistic interest	Visiting theatres, concerts, exhibitions, museums
The pursuit of sports, either as participants or spectators	Rugby, football, swimming, gymnastics, tennis
Informal outdoor recreation	Driving for pleasure, walking, picnicking, day excursion
Leisure tourism involving an overnight stay	Longer distance travel, tours, weekend breaks, holidays, vacations

Source: (Baud-Bovy 2002; Tribe 2005)

According to Mbatia and Owour (n.d.) the unspoiled natural ecologies and wetlands that once characterized Nairobi elevated watershed gave rise to the famous adage "green city in the sun" image of Nairobi. The natural ecological elements are well captured by the meaning of '*EnkareNyrobi*' which is a derivative of the Maasai phrase "the place of cold waters" – referring to the numerous rivulets that traverse the Embakasi plain and Kikuyu highlands where the city sits (Mbatia and Owour, n.d). Valuable green protected areas still exist today at the city's very core, including NNP, the Nairobi Arboretum, Ngong Road Forest (in the South East and South West of city centre), City Park Forest (near the city centre), and Oloolua Forest, Karura Forest (in the North-West of city centre) (NCC, 2014). These pristine areas in the city form a North-South green corridor, together with a series of other open spaces such as Uhuru Gardens, Railway Golf Club, Uhuru Park, Central Park, University of Nairobi Sports Ground and a couple of other golf and sports clubs (Appendix 12) (KTB, 2014). Apart from NNP, the protected areas in the city have not featured prominently in urban leisure studies, nor urban tourism research, planning, and development.

2.3.3.1 Karura Forest

During the colonial era, the local native Chief "donated" Karura forest to the colonial government on condition that it was used as a public space (Njeru, 2013). However, according to Njeru the European settlers started to extract timber and wood fuel from the forest. As a result of this, there was an urgent need by the colonial government to protect the forest and other natural areas in the city (Njeru, 2013). After the establishment of the forest reserve in 1932, the forest was managed by the central government and public use of the forest for any purpose was prohibited. With time, controlled access and use of the forest was allowed, but to a very limited extent by the post-colonial government policy through the forest department. However, recreational use of the forest was not allowed (Arden & Mbaya, 2001; Matiru, 2000; Njeru, 2010; 2012; 2013)

Karura forest is the only remaining indigenous forest area around NCC. The forest reserve was established in 1932, and comprised 1,041 hectares of pristine forest land which is located in the northern part of Nairobi City (Njeru, 2013). The forest reserve is divided into two blocks; one is called Karura, and the other named Sigiria. Karura Forest is classified as an international example of sustainable forest management and conservation (Njeru, 2013). As a natural area in the capital Nairobi urban region, that replenishes the air with oxygen, Karura Forest plays an essential role in sustaining a healthier environment, providing economically valuable products, and contributing significantly to the city's social environment (Kenya Internship Participants, 2012). It is the second largest green space in Nairobi after NNP. The forest forms an important historic, cultural and political space not only in Kenya but also internationally. The historical and cultural importance of the forest is very important in conservation efforts and eco-tourism activities.

Four tributaries of the Nairobi River pass through Karura Forest Reserve; this is the main watershed that provides ecosystem services for the city. The watershed contributes to water regulation and supply by recharging the rivers. The reserve with diverse natural indigenous forest blocks beside plantation supplies provides a habitat for abundant species of mammals, birds, reptiles, insects, and other arthropods (Kenya Internship Participants, 2012).

Furthermore, Karura Forest is especially famous for its social contribution to public memory. The forest reserves two crucial historical and cultural places of Kenya. One is the three caves that were used by the Mau Mau during the battles for independence. The other is the 2004 Nobel Peace Prize winner, Professor Wangari Maathai's memorial corner. She fought to protect the northern part of Karura Forest. Nowadays, Karura Forest has become a research and education center for students to learn about the importance of forests, and for scientists who are interested in relevant issues of forestry and environment (Kenya Internship Participants, 2012).

Additionally, the natural landscape beauty of the forest has a high potential for tourism and recreation services. In a word, although Karura Forest is assigned to be a green lung for Nairobi city and is reserved mainly for its environmental function, it still has the opportunity to provide a source of significant benefits from management and conservation activities (Kenya Internship Participants, 2012).

2.3.3.2 Ngong Forest

Ngong Forest is only 6km from Nairobi's city CBD. The Ngong Forest comprises of 80% indigenous forest and the rest exotic Eucalyptus plantations within 538 hectares of forest, located within the larger Ngong Road Forest Reserve (Tibaijuki, 2007). Ngong forest is one of the few indigenous urban forests found within NCC, providing valuable ecological services and

ecosystem services in and around NCC (UNEP, 2009). According to UNEP (2009) Ngong road forest is full of diverse biodiversity as it is a dwelling place to over 175 species of bird, over 35 mammals, and numerous reptiles, fish, insects, and amphibians. One of the important bird species that inhabit the forest, which serves as an indicator of ecosystem health, is the African Crested Eagle (The Green Belt Movement, 2010).

2.3.3.3 Nairobi Safari Walk

According to KWS (2017) the Safari Walk is a reflection of flora and fauna in Kenya's Parks and Reserves. With its raised wooden walkways that permit for uninterrupted observation of the fauna and allowing visitors to discern the diversity, they expect to see across the country. Visitors have the rare opportunity to sample the country's diverse fauna life including antelopes such as the rare bongo, white rhino, and albino zebra as well as the cat family, and primates found in Kenya and East African countries (Magical Kenya, 2014). It is also home to some 150 species of indigenous flora. This amalgamation of wildlife found in wetlands, savannah, and forests exhibit an exceptional flora and fauna that is almost locally wiped out or threatened (KWS, 2017).

2.4 Urban Destination Attributes

Nowadays, about half of the world's inhabitants dwell in urban destinations (Ashworth & Page, 2011; WTO, 2012). Cities are part of maintaining the history and culture of the humans. These are the scenes of our everyday lives. Therefore, towns are always changing rapidly according to the requirements of the residents (WTO, 2012). However, the visitors have needs and wants to which the city should adopt. Thus, the citizens and tourists have a special relationship as each group has preferences and because of these wants, the particular destination is always

changing. However, the developments are favorable for both groups of people as all of them could benefit from these improvements for example infrastructure and services (WTO, 2012).

The solution for a destination is to widen and present a variety of services and goods accessible in such a manner that the visitor is fascinated with the destination but does not look forward to more than cannot be offered (ETC; WTO, 2011). A survey done on 21 participating cities including Cape Town in South Africa, clearly showed that to a majority of visitors; historical locations were the most attractive performance in what a city can offer followed by diverse urban attractions (WTO, 2012). WTO (2012) on the other hand, argued that the visitor experience about the city has to be analyzed cautiously and in depth. Urban visitors will be contented touring iconic attractions while other visitors motivations are on a more 'authentic' and refined experiences. The regular visitors will develop a sense of belonging since they will no longer be seeking the tourist attractions.

The limits involving city population, their experiences and visitors visiting urban destinations is gradually dissolving (Spirou, 2011). To Spirou, this gradual change is also contributing to the influence of renewing some destinations in the city and in general the urban transformation. Ninety percent of the 21 sampled cities that took part in WTO (2012) survey were extremely interested in precisely assessing the experience of their urban visitors; through appraising the visitor experience through market research and surveys. Visitor security was the uppermost concern and priority in the city destinations reviewed. In fact, half of the cities did not have a structure or elements to observe and improve safety and security This was reinforced by a study conducted by Van Den Berg *et al*. (1995); that gave five basic elements that a city must have to be classified as a 'tourist city' as well as to compete with diverse urban destination cities (Figure 2.4).

i) *Primary activities* – these are the major motives for visitors to select a city is because of its attractiveness.

ii) *Secondary activities* – these are products and/or services provided for the support of the tour including lodging facilities, food, and beverage, shopping, recreation, and visitors support services.

iii) *External accessibility* - are options for getting to the city from either outside or within a country.

 iv) *Internal ease of access* – assists a tourist to get around the urban environment from one location to another. Internal accessibility requires conducive environment for tourists.

v) *Image* – the image of any given city is of considerable influence to tourist psychological factors when visitors decide where to visit urban destinations (Urry, 1999).

Law (2002) found similar results, according to him a destination is made of primary elements such as cultural, sports and leisure facilities, secondary elements such as commercial facilities, hotels and restaurants and markets and additional elements such as accessibility of the destination and information centers (Figure 2.9). Thus, there is need to integrate primary, secondary and additional elements to make an urban tourism product.

2.4.1 Urban Visitors Choice Attributes

According to WTO (2012), destinations contain some essential basics that motivate the visitor towards the destination with the intention of satisfying their desires upon arrival. The availability and quality of these basic essentials will persuade and sway visitor's choice to make the tour. Urban destinations today show an immense multiplicity of travel behavior patterns, the patterns range from the transport choice to touring the destination. Cities that have

comparable levels of wealth have similar travel behavior patterns which are evenly matched, signifying that socio-economic factor is a dominant influential factor among several influential factors (Rode & Floater, 2014).

Cities incorporating new innovations into the general urban product, promotion, and communications strategies are expected to contact more potential visitors while providing them with the accurate alternative of products (WTO, 2012). The standard of attaining ease of access in cities is based on the exchange of visitors and their physical concentration, services, economic activities in a destination. Thus, the most significant features include built-up places and workplace concentrations; the sharing of meaning and extent of varied use; the intensity of centralization; and the urban design level (Rode & Floater, 2014). According to WTO (2012), tourism in the 21st century and beyond is going to witness an international growth in travel. This growth is going to be aided by cheap transport costs that are increasingly being fuelled by competition in a more aggressive global marketplace. The rising numbers of tourists will be a driving force never witnessed before. On the other hand, the tourism force will remain closely correlated to the fast transforms brought about by the exchange of information, modernization and industrial revolutions (WTO, 2012). Tourism innovation and sustainability will continue to be the maxim for business and tourism development in a destination (Nordin, 2003).

2.5 Tourist Satisfaction

The intensity of tourist satisfaction, in particular, the knowledge and understanding attained by visiting different urban attractions constitute the final creation of visitor experience (Nowacki, 2013). Therefore, experience and satisfaction are the main motivation why tourists visit a variety of attractions. Experiences and satisfaction also determine the quality of the holiday, as

well as of the destination quality (Nowacki, 2013). According to Hall and McArthur (1993), tourist satisfaction should be an integral part of attraction management, especially in the urban destination such as Nairobi. Further, Nowacki (2013) argued customer satisfaction is a measure of how an organization's or total destination product performs a set of customer requirements. Thus, satisfaction is the result of comparing customer expectations with the actual perception of destination product elements. To Crompton and Love (1995) satisfaction takes place when expectations are met or exceeded. Pearce (2005) notes that satisfaction tends to be viewed as the approval and perception resulting after a meticulous experience while Crompton and Love (1995) view satisfaction as the arousing emotional status arising as a consequence of indulging in a tourism product.

The nature of approval from consuming urban destinations is essentially different from that resultant from visiting of other tourism attractions (Nowacki, 2013; Ashworth & Page, 2011; Page & Hall, 2003). Pearce (2005) argued that visitors approve destination tourism products fundamentally for their symbolical and emotional value, attributed to an attraction. Thus, visitors approve a destination or an attraction as a totality relative to the total of all its elements. Due to the aforementioned, different authors note that the assessment of satisfaction arising from visitors interaction with destination attractions ought to be assessed with indicators that take into account the whole tourist experience than individual attraction elements (Williams, Patterson, Roggenbuck, & Watson, 1992; Vitterso, Vorkinn, Vistad, & Vagland, 2000). Therefore, visitor happiness may concern the expectations and the excellence of experience derived from overall visitor attractions.

2.5.1 Visitor Expectations

Gnoth (1997), defined expectations as 'tentative (mental or neural) representations of future events or unfinished learning processes'. Further, the author suggested that expectations and attitudes are similar in that they are a mix of cognitions, effect, that both expectations and attitudes may have an effect. In situations where destinations or experiences are new to the tourist, the impact may be more important. To Gnoth, expectations are emotion-dominant, but the impact may only be small. The centrality of emotion in expectations is reflected by Font (1997), who said that 'people are buying expectations instead of something immediately evaluative'. In essence, they rely much more on their preconceived image. An image is not what tourists 'know', but what they 'think' or 'feel', (Font 1997, p. 126). Expectations may also be influenced by people's prior experiences of places or services (Smith & Swinyard, 1983).

As with Font (1997), other writers have also positioned expectations as related to images. For example, Buhalis (2000) had suggested that prior to visiting a destination, tourists 'develop an image about destinations as well as a set of expectations based on previous experiences, word of mouth, press reports, advertising, and common beliefs'. The image is 'the set of expectations and perceptions a prospective traveller has of a destination' (Buhalis 2000, p. 99); this reflects Crompton's (1979) definition of an image as 'the sum of beliefs, ideas, and impressions that a person has of a destination'. Both of these definitions draw upon terms that encompass visceral, visual and verbal 'images' that reflect the different ways people experience and make sense of the world (Ellis & Flaherty, 1992). The tourists' measure of satisfaction will be a result of the comparison of their experience or event against their image, expectations, and perceptions.

Tourism is not only an important factor in urban development, not just a strategy to provide a competitive product to meet visitors' expectations but also as a way to develop the city itself and provide more and better infrastructure and living conditions to residents (WTO 2012). As tourists' preferences and expectations change, so do cities, with tourism triggering constant investment in infrastructure, promotion, and conservation, is benefiting tourists and local residents alike.

2.5.2 Visitor Experiences

According to Jafari (2000), experience is an internal position of a person that is brought about by a situation, which is individually encountered, undergone or lived in the course of life. To Jafari, visitors' experiences are exclusive since they take place in the course of a trip, and particularly during sightseeing visits. The quality of any tourist experience related to the value, quality, and quantity of the service offer. New tourist searches for information at the destination site and plans their experience during the trip (Lončarić, Bašan, & Marković, 2013). The urban tourist is characterized by a variety of motivations, in that they make use of a significant amount of resources and urban services, many of which are targeted simultaneously by both international and local tourists (Ashworth, 2011).

According to Bock (2015) visitors, mainly frequent tourist popular places and officially selected tourist attractions, where they are gradually seeking for more 'genuine and local experiences,' while discovering normal but dynamic and varied neighborhoods while visiting restaurants, coffee shops and markets that beforehand were entirely commonly used by locals. As such, it is clear that the boundaries between tourist cities and non-tourist cities are increasingly unclear since there is an almost natural integration of tourism consumption and local consumption. Tourist travel to cities is reinforced by accessibility to information while

traveling; visitors are progressively looking for, additional genuine experiences (Figure 2.11). Urban tourists are also looking for ways to understand urban areas as locals do, further visitors want to reside and feel like a local for the length of their tour (Bock, 2015).

Visitors tend to search for experiences that are fulfilling, enjoyable and interesting. The flow state of a visitor is a favorable condition of inherent motivation (Beck & Cable, 1998; Prentice, Witt, & Hamer, 1998). To the authors, flow is characterized by the following; a) paying attention to current tourism activity, b) complete commitment of one's consciousness and using one's ability and talent to the fullest, c) self-consciousness on the sense of time while in urban destination, d) prevalence of desired experiences.

Eckblad (1981) notes, the most favorable experience depends on the process of absorbing and understanding received information into existing "cognitive schemas" as a result of the emergence of the emotional circumstances in individuals. Vitterso et al., (2000) expounded on Eckblad (1981) work stating that the structure of cognitive schemas is because of absorption of new information and experiences. To Vitterso et al., as long as the pragmatic information remains within tolerable limits, it is likely to be absorbed into the existing schemas. Thus, if a visitor's opinion of the destination agrees to exist cognitive schemas, the method of absorption continues without any opposition. However, the absorption of fresh information is always accompanied by some level of resistance. This resistance augments relatively due to the disparity between the perception of the destination and visitors cognitive schema (Vitterso et al, 2000). Thus, the value of the visitor experience depends on the amount of opposition formed in any given destination for example in such cases when tourists visit urban areas.

According to Eckblad (1981), when absorption of resistance is minimal, individual visitors are likely to experience the sensations of dullness, but the resistance is on the rise, the dullness decreases, and the experience move towards being comfortable and pleasant. However, if the resistance is still on the rise, the visitors experience shifts to being more relaxed and appealing. The author further argued that with yet additional amount of resistance absorption, a sensation of curiosity emerges. Yet still, if the resistance proves too strong, the overriding emotion of frustration and annoyance emerges (Vitterso, Vorkinn, Vistad, & Vagland, 2000).

Pine and Gilmore (1999), proposed a model of experience. The model is a complete range of experiences as exemplified in a two-dimensional space which could be active or passive. The first breadth illustrates participation, which is either active or passive while the second breadth illustrates the connection, which varies from immersion to absorption (Figure 2.11).

Figure 2. 11: The Four Realms of an Experience
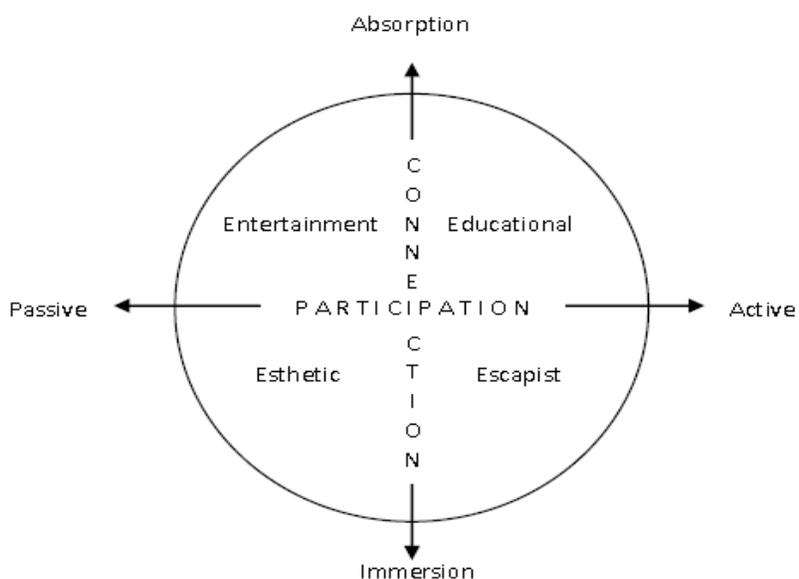
Source: (Pine & Gilmore, 1999)

To Pine and Gilmore (1999), the first element of the experience realm mirrors the intensity of visitor actions, and visitors importance can vary from less or intense passive to exceedingly active. To the authors, passive involvement is usually found in visitors of prearranged guided sightseeing, their behavior may perhaps be entirely passive (not indulging in any activities, spending a great amount of time in a relaxed atmosphere than in an exhibition location). At the same, time their emotional commitment narrow to not inquiring, or participating in any discussion about the destination. On the other hand, active visitors' take part in setting up and preparation of the visiting the attractions destination, through conversing, obtaining new expertise and reinforcing on their experiences (Pine & Gilmore, 1999).

The second attribute illustrates the connection that bides the visitors with urban environments, festivals, and events in urban destinations (Getz & Page, 2016). These urban elements vary from a state of intense attention, for example, during a staging of a presentation in an event or festival to a state of fascination (Spirou, 2011). On the other hand, the state of fascination in a material or virtual reality such as participating in a captivating dance on a cultural center, being in the center of actions during a historical expedition, taking part in a folk song/music tutorial or a lesson of folk dance.

The combination of these two elements characterizes the four realms of a visitor's experience: educational, escapist, entertainment and aesthetic (Pine & Gilmore, 2009). The authors notes to increase educational experiences, visitors ought to passively be involved when visiting the attractions or be involved in an activity, which should actively involve them mentally (e.g., active or interactive learning) (2.11). Escapist experiences are generated by lively participation in an engrossed environment. Such environments include cities nightlife, theme parks, national parks, diverse museums, conservation environments, and heritage educational centers

(Ashworth, 2011). Entertainment experiences are a consequence of passive assimilation of external stimulus that is perceived in visitors mind (e.g., when participating in a historical tour or active participation in a cultural dance at an attraction). External stimuli set off responses of amusement, happiness, photography or even video shooting (Pine & Gilmore, 2009). The fourth realm includes aesthetic experiences, which happens when tourists' are passive toward an activity or surroundings rather than being engrossed in its offerings. Such kind of experience is found in tourists indulging in visiting traditional museum attractions and art galleries or appreciative of other items of cultural and natural tradition, even without the slightest understanding of the attractions in-depth (Ashworth, 2011). Visitors attractions should be engaged in all the four realms to produce the most exciting and valuable experiences.

2.6 Sustainable tourism development

Tourism has the potential to contribute, directly or indirectly, to all of the Sustainable development Goals (SDG). SDG also known as the Global Goals for Sustainable Development is a blueprint to achieve a better and more sustainable future for everyone (UN, 2014). The 17 global goals build on the success of the Millennium Development Goals (MDGs) and address the challenges related to inequality, environmental degradation, climate, prosperity, poverty, and peace and justice.

The sustainable tourism growth in cities is interlinked with UN Agenda 2030 encompassing 17 goals and 169 targets and the African Union Agenda 2063 'The Africa We Want'. UN Habitat (2017) report on 'new urban agenda' observed, half of the world's population lives in towns and cities and this number is expected to reach almost five billion by 2030, thus the need for goal 11 on inclusive, resilient and sustainable cities. Goal 11 focuses on urban issues most of which could be indirect or direct related to the tourism sector and the environment, ranging

from adequate, safe and affordable housing and basic services (11.1); safe, affordable, accessible and sustainable transport (11.2); integrated and sustainable human settlement planning (11.3); safeguard and protect the worlds cultural and natural heritage (11.4); resilience against disasters (11.5); reduce environmental impacts and waste management (11.6) and access safe, inclusive and accessible green and public space (11.7) (Kamp, 2017). According to UN (2012) Conference on Sustainable Development, on "The future we want", acknowledges that cities which are well developed encourage socially, environmentally and economically sustainable destinations. Cities build new associations by offering innovative ideas that influence development goals at national, regional and global levels (UN, 2014). Further, the report notes that cities are catalysts of technology, infrastructure development, and productivity including the improvement of quality of life, equity, and social inclusion.

There is a high correlation between the management of natural resources and the quality of life in cities that cities draw on (UNDP; UNWTO, 2017). Cities that are resource efficient combine productivity and innovation with lower costs and reduced environmental impacts, while providing increased opportunities for consumer choices and sustainable lifestyles (United Nations, 2014). According to UNWTO and United Nations Global Compact Network of Spain (2016) tourism in cities contributes to changing the urban scenery through the rejuvenation of recreational facilities, the development of local services, public infrastructure and connectivity, and public spaces. Further the report notes that tourism in cities also advances the concept of smart cities, use of technologies and stimulates innovation, through creating a quality experience for visitors, as well as improving the quality of life of the local communities.

In the judgment of Jabareen (2006), sustainable urban forms are defined by solid, sustainable transport, passive solar design, greening, density, diversity, and mixed land use. Stossel,

Kissinger, and Meir (2017) hold the view that the development of urban sustainability requires an application of diverse measures such as technological developments, environmental policy, and behavioural change, which have to be engaged at different development intervals. Shen, Xiaoling Zhang, and Shuai (2017) examined the efforts of sustainable urbanization by different international bodies or organizations and local governments in the entire globe involved in sustainable urban development at different scales. According to Fu and Zhang (2017), sustainable city models, low carbon cities and eco-cities in China signify two trends that promote sustainable urban destinations. In the view of Fu and Zhang (2017), the development of eco new city is concerned with the advancement of a sustainable way of life through sustainable methods of manufacturing with an irregular strain on economic sectors such as industrial revolution and integration.

The endeavour for a sustainable city is to ensure, an objective, balanced growth of a city and its adjacent environs by fulfilling the welfare of its inhabitants in the present while not damaging their way of life in the future (UNDP, 2016). Growth objectives can be implemented by utilizing various environmental, economic, and social methods (World Bank, 2015). The report further notes, the accomplishment of sustainable city is through improving the quality of life, social contacts, and decreasing poverty as well as community associations by fostering economic, political developments and satisfying major human needs that are favourable while endeavouring to shun damaging the natural environment (WTO, 2012). It is likely to observe an array of contradictions in the sustainable growth of cities when a number of objectives contradict others. For example, economic expansion is unattainable without a limited exploitation of resources; therefore various scholars recommend conserving the nature through reduced consumption. Balanced economic development does not necessarily include the

dimensions of cultural, social and ecological balanced developments. Regularly scholarly literature examines whether a balance is possible in practice between environmental, social, and economic growth of the cultural diversity and built environment (World Bank, 2015). In the view of the World Business Council for Sustainable Development and the International Institute for Environment and Development (WBCSD and IIED, (2002), what is necessary in an attempt to reach the goals of sustainable growth involves "verifiable measures to evaluate progress and foster consistent improvement."

According to WTO (2004), sustainable tourism responds to the immediate wants of visitors and those of the host communities while protecting and increasing chances and opportunities in the future. All urban attractions can be managed to satisfy wants, needs while preserving cultural honesty, diversity in biological scope, ecological scope, and the tourism system through sustainable urban tourism (WTO, 2012). Accordingly, sustainable tourism takes into account the future and present impacts on the environment, economic, and social. Sustainable tourism also acts in response to the diverse wants of visitors, local communities, and the tourism industry while incorporating environment (Minciu, Popescu, Pădurean, Hornoiu, & Băltăreţu, 2010). The most recent estimates and projections by the WTO (2012) point out that cities will increasingly be on tourists demand menus of all sorts, while the challenges connected with the management of these visitors will have to be scientifically undertaken by all stakeholders concerned.

Thus, urban destinations encounter a twofold challenge, according to WTO (2012): 1) they have to act in response to the wants and expectations of the soaring number of visitors who are fascinated by the urban diverse and mixed selection of entertainment, nightlife, conferences, sports, shopping, cultural and other diverse attractions. In addition, they also require to

endlessly refurbish, modernize and improve amenities to keep their market share in the competitive tourism arena while keeping the benefits accruing from it and;

2) Cities have to make sure that urban tourism is managed and promoted in a way that it does not contribute to the declining of the urban destination while the benefits go to the local population. Development should enable its enhancement of urban environments, and not an economic burden to the local governments' (WTO, 2012).

Today, urban attractions have become a critical factor in the regeneration, renewal and ultimately the rejuvenation of cities. Thus, urban developments, architectural preservation, the patrimonial and efficient revival of urban features have become the center in the development efforts of cities (Pisonero, 2011). That makes urban tourism generate many benefits and advantages both to urban district, population and in general, the entire society if sustainably planned, developed and managed (Iordache & Cebuc, 2009). Thus, tourism, and specifically urban tourism, especially the urban in central areas, may constitute a fundamental backbone and a stimulating instrument of our urban areas.

2.6.1 Benefits of Sustainable tourism development

Urban tourism creates benefits and advantages to both urban population and the entire society with the destination through sustained planning, controlling, developing and management (Iordache & Cebuc, 2009). Urban tourism supports the growth and expansion of some innovative cultural & business facilities and improvements that can be consumed by both the local community and the visitors. Tourism allows the collection of necessary funds through appropriate bodies for preserving the natural, archeological and historical galleries, art, craft

and cultural customs while it gives to the development of environmental excellence (Stanciulescu, 2009).

Shaw and Williams (2002) on the other hand, argued that urban tourism sustain a small amount of funding thus creating innovative workplaces, accelerate the financial developments through multiple multiplier effects, develops the beautiful ambiance of the facilities within the city and strengthen the ability to spend the recreation time for inhabitants. Further, cities offer support for the growth of a stable financial base, thus, if the urban destinations do not fight for the economic wealth of the visitors, they are likely to miss out in the increasingly competitive global space (Spirou, 2011).

Urban tourism brings important benefits to the urban community (Stanciulescu, 2009). These benefits include; a) Urban tourism can stimulate innovation (WTO, 2012); b) create innovative work places; c) New viewpoint for local tourism companies; d) Innovative investment potential; e) Growth of profits and inherent upgrade of living values for local community collectivity; f) Generating revenue for local taxes which can be used in development of superstructures and development of the community social services; g) Development of supporting infrastructure whose direct beneficiaries are people of that area, besides the tourists visiting the area; h) Issuance of money for preserving and protecting the natural regions, handicraft, and art, archeological sites and historic galleries, cultural traditions (EC, 2000); i) Improvement of the environment quality; j) Urban tourism can prompt a competitive approach in marketing of urban destinations (WTO, 2012).

2.7 Theoretical Review

The study draws its foundations from the following two models namely tourist attraction model and sustainable model and two theories namely Dann theory of push and pull motivations and the urban growth machine theory on sustainable tourism development attractions:

2.7.1 Tourist Attraction Model

This study investigated into an urban tourist destination. A tourist destination (such as city or region) is no longer viewed as a place that features unique natural landscape, culture, or art; instead, it is seen as a compound product that satisfies the tourists' need (Cracolici & Nijkamp, 2009). Many countries are actively developing their own tourist destinations' international competitiveness (Wu, 2011). However, how to enhance tourist destinations' attractiveness to tourists relies on more than a single factor; it requires an overall plan to increase the tourist destinations' competitiveness in the international market (Crouch & Ritchie, 1999). The authors further noted that the management of all tourism destinations should focus on enhancing their attractiveness and quality, as well as effectively using the limited resources in such current environments.

MacCannel (1976) was among the first to conceptualize a model on visitor attraction. To the author, attractions are a result of an amalgamation of three main components: the visitor, the attraction and the marker, which is part of information about the urban destination (Nowacki, 2013).

A decade later, Gunn (1988) described the attraction model into three concentrically rings, with the middle ring as the nucleus, this being the main crucial constituent of any attraction and the fundamental motivation drawing visitors (Figure 2.12). The nucleus, or scene, is what visitors

head for or what visitors keep in their memory after going back home. They are attractions of natural or human-made, cultural found at the attraction site. The second vital and fundamental constituent is the inviolate belt or the buffer zone. This protects the nucleus and operates as a mediator of the tourism traffic. The last constituent of the attraction make-up is the zone of closure, this region surrounds the attraction. It includes visitors' support services, such as provisions such as food, retailing, accommodation, transportation, nightlife, and guiding and interpretation. Kotler (1994) in his augmented product model identified tourist services as ancillary services to include opening time, car parking, catering and retailing.

Figure 2. 12: Structure of a Tourist Attraction
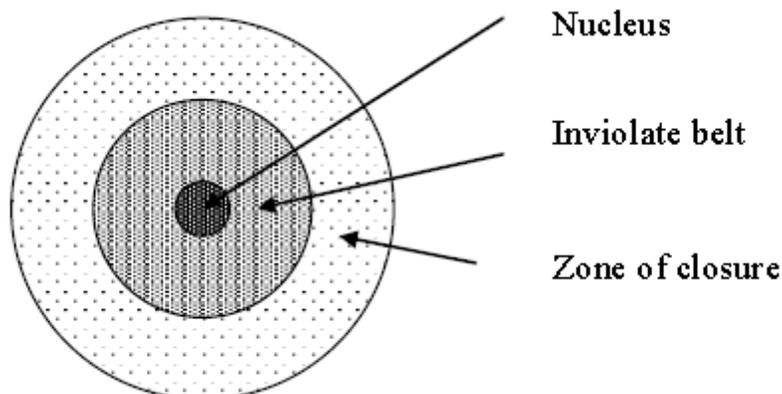
Source: (Gunn, 1988)

Swarbrooke (1995) used the tourist attraction model to a theme park and identified the following three stages of the product: 1) the core product or the nucleus is what tourist purchase. The core product comprises of the major benefits acquired from the holiday: the ambiance, experiences, recreation facilities, and pleasure. In the case of urban tourism, the core product would include; the urban atmosphere, experiences, leisure, and comfort while in urban destinations. 2) The tangible product or the inviolate belt is the additional offer, which visitors

obtain for the same ticket price: transfer from hotel and airports, brand name, service quality, for the tangible urban product, and the quality of urban tourism attractions. 3) The augmented product contains supplementary services and gains for the tourists, both intangible and tangible: operating hours, parking facilities, and cuisine services.

2.7.2 Three Pillar Model

The three pillars of sustainability framework is solutions oriented because nearly all sustainability projects that are successful and scalable are driven by all three pillars simultaneously (social, environment and economic) (Clune & Zehnder, 2018). To the authors, this approach is useful for a sustainability field that is complex, multidisciplinary, fully integrated, and that needs to be implemented fast to avoid many of the worst social, economic and environmental impacts.

Clune and Zehnder (2018) further indicated that the three pillars framework focuses on multi-stakeholder collaboration and sustainability projects that can be used at different scales as a template to analyze break points define and shape possible solutions, and identify missing inputs and stakeholders. In this, it's also useful as a template to guide public policy creation, shape governance structures, and support legal decision-making, particularly related to matching the scope and scale of law to our sustainability challenges (Clune & Zehnder, 2018).

The notion of sustainable development is also depicted by ecological development and self-sustaining development. Sustainability can be described using the three pillars basic model (Figure 2.13). Sustainability has a base of three pillars namely: economic growth, environmental conservation and social improvement (Niedziółka, 2012).

Figure 2. 13: Dimensions of sustainability
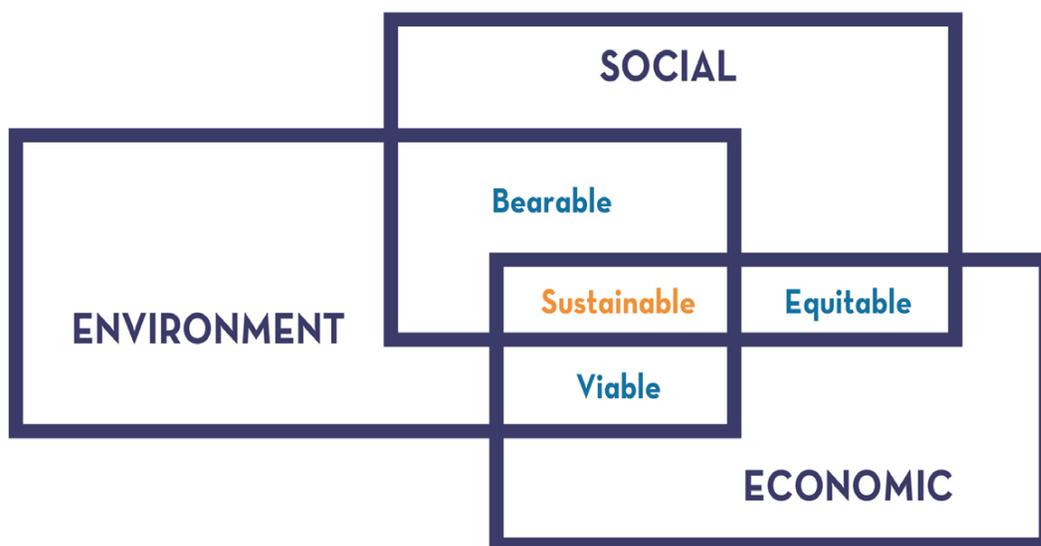
Source: (Clune & Zehnder, 2018)

Figure 2.13 shows the three interconnections of environmental protection and conservation, economic development and social development dimensions at the center is sustainable development. Sustainable development is modeled on three fundamental pillars. The model is known as either 'three pillars' or 'three circles model'. It is based on the consideration of the population but does not openly take into explanation the quality of human life (Center for Environmental Education, 2007). This depicts that environmental, social and economic sustainability is needed for sustainable growth in destinations.

2.7.2.1 Economic Sustainability

Economic sustainability involves a method of production that satisfies current utilization levels without compromise future requirements (Basiago, 1999). The economic sustainability seeks to 'sustain' the financial structure. The concept of 'economic sustainability' was initiated by

Hicks (1939; 1940; 1965), in his classic work capital and value demonstrated 'income' as 'the quantity an individual can consume during a session and still be comfortable at the end of the session.'

Traditionally, according to Basiago (1999), economists placed unnecessary importance on the destination to distribute resources resourcefully by assuming that the supply of natural resources was unlimited. To the author economists also thought that financial development would bring the technological innovations to restock natural resources damaged in tourism and in this case urban tourism. There has been a realization today, that natural resources are limited in scope. The increasing magnitude of the economic system has stressed the natural resource foundation (Basiago, 1999).

An economic system planned in line with the model of 'sustainability' is one controlled by the obligations of 'environmental protection and conservation (Basiago, 1999). The author defined resource utilization as that which guarantees the 'sustainability' of natural resources including geology, soil, air, water and all living things. Economic sustainability should not seek achievements at the cost of 'environmental sustainability.' In line with WCED (1987) report on sustainable development which states 'sustainable development is one that meets the wants and needs of the present generation without comprising the ability for future generations to meet their own needs.'

2.7.2.2 Social Sustainability

Socially sustainable tourism incorporates predominantly essential features such as conscious, accountable tourism industry, and the chance to involve all citizens in tourism, excellent job opportunities in the tourism industry and benefits from tourism-related activities for the local

society (UNESCO, 2002). Local community needs the preservation and conservation of cultural integrity, the incorporation of environmental conservation and heritage and cultural resources in the preservation of activities correlated to tourism development (Niedziółka, 2012).

Socio-cultural development is replacing "social development" implying that this model assumes appropriate and deliberate shaped association between the pillars, which are proposed to guarantee intra-generational and inter-generational environmental, social and economic balance.

2.7.2.3 Environmental Sustainability

Niedziółka, (2012) argued that the philosophy of sustainable development in tourism businesses was used comparatively infrequent. The author argues that it is as a result the economy of the tourism industry in the economic calculation does not include the social costs (private cost- total cost to society and external cost-related to production and consumption) as well as expenses associated to environmental conservation. Traditionally, the general solution to environmental conservation is those that were reasonably cheap such as booklets printing and marking of attractions (Niedziółka, 2012). Other commonly adopted solutions to help reduce expenses (resources saving in hotels such as lighting, waste, and wastewater recycling), permit for better promotion of brand names in companies to differentiate themselves from stiff competition, as well as encourage a positive feedback of visitors (Sharpley & Telfer, 2008).

2.7.3 Dann theory of push and pull motivations

The push pull theory explains visitors' motivations and their subsequent behaviours (Dann, 1977; Klenosky, 2002). The Push-pull theory is a popular in explaining the reasons why the tourists decide to visit a certain destination rather than other place, the kind of experience they want to get and the type of activity they want to do (Prayag & Hosany, 2014). The push factors are the motivation that appears when a person wants to fulfil a need such as social interaction, the desire for escape, adventure, relaxation, Health & fitness, prestige, discovery and self-exploration (Beh & Bruyere, 2007; Chen & Chen, 2015; Gundersen, Mehmetoglu, Vistad, & Andersen, 2015). Push factor are the underlying motivations directing someone's behaviour to do travelling.

Visitors' perceptions and the image of destination are the key factors that stimulus tourist when choosing a destination (Prayag & Hosany, 2014; Lee, 2009). A visitor's perception and experience related to their feelings and the surrounding environment stimulant influence their final behaviour (Cherry, 2013). Perception refers to how human feels, processes mentally and acts to the information that received from surrounding environment (Rossi, Byrne, Pickering, & Reser, 2015). Individual positive perceptions of images from a destination are the most favourite choice among similar alternatives. Thus, poor or negative image perception will decrease the number of individual visits (Chen and Chen, 2015; Prayag and Hosany, 2014). The pull factors that influence visitors towards a destination are the attitude towards the destination, experience from previous travelling, the opinion from relatives and friends, Information communication technology, diversity of attractions and recreation activities. Based on tourism perspective Lai, Yu and Kuo (2010) found that the level of satisfaction causes the intention to come back to the destination. Positive perception or the expression of joy gained by

the visitors from a visiting destination is a kind of visitors' satisfaction from the tourism destination (Neuvonen, Pouta, & Sievänen, 2010).

2.7.4 Urban Growth Machine

The urban growth machine critically conceptualizes the process of urbanization while drawing on the antagonistic relation between residents, as users of place, and place entrepreneurs, as investors in the exchange value of place in urban settings (Rodgers, 2009). The urban growth machine theorizes the growth coalitions that are shaped for intensifying the exchange value of urban places by the public, private and special interest groups (Judge et al, 1995). Further, the theory describes the entwined growth-centred goals of modern urban entrepreneurs, such as quasi-public agency leaders (e.g., transport authorities). With a transportation and communication grid already in place, modern cities typically seek growth in basic economic functions, particularly job intensive ones. These coalitions are supported by auxiliary players such as universities, museums, theatres, expositions, professional sport clubs, organized labour, consultants, and corporate capitalists who are also committed to the economic growth of the city (Ferman, 1996). Economic growth sets in motion the migration of labour and a demand for ancillary production services, housing retailing, and wholesaling ("multiplier effects") (Rodgers, 2009). To Rodgers, contemporary places differ in the type of economic base they strive to build (for example, manufacturing, research and development, information processing, or tourism).

The city is viewed as a growth machine theory, which tackles the expansion process while urging both urban governments and private actors to deploy infrastructure, population or economic development (Rodgers, 2009). This structure of a public-private development is

fundamental in urban decision-making. Private-public partnerships explain the political outcomes in many cities around the world and have been famous in urban literature for years.

Researchers have for decades struggled to find a wide scope that can clearly give details on urban political outcomes. However, the diverse variety of extraordinarily public, individuals, private and NGOs that make up global city scenery disqualifies a single definition. In the 21st century, urban growth machine theory has created a wide range of relevance. Primarily its focal point is in the process of growth and expansion, separating society into two clusters namely: i) The *rentiers* — they seek to capitalize on the exchange value of land and those who gain profits from it. ii) the society who gain from the land only in its worth as working or living there (Judge, Gerry, & Harold, 1995). The main decision-makers in city governments in the recent years have been supporting the *rentiers*. According to growth machine researches, *rentiers* consume high-end apartments, hotels, key cultural facilities, and commercial hubs. From the researchers viewpoint, this mutually advantageous relationship between governments and industry; compounded with the desire by dominant groups to exploit the most significant financial benefits out of urban land provides the only focus of most policy outcomes and explains political actions. Several growth machine researchers, such as Ferman (1996), have integrated neighborhood districts and special interest groups into his investigation, despite the fact that they remain outside the established league of estate business, commercial business, and political actions.

Tourism is not a standalone phenomenon that can be separated from its urban context. Its different forms and distinct practises mingle with regular urban practises such as housing, leisure, mobility, consumption and productions (Colomb & Novy, 2017). Hence, the boundaries between touristic and non-touristic urban practises are fuzzy, fluid and overlapping.

Moreover, tourism changes and transforms cities and urban spaces and vice versa – these transformations are not always desirable from the resident's point of view (Smith & Floyd, 2013).

If tourism is recognised as an important force of urban change, this requires long term policy, planning and good governance in which tourism is integrated and the complex realities of tourism with its possible nuisances in the city and the hinterland are taken into account (Terzibasoglu, 2016). To meet the needs, travel demand and expectations of residents as well as future visitors, cities have to adapt and transform continually (Bock, 2015; UNWTO, 2012).

2.8 Conceptual Framework

The framework comprises three independent variables and one dependent variable. The independent variables are diversity of tourism, destination attributes and tourist satisfaction while the dependent variable was sustainable tourism development

2.8.1 Destination attributes

Urban tourism resources of a destination are founded on the following, the built environment, which includes superstructure and infrastructure, and the natural environment, which is accessible for consumptions, by visitors and the tourism industry (Edwards, Griffin, & Hayllar, 2008). Tourism resources fundamentally propel the tourism industry in the destination and signify the foundation for generating income both now and in the future (Getz & Page, 2016).

Urban centers motivate a broad market since they are accessible, and they have a large base of offerings (Ashworth, 2011). This bring a broad appeal brings a new-fangled spending pattern that varies from those accommodated in nonrated hotels to five-star hotel customers, but all have one common idea on their minds: they want to learn, experience and visit diverse urban

centers. Urban centers ought to weigh their offerings and determine which of their attractions motivate to the visitors (Encalada, Boavida, Ferreira, & Rocha, 2017). Visitors with financial resources and information have been motivated to urban centers just to explore and experience a variety of activities to indulge and see. The urban cities and towns are a blend of different traditions, fine art, folk songs, creative writing and wonderful structural design of architecture in urban design (Spirou, 2011). Urban destinations are a concentration of diverse, and of superiority activities and characteristics that create their magnet pull and place individual cities and towns on the tourism grid (Karski, 1990).

Independent Variables   **Dependent variable**

Diversity of tourism forms
- Cultural heritage
- Wildlife
- Leisure

Destination attributes
- Accessibility
- Products and Services
- Entertainment and relaxation
- Amenities

Sustainable Tourism development
- Socio-Cultural indicator
- Economic Indicator
- Environment Indicator

Tourist Satisfaction
- Expectations
- Experience

Figure 2. 14: Study Conceptual Model Urban tourism pull factors and Sustainable Tourism Development

Source: (Author, 2017)

2.8.2 Diversity of tourism forms

Urban destinations are visited by different visitors demanding various activities and services (Ashworth, 2011). Such activities include either primary or secondary attraction; or auxiliary services such as accommodation. Their attractions are usually diverse in any given destination; for example, Nairobi enjoys a myriad of diverse attraction that supports the tourism demand. Such products include the wildlife, cultural and leisure. However, tourists undertake more than the leisure, wildlife, and cultural; they also visit friends and relatives; conference; business activities or a combination of business and leisure (bleisure) (KTB, 2014). Thus, tourism plays a vital function in national, county and urban financial system concerning jobs, revenue, income taxes, and preservation of urban transportation and communication as well as the expansion of social services. The built environment in cities support the core urban tourism attractions or the primary attractions of architectural, meaning such attractions also help to conserve, maintain and preserve historical structures (Lerario & Di Silvia, 2018).

Law (2002) scrutinizes the association between tourism and urban environment. He differentiates between the primary, secondary, and additional essentials of a city's tourism industry. Primary elements present the main motivations behind visitors appeal to cities. Secondary elements are the additional basics like accommodation, shopping, transportation and tourist provision of guided information. Secondary essential is for the achievement or attainment of urban destinations tourism but they are not the core motivators of visitors (Figure 2.13). The consumption of these diverse products depends on whether customers destination choice elements are met or exceeded.

2.8.3 Tourist satisfaction

Different visitors will have different attitudes, perceptions, and expectation of what makes the final resource of an urban destination. Urban tourism resources are both tangible products such as historic structure attractions and intangible products such as the impression or social structures of society. Visitors are familiar with these resources, their importance, worth and what gives urban resources value are the essential requirements to properly expand, promote and handle tourism in urban environments (Edwards, Griffin, & Hayllar, 2008).

A considerable number of visitor's motivations while in urban destinations were for a primary purpose, away from their traditional leisure and recreation. Their main activities while in urban environments include shopping, conventions, trade, and business, visiting friends and relatives. The local community is often a considerable majority user of urban resources and of superstructures that have been developed for purposes not related to tourism. Urban primary and secondary resources are diverse in scale and variety (Ashworth & Page, 2010; Edwards, Griffin, & Hayllar, 2008). Expectations, experiences, and satisfaction are spontaneous in and around these urban attractions, but extreme or unsuitable use can impact on their principles and standards (WTO, 2012).

2.8.4 Sustainable Tourism development

Sustainability depends on the interaction between the demand and supply of urban attractions (UNESCO, 2006). If a tourist's expectations are met and exceeded, their experience while in urban destination would be guaranteed and satisfaction levels met and exceeded, such visitors will become loyal to the destination (Nowacki, 2013). Further, if destination choice elements such security concerns, environmentally viability, cleanliness of the destination, conservation measures are undertaken in line with globally acceptable limits, such destination will be able to

compete in the international marketplace. Tourism in urban environments must recognize the many diverse methods in which urban attractions are important (Zamfir & Corbos, 2015). The tourism industry relies on urban attractions as the base for generating revenue (Buhalis, 2000). Local governance is linked with suitably and properly conserving, protecting and managing urban resources for long-term public consumption.

2.9 Summary of Literature

Topics	Sources	Key contributions	Key gaps
Tourists satisfaction Tourists expectations	Font (1997); Smith & Swinyard (1983) Font (1997) and Buhalis (2000)	Expectations influenced by people's prior experiences; Expectations as related to images based on previous experiences, word of mouth, press reports, advertising, and common beliefs	The changing tourists' preferences and expectations as well as the city landscape
Tourists experiences	**UNWTO, (2014)** Poon, (1989;1993) Sharpley, (2003)	**International tourism on an upward trend** Changing tourism demand patterns Changes related to modern society	**Statistics on local tourists experirnces** Experiences of tourist visitation to Nairobi destination What attracts tourists to urban destinations Factors contributing to low urban tourism.
Diversity of tourism forms Cultural heritage	**UNWTO, (2014)** Zhigunova, (2015) Iordache, (2015)	**The social, cultural and economic phenomenon** Culture and historical heritage Accessibility and locating urban attractions	The determination of urban visitor choices, perceptions and satisfaction levels. The investments in urban tourism. Strategies to increase urban destination numbers.
Wildlife Tourism	Belicia & Islam, 2018; UNWTO, 2014; 2015	**The international market size of wildlife tourism is estimated at 12 million trips annually** Wildlife tourism is growing at a rate of about 10% a year The tourism industry in Kenya is mainly wildlife – based	Limited conservation areas around Nairobi Gradual change in land use patterns
Leisure Tourism	UNWTO 2011, Baud-Bovy & Lawson, 2002	**Leisure, recreation and leisure holidays are on an upward trend of 3.3% annually**	The changing nature of leisure tourism from the traditional such as forest walks, drives, bird and butterfly watching to

		By 2030, leisure, recreation and holidays will represent 54% of all total international travel	modern leisure activities such as sporting events, movie theatres, shopping etc
Destination attributes Urban destination choice	WTO, (2012) ETC/WTO (2011)	Cities part of history Development range of products	Elements of visitors to destination choice Analysis of tourist experience and satisfaction Identification of major potential attractions
Visitor choice of urban destination	**WTO, (2012)** Rode and Floater, (2014)	**Quality and availability** Wealth and socioeconomic factors	**Travel behavior patterns in Nairobi.** Socioeconomic factors and emerging trends.
Sustainable tourism development	Pisonero, (2011); Iordache and Cebuc, (2009); WTO, (2004); Minciu, (2010); WTO, (2012)	**Urban focal points** Benefits to urban communities Sustainable tourism Economic, social, and environmental impact High demand in the city	**The needs of urban tourist-social, environmental and economic** Unplanned development and urbanization Benefits to all stakeholders – locals, county, national, private, NGO's
Models and Theoretical frameworks Push pull theoretical framework	Prayag & Hosany, 2014, (Beh & Bruyere, 2007; Chen & Chen, 2015; Gundersen, Mehmetoglu, Vistad, & Andersen, 2015	Push factor are the underlying motivations directing someone's behavior to do travelling. Such are the desire for escape, adventure, relaxation, Health & fitness, prestige, discovery and self-exploration	Visitors' perceptions and the image of destination are the key factors that stimulus. Thus, poor or negative image perception will decrease the number of individual visits
Tourism attraction model	Gunn, 1988; Kotler (1994); Nowacki (2013).	This model combines the visitor, the attraction and the marker. They are attractions of natural or human-made, cultural found at the attraction site	The augmented product contains supplementary services and gains for the tourists, both intangible and tangible

Three pillar basic model	Niedziółka,(2012); (Basiago, 1999); Meyer and Milewski, (2009)	Replacement of simple land use by social models Development of urban tourism in the fringe of cities The growth of cultural districts- for tourism and leisure The growth of cultural districts- leisure Attitude and perceptions of urban tourism	Urban tourism development at the expense of stakeholder involvement and impact assessment
Urban growth machine	Rodgers, (2009); Judge et al., (1995); Ferman, (1996) Nowacki, 2013; Gunn, (1988); Swarbrooke (1995)	Exchange process leads to the development-economic environment and socio-cultural Development process incorporates private, public, NGO's, neigh hood and special interest groups.	Economically local landowners and investors benefit economically but leave the local community out Major decision are made by politicians and businesses

Source: (Author, 2017)

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 Overview

This chapter outlines the methodology and research design that was employed by this study. The sections are subdivided into the following sub-sections: research design, study area, study population, sampling unit, sampling technique, sample size and design, research instruments, pre-testing, validity and reliability, data collection techniques, data analysis, and logistical and ethical consideration.

3.1 Study Area

According to United Nations (2016) Kenya is located in the Africa continent, within the Eastern part while 80% of Kenya's land area is semi-arid, and with only 20% arable land. The UN report further indicated that Nairobi, Kenya's capital city is centrally located in the country (Appendix 1) and holds a population of about 4 million people as of 2016 statistics. It borders Kiambu County to the North and West, Kajiado County to the South and Machakos County to the East. The County lies along longitudes 36 ^{o} 45' East and latitudes 1° 18' South; it is found at an altitude of 1,798 meters above sea level (NCC, 2014). Nairobi has a warm highland climate within the tropics and with daily average temperatures ranging from 29º C in the dry season to 24º C during the other seasons of the year. The mean daily maximum temperature is 23^{0}C and the minimum is 12^{0}C while the annual temperature is 17^{0}C. The average annual rainfall is 875mm, with variation range 500-1500mm (Omwenga, 2011).

3.1.1 Study Area and Administrative Sub Counties

NCC is divided into seventeen sub-counties (Table 3.1). The County also has 27 divisions, 64 locations 135 sub-locations and 85 wards (NCC, 2014).

Table 3. 1: Administrative Sub Counties of Nairobi City County

Sub-county/Constituency	Wards	Area in Sq. km
Westlands	5	72.4
Dagoretti North	5	29
Dagoretti South	5	25.3
Langata	5	196.8
Kibra	5	12.1
Roysambu	5	48.8
Kasarani	5	152.6
Ruaraka	5	7.2
Embakasi South	5	12
Embakasi North	5	5.5
Embakasi Central	5	14.3
Embakasi East	5	64.7
Embakasi West	4	9.35
Makadara	4	13
Kamukunji	5	8.8
Starehe	6	20
Mathare	6	3
Total	85	694.9

Source: (NCC, 2014)

3.1.2 Topography and Climate

Nairobi occupies an area of 694.9 km^2 at the southeastern end of Kenya's agricultural heartland (Table 3.1). At the elevation of 1,600 to 1,850 m above sea level, Nairobi enjoys bearable temperatures all year (Mitullah, 2003). According to NCC (2014), the western part of the city neighbors Kiambu County; Starehe, Westlands, Dagoreti and Kibra sub-counties; and Kajiado County to the south east. The Eastern part comprises parts of Kasarani and Embakasi with

Kiambu to the North and Machakos to the south west. The western part of the county has the highest elevation, with an irregular landscape, while the eastern side is the least in elevation since it is relatively low and even (Tibaijuka, 2007). The author further notes that Nairobi, Ngong, and Mathare rivers pass through various sub-counties, and the native Karura forest still stretches over parts of northern Nairobi.

Nairobi has a moderate, highland tropical climate with two major wet seasons. Highest precipitation starts between March to April and the short wet season start between November to December. The mean annual rainwater varies between 850-1050mm, while the mean daily temperature varies from 12°C to 26°C. Nairobi is normally parched, cold and chilly between July and August, but scorching and parched in January and February (CBS, 2004). The mean monthly relative humidity fluctuates between 36 and 55 %, while the daily mean sunshine hours fluctuate between 3.4 and 9.5 hours. The cloudiest season of the year is immediately after the first wet season, until September when the environment is usually cloudy with light showers.

3.2 Research Design

This study used exploratory, explanatory and descriptive research design methods which correspond with the aim and the objectives of the study since the researcher dealt with identified individuals.

Exploratory research is defined by Burns and Groove (2001) as research conducted to gain new insights, discover new ideas, and for increasing knowledge of the phenomenon. It is used, for example, to identify a problem, clarify the nature of it and define the scope of it, to look for insights, develop propositions and hypotheses for further research, to reach a greater understanding of an issue. Exploratory helped look for insights into the research study, it

helped answer these questions, which are the major tourist attractions and types in NCC? Which tourism products and types are available in NCC?. It contributed to the development of a research design and should be thought of as a first stage in the research design process.

The second design is explanatory design thus, sometimes, research design is formulated through explanatory design and to test the research design, description design is formulated (Shrivastva & Rogo, 1958). Explanatory research was conducted in order to identify the extent and nature of relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms, various processes (Zikmund, Babin, Carr, Adhikiri, & Griffin, 2013). Explanatory research focuses on the 'why' questions. Answering the 'why' questions involves developing causal explanations. Such research does not involve comparison and factors of change (Trivedi & Shukla, 1998). For instance, explanatory research design answered questions such as: why do people choose city tourism and not other forms of tourism? Why the destination appeals more to some visitors than others? Why do some age groups prefer urban destinations than others? Thus, explanatory research design allowed the researcher to rule out rival explanations and come to a conclusion, to help develop causal explanations.

Descriptive design form the third step of research, the design examined characteristic (exposure) and an outcome in the same respondents. It also collects precise data while providing a clear image of the occurrence that is being studied. Thus, a descriptive survey design allows the researcher to relate, measure, and validate attitudes and opinions of a higher number of subjects (Kothari, 1999). It answered questions from the same viewpoint while ensuring that there are no gaps between the data collected and at the same time guaranteed that existing best guesses from the researcher are unlikely (Kothari, 2004). Data collection was

achieved using a mixed method inquiry, combining both quantitative and qualitative methods (Figure 3.1). The embedded mixed strategy was used, where the researcher used quantitative and qualitative methods within a design associated with one of these two methods (Creswell & Planco Clark, 2011). For example, the researcher used a qualitative method as a supplement to the more extensive quantitative design. Embedding occurred at the design and analysis level, in that the embedded method was explicitly conducted to fit the context of the more significant quantitative design (Figure 3.1). Thus, a descriptive survey design was used to describe the contribution of urban tourism pull factors to sustainable tourism development. Further, the design was also used to describe the two tourism planners namely the public and private planners.

Figure 3. 1: Embedded Mixed Method Research Design
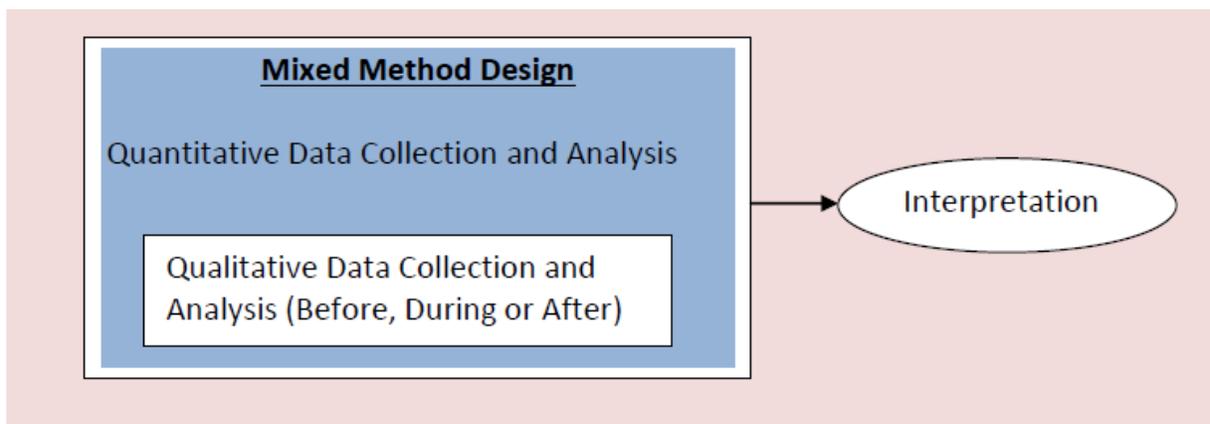
Source: (Creswell & Planco Clark, 2011)

3.3 Study Population

The subjects of interest in this study for quantitative data consisted of departing tourists through JKIA from January to June of 2017; departing tourists have divergent views, experiences and satisfaction rates about urban attractions. The choice of departing visitors through JKIA was

also crucial because of JKIA as the chief point of entry to Kenya by air is found in the County (NCC, 2014). The population under study was defined by the tourists who selected urban destination attractions in NCC and at least spent one night in the destination. All tourists who stayed in Nairobi from January to June 2017 and departed through JKIA from 10 am to 12 am were included in the study. The population under study was poised to be finite as the numbers of visitors departing the country fractuate. The target ppulation was based on 781,500 arriving visitors via JKIA in 2016.

Qualitative studies and in particular, two tourism stakeholders/planners were used to gather various sources of information to present a comprehensive and representative picture of urban tourism (Table 3.4). As informed by Boyce and Neale (2006), when deciding interviewees for qualitative research, a representative sample is crucial. As such, the subjects for this research included senior managers drawn from two main tourism stakeholders in Kenya: (a) public sector in Kenya including NCC department of tourism and National government (Ministry of Tourism, KTB, and TRA); and (b) business sector within urban destinations, tourism associations (Ecotourism Kenya, and KTF), hotel association (KAHC) and tour association (KATO). Sixteen tourism planners were targeted for an interview; these included two tourism planners from the selected eight groups of tourism planners.

3.4 Sampling Unit

The sampling unit used in the gathering, analysis, and presentation of quantitative data in this research were the departing visitors via JKIA. The visitors were divided into two stages based on the sampling method. These comprised of visitors departing through JKIA terminal 1 (T1). T1 houses T1A (serves international departures & arrivals (KQ & partners), T1B (serves

international departures and houses common-use check-in counters), T1C (serves international departures, and is home to Kenya Airways) and T1E as the primary clusters sampling units. The second stage consisted of the visitors departing through terminal 2 for low-cost airlines. The sampling factors considered in the sampling included the departure destinations, airlines frequency, terminal and the number of tourists.

The sampling unit used in the gathering, analysis, and presentation of qualitative data in this research were tourism planners. Tourism planners were selected from public and private clusters informed by a range of topics: for example, National and county government's involvement, public-private collaborations, conservation and protection, and their input in tourism development. Urban tourism planners were deemed to have knowledge on the urban product.

3.5 Sampling Techniques and Sample Size

A Two-stage Cluster sampling technique was adopted when coming up with a representative sample in this research. A Two-stage Cluster sampling technique has two stages. First, stage one in cluster sampling entails dividing the study population into bunches; then randomly choosing proportion units from each cluster. All elements within the clusters are then given an equal chance to take part in the survey (Rugg & Petre, 2007). Stage one involved dividing visitors based on their departure terminals. Lastly, stage two in cluster sampling entails visitors departing through terminal 2 for low cost airlines.

Since sampling is the method used by a researcher to gather participants from an entire population and involves decisions about which respondents, setting, measures, behavior and social process to examine (Kisilu & Tromp, 2006). Mugenda and Mugenda (1999) spell out

that cluster sampling is suitable in situations when individuals of a population are uniform and varied. The use of a two-stage sampling method made sure that each cluster realized equal representation in the sample. This is done first by selecting representative sample while using simple random sampling. To determine the representative sample size for visitors to be selected, the study used confidence interval approach (formulas (1) and (2)).

$$n = \frac{\dfrac{z^2 P(1-P)}{d^2}}{1 + \dfrac{1}{N}(\dfrac{z^2 P(1-P)}{d^2} - 1)} \quad \text{... 1}$$

Source: (Madansky, 2011)

$$n = \frac{Z^2(PQ)}{E^2} = \frac{3.849 * 0.5 * 0.5}{0.0025} = 385 \text{ ... ... (Table 3.1) ... ... ….2}$$

Where, n is the sample population, where Z is the required Z-value yielding the desired confidence level degree, while p represents an estimation of the study population predictability, and a P value of 0.5 or 95% confidence level, acceptable error level of 0.05 (E) and a z value of 1.96. This method accepted a determination of the sample population involved a requirement of the accuracy of inference wanted and then the determination of the sample population essential to ensure it (Kothari, 2004; Madansky, 2011)

Samples used for qualitative research is much fewer than those used in quantitative research (Mason, 2010). Qualitative research samples are much fewer since there is a point of diminishing return. The point of diminishing is when a study goes on and on when additional data does not essentially lead to new information. This point is also known as a point of saturation. Secondly, qualitative research is more thorough since its concerned with the detailed

meaning and not making generalized statements (Ritchie, Lewis, & Elam, 2003). In qualitative research, the representative sample size depends on the researcher, a sample size of sixteen was identified and the accepted as the minimal sample for this research. Tourism planners were purposefully selected from the clusters informed by a range of topics: for example, National and county government's involvement, public-private collaborations, conservation and protection, and their input in tourism development. Meanwhile, a study conducted by Guest, *et al*. (2006) titled how many interviews are enough 'found out that 12 participants are enough for interviews. Charmaz (2006) suggested that 25 respondents are adequate for small studies while Ritchie *et al*. (2003) suggested samples of not more than 50 respondents for qualitative studies. Green and Thorogood (2009) stated that in small qualitative studies that is 'new' and one that comes out of transcripts, you have to interview 20 respondents.

16 participants for interviews were identified from the two tourism planners category (Guest, Brunce, & Johnson, 2006; Onwuegbuzie & Collins, 2007) (Table 3.4) 3

Table 3. 2: Tourism Planners Cluster Sample Frame

Planners category	Clusters	Subclusters	Tourism planners
Public sector	National	Government	Ministry of tourism
			Kenya Tourism Board
			Tourism Regulation Authority
	County	Government	Department of tourism
Business sector	Private	Associations	KTF
			KAHC
			KATO
			Eco Tourism Kenya

Source: (Author, 2017)

In each urban tourism planner's category, two planners were purposefully selected from the clusters informed by a range of topics: for example, National and county government's involvement, public-private collaborations, conservation and protection, and their input in tourism development. The most suitable way in which the qualitative sample was achieved, was to divide the selected urban attractions into two main categories (Table 3.4). A survey was done for the tourism planners included in the tourism planners cluster frame.

3.6 Research Instruments

The following research instruments were employed in this study;

3.6.1 Questionnaires

The researcher administered a total of 385 questionnaires. The questionnaires were given to departing tourist at JKIA's terminal 1 that houses T1A, T1B, T1C and T1E clusters and terminal 2. The questionnaires gathered on the contribution of urban tourism pull factors to sustainable tourism development to departing tourists who had at least spent one night in NCC. The questionnaires sought to find out the number of days spent, attractions visited, traveling patterns and visitors experience, satisfaction, and behavior while in NCC. In general, the questionnaire was measuring on urban tourism pull factors and sustainable tourism development from a tourist viewpoint.

3.6.2 Face to Face Interview using an Interview Guide

The researcher interviewed 12 senior managers or opinion leaders of the two main groups of planners and decision makers in tourism development within the clusters of public and business sectors. The interviews determined the urban tourism pull factors and sustainable urban tourism. They also explored strategies that needed to be put in place to exploit urban resources.

The guide was semi-structured (Appendix 4), and this was characterized by minimal control over the informant responses. This method was employed to ensure that the researcher probes further while assisting the participants to open up and express themselves in relation to the subject under study. Interviews were formal, nevertheless, the researcher still maintained discretion to follow the lead and control the discussion. On the other hand, the interviewees were in a position to quantify sustainability and development strategies that need to be put in place to exploit urban resources within the county. Further, the researcher was also able to find out the challenges faced in urban tourism development.

3.6.3 Photography

A digital camera was used to capture situation around the researcher area of study that aided the study – these include photographs (Appendix 15). Bell (2001) advocates the use of content analysis in the analysis of images. To Bell, content analysis is a label applied more or less to the investigation concerned with the meaning of an image. Thus, Plate 1 depicts the integration of culture and wildlife. Meaning culture and wildlife coexisting with one another in the destination. Plate 2, portrays and elephant and a calf. This illustrates the rich wildlife in our parks; it also shows the conservations measures put in place to guarantee their survival. Elephants are found within the city at David sheldrick elephant orphanage. Plate 3, shows a Masai giraffe, the largest subspecies of giraffe. It is native to East Africa. The Masai giraffe is predominant in central and southern Kenya and in Tanzania. Giraffes in Nairobi are found in giraffe centre and NNP. Plate 4, depicts a mature male lion. Lions are found in most national and reserves in Kenya, within Nairobi lions are found in NNP. Plate 5 illustrates a rhinoceros, rhinos commonly referred to as rhinoceros are found in several parts of Kenya. However, in Nairobi black rhinos can be viewed in the black rhino sanctuary. Finally, Plate 5 portrays a

zebra. Zebras are an occurrence in most parks and reserves. In Nairobi, zebras can be seen in NNP.

3.6.4 Observation

The researcher was also able to observe situations while undertaking the study using an observational checklist (Appendix 5). The researcher observed that both cultural and wildlife are depicted through Photographs in walls and in large windows in JKIA and particularly in departure terminal 1A. This implies the destination creates a positive image to departing visitors on the diverse wildlife and cultural resources. However, in the departure terminals there was lack of a clearly defined tourist information desk that would inform, advice, and clarify about the destinations resources. Tourist merchandize are freely sold in African clothes shops, jewellery retailers, bookshops, fashion shops and duty free shops selling tobacco, spirits, cosmetics, toiletries, gift items among others.

3.6.5 Note Taking and Recording

Note taking, and recording was undertaken at every stage of the data collection for the interviews with the consent of the interviewees. Recording assisted in transcription of the qualitative data to form themes and subthemes around the area of study (Appendix 9).

3.7 Pretesting

Pretesting of the instrument to check on the validity and reliability of the instrument was used on each group of participants. Mugenda and Mugenda (2003), explains the purpose of pretesting is to ensure that the substances in the instruments are clearly stated and precisely. Pretesting also helps to find out if the instruments have the same meaning to different respondents. The purpose of pretesting was to ensure that any clarification of the

misunderstood terminologies was understood by the respondents. The information gathered during the pretesting was used to revise the research instruments while the pretested samples were not used in the study. Ramenyi (2011) and Taylor, Bogdan, and DeVault (2016) recommended the use of small samples of between four and eight participants as sufficient for pretesting of instruments. Thus, two visitors were randomly selected for the three sub terminals in terminal 1 to make six (6) visitors and five (5) visitors were randomly selected in terminal 2 yielding a total of ten (11). One tourism planner was randomly selected for pretesting (Table 3.5).

Table 3. 3: Sample size pretesting questionnaires and interviews

	Airport Terminals	No of respondents
Terminal 1	1A, 1B,1C	6
Terminal 2	2	5
Tourism planners (Interview)		1
Total		12

Source: (Author, 2017)

According to Mugenda and Mugenda (2003), depending on the sample size, 1 to 10 % number of subjects is enough for pre-testing. The pretesting of 11 questionnaires to the subjects represented a 4.8 % and was considered adequate for analysis. Thus, eleven questionnaires were distributed to visitors to the urban destination for pretesting. One interview was conducted to test the meaning of the interview guide on one tourism planner. Eight of the eleven questionnaires were brought back yielding 73% response rate. Pretesting was done to improve the meaning of questions in the questionnaires while identifying any unforeseen mistakes.

Further, pretesting assisted the researcher to ascertain the time respondents required to fill in and return the questionnaire (15 to 20 minutes for this study), the inclusion of vague questions without meaning and the exemption of key areas. Inconsistencies that were recognized were solved through the restructuring of the instruments. The instruments were altered to improve the visitor's interaction with research instruments. The process also assisted the researcher to collect other essential observations which were very timely and of great importance to the attainment of the study through improved data collection tools. For instance, some visitors expressed the necessity to add a column which expressed neutrality since not every respondent was in agreement or disagreement thus, the inclusion of 'I don't know' column.

3.8 Test of Validity

Validity dictates how solid the research is, it points out to the extent a tool measure what it is expected to determine (Kothari, 2004). Content validity constructs are created when the indicator represents the subject under study in a consistent connotation of the construct (Weiber & Mühlhaus, 2010). This study validity was guaranteed through the use of both supervisors' evaluation to establish whether the multi-layered objects precisely represented the urban tourism concept under study. Validity is also established through pretesting of the measurement scales and opinions of subjects in authority (Kothari, 2004). This thesis also used construct validity to measure the internal consistency of the research tools. Construct validity was ascertained using elements derived from other researchers to determine the study elements. The researcher sought the views of the two main groups of planners (public and business) and then discussed the findings of the elements that affect the outcome of the study.

3.9 Test of Reliability

Reliability refers to the degree of consistency, which is assigned to the same category of different observers or by the same observers on a different occasion (Veal, 2006). The instruments were subjected to a reliability test to measure the reliability of the instrument; this ensured that the measurement yielded reliable data. Before commencement of this study, the instruments were administered consistently to the respondents to enhance the consistency of the measurement tools. Specifically, Cronbach Alpha coefficient was used to test the reliability of the constructs as this technique is the most widely applied reliability in social science research. According to Hair *et al.,* (2005; 2010) the general approved lower limit for Cronbach's Alpha coefficient is ≥ 0.70. However, Cronbach's Alpha coefficient in exploratory research may decline to ≥ 0.60 and increase in research that calls for more rigorous consistency up to ≥ 0.80. SPSS generated reliability test results were generated from the measurement scales items, followed by the examination of the Cronbach alpha coefficient values to establish whether set thresholds were attained. Three separate Cronbach coefficient reliability estimates for elements that had multiple Likert scale questions to determine same latent variable are presented in Table 3.6 with the lowest ($\alpha = 0.70$) sustainable tourism development and highest ($\alpha = 0.91$) Tourist satisfaction of tourism attraction. All the four Cronbach's Alpha coefficients constructs had above the set threshold of ≥ 0.70 and therefore were considered sufficient for further statistical data analysis.

Table 3. 4: Cronbach Alpha Coefficient for Internal Reliability

Constructs	Number of Items	α
Diversity of tourism forms	11	0.71
Tourist satisfaction	15	0.91

Destination attributes	36	0.87
Sustainable tourism development	10	0.70
Total	**74**	**0.79**

Source: (Author, 2017)

3.10 Data Collection Techniques

Data collection involved the method of collecting, gathering and analyzing information on the elements under study. The collection method was established through a methodical style that enables one to test relationships between hypotheses while evaluating outcomes (Rugg & Petre, 2007). Kothari (2004) gives a description of items to be carefully considered while deciding on a particular data collection method:-

a)Nature, scope, and object of enquiry is the ability of a technique to go well with the type of research that is to be performed by the researcher while making a decision on whether the existing secondary data is to be used, or the primary data not yet obtained is to be gathered; b) Availability of funds assist to the degree at which data can be gathered fast while facilitating control over data collection and the cost of gathering data; c)Time factor: The time the researcher has for data collection, thus, it influence the selection of the process at which the data is to be gathered and; d) the accuracy required: accuracy required influences the important factors to be considered while selecting the technique of data collection.

These factors were deemed critical while informing decisions on the variety and selection of the process of data collection. Further, the researcher attained all relevant research permits from authorities to undertake the study (Appendix 6, 7, and 8). The process of data collection was carried out for six months from the month of January to June 2017. The data collection method

was conducted by the principal researcher with the help Kenya Airports Authority (KAA) customer care staff placed at information desk due to the requirements of security and security clearance at JKIA. Data from the departing visitors via JKIA was the first to be collected. Respondents were given questionnaires to fill as they were waiting for their flights. Data was collected every day from 10 am to midnight throughout the week since most flights would depart from midday to midnight. The main challenge in data collection was on nonreactive respondents, these were respondents who were not willing to fill in questionnaires. Data collection from departing visitors was followed by a collection of data from tourism planners including the business sector and the government agencies. This was because initial data from departing tourists formed a base of the interview questions for tourism planners. Tourism planners' face-to-face interviews were conducted within the respondents' locations as it was preferred by all the respondents. The recording was only done through consent by interviewees and was done while the interview was going on while note taking was also used during interviews to record the main points.

3.10.1 Data Preparation and Screening

The subsequent phase of the diagnostic process was data preparation and screening. Preparation and screening is an unavoidable method because researchers may fall into challenges concerning the data. These challenges may, as a result, lead to bias or failure of the findings and subsequent analysis. This phase contains a series of steps, beginning with handling omitted/missed data, categorizing outlier and checking for familiarity/normality.

3.10.1.1 Missing Data

The immediate task during the data preparation and screening level is to verify there is no omitted/missing data. It is possible that during the filling of the questionnaires, some respondents may not tackle certain specific questions or they overlook certain questions. The omitted values in the data set must be taken care of, as it may result in severe challenges during the process of analyses, thus, generating a biased outcome. Schafer and Graham (2002) correctly pointed out that a majority of the analytical software have a deficiency in the ability to handle missing data. For this reason, exceptional care is necessary during the collection level of the data DeVaus (2002) and Schafer and Graham, (2002) and systematic preparation is required during data gathering and tabulation (Roth, 1994).

Once the questionnaires were received, labeling, coding and data entry into the statistical software was done. Further, the entered data was analyzed for the occurrence of frequency to cross-check omitted values or irregular data entry. There were 89 questionnaires with missing values identified, and such cases were excluded from further analysis. Thus all 231 remaining questionnaires were valid for further data analysis.

3.10.1.2 Outliers

This is the second level in the data preparation and screening procedure, both multivariate and univariate outliers were screened. Univariate outlier, cases usually show strange and peculiar responses when contrasted to the rest of the cases for a single attribute in the study, whereas, a case presenting an irregular response of more than one attribute under study is frequently known as a multivariate outlier (Kline, 2011).

To detect univariate outliers, Kline (2011) suggests the use of skewness and kurtosis with the use of a software analysis programme. The value of skewness is usually above three while for kurtosis is usually exceeds ten which may activate concern, as it may be a univariate outlier (Kline, 2011). When testing for multivariate outliers, the researcher is mandated to investigative Mahalanobis D2 measure (Hair, Black, Babin, & Anderson, 2010; Warner, 2008). This show, a value below 0.001 which indicates a statistical significance lower than 0.001 thus point out a probable case of a multivariate outlier (Tabachnick & Fidell, 2013).

Univariate and multivariate outliers' tests were both carried out. The results of univariate skewness and univariate kurtosis indicate that there were no omitted and missing values illustrated through skewness of above 3 and kurtosis above 10. Similarly, Mahalanobis D2 was scrutinized, and no cases showed a value lower than 0.001, which indicates a probable case of multivariate outliers. Thus, all cases were considered for further statistical analyses.

3.10.1.3 Normality

The last stage involved checking of data in the distribution is normality. Normality refers to the tests in the character and in the distribution of data while investigating the skewness and kurtosis. Extreme values in skewness and kurtosis point to the likelihood of a deformity in the distribution of data. Kline, (2011) recommended skewness on values above 3 and kurtosis values above 10 which indicates a likely challenge in the normality of data. All the elements tested resulted in values below the threshold (skewness values above 3 and kurtosis values above10). These results indicate that present study data was standard in data screening and after data entry. The next level was to subject the data to descriptive and inferential analysis.

3.11 Data Analysis

The process of data analysis commenced when all the disseminated questionnaires were received. Analysis of interview schedules was done by creating data themes, categorization, and coding which commenced with data collection (Appendix 9). Principally, the received questionnaires were arranged based on the totality of data. Only those questionnaires that had absolute data were used in the investigation. Field (2005; 2013), suggested that data should be edited, coded, reduced and entered into an analysis package before various analyses. First, quantitative data was first entered into a Ms. Excel package to check on errors, when data was deemed error-free only then was data transferred into a Statistical Package for Social Sciences (SPSS v 20.0). Before the beginning of data analysis, a number of frequencies, calculations, and percentages were done to identify mislaid values, make out erroneous entries as well as clean the dataset. Chi-square cross-tabulations were then run, summations, the universal uniqueness of the subjects while establishing the association between respondents' demographic profiles and the purpose of visiting urban destinations.

Inferential statistics was performed in connection with the study hypotheses. Pearson Product Moment Correlation Coefficient (r) statistical method was employed to establish the relationship between the independent elements (urban tourism pull factors) and the dependent variable (sustainable tourism development). In addition, multiple linear regression analysis was performed to establish the variations in the effects urban tourism pull factors and sustainable urban tourism. This method was used to investigate the study hypotheses statistically. Pearson Correlation coefficient (r) was used to test the three study hypothesis whereas multiple linear regression analysis at 5% confidence level was used to test the effects of independent variables x_1, x_2, x_3 on a single dependent variable y (Table 3.7). These parameters represent the

independent contribution of each independent variable x to the value of the dependent variable y. The independent variable was explained by the multiple regression analysis which gave a coefficient of determination (R^2) which expresses the variability in the independent variables caused by the independent variable. Elliott and Woodward (2007) argued that Linear multiple regression analysis can be employed to ascertain the predictors of a result variable at the same time confirm the most significant predictors. The following assumptions underlie multiple regression analysis;

   i.   Variables are normally distributed

   ii.   There is a linear relationship between the independent and dependent variable

   iii.   Variables are measured without error, that is, they are reliable

   iv.   Each of the observation should be independent of each other.

The Multiple Regression Analysis was based on the model specified as follows; sustainable tourism development (Y) = f (diversity of tourism forms, destination attributes and tourist satisfaction)

Thus the model; $Y = \beta_o + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$

Where;

Y= sustainable tourism development

β_o =Constant or y-intercept

x_1= diversity of tourism forms

x_2= destination attributes

x_3= tourist satisfaction

β_1... β_3 –Slope or change in Y given one unit change in x_1

ε=Error term

Regression formula to address each individual hypothesis

$$y = \beta_0 + \beta_1 x_1 + \varepsilon_2$$

Where:

y= sustainable tourism development

$\beta_{0=}$ Constant

$x_{1=}$ diversity of tourism forms

β_{1-} Coefficient of Regression

$$y = \beta_0 + \beta_1 x_1 + \varepsilon_2$$

Where:

y= sustainable tourism development

$\beta_{0=}$ Constant

$x_{1=}$ Destination attributes

β_{1-} Coefficient of Regression

$$y = \beta_0 + \beta_1 x_1 + \varepsilon_2$$

Where:

y= sustainable tourism development

$\beta_{0=}$ Constant

$x_{1=}$Tourist satisfaction

β_{1-} Coefficient of Regression

Qualitative content analysis was employed in the study to methodically explain the meaning of tourism attractions, location, diversity of tourism products and frequency of visitation in a particular respect that the researcher specified in the research tools (Taylor, Bogdan, & DeVault, 2016). The researcher had a chance to make a decision on which data was to be analyzed by focusing on the aspect of materials depending on research tools. It was then followed by creating of categories or themes as a means of suppressing large information into a fewer content correlated to categories, coded unconnected to the research tool as well as those frequently answered (Appendix, 9). The researcher also recognized the most important and the universal themes using multi-sourced data of tourism planners (Mason, 2010). The researcher

established themes as a way to associate the fundamental meaning together in groups. The concept of themes had multiple interpretations, first as a way to explain a structural theme with meanings essential to present qualitative results, second, a chronic constancy realized within or cutting across themes and intuition of the hidden content within the text (JiY & Eun, 2014). The analysis was carried out, and the results have been presented regarding tourism attractions, diversity of tourism products, location of tourist attractions and frequency of visitation.

Table 3. 5: Data Analysis Plan

Research Objective	Method Of Analysis
i) To assess tourism attractions, geo-location, and tourism products available in Nairobi County	Descriptive statistics, Chi-square cross tabulation, Chi-square goodness of fit
ii) To examine the relationship between diversity of tourism forms and sustainable tourism development	Person Correlation coefficient (r) 5% significant level Reject at $p < 0.05$, fail to reject at $p > 0.05$ Chi-square cross tabulations
iii) To determine the relationship between destination attributes and sustainable tourism development	Person Correlation coefficient (r) 5% significant level Reject at $p < 0.05$, fail to reject at $p > 0.05$ Chi-square cross tabulations
iv) To establish the relationship between tourist satisfaction and sustainable tourism development	Person Correlation coefficient (r) 5% significant level Reject at $p < 0.05$, fail to reject at $p > 0.05$ Chi-square cross tabulations
To determine the effects of urban tourism pull factors (diversity of tourism forms x_1, destination attributes x_2 and tourist satisfaction x_3) on sustainable tourism development y	Multiple linear regression analysis 5% significant level Reject at $p < 0.05$, fail to reject at $p > 0.05$

Source: (Author, 2017)

3.12 Logistical and Ethical Consideration

Researcher logistics refer to the procedures or actions that a researcher has to deal with to guarantee successful achievement of a study (Mugenda & Mugenda, 2008). Logistics of this study comprised of (1) obtaining an authorization letter from Moi University, School of Tourism, Hospitality and Events management (Appendix, 10). The National Commission for Science, Technology, and Innovation (NACOSTI) (Appendix, 6), 2) getting clearance from the Ministry of Transport and Infrastructure and Kenya Airports Authority (Appendix, 7 and 8) 3) pre-testing of the research tools, (4) planning the budget, (5) gathering and collecting completed questionnaires, and (6) coding and editing of data.

Fieldwork logistics included familiarization with security clearance procedures, flight departure sequence; creating rapport with JKIA supervisors, customer care personnel, and lounges attendants, as well as creating an understanding with the respondents during data collection, and at the same time acquainted with the range of clients to be issued with questionnaires to avoid uncertainty. During fieldwork data collection procedure, each respondent was informed of the intentions of the study and was provided with a questionnaire together with transmittal letter (Appendix, 2). The transmittal letter summarized the study purpose while informing the respondents of their rights to participation in the study. The collected data was handled with extreme discretion and privacy. Respondents were requested not to indicate their particulars in the questionnaire and this guaranteed as well as protected their privacy. In the interview, participants were informed of privacy and their rights.

Post-field logistics comprised the procedure of collecting the filled questionnaires from the field, editing, code and entering the coded data into the analysis package. The filled questionnaires, transcripts, and recordings were kept secure for future utilization. Electronic files were secured with a password especially those that were produced for the analysis package and by the data analysis package. Keeping all generated information unidentified and confidential was part of ethics. The researcher ensured data confidentiality, especially information contained in questionnaires and interview was used for analysis of this Ph.D. thesis only. Respondents were only acknowledged by their country of origin and occupation to protect their identity. The generated data (electronic and data collection instruments) will be protected for three years before destruction as informed by international laws on records retention and disposition guidelines (Rockefeller Archive Center, 2008).

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.0 Overview

This chapter describes the systematic investigation of data collected using questionnaires and interview guides. In particular, this chapter describes the results of the connection between dependent and independent variables through testing hypotheses using chi-square, Pearson correlation and multiple linear regression analysis. Further, the chapter presents the findings on urban tourism pull factors on sustainable urban tourism. This chapter also gives the opinions and attitudes of the two categories of tourism planners.

4.1 Response Rate

Three hundred and eighty-five (385) questionnaires were dispersed to study respondents. Of the distributed questionnaires, 320 were returned yielding a response rate of 83%. Out of the returned questionnaires, 89 were missing some information and were unwanted resultant in 231 usable questionnaires. Mugenda and Mugenda (2008), notes that a response rate of 50% is sufficient for data investigation, analysis and reporting while a response rate of 60% is sensible and above 70% is extremely good. Accordingly, a response rate of 83% was deemed extremely good and as a result sufficient for statistical analysis and reporting.

4.1.1 Response Rate of Tourism Planners

The study mainly focused on the two groups of tourism planners who are directly involved in urban tourism planning. These included the public sector represented by both the county and national government and the business/private sector was represented by different associations

found within the different fields of tourism (Table 3.4). The public sector was represented by both the national and county governments. The national government was composed of the Ministry of Tourism, KTB, and TRA. The ministry of tourism is generally concerned with policy formulation, KTB is concerned with destination marketing and TRA is mandated to regulate the tourism industry. NCC's department of tourism has the mandate to develop the growth of tourism within the county. The private sector, on the other hand, was represented by KTF, KAHC, KATO and Ecotourism Kenya. KTF unites the associations within tourism in one roof, notable are Travel agents and Air operators; KAHC represents the interest of hoteliers in the destination; KATO is the umbrella association representing tour operators interest in the country and Ecotourism Kenya promotes responsible tourism practices within the tourism industry in Kenya. This involves encouraging the adoption of best practices in the use of tourism resources, working with local communities and managing wastes and emissions. These represented the opinion leaders in tourism. The Twelve interviewed tourism planners were coded as TP1 (Tourism Planners) to TP12 (Table 4.1). Twelve of the sixteen tourism planners took part in the study representing 75% response rate (Table 4.1).

Table 4. 1: Tourism Planners' Response Rate

Tourism planner	Code	No. of participants
Public sector		
Governments	TP1	
	TP2	
	TP3	
	TP4	
County Government	TP5	
	TP6	6
Business sector		
Private sector	TP7	
	TP8	
	TP9	
Industry Associations	TP10	
	TP11	
	TP12	6
Total		12

Source: (Author, 2017)

Although qualitative researchers typically start with a general idea of how many settings or people they intend to study, they define their samples on an ongoing basis as the studies progress (Taylor, Bogdan, & DeVault, 2016). Out of 16 tourism planners, the researcher was able to interview 12 respondents who were deemed sufficient since the point of saturation was realised, through getting the same responses. Bryman (2012) argues that while many experts agree that saturation is ideal, some give a numerical guidance, for example, Alder and Alder (1987) advice on a sample of between 12 and 60. Moreover, a study conducted by Guest, *et al*. (2006) titled 'how many interviews are enough' found out that 12 participants are enough for interviews. Thus, 12 interviewees were deemed fit for further analysis

4.2. Respondents' Demographic Profiles

4.2.1 Gender

The number of male (55 %) was higher (χ^2 (1) = 0.02, p = 0.04) than female (45%) who responded. Respondents' gender profile indicates that urban destination attractions are frequented by male more than female. This distribution was consistent with Birdir (2015) who in their work entitled 'segmentation of Tourist Using Demographic and Travel Characteristics,' is an empirical study carried out in an urban city setting' conducted in Istanbul city established slightly more men (58%) than women (41%) vacationed in Istanbul. The findings were further supported by Nowacki and Zmyslony (2011) who in their work entitled 'The measurement of city image: urban tourism market segmentation,' an empirical research carried out in Poland on urban tourism indicated 56.3% or respondents were men while 43.6% were women.

4.2.2 Age of respondents

Respondents' age profile indicate that majority (39 %) had age varying from 36 to 55 years (X^2 89.07 (2) p< 0.01) than those within the age bracket of 18 and 35 years (35%), 56 to 70 years and 71 years and above (Table 4.3). The findings indicate that Nairobi urban attractions are majorly frequented by visitors in the age brackets of 18 to 70 years (Table 4.3). The result also imply that the middle age group is looking for business opportunities at the same time indulging in leisure activities (bleisure) while youth or those in the age bracket of 18 to 35 years are looking for a vibrant and outdoor attraction to visit while in the city. However, the destination is less frequented by the respondents in the age bracket of 56 to 70 years (19 %) and 71 years and above (7%) respectively. Thus, the urban destination appeals more to youth and working population looking for excitement, knowledge incensement as well culture exploration through meeting new people, entertainment and the desire to develop self interest. The

available tourism facilities and outdoor activates are another important factor motivating youthful travellers to the destination.

Table 4.2: Age of Respondents

		Total	%	Chi square cross tabs	conclusion
Age	18 to 35	80	35	*Gender X^2 (6) =* 6.10, *p* <0.01 *Employment status X^2 (10) =* 93.84, *p* < 0.01	Age of respondents to Nairobi depended on gender, and employment status
	36 to 55	90	39		
	56 to 70	44	19		
	71 and above				
		17	7		
	Total	231	100		
		Chi square goodness of fit X^2 89.07 (2) p< 0.01			

Source: (Author, 2017)

A chi square test of independence was performed to examine the relation between age on gender and employment status. The relation between these variables was significant. The conclusion is that age and employment status influences gender preferences towards Nairobi urban destination visitation. The destination appealed to employees and female respondents in the age brackets of 18 to 35 years than their male counterparts. In addition, the destination appealed to male respondents in the age brackets of 36 to 55 years. This study is consistent with previous studies that examined urban tourism research agenda, urban development & growth, and current paradoxes (Ashworth & Page, 2011).

In overall, the destination appealed more to respondents in the age brackets of 36 to 55 years followed by respondents in the age brackets of 18 to 35 years. This was in consistent with, Birdir (2015) in his study titled 'segmentation of tourist using demographic and travel

characteristics: the case of Istanbul' found out that 32.5% of respondents were from "21 to 30" age bracket, 29.9% for "31 to 40," 15.7% for "41 to 50" age group and 10.6% for "51 to 60" age group. Further, Weaver, McCleary, Lepisto, and Damonte (1994) established that age is the most distinguishing demographic factor that affects the choice of destination. The authors' noted that young people seek excitement and inexpensive places, while older people sought reassuring comfort and safety. Weaver *et al*., (1994) also found that middle-aged visitors under 45 year-old tend to be novelty seeking. To Andriotis, and Vaughan, (2003) on their study on 'urban resident attitudes towards tourism development in Crete', they found the majority of the visitors were from the age of 18 to 30 years followed by 31 to 44 years and lastly above 45 years. Nowacki and Zmyslony (2011) also found in consistent results indicating that a majority of urban visitors are between 20 to 25 years (52.7%), followed by 26 to 35 years (25.9%), then under 19 with 9.0%, over 45 years with 6.3% and lastly 36 to 45 years with 5.9%. The findings from the age of respondents imply that urban destination managers should focus more on employed visitors in the age ranging between 18 to 55 years and derive unique products geared toward satisfying this market segment.

4.2.3 Employment Status

Majority of the respondents who visited Nairobi urban destination were employed (54%) and were higher (X^2 287.05 (5) $p< 0.01$) than self-employed (17%), unemployed (1%), retired (22%), and Students (6%). There was a statistical significant difference in the preference of Nairobi urban destination, with more employed people than self employed, retired, unemployment and students (Table 4.6).

Table 4.3: Employment status

		Total	%	Chi-square cross tabs	conclusion
Employment status	Employed	125	54	*Reasons for visiting X^2 (50) = 93.49, p < 0.01* *Cost of destination X^2 (10) = 31.89, p < 0.01* *Accommodation choice X^2 (5) = 44.93, p < 0.01* *Mode of transport X^2 (5) = 48.24, p < 0.01*	Visitors employment status to Nairobi depended on reasons for visiting, cost of the destination, accommodation choice and mode of transport
	Self-employed	39	17		
	Unemployed	2	1		
	Retired	51	22		
	Student	14	6		
Total		231	100		

Chi square goodness of fit X^2 287.05 (5) p< 0.01

Source: (Author, 2017)

Chi-square test of independence was performed to examine the relation between visitors' employment status to Nairobi destination and reasons for visiting, cost of the destination accommodation choice and mode of transport. The relation between all the variables was significant. This implies that visitor employment status influenced reasons for visiting, the cost while at the destination, the choice of accommodation facilities and the mode of transport.

 The employment status is a strong determinant in Nairobi urban destination visitation. This analysis paints an important picture on the travel elements of Nairobi that play an important function in satisfying the tourists and the role of age and employment status in the relationship between travel elements and tourist satisfaction. Majority of respondents between the age brackets of 18 to 35 years and 36 to 55 years were employed. A majority of respondents between the ages of 56 to 70 years and 71 years and above were retired. According to Hwang,

Kim, and Hyun (2013) gender, age and marital status have been revealed to have moderating functions in consumer activities.

Further, a Comparative Study in Maun and Gaborone in Botswana on Resident Involvement and Participation in Urban Tourism Development conducted by Moswete, Thapa, Toteng and Mbwaiwa (2008) found out that 50% of respondents reported having formal jobs, 46% in Gaborone and 55% in Maun. These findings are in line with the current findings, illustrating that the urban destination appeals more to the active population (both employed and self-employed) at 71% of the total respondents than the other categories. The motivations surrounding urban tourists' visits were attributed to the relationship between age and employment status including but not limited to business related activities such as meeting and conferencing, visiting friends & relatives and rest & relaxation.

4.2.4 Respondents' Nationality

The respondents were distributed between 31 nationalities. The number of respondents from the USA (29%), was higher (χ^2 312.55 (31) p< 0.01) than respondents from UK (18%), Canada (8%), Australia and Germany at (7%) and (6%) respectively (Table 4.7). There was a statistically significant difference in the preference of Nairobi urban destination with more visitors from European countries in 19 countries inclusive of UK, Germany, Sweden, and Belgium with a cumulative 59 %, than in Eastern countries with six countries including Dubai (UAE), Israel, China, Japan, and Russia with about 4 % of visits to Nairobi. Africa had seven countries to Nairobi with a cumulative 8 %; these countries are South Africa, Rwanda, Tanzania, Djibouti, Malawi, Tunisia, and Ethiopia.

Table 4. 4: Respondents Nationality

		Total	%	Chi square cross tabs	Conclusion
Respondents nationality	USA	68	29	*Age* χ^2 (62) = 55.62, p = 0.07	Respondents' nationality depended on gender and decision to visit Nairobi.
	UK	42	18		
	Canada	19	8		
	Australia	16	7	*Gender* χ^2 (93) = 93.37, p = 0.04	
	Germany	14	6		
	Sweden	14	6		Respondents nationality did not depend on Age and visitation frequency
	South Africa	10	4	*Decision to visit Nairobi* χ^2 (93) = 117.01, p = 0.04	
	Switzerland	6	3		
	Belgium	4	2		
	France	4	2		
	Brazil	3	1	*Visitation frequency* χ^2 (93) = 103.42, p = 0.21	
	Ireland	3	1		
	Finland	2	1		
	Dubai (UAE)	2	1		
	Italy	2	1		
	Israel	2	1		
	Rwanda	2	1		
	Tanzania	2	1		
	Djibouti	2	1		
	China	2	1		
	Spain	1	<1		
	Japan	1	<1		
	Greece	1	<1		
	Indonesia	1	<1		
	Denmark	1	<1		
	Russia	1	<1		
	Malawi	1	<1		
	Tunisia	1	<1		
	Hungary	1	<1		
	Singapore	1	<1		
	India	1	<1		
	Ethiopia	1	<1		
		231	100		

Chi square goodness of fit χ^2 312.55 (31) p< 0.01

Source: (Author, 2017)

Chi-square test of independence was performed to examine the relation between respondents' nationality and age, gender, decision to visit Nairobi and visitation frequency. Gender and decision to travel were significant, while age and visitation frequency were not significant. This implies that respondent's nationality was influenced by the decision to visit Nairobi and gender. However, respondent's nationality was not influenced by age and visitation frequency. This illustrates that both male and female respondents from all nationalities prefer Nairobi urban destination. Further, respondents' nationality implies that USA and UK are the two major source countries of visitors to Kenya, and specifically Nairobi destination (Table 4.7). Destination managers in Nairobi should target not only these two destinations (USA and UK) but incorporate the tastes of tourists from Canada and Australia as well.

These findings are consistent with World Economic Forum (WEF) (2017; 2017b) in their report on 'The Global Competitiveness Index 2017–2018 on competitive economies, and countries performance found out that the value of USA (5.85), UK (5.51), Canada (5.35), UAE (5.30), and Australia (5.19) in position 2, 7, 15,16 and 22 respectively (Appendix 14). The measure on national competitiveness is done through defining a set of institutions, policies and factors that determine the level of productivity in a country. The findings were further reinforced by WTM (2016) report that stated, the outlook for 2017 was very positive, with world outbound travel predicted to grow by between 4% and 5%, driven once again by Asia and the USA and with stronger growth of Europe. Further, urban destination managers should also look to market the destination to the East Asian market.

4.2.5 Visitation frequency to Nairobi Destination

Visitors who had visited Nairobi less than once (48%) was higher (X^2 (4) = 94.17 p< 0.01) than those who had visited 1 to 5 times (32%), 6 to 10 times (8%) and above 11 times (11%). There was a statistical difference in the visitor frequency preferences of Nairobi urban destination with more visitors having visited for the first time compared to the others.

Table 4.5: Visitation Frequency to Nairobi Destination

		Total	%	Chi-square cross tabs	conclusion
Visitation frequency	<1	112	48	*Gender X^2 (9) = 21.25, p = 0.01*	Visitation frequency to Nairobi was dependent on gender, age and reasons for visitation but did not depend on average length of stay
	1 to 5	75	32	*Age X^2 (6) = 5.68, p = 0.04*	
	6 to 10	19	8		
	11 and above			*Average length of stay X^2 (7) = 9.32, p = 0.16*	
		25	11	*Reasons for visitation X^2 (7) = 25.01, p = 0.05*	
Total		231	100		
				Chi square goodness of fit X^2 94.17 (4) p< 0.01	

Source: (Author, 2017)

Chi-square test of independence was performed to examine the relation between visitation frequency and gender, age, average length of stay and reasons for visiting. The relation between gender, age, and reasons for visitation on visitation frequency were significant. This implies that women are likely to visit Nairobi often than men. On the other hand, visitation frequency was influenced by age and reasons for visitation. The relation between average length of stay on visitation frequency was not significant, indicating average length of stay was not influenced by visitation frequency.

This implies that all age groups equally frequented Nairobi urban destination, despite respondents within the age brackets of 36 to 55 years making the majority of revisits 55% as compared to 18 to 35 years 35%, 56 to 70 years 19% and 71 and above 10% (Table 4.4). An interesting finding was a majority of respondents (45) between 18 to 35 years were visiting for the first time and 21 respondents were visiting between 1 to 5 times (Table 4.4). This was in line WTO (2012) global report on city tourism which reported that urban tourism is a tour taken by tourists to cities or places of high population concentration. The length of these tours is usually short (one to three days) thus it can be assumed that urban tourism is strongly correlated to the short – breaks market. This confirms that the destination has been having short visits that are highly correlated with urban tourism.

Ashworth and Page (2011) stated that visitors to non-urban destinations are more likely to return repeatedly to the same city than visitors to urban environments. However, this was explained by Selby and Morgan (1996) and Selby (2004) who argued that, the very nature of urban tourism product in contrast to other forms of tourism, discourages such repeat visits.

Nairobi urban destination is endowed with a wide range of natural, ecological and heritage attractions a case example of NNP. The destination also functions as a hub to other acclaimed national parks in the country. Further, the destination presents a perfect opportunity to be in the only wildlife park in a capital city and other notable attractions such as giraffe centre, David Sheldrick elephant sanctuary, and numerous heritage and outdoor sites. The destination also has a vibrant city and night life.

The city provides unique products including fashion and the Maasai markets. The Maasai market is found in diverse locations within the city, and the visual arts, which represent the real

Kenyan culture (history, modernity, evolution and family life) through visual arts. According to Scott (2000) fashion is a typical segment of the cultural industry, since it is "*engaged in the creation of marketable outputs whose competitive qualities depend on the fact that they function at least in part as personal ornaments, modes of social display, forms of entertainment and distraction, or sources of information and self-awareness, i.e. as artefacts whose symbolic value to the consumer is high relative to their practical purposes.*" The diverse Kenyan culture, vigorous destination marketing of the MICE moreover on conferencing, the presence of UNEP and other international agencies confirms why urban tourists would return to Nairobi urban tourism destination for conferencing, leisure and business travel or a combination of business and leisure (bleisure).

4.2.6 Preference of Major Urban Destination Attractions

The number of visitors who preferred wildlife tourism (50%) was higher (X^2 (2) = 62.71, p< 0.01) than cultural tourism 48% and leisure and recreation tourism 3%. There was a statistical difference of Nairobi urban destination with more visitors preferring wildlife tourism than cultural and leisure and recreation tourism (Table 4.5).

Table 4.6: Preference of Major Urban Destination Attractions

		Total	%	Chi-square cross tabs	conclusion
Preference of Major Urban Destination Attractions	Cultural Tourism	110	48	*Age X^2 (10) = 9.09, p = 0.05*	Preference of Major Urban Destination Attractions depended on age, reasons for visitation, and average length of stay. But did not depended travel information and nationality
	Wildlife Tourism	115	50	*Respondents nationality X^2 (155) = 86.92, p = 1.00* *Travel information X^2 (40) = 53.13, p = 0.08*	
	Leisure & Recreation	6	3	*Reasons for visitation X^2 (50) = 55.15, p = 0.02* *Average length of stay X^2 (25) = 111.83, p <0.01*	
Total		231	100		
				Chi square goodness of fit X^2 (2) = 62.71, p< 0.01	

Source: (Author, 2017)

Chi square cross tabulation test was performed to examine the relation between major destination attractions and age, respondents' nationality, travel information, reasons for visitation and average length of stay. The relation between age, reasons for visitation and average length of stay were significant. This shows that there was significant association between major destination attractions and age, reasons for visitation and average length of stay. The relation between respondents' nationality and travel information were not significant, illustrating no association between them and major destination attractions.

 Respondents were asked to indicate the main attractions that motivated them to visit the destination. The results imply that some attractions were preferred by some age brackets than others, for example (50) 62.5% respondents between 18 to 35 years preferred wildlife tourism unlike (31) 28 % respondents with 56 to 70 years who preferred cultural tourism. Both cultural

tourism and wildlife tourism were equally preferred by visitors between 36 to 55 years with (43) 48% and (44) 49% respondents respectively. This could be attributed to 'the city being part of our culture, our history; it's the epicentre for many of our traditions' (WTO, 2012). On the other hand, Nairobi is the only capital city in the world that has a national park commonly referred to as the world's wildlife capital. Respondents above the age of 71 years and above, preferred wildlife (9) 53% and cultural tourism (7) 41% unlike leisure and recreation (1) 6%. This illustrates the destination is known for its wildlife and cultural tourism offering. Despite tourism by nature being a leisure activity, leisure and recreation tourism was poorly consumed by international visitors. This implies that leisure and recreation attractions in Nairobi are majorly consumed by domestic visitors, unlike wildlife and cultural tourism attractions. This was in line with a study conducted by Mbatia and Owuor (n.d.) on 'prospects for urban eco-tourism in Nairobi, Kenya: experiences from the Karura forest reserve' found out that the unemployed youth visited the recreation places such as Karura to pass time or for get-togethers and picnics with their friends.

4.2.8 Decision to visit Nairobi

This attribute measured how long visitors take to make decisions while planning for a holiday to Nairobi destination. This was because visitors make informed decision based on some destination facts. Respondents' decisions to visit Nairobi destination were made 1 to 3 months prior to visiting the destination (45%) was higher (X^2 =124 (3), p< 0.01) than decisions to visit the destination between less than a month (14%) and More than 3 months (41%) (Table 4.7).

Table 4. 7: Decision to visit Nairobi

		Total	%	Chi square cross tabs	conclusion
Decision to visit Nairobi	Less than a month	32	14	*Gender X^2 (9) = 12.67, p = 0.05*	Decision to visit Nairobi destination depended on age, gender, employment status, travel information, and the reasons for visiting the destination
	1 to 3 months ago	105	45	*Age X^2 (6) = 18.05, p < 0.01*	
	More than 3 months	94	41	*Employment status X^2 (15) = 37.98, p < 0.01* *Travel information X^2 (24) = 42.63, p = 0.01* *Reasons for visiting the destination X^2 (30) = 46.83, p = 0.03*	
Total		231	100	Chi-square goodness of fit X^2 =124 (3), p< 0.01	

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relation between decision to visit Nairobi and gender, age, employment status, travel information and reasons for visiting the destination. The relations between these variables were all significant. More male visitors made the decision to visit Nairobi destination within 1 to 3 months before visiting the destination while of the female visitors decided to visit Nairobi more than three months before arriving at the destination. This shows that female respondents were early planners and were more likely to have researched about a destination unlike their male counterparts. Visitors make informed destination choice elements based on previous travel, the internet, friends, and relatives, or if it is part of a package. They also seek information from travel agents, books, and guides and media (Table 4.8).

Birdir (2015) reported that there are dramatic changes in holiday planning periods. The dominant holiday planning period with 31.3% was from one and four weeks (1 month).

Holiday planning period between one and four months was at 24.4%, while visitors who planned before five months were 21.7%. Last minute planners (less than a month) were at 13.2%. Further, the author noted that visitors seemed to prefer short-term reservation periods so that they take advantages of last-minute offers. This implies that the destination appeals to the bleisure travelers who book trips in short notices for work-related purposes and stay for extra days in the destination visited in order to explore on their own.

4.2.9 Availability of Travel Information to Nairobi Destination

The number of respondents who already knew Nairobi through travel (37%) was higher (X^2 (8) = 316.15, $p < 0.01$) than in other categories. This illustrates there was a statistical difference in visitors who had travel information to Nairobi urban destination with more visitors having already known the destination through travel. However, a proportionate number of respondents got information from relatives (32%), while others learnt of Nairobi through the internet (Table 4.8), for example TripAdvisor (2018b) on Nairobi vacation on its website states;

> "Known as the safari capital of Africa, Nairobi is an energetic, modern city that serves as a fascinating introduction to both wildlife and nightlife. Music clubs pulse with life, shops and markets bustle, and a mélange of restaurants will tempt your palate in this former Maasai watering hole. Top sights include the Karen Blixen Museum, Giraffe Centre and the black rhinos of NNP. The compact city center is safe to walk in and taxis make other areas accessible."

Magical Kenya (2018) on its website notes

> "Kenya's capital city has risen in a single century from a brackish uninhabited swampland to a thriving modern capital. Modern Nairobi is still the safari capital of the Africa, but the modern world has quickly caught up with the city. A frontier town no

more, Nairobi has become one of Africa's largest, and most interesting cities. Nairobi is a city that never seems to sleep. The entire town has a boundless energy, and is thriving place where all of human life can be found. This is a place of great contrasts where race, tribe and origin all become facets of a unique Nairobi character. The city has not lost its sense of the past, with an excellent museum and the historical home of Karen Blixen, author of Out of Africa open to visitors. This is a modern capital separated from the great wilderness that surrounds it. Just outside the city is NNP, 113 sq kms of plains, cliffs and forest. The park is home to large herds of Zebra, Wildebeest, Buffalo, Giraffe and more. Rhino, Cheetah, and a large number of Lions are all found here, living wild within 20 minutes of the centre of town." Further the website gives the traveler a short guide to the magical city that includes but not limited to sightseeing, shopping, and eating out titled '48 hours in Nairobi'.

The respondents that indicated that the destination was part of a tour package were 10% while those that booked their travel through an agency were 4% (Table 4.9). Major local and international tour companies serve the destination for example Pollmans, Somak, Private safaris East Africa, Kuoni and TUI group.

Table 4. 8: Availability of Travel Information to Nairobi Destination

	N	%	Chi-square cross tabs on	Conclusion
I already knew of it through travel	86	37	*Age X^2* = 45.89 (24) p = 0.05	Availability of travel information
Friends and relatives	74	32		
It was part of the Package	23	10	*Gender X^2* = 31.68 (16) p=0.01	depended on age and gender. It did not
The internet	21	9		depend on
Travel agency	9	4		respondents
Media	8	4	*Respondents Nationality* X^2 =85.74 (248) p=0.50	nationality
Others	8	4		
Books and Guides	1	0		
Fairs and/or exhibitions	1	0		
Total	231	100		
		Chi-square goodness of fit X^2 (8) = 316.15, $p < 0.01$		

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relations between availability of travel information to the destination and age, gender and respondents nationality. The relations between age and gender were significant. This illustrates that availability of travel information was influenced by age and gender and not on respondents' nationality. These results concur with Birdir (2015) who notes that "Family/Friends/Colleagues" were the number one sources of information at 55%. These results are also similar to the findings of Gitelson and Crompton (1983) who reported that 74% of all respondents had received information from social stimuli, they had received travel information from friends and relatives. Respondents that received travel information from from print media such as newspapers, general magazines, and travel magazines were 20% and the third information source were intermediaries such as travel agents and tour operators at 8.1%.

Urn and Crompton (1990) in their empirical study found out that attitude was a determining influence on whether a potential destination was chosen as part of the inducing set while determining the final destination. While, Nolan (1976); Walter and Tong (1977) had earlier demonstrated that the most powerful source of information on the choice of destination was interpersonal relationships with family, friends, and relatives. Similarly, Crompton (1981) described that social groupings applied a normative persuasion on destination choices.

4.2.10 Mode of Transport to Nairobi Destination

This attribute sought to find out how visitors arrived at Nairobi destination. Due to the proximity of JKIA to Nairobi, and other channels of transportation, Nairobi is a key destination within the East, Central, and Western African region. Nairobi is currently served by an existing and a modern railway – Standard Gauge Railway (SGR) which transported (0.5%) visitors to Nairobi from Mombasa destination for the period of data collection (January to June 2017).

Visitors who came to Nairobi through the use of major airlines (89.1%) did not differ (X^2 (4) = 0.23, $p = 1.00$) from others such as with low-cost airlines (9.1%), and those that used means (1.3%) for example through private jets and the expansive road network to the Kenyan capital (Table 4.9). There was no statistical difference in the preference of the mode of transport to Nairobi urban destination, mode of transportation to Nairobi urban destination was equally distributed in the population.

Table 4. 9: Mode of Transport to Nairobi Destination

	N	%	Chi-square cross tabs on	Conclusion
With major airline	206	89.1	*Age X^2 (10) = 22.47, p* <0.01	Mode of transport to Nairobi destination depended on age, gender and respondents nationality
With low-cost airline	21	9.1		
Others	3	1.3	*Gender X^2 (15) = 0.23,* p<0.01	
By train	1	0.5		
Total	231	100	*Respondents Nationality X^2 (155) = 0.23, p< 0.01*	
			Chi square goodness of fit X^2 (4) = 0.23, p = 1.00	

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relations between mode of transport to Nairobi destination and age, gender and respondents nationality. The relations between these variables were all significant. The mode of transport to Nairobi was influenced by age, gender and respondents nationality. The findings are supported by the findings of Ben-Dalia, Collins-Kreiner and Churchman (2013) they noted that external accessibly to Tel Aviv is based primarily on air travel, as there is no alternative way to reach the city directly from outside the country. The distance between Israel's international airport and the center of Tel Aviv is approximately 20 minutes by train and 30 minutes by bus. This case is very similar to Nairobi despite lack of a railway system from the airport. Nairobi urban destination has several advantages in that it is served by international airlines including British Airways, the recent approval of direct flights to the USA and the dominant Kenyan airline (KQ) in central and East Africa originates from Nairobi (KNBS, 2017). The development of modern railway SGR connecting the two major tourist destinations (Nairobi and Mombasa) in Kenya will also boost urban tourism to Nairobi destination.

4.2.11 Average Length of Stay in Nairobi

This attribute was testing how long visitors stayed at Nairobi destination. The elements were drawn considering the length of stay in Kenyan destination averages 13 days (KNBS 2016; 2017; 2018). Visitors who had stayed at Nairobi destination for an average of 1 to 10 days (77%) did not differ (X^2 (2) = 0.19, p = 0.99) from others who had stayed for 11 to 20 days (16%) and 21 days and above (8%) (Table 4.10). This means there was no statistical difference in the preference on the average length of stay to Nairobi urban destination. This illustrates that the preference on the average length of stay to Nairobi urban destination was equally distributed in the population.

Table 4. 10: Average Length of Stay in Nairobi Urban destination

	N	%	Chi-square cross tabs on	Conclusion
1 to 10	177	77	*Gender X^2* (15) = 25.21,	Average number of
11 to 20	36	16	p= 0.05	nights to urban
21 and above	18	8	*Respondents Nationality*	destination depended on
Total	231	100	X^2 (155) = 178.15, p=	both gender and
			0.01	respondents nationality
			Chi square goodness of fit X^2 (2) =	
			0.19, p = 0.99	

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relations between average length of stay in Nairobi destination and gender and respondents nationality. The relations between these variables were significant. Gender and respondents nationality influence the average length of stay in the destination. This shows that Nairobi is a ripe destination that urban managers ought to vigorously brand and market to tourist consumption since the destination elements are in line with other tourist destination. The findings on average nights spent are consistent with (KNBS) (2017) report on departing tourist length of stay in Kenya destination.

The report indicates that the length of stay for departing tourist in 2016 was 13.2 days. The average length of stay remained stagnant in 2016 as weighed against in 2014. However, the entire number of days spent by all groups of departing visitors excluding other visitors extended slightly from about 15,837,000 million in 2015 to about 15,884,600 million in 2016 a 0.3 % increase attributed largely due to growth in the number of business, conference and holiday visitors (KNBS, 2017).

4.2.12 Main Reasons for Visiting Nairobi Destination

Main reasons for visiting Nairobi destination was business 33% was higher (X^2 (11) = 194.09, p < 0.01) than visiting friends and relatives (17%), rest and relaxation (14%), attending conferences (11%) among others. There is a statistically significant difference in the preferences of Nairobi urban destination with more visitors' preferring business reasons to others.

Business reasons (33%) were the main reason why respondents visited Nairobi destination. This illustrates Nairobi destination is suitable for both business and pleasure since numerous activities and experiences would suit any visitor. Attending a conference, congress, seminar and other forms of education was the third most important factor in visiting the destination with 11%. This shows the coverage the city is receiving due to the government initiative to market it as a business and conference destination is paying off. Some respondents had visited the destination for religious activates 1%, health purposes represent <1% of Nairobi visitation, those on transit to other regions were 11% of respondents and those respondents with other activities representing 4%. Overall, the majority of visitors 61% had visited Nairobi in the past (Table 4.12).

Table 4. 11: Main Reasons for Visiting Nairobi Destination

		Total	%	Chi-square cross tabs based on	Conclusion
Primary reasons for your visit to the Nairobi destination	Business Reasons	96	33		Main reasons for visiting Nairobi destination depended on gender and age but not on respondents nationality
	Visiting friends and relatives	49	17	*Gender X^2 (30) =* 44.34, *p* = 0.04	
	Rest and relaxation	40	14	*Age X^2 (20) =* 16.34, *p* = 0.05	
	On transit to other regions	32	11		
	Attending a conference, congress, seminar and other forms of educations	30	11		
	Culture	13	5	*Respondents Nationality X^2* (155) = 61.85, *p* = 0.09	
	Others	10	4		
	Fun	7	2		
	Sports and recreation	6	2		
	Religious reasons	3	1		
	Health	1	<1		
	Total	287*	100		
				Chi-square goodness of fit X^2 (11) = 194.09, *p* < 0.01	

Source: (Author, 2017)

*Visitors answered multiple questions

A chi square test pf independence was performed to examine the relations between main reasons for visiting Nairobi destination and gender, age and respondents nationality. The relations between gender and age were significant, while on respondents nationality were not significant. Gender and age influenced the main reasons for visiting Nairobi destination. Respondents' nationality did not influence the main reasons for visiting Nairobi destination.

This implies that visitation in the past influences respondents' primary reasons for their current visitation activities. The findings are consistent with KNBS (2017), report which found out that of all self-reported visitor departures by purpose of visit for 2016 in Kenya were for holiday

(70%), business (14%), transit (6%), and other (10%). These results were generally the same from the previous year's which had holiday (70%), business (13%), transit (6%), and other (11%). However, there was a slight increase in business travelers from Nairobi attributed to the two conferences (TICAD IV and UNCTAD 14) held in Nairobi. Global insight (2004) in their report titled 'factors influencing visitors choices to visit urban destinations' found out that visitors on holiday (43%) were more likely to be from the segment of rest and relaxation than those visiting for business (30%) or visiting friends and relatives (30%). The latter group at 60% was more probable to rely on their family, relatives, and friends for information about the destination. On the other hand, KNBS (2015) report states that transit departures rose significantly by 31 % while departures from "Other" purposes increased by 15% from 2014. This is also consistent with the current study findings which found out that people on transit to other regions represented 11%

4.2.13 Travel Behavior for Nairobi Urban Destination Visitors

Visitors travel behavior in a destination follows a given pattern (WTO, 2012). This attribute sought to find out the number of visitors travelling together and the people accompanying them. The number of respondents who had someone accompanying them in their travel (71%) was higher (X^2 (6) = 133.58, $p < 0.01$) than those who didn't have someone to travel with. There are statistically significant differences in travel behaviour preferences with less people preferring to travel alone as compared to having someone accompanying them. Visitors who had some participants included their partners (29%); Family and relative (18%); Friends (16%); co-workers (5%) and business partners (3%) (Table 4.12).

Table 4. 12: Travel Behavior for Nairobi Urban Destination Visitors

	Chi-square cross tabs based	Conclusion

		Total	%	on	
Travel behaviour	No one	66	29		The travel behavior while in Nairobi depended on gender, age and reasons for visiting. It did not depend on average length of stay and respondents nationality
	Partner	66	29	*Gender $X^2(18) = 13.87, p = 0.03$*	
	Family and relatives	41	18	*Age $X^2(12) = 13.09, p = 0.03$*	
	Friends	38	16	*Respondents Nationality $X^2(186) = 216.39, p = 0.06$*	
	Co-workers	12	5	*Reasons for visiting $X^2(60) = 104.16, p < 0.01$*	
	Business partners	7	3	*Average length of stay $X^2(30) = 21.46, p = 0.08$*	
	Others	1	<1		
	Total	231	100	Chi square goodness of fit $X^2(6) = 133.58, p < 0.01$	

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relations between travel behaviour and gender, age, respondents nationality, reasons for visiting and average length of stay. The relation between gender, age and reasons for visiting were significant. Respondents nationality and average length of stay were not significant. Gender and age influenced travel behaviour. For example, female respondents were less likely to show travel interest to Nairobi urban destinations, while male respondents were likely to travel frequently to the destination. These findings are consistent with what Gutiérrez and Miravet (2016) in their study on the determinants of visitors use of transportation at destinations cities in Spain found out that, 51% of the visitors had traveled alongside their closest family members and 31% accompanied by their partner. On the other hand, Birdir (2015) in his study on 'Segmentation of Tourist Using Demographic and Travel Characteristics: The Case of Istanbul' found that 42.3% of the visitors holidaying in Istanbul were accompanied by their family members while 29.5% had traveled alone. The findings show that the destination is appealing to lone visitors possibly due to

business, conference or any another purpose. At the same time, the destination is equally appealing to travelers with their spouses or partners; this could be attributed to the ability of the destination to double as a business hub as well as a holidaymaking destination. The destination also appeals to visitors accompanied by friends, co-workers and business partners due to the offer of a business product with the extension of leisure (bleisure).

4.2.14 Cost while Staying at Nairobi Destination

This attribute sought to find out the cost of staying at the destination. This is because price or cost of a destination is a motivator and determines the choice of destinations. Price influences decisions to visit or not to visit a destination. The number respondents who reported their cost while in the destination was within what was planned (75%) did not differ (X^2 (2) = 0.13, p = 0.94) within the urban destination. Nairobi destination has competitive prices since the majority of the respondents (75%) stated that the expenses while staying at Nairobi destination were within their planned budgets. This implied that visitors only spent what they had planned to use. A proportionate number of tourist (19%), stated that their expenses while staying in Nairobi destination were higher than what they planned to use while (6%) stated that the prices paid were lower than what they what they expected (Table 4.14). This implied that 81% of the visitors' expenses to Nairobi destination were either within range or lower than what they planned to use. Thus, cost is not a deterrent to visitors to Nairobi; in fact, it should be used as a marketing strategy to position the destination in visitors' minds on how Nairobi is affordable.

Table 4. 13: The Cost of the Destination

		Total	%	Chi-square cross tabs	Conclusion
Were your	Within what was	173	75	*Age X^2 (4) = 8.21,*	Expenses while

| expenses while staying at Nairobi destination | planned Higher than planned Lower than planned | 45 13 | 19 6 | $p = 0.05$ *Gender X^2 (2) = 13.433, $p = 0.03$* *Respondents Nationality X^2 (62) = 44.18, $p = 0.09$* | at the destination depended on age and gender, but did not depend on respondents nationality |
| | Total | 231 | 100 | Chi square goodness of fit X^2 (2) = 0.13, $p = 0.94$ | |

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relations between the cost of the destination and age, gender and respondents nationality. The relations between age and gender were significant but not on respondents nationality. Gender and age influence the cost while at the destination. This was reinforced by a study conducted by Aranburu, Plaza and Esteban (2016) titled 'Sustainable cultural tourism in urban destinations: Does space matter' found out that urban destination accessibility and centrality will determine the achievement and sustainability of a destination, while the more peripheral areas will incur much higher operating costs due to higher costs of transportation, costs related to searches, lower specialized production inputs, and lower specialized local consumer goods among other factors. According to Magical Kenya, (2014), the majority of Nairobi attractions and facilities are found within a radius of 20 kilometers from JKIA and 10 kilometers from the CBD (Appendix 12). This explains why 75% of respondents' expenses while visiting Nairobi were within what they had planned, while 6% were lower than what they had planned. Ben-Dalia, Collins-Kreiner and Churchman (2013) on the other hand, found a contrary opinion on their empirical study titled 'Evaluation of an Urban Tourism Destination' on Tel Aviv destination. Their research found out that the average cost while visiting Tel Aviv is much higher than on competing destinations

within the region (such as Egypt, Turkey, and Cyprus) which reduces the city's ability to compete for tourists. The cost while at the destination shows that as an urban destination Nairobi appeals to a myriad of individuals since its products are within reach of a majority of travelers.

4.2.15 Average Number of Days while on Holiday

This attribute sought to find out from visitors how often they go on a vacation averaging five days every year. Visitors' behavior on how often they go on holiday averaging five days found out some interesting facts. The number of times visitors go on holiday averaging five days 2 to 4 times in a year (46%)was higher (X^2 (3) = 83.7, $p <$ 0.01) than once every year (31%), every few years (19%) and on a quarterly basis represent 5% (Table 4.14).

Male respondents frequented destinations on average five days than female respondents. On the other hand, female respondents' surpassed male respondents for visits averaging five days with more than four times a year with 73%. This implies that the destination is ready for bleisure vacations since more male respondents are involved in bleisure activities and more female respondents were involved in family social activities (leisure activities). Thus, both bleisure and rest and relaxation are key products the destination can exploit fully since there is an already market in waiting.

Table 4. 14: Average Number of Days while on Holiday

		Total	%	Chi-square cross tabs	Conclusion
How often do you go on holidays lasting on average five days	More than four times a year	11	5	*Gender* X^2 (3) = 5.39, $p =$ 0.15	Average number of days while on holiday
	Every few years	43	19		
	Once a year	72	31		

Several times (2 to 4 times) a year	105	45	did not depend on gender
Total	231	100	
		Chi square goodness of fit $X^2 (3) = 83.7$, $p < 0.01$	

Source: (Author, 2017)

A chi-square test of independence was performed to exmine the relations between the average number of days while on holiday and gender. The relation between these variables showed that there was no significant association. This means that both male and female respondents equally preferred on average five days while on holiday. Thus, the results show that generally the destination is ripe for urban tourism since 45% of respondents indicated they vacation on a holiday averaging 5 days several times (2 to 4 times) a year. The results could be applied to Nairobi destination through packaging and marketing urban tourism packages lasting on average 5 days. The findings are consistent with the findings of Van Vuuren and Slabbert (2011) in a paper to a conference proceeding in an international conference on tourism & management studies, in their study on 'travel motivations and behavior of tourists to a South African resort.' The researchers found out that 54% of respondents travel only once a year, and 40% of respondents are traveling 2 to 3 times a year. The results show that tourists tend to take one vacation in a year that could be attributed to paid vacations in the European and USA markets. It also implies that more and more clients go on short vacation trips as opposed to one long one. These results are in line with the findings of WTO (2002), the report which note urban tourism refers to trips taken by tourists who visit cities or places with high population and the length of these vacations is usually between one to three days.

4.2.16 Accommodation Choice while in Nairobi Destination

Nairobi destination has many accommodation setups catering to different tourist base (KTB, 2014). They range from non-rated establishments to the five-star hotels. Five-star hotels offer sumptuousness and tranquil accommodation with an endless choice of a variety of cuisine in their restaurants (Tourism Regulatory Authority, 2016). According to Tourism Regulatory Authority, (2016) there are 29 hotels with a star rating between 2 to 5, with a total bed capacity of 4,919 (Appendix 11) and 122 unclassified hotels (NCC, 2018). The number of visitors who were accommodated in hotels (63%) was higher (X^2 (3) = 83.78, $p < 0.01$) than those accommodated by family and friends (19%), apartments (10%), and others to include second homes, campsites, extended stays and guest houses (8%). There was a statistical significant difference in the preference of accommodation while in Nairobi with more visitors preferring hotels to the other types of accommodation.

Table 4. 15: Accommodation/ Residence while at Nairobi Destination

	Reside/Accommodation	Total	%	Chi-square cross tabs on	conclusion
While in Nairobi, where did you reside/Accommodation	Hotel	145	63	*Age X^2 (3) =* 5.68, *p* = 0.04	Accommodation while in Nairobi destination depended on age and respondents nationality. However, it did not depend on gender
	Family and friends	44	19	*Gender X^2 (3)* = 1.99, *p* = 0.57	
	Apartment	23	10		
	Any other, second homes, campsites, extended stays and guest houses	19	8	*Respondents Nationality X^2 (3) = 103.42, p* = 0.03	
	Total	231	100		

Chi square goodness of fit X^2 (3) = 83.78, $p < 0.01$

Source: (Author, 2017)

A chi-square test of independence was performed to examine the relations between the type of accomodation and age, gender and respondents nationality. The relation between age and respondents nationalitywas significant. Relation between gender and accomodation type showed no significant association. Age and respondents nationality influenced the choice of accomodation facilities while in urban destinations.

Gutiérrez and Miravet (2016) in their empirical study on 'the determinants of tourist use of urban transport at the destination' found out that hotels were the main type of accommodation chosen (56%). However, the use of second residences/home (a holiday house that an individual owns but lives in only for short periods) was also important (26%, adding that together they either stayed in the tourists' second residences or those belonging to their friends or family). The choice of accommodation implies that visitors coming to Nairobi urban destination prefer

hotel accommodation than any other offers. However, family and friends also form a considerable component within Nairobi urban destination accommodation.

This attribute intention was to find out on urban tourist accommodation preference while in Nairobi. Tourists, while in Nairobi preferred hotels (63%) as compared to other accommodation offerings. Family and friends followed with (19%) visitors preferring to be accommodated by family and friends while those residing in apartments came a distant third at 10%, (Table 4.16). Others included second homes, campsites, extended stays, and guesthouses.. This was supported by a study conducted by Cytton Real Estate (2017) which found out that Nairobi had at least 4,675 top rated hotel rooms and more than 4,000 serviced apartments. The 4-star hotels in Nairobi were the best performing with an average occupancy of 56.6% in 2017 compared to 3-star and 5-star hotels with 49.4 % and 46% respectively. For serviced apartments, Westlands and Kilimani had the highest supply with 40.4% and 25.9% of the Nairobi market share respectively.

4.3: The main objective of this research was to investigate the relationship between urban tourism pull factors and sustainable tourism development

The study sought to examine the relationship between urban tourism pull factors (diversity of tourism forms, destination attributes and tourist satisfaction) and sustainable tourism development.

4.3.1 Specific Objective One: To examine the relationship between diversity of tourism forms and sustainable tourism development

The study sought to examine the relationship between diversity of tourism forms (cultural tourism, wildlife tourism, and leisure & recreation tourism) and sustainable tourism

development. Based on the preferences of major urban tourist attractions (Table 4.5), respondents were requested to indicate the main attractions that motivated them to Nairobi urban destination. The respondents indicated that they preferred cultural, wildlife and leisure and recreation tourism (s) respectively based on the preference levels. The attractions that had a mean of over 4 were deemed to be high motivators, those that had a mean of over 3 were deemed to be moderate motivators and those whose mean was below 2 were deemed to be low motivators.

4.3.4.1 Cultural Tourism Major Attractions

The overall feeling of motivation from the respondents' on cultural tourism attraction while in urban attractions is relatively positive (Table 4.16). Out of the four lists of cultural tourism attractions, two were above the mean of 4.00 indicating that respondents agreed with the majority of cultural tourism attractions in creating a positive sustainable tourism development arena. This shows that Karen Blixen and bomas of Kenya are high motivators. Kenya National archives was rated poorest among cultural attractions with a $\bar{x}$ of 2.54 indicating a low motivation and that a number of the respondents were "undecided' about the cultural tourism experience. Respondents little understood the role of Kenya national archives, and the benefits it plays in Kenya's cultural preservation despite being at the city centre.

Respondents rated highly Karen Blixen perhaps because it is better known internationally (Lange, 2015). Respondents were motivated towards BoK due to the famous cultural bonanzas that bring Kenyans together from diverse cultural backgrounds, to display their abilities in dance, music, theatre/drama, comedies, games, fashion show, seminars and poetry/recitals, exhibitions, and sports. Further, a cultural village also depicts the way of life of different

Kenyan communities. NMK was a medium motivator to visitors, majorly tourists visit the museum due to its collection of monuments, cultural, sites and ecological and fossils exhibits which are exceptional in Sub-Saharan Africa and bio-conservation and biomedical research. The Kenya National Archives was a poor motivator t the tourist since international tourist rarely visits the museum due to its preservation of Kenya's rich history through photos, print and audio tapes. Kenya National Archives motivates people interested in the rich history depicted through print, audio and photo galleries. This indicates that respondents' associated themselves with some of Nairobi cultural attractions while considering urban destination. Such associations determine in the creation a positive urban experience.

Table 4. 16: Cultural Tourism Urban Top Destinations

n = 231

Items	n	$\bar{x}$	SE
Karen Blixen	231	4.32	0.05
Bomas of Kenya	231	4.29	0.05
National Museum of Kenya	231	3.90	0.06
Kenya National Archives	231	2.54	0.12

Source: (Author, 2017)

WTO (2012) global report on city tourism acknowledges the position of cities in the development of international tourism and its function in contributing to the health of quality on the environment and cultural uniqueness of city residents internationally. Zamfir and Corbos, (2015) in their study of Bucharest visitation noted that the majority of respondents at 45% chose "museums," trailed by "buildings" with a "historical facilities," each representing 19% of the respondents. On the contrary side, the "parks" were only favored by 4% of the visitors.

However, a study conducted by LaMondia, Snell, and Bhat (2010) on traveller behaviour and values analysis in the context of vacation destination and travel mode choices' found a contrary opinion on cultural tourism. The study found out that cultural pursuant respondents for culturally related activities such as exploratory architecture, examining natural reserves, or touring an exhibition center or museums gallery were not considerable predictors of holiday choices of destination travel. Possibly, this could be attributed to such kind of activities present in the majority of European Union countries.

Opinion leaders (tourism planners') respondents on the existence of urban tourism, development of urban tourism, strategies for development and challenges encountered in the development of cultural tourism indicated that;

> The potential of cultural tourism is enormous since Nairobi is a modern multi-cultural city; the choices available for consumers are endless TP1. Respondent TP6 noted that except the cultural sites known by many, including but not limited to NMK and Kenya national archives, Nairobi has some unexploited cultural sites including Jewish Synagogue and French cultural centers. According to TP4, Nairobi has many cultural sites that are marketed abroad in consultation with the County government. These cultural sites include but not limited to the Karen Blixen and BoK which is known for showcasing Kenya's culture. TP4 also noted that more is being done by the county government in collaboration with NMK to uplift cultural tourism in Kenya through events such as 'Nai ni Who' promoted through social media and billboards. In partnership with the NMK, the county is also raising awareness of four city walks namely;

1) The Kenyatta Avenue walking tour comprising of areas around The Nairobi Gallery through Kenyatta Avenue/Kimathi Street/Biashara Street/ Muindi Mbingu Street/ Banda Street. This tour showcases the input of the British/Europeans to the development of the city and an introduction to the Asian influence.

2) River road walking tour which commences at the August 7th Memorial Park via Haile Selassie Avenue tracing the origin of Nairobi City and the immense contribution of the Asian community to its development.

3) City square walking tours that start from the Nairobi Gallery via Posta Road via Kaunda Street via Standard Street via Kimathi Street via Mama Ngina Street via Moi Avenue via City Hall way via Taifa Road and via Harambee Avenue culminating on top of KICC.

4) Harry thuku Road tour which begins from the Nairobi National Museum with a tour of the museum, walk down museum Hill via Harry Thuku Road. The main attractions include Nairobi National Museum; Snake Park; Botanical Gardens; Kenya Cultural Centre; Jewish Synagogue; French Cultural Centre and Central Park. Respondent TP4 noted these tours will help Nairobi residents and international tourists interested to understand the diversity of cultural attractions in NCC.

UNESCO (2002) on cultural diversity as a factor in development notes that the diversity broadens the choice of alternatives open to individuals as it is the core root of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence. Further UNESCO (2002), addresses the relationship between culture and sustainable development through a twofold means: first, the development of the cultural system (i.e., heritage, creativity, cultural

industries, crafts, cultural tourism); and second, ensuring that culture has its rightful place in all public policies, particularly those related to education, the economy, science, communication, environment, social cohesion and international cooperation.

UNESCO (2002) on cultural policies as catalysts of creativity notes that cultural policies must create conducive conditions for the production and dissemination of diversified cultural products through cultural industries that have the means to declare themselves at the local and global level while ensuring there is free circulation of ideas and works. To build on cultural policies, article 11 states that the market forces alone cannot guarantee the preservation and promotion of cultural diversity, which is the key to sustainable human development. Thus, there is need for public sector to partner with the private sector and civil society in sustainable tourism development policy.

Both the tourism planners in Nairobi and visitors to Nairobi acknowledged the potential and uniqueness of cultural heritage tourism. The business planners noted that Nairobi destination has diverse cultural heritage sites that are marketed by KTB in consultation with the county government. The county government is also embarking on development and marketing of cultural products through various festivals. Such festivals include 'Nai Ni Who'; which is an annual festival that has various activities and events celebrating Nairobi and its neighborhoods. The county government has also incorporated walking tours so that the residents can learn and appreciate Nairobi city fascinating history through interactive walks with other Kenyans of diverse walks of life. These walks are majorly in Kenyatta Avenue and River road, which can incorporate the following sites including Kenya National Archives, Nairobi Gallery, Bomb Blast Memorial Park, Nairobi Railway Museum, and Uhuru Park among others. Visitors also

choose a day tour comprising the Maasai market where they shop for arts and crafts, visit Parliament buildings, Kenyatta International Conference Centre.

Lastly, on sustainable tourism development majority of the visitors felt that the destination had maintained cultural integrity ($\bar{x}$ = 3.84, SE = 0.05). Respondents also acknowledged that the destination promotes the sale of local arts and handicrafts ($\bar{x}$ = 3.61, SE = 0.08) and that local guides are available within cultural and heritage sites ($\bar{x}$ = 3.55, SE = 0.08). Thus, according to visitors, Nairobi destination has embraced cultural heritage tourism development. However, Pearson correlation showed a negative relationship implying that when development increases cultural heritage tourism declines in the destination.

4.3.4.2 Wildlife Tourism Major Attractions

The level of respondents' level of agreement with urban wildlife tourism was satisfactory with all the elements under investigation rated above average (Table 4.17). The results indicated that most respondents highly agreed with the unique wildlife aspect of the urban attraction's offerings. Nairobi National park and Giraffe centre were high motivators, this is in line with what KTB (2014) stated that for decades, millions of visitors have taken safaris to wildlife habitation to experience the nature, witness the wildlife sighting, and to open wilderness. David Sheldrick elephant orphanage and animal orphanage were both moderate motivators of urban visitors. Moderate motivators mean was above average, illustrating that majority of the visitors in urban destinations was pleased with urban wildlife offering.

Table 4. 17: Wildlife Tourism Urban Top Destinations

n = 231

Items	n	$\bar{x}$	SE
Nairobi National Park	231	4.56	0.05
Giraffe Centre	231	4.00	0.06
David Sheldrick Elephant Orphanage	231	3.94	0.06
Animal Orphanage	231	3.91	0.06

Source: (Author, 2017)

LaMondia, Snell, and Bhat (2010) noted that many visitors looking forward to visiting nature national reserves and parks for holiday are considerably more probable to travel to destinations that have huge land masses, are densely populated, and enjoy a long shoreline.

Opinion leaders (tourism planners') respondents on the existence of urban tourism, development of urban tourism, strategies for development and challenges encountered in the development of wildlife tourism indicated that;

> Respondent TP1 noted that Nairobi is the only capital city in the world that has a national park; it is commonly referred to as 'the world's wildlife capital,' it is further surrounded by wildlife sites including David Sheldrick elephant sanctuary and giraffe center. Nairobi Orphanage showcases visitors animal wealth in the entire countries parks and reserves. Respondent TP6 noted that urban wildlife tourism has existed for decades, but has rarely been marketed and understood. The respondent further mentioned that it has the potential to bridge the seasonality experienced in the country. Respondent TP8 further explained that these attractions only highlight to show that wildlife and urban destinations can coexist. Further, the respondent noted that the

proximity of Nairobi to other close wildlife destination such as Nakuru, Naivasha, Thika and Machakos makes it an exciting product to be invested in and marketed. Respondent TP2 stated that since Nairobi destination is unique with the only capital City Park, marketing and promotion makes it stand out, not only in the region but the continent. TP3, on the other hand, stated that the county government of Nairobi and KTB are in consultation to develop an urban tourism product that appeals to short trips associated with business tourists. For example, KTB has a handbook '48 hours in Nairobi' detailing what visitors can do within 48 hours while in Nairobi. These products are immense, it's impossible to do them within the 48 hours. The respondent concluded by say, Nairobi destination in the league of its own with all attractions, and supporting industries within a radius of 30 kilometers.

Karschat and Kühhas, (2017) while addressing sustainable development goal 2030 specifically goal 15 on 'life on land' reckons that attractive sceneries, rich fauna and flora, and natural heritage sites are among the main reasons why visitors visit a destination. Visitors are looking for leisure, recreation, and serenity in natural areas, but also for fun activities. They would also like to get pleasure from nice sceneries, view wildlife, and actively experience nature on hiking, biking or canoe tours. Destinations with diverse biodiversity such as protected areas, coastal zones, mountains and urban places are especially attractive for visitors.

Tourism and biodiversity have a symbiotic relationship (Romeril, 1985). Since biodiversity is the core attraction in the landscape that produces distinctive regional features (Zlávecz, Warren, & Pickett, 2011). Sustainable tourism plays an important function, not only in protecting, restoring, preserving, conserving and promoting biological diversity but also in managing ecosystems (UNWTO, 2015b). This is through progressive efforts towards reduction of habitat

degradation through the conversation of indigenous flora and fauna. The Convention on Biological Diversity (CBD) also acknowledges the significance of sustainable tourism development for biological diversity. In 2004, Secretariat on CBD issued guiding principles for the tourism industry centered on the development of tourism in risk areas in order to maximize the positive benefits for biodiversity, ecosystems, and economic and social development (CBD, 2004).

Visitors to Nairobi urban destinations do enjoy beautiful sceneries, but also appear to favor destinations with natural attractions and cultural activity facilities near for easy accessibility. All wildlife attractions within Nairobi are within a radius of 20 kilometers from the CBD (Appendix 12). These include NNP, David Sheldrick elephant orphanage and animal orphanage that are 10 kilometers from CBD, while giraffe center, is only 15 kilometers from CBD (Magical Kenya, 2014). Nairobi urban tourism product continues to attract diverse visitors to a myriad of activities within the city and as the destination grows and develops (Muhoro, Munala, & Mugwima, 2016; Muthuma, 2016). To the authors, the UN sustainable development goals provides a good structure in prioritizing areas that need more sustainable initiatives through the collaboration of all stakeholder - individuals, organizations, and destinations in Kenya.

Wildlife tourism consists of a major component in Nairobi urban destination. Visitors are attracted to wildlife while in Nairobi since they can experience a wildlife tour without having to travel and stay overnight in the city. Tourism planners noted that wildlife tourism in Nairobi has been in existence since the formation of NNP in 1946. To them Nairobi is the world's wildlife capital, that should be marketed and promoted as the hub of wildlife viewing. The proximately of other wildlife sites including those under conservation including the giraffe

center, animal orphanage, and David Sheldrick elephant sanctuary adds to the appeal. Tourism planners noted that Nairobi has an avenue of bridging the gap in Kenya's seasonality.

In line with sustainable tourism development, visitors acknowledged that the destination had done well in maintaining and preserving biological diversity ($\bar{x}$ = 3.85, SE = 0.06). However, the visitors rated poorly that the destination has ecological diversity. Thus visitors had mixed feelings on wildlife tourism at the destination.

4.3.4.3 Leisure and recreation tourism Major Attractions

Respondents were neutral to have experienced leisure activities while touring urban destinations (Table 4.18). Nairobi safari walk, Ngong forest and Karura forest were all moderate motivators. Nairobi safari walk is mainly visited by locals while foreign tourists are interested in seeing flora and fauna 'in situ' as opposed to 'ex situ'. Casino and nightclubs were low motivators to urban visitors despite Nairobi having half of all casinos found in the country, with 18 casinos with more than 908 slots and gaming machines (World Casino Directory, 2017). The results show some resistance on urban travelers in engaging in leisure activities. Such resistance could be attributed to low awareness and low marketing of these attractions.

Table 4. 18: Leisure and recreation tourism Urban Top Destinations

n = 231

Items	n	$\bar{x}$	SE
Nairobi Safari Walk	231	3.81	0.06
Ngong Forest, Karura forest	231	3.01	0.06
Others, Casinos, Night clubs	231	2.34	0.11

Source: (Author, 2017)

A study conducted by Mbatia and Owour (n.d.) on 'Prospects for Urban Eco-Tourism in Nairobi, Kenya: Experiences from the Karura Forest Reserve' found out that the major attraction of Karura forest was for leisure and recreation, on activities such as walking, jogging and cycling in the expansive nature trails. Passive leisure was the predominant in recreation activities with activities ranging from relaxing, get-togethers and picnics with family and relatives. The timing of visits to the forest varied according to the nature of the visit, time of the day and day of the week. Weekends and public holidays were the most popular days for visiting the forest. During weekdays the forest is used in the morning and evening for walking, jogging, and cycling. Mbatia and Awour (n.d.) further argued that 33% of the visitors used the forest for physical health reasons, 23% for social benefits, 13% for environmental benefits, 10% for psychological benefits, and 7% for enjoying nature. On the other hand, the community benefited from the forest socially (55%), economically (16%), environmentally (13%) and culturally (7%). Besides the activities, both first time and frequent visitors concurred that the forest is beautiful, clean and has relatively good facilities for their intended use and that they would visit the forest again.

Driver (1992) refers to the advantages of recreation as physiological, psycho-physiological, psychological, social/cultural, environmental, and economic benefits. The interweaving of urban attractions, heritage & culture, and recreation takes an exceptional route in each case (Hayllar, Griffin, & Edwards, 2008). For example in Canberra, Australia, leisure and recreation attractions explained for a majority of a visit from leisure and holiday visitors (Ritchie & Dickson, 2006). Consequently, the study pointed that 62.6 % of holiday and leisure visitors to the destination were motivated to visit the area by the attractions while 38.5 % pointed that they would have taken a trip to somewhere elsewhere if the present attractions did not exist.

A study conducted in Hong Kong on urban market visitors in Taipei by Hsieh and Chang, (2006), 88 % of respondents said that their favored relaxation activities at the urban market were urban eatery followed by going for shopping at 56 % while entertainment was at 23 %. For example, the drawing power of the attraction in Canberra only drew 7 % direct spending of holiday and leisure vacationers in spite of almost 63 % of visitors implying that the attractions were extremely essential in their choice to visit Canberra destination (Ritchie & Dickson, 2006).

Opinion leaders (tourism planners') respondents on the existence of urban tourism, development of urban tourism, strategies for development and challenges encountered in the development of leisure and recreation tourism indicated that;

> Respondent TP1 notes, that since most of the visitors that come to Nairobi are either business or conference tourists with limited time; their limited time can either be spent on leisure and recreation. Thus there is need to raise awareness of leisure attractions within Nairobi while marketing them appropriately. Respondent TP3 added that, although urban tourism policy is not in existence, visitors have long been enjoying leisure and recreation at our urban destination. Visitors visit casinos at night and nightclubs of major hotels; they also enjoy strolls in and around hotels they are rescinding. Respondent TP2 states leisure and recreation tourism has several benefits to the destination including, environmental, social-cultural and economic benefits, for example, socially it helps visitors to interact directly with the locals and learn their ways of life and vice versa. Respondent TP12 notes that Nairobi destination has some of the best pristine environments that are reclaimed for domestic and international tourists'

consumption. These leisure sites found in NCC include Karura, Ngong Road forest and Nairobi Arboretum. Further, the respondent noted that though the conservation was not entirely done by the government, but by NGOs, such resources are there for tourists' consumption.

Urban leisure and recreation tourism is extremely wide and visitors have a diverse range of activities while in urban destinations (Popescu, 2008; WTO, 2012). Visitors take their holidays in urban destinations during their leisure time and conduct activities of a very diverse nature, such as visits to relatives, meeting friends, watching shows, exhibitions, shopping. Business travelers are increasingly adding leisure activities while away on business trips (bleisure visitors). Leisure and recreation tourism has established a base inside the core of the city as well as in the surrounding areas since activities are intended for both visitors and residents who spend sometimes here. Among the leisure activities visitors can undertake while in urban destination include visiting theatres shows; exhibition centers; facilities for sport and entertainment such as casinos, and theme parks; festivals; and cultural events.

Thus, although leisure and recreation tourism is not well developed, it can be realized through continual sustainable development, assisted by all stakeholders' involvement either in policy formulation, marketing and investors investing in the leisure sector. Leisure tourism in Nairobi remains the undeveloped and underutilized, despite its diversity. Nairobi offers an array of leisure activities including safari walk, nature trails in Karura and Ngong forest, picnic sites such as Uhuru gardens, night activities such as gambling among others. Visitors had mixed feelings while rating leisure tourism destination choice.

On sustainable tourism development, visitors felt that the destination was able to limit the number of visitors or there was limited number of visitors. There was the use of the local guides in leisure sites according to visitors.

Tourism planners noted the following, that since most visitors who come to Nairobi have limited or no time outside their busy schedules, their limited time could be spent on leisure and recreation. Tourism products should be created, promoted and marketed within their limited time. Such would include night activities when they are relaxing or activities associated with thematic travel areas. They noted that, although urban tourism policy is not in existence, visitors have long been enjoying leisure and recreation at our urban destination. Visitors visit casinos at night and nightclubs of major hotels; they also enjoy strolls in and around hotels they are rescinding. Tourism planners argued that leisure tourism has several benefits to the destination including, environmental, social and cultural and economic benefits, for example socially it helps visitors to interact directly with the locals and learn their ways of life and vice versa.

4.3.2 Specific Objective Two: To determine the relationship between destination attributes and sustainable tourism development

Further, on a scale of 5, respondents were asked to rate destination choice elements expectations before visiting Nairobi destination. The destination elements were measuring how the 18 statements were important to the respondents before visiting the destination (Table 4.19). Sheng and Chen (2012) cited that, to investigate visitor experience, it is essential to investigate visitor expectations before the visit. This is because while visiting, and after the visit, the experience could be examined according to the visitors' memories. The destination elements spur visitors to make decisions about a destination. The elements were to help know

which elements visitors look out for before they get to the destination because there are those that are so basic to them. The destination attributes that had a mean of over 4 were deemed to be high motivators, those that had a mean of over 3 were deemed to be moderate motivators and those whose mean was below 2 were deemed to be low motivators.

Table 4.19: Destination Attributes (Perceptions Prior to visitation)

Visitor destination choice elements	n	$\bar{x}$	SE
Individual safety and security	231	4.56	0.05
Undamaged environment.	231	4.32	0.05
The friendliness of the local residents.	231	4.29	0.05
Diversity of cultural/historical attractions	231	4.00	0.06
The quality of the accommodation	231	3.94	0.06
General hygiene of the destination.	231	3.92	0.06
Climate conditions.	231	3.90	0.06
Local food and drinks.	231	3.85	0.06
The destination is accessible.	231	3.81	0.06
The organization of the local transportation services.	231	3.80	0.07
A chance for rest.	231	3.66	0.07
The availability of sports Amenities	231	3.32	0.10
Shopping Amenities.	231	3.10	0.08
Nightlife.	231	2.97	0.10
Conference facilities	231	2.87	0.12
Wellness Amenities.	231	2.87	0.11
Thermal spa Amenities.	231	2.66	0.11
Availability of entertainment activities.	231	2.34	0.12

Source: (Author, 2017)

The three low destination motivator attributers are availability of entrainment activities, thermal spa amenities and wellness amenities. The lowest destination motivator attribute expected before the visitors visited the destination included availability of entertainment activities despite the destination having over 50% of casinos in the country. This shows that the destination has not positioned itself strategically as a leisure destination. The conference facilities was also a low motivator despite the destination is known for MICE, business travel,

and thermal spa offer. Thermal Spa is when visitors want to achieve better health while on holiday through relaxation, exercise or visits to spas, including thermal spas, that are also known as medical tourism (Jovanović & Milićević, 2015). Wellness amenities or travel for the reason of encouraging health and well-being through physical, psychological, or spiritual activities such as yoga) is still a low motivator. According to Table 4.18, conferences facilities are still low motivators unlike its competitors such as Johannesburg, and Cape Town.

The high destination attributes motivators expected before the visitors visited the destination included, individual safety and security, undamaged environment, friendliness of local resident and diversity of cultural and historical attractions. Individual safety and security shows that visitors to Nairobi expected their security to be good. Visitors felt that security and safety were paramount when visiting the destination and they expected the destination to be well secured from external and internal insecure activities. Kenya destination is known for wildlife offering (Okello, 2014), thus visitors were motivated by the prospects of an undamaged environment. The same can be said for Nairobi, since the destination hold a bulk of attractions and visitors expected they would be maintained, conserved and preserved for generations to come. The third high destination attribute motivator attribute was on the friendliness of the local residents. Visitors expected the local people to be hospitable due to decades of receiving and hosting visitors in Kenya destination (Minciu et al, 2010). Thus, this attribute also shows that visitors were expecting to sample the local culture and historical attractions while at the destination. The attribute illustrated the need to market and diversify the cultural product on offer. The fourth highly rated destination motivator attribute was on the diversity of cultural/historical attractions (architecture, tradition). Visitors expected diverse historical and cultural resource that is sustainably maintained. Nairobi has major monuments & galleries, cultural attractions,

wildlife attractions and leisure attractions (Appendix 12). The fifth top rated destination motivator attribute was on the quality of accommodation (hotel, motel, and apartments). The visitors expected to find high-quality accommodation facilities in the destination. This could be reinforced by the award of 8 Nairobi town hotels a 5-star rating, 9 hotels with 4-star rating, 5 hotels with 3-star rating and 7 hotels with 2-star rating will also boost the leisure, conference and business product (Tourism Regulatory Authority, 2016). After 2016 classification Nairobi has 29 hotels with a star rating between 2 to 5(Appendix 11), and a total bed capacity of 4,919 (NCC, 2018). The increase of 5 star rated hotels from five to eight affirms the efforts put in place by various players in the hospitality sector to delivery of high quality services to meet the global standards. Further, the efforts have led to increased supply of quality hotel services in Nairobi making it a leading destination for tourists and business travelers (Cytton Real Estate, 2017; Tourism Regulatory Authority, 2017).

These results are supported by WEF (2017) report on T&T competitiveness. Kenya was placed at position 80th in T&T competitive economy out of 136 economies. Kenya's security was ranked poor with the index of terrorism incidence, and business cost of terrorism ranked 123rd and 135th respectively. General environmental sustainability in the country was ranked 26th, while natural resources were ranked in 15th place. Cultural resources and business travel were ranked at number 77th. The ranking of position 80th shows that the country needs to improve its security, to improve T & T attractiveness and competitiveness in the country. The country has made great strides in environmental sustainability and its natural resources (WEF, 2017). However, some improvements need to be done in the cultural and business travel.

On the other hand, visitors never expected to be motivated by a well articulated and defined nightlife as well as good elaborate entertainment while in the destination. This could be as a

result of lack of destination information as major marketing sites are silent on the nightlife and the entertainment sector (Walter & Tong, 1977). The conference facility offered to respondents was not of such a motivation since it was rated poorly. This could have been as a result of lack of information on respondents (Walter & Tong, 1977). These findings are inconsistent with Cytonn Real Estate (2017) report titled 'Nairobi sector hospitality report: Towards resilient growth' which stated, the number of conferences held in the country increased by 16.5% in 2016 compared to a 3.0% increase in 2015. The growth was mainly due to Nairobi's recognition as a regional hub (KNBS, 2018). Wellness amenity, thermal spa amenity and casino and gambling offer were rated as low key motivators by visitors in their choice of destination while at the destination. The poor rating on wellness, thermal and gambling showed that visitors expected little about the offer while in the destination. This could be attributed to lack of information on some of the major wellness, thermal and gambling offer for example Magical Kenya (2014) on its site markets a combination of the beach, nightlife and casinos on Kenyan coast while in the city of Nairobi they market the urban nightlife, rich smooth music and the chance to dine with friends. On the other hand, TripAdvisor (2018) on casinos and gambling in Kenya lists Nairobi to have the majority of five casinos while Mombasa has three casinos.

4.3.2.1 Destination attributes after visitation

These elements were measuring visitor experience and satisfaction levels after visiting Nairobi destination. They sought to find out visitors' satisfaction levels about the destination elements. The elements also sought to find out the disparity between what the visitor expected before and after visiting. The destination attributes that had a mean of over 4 were deemed to have

satisfied the urban visitor, those that had a mean of over 3 were deemed to have satisfied moderately and those whose mean was below 2 were deemed not to have satisfied visitors.

Table 4. 20: Nairobi Destination Attributes after visitation

Visitor destination choice elements (satisfaction)	N	$\bar{x}$	SE
Wellness Amenities.	231	4.46	0.11
Availability of entertainment activities.	231	4.56	0.12
Conference facilities	231	4.52	0.11
Thermal spa offer.	231	4.42	0.11
The friendliness of the local residents.	231	4.32	0.05
Nightlife.	231	4.11	0.10
Climate conditions.	231	4.10	0.05
The availability of sports Amenities	231	4.10	0.10
The quality of the accommodation	231	3.97	0.06
Diversity of cultural/historical attractions	231	3.93	0.07
Local foods and drinks.	231	3.90	0.18
A chance for rest.	231	3.83	0.08
Shopping Amenities.	231	3.81	0.08
The destination is accessible.	231	3.71	0.06
Undamaged environment.	231	3.65	0.07
Individual safety and security	213	3.47	0.07
General hygiene of the destination.	231	3.23	0.07
The organization of the transportation services.	231	3.10	0.09

Source: (Author, 2017)

The top five destination choice attribute to have satisfied visitors after the visitation of the destination were wellness amenity, availability of entertainment activities, conference facilities, thermal spas amenity and friendliness of local residents. This shows that out of 18, 8 elements satisfied visitors in the destination. This also shows that there was a disparity between what the visitor expected and what was delivered or offered to the visitor. This may lead visitors to look for alternative destinations that can offer and deliver their destination desires and needs (Reitsamer & Brunner-Sperdin, 2017). Availability of entertainment activities satisfied visitors despite being the lowest rated motivation in the destination before travel to the destination.

Visitors who visited the destination found availability of entertainment activities such as casino and gambling offer to be readily available and within the hotels, they were residing in. Nairobi has half of the casinos found in the country (World Casino Directory, 2017). The second destination attribute to have satisfied visitors was conference facility despite being the last fourth rated destination motivator attribute by visitors before visiting the destination. This shows that business visitors were satisfied by the conference offer while in the destination. The destination has seven facilities that can accommodate 1,000 to 4,000 delegates in one sitting (Appendix 13) (Conference Place, 2018). The third destination rated attribute to have satisfied visitors was wellness amenity, despite this attribute rated the third lowest destination motivator attribute by visitors before visiting the destination. This implies that visitors visiting Nairobi are aware and make choices towards a healthy and fulfilling life that the destination promotes physical, mental and social wellbeing through the promotion of wellness foods such as eating more vegetables.

After visitation, the respondents were least satisfied with these destination attributes starting with the least; the organization of the transportation services, general hygiene of the destination, individual safety and security, undamaged environment and accessibility of the destination. This also reinforces on the findings discussed above on the destination lack of commitment to meet visitors' expectations. These have far-reaching consequences including unsatisfied visitors resulting in losing visitors to other vibrant destinations (Slabbert & Van Vuuren, 2011). The organizational of transport service was of low satisfaction, before visitation this attribute was a moderate motivator at position 10. Visitors felt that the organization of transport was poorly organized due to poor planning that resulted in dense traffic during peak hours and due to lack of alternative means of transport. Despite the city of Nairobi having

urban master plan since 1927, its implementation was largely hampered by the required huge capital investment and lack of a framework to bring in private sector resources (Citymasterplan, 2018). However, the NCC has embarked on implementation of the Nairobi Integrated Urban Development Master Plan (NIUPLAN) 2014 to 2030. The NIUPLAN sectors include urban development, urban transport, infrastructure development, Environment and urban development management (NCC, 2018).

The second destination attribute to have low satisfied visitors was on the general hygiene of the destination, despite being rated as a sixth motivator before visitors toured the destination. A Study on Development of Cleanliness Index for Cities developed Cleanliness parameters to include 1) Cleanliness of sewer and drainage, 2) Effectiveness of garbage collection and disposal 3) Cleanliness of Public Conveniences 4) Cleanliness around drinking water facility 5) Cleanliness around eateries 6) Cleanliness on ambience related aspects (Development & Research Services, 2015). This could illustrate that visitors felt effectiveness of garbage collection and disposal, cleanliness in eatery places, cleanliness around drinking water facility and cleanliness on ambience related aspects were not at par with their expectations. This was reinforced by a study conducted by Tibaijuka (2007) titled 'Nairobi and its environs' which found out that the major challenges faced by Nairobi city and its residents include rapid urbanization, informal settlements, air and water pollution, water supply and sanitation, and solid-waste management.

The fourth destination attribute to have low satisfaction rate was on undamaged environment. The rapid expansion of cities creates pressure on the natural, social and economic environments of the urban destination. Uncontrolled and unplanned development of cities has negative impacts on environment, social and economic, and all the negative impacts represent a serious

threat to tourist activities and further development of urban areas. This is also reflected by Tibaijuka (2007) who also noted that Nairobi's physical development has come at the cost of the natural environment. The spread of urban development through the construction of expansion roads and other city infrastructure has resulted in the loss of land cover and other natural areas, such as mixed rangeland and bush lands. This could also be a result of the visitors not having explored Nairobi diverse places like Karura forest, Nairobi City Park, Nairobi Arboretum, Oloolua nature trail among others.

Comparison on the 18 elements before and after visitation, 10 destination choice elements were rated moderately to have satisfied visitors' expectation levels while in Nairobi destination. These elements include the organization of the transportation services, general hygiene of the destination, individual safety and security, undamaged environment, the destination is accessible, shopping Amenities, a chance for rest, Local foods and drinks, diversity of cultural/historical attractions, and the quality of the accommodation. These results show that visitors visiting Nairobi destination have little or no information about the destination. The Kenyan destination has always been known for wildlife and safari tours outside the city (KTB, 2014). Visitors were not sure of the security due to the frequent terror attacks - visitors have over time formed a negative image of the destination, environment, friendliness of local residents, diversity of cultural and historical attractions and the quality of accommodation. However, visitors were impressed once they came to the destination and found other elements that were far much better than the marketed and known elements. In addition, all the low rated motivator destination choice elements that is entertainment activities such as gambling and casino, thermal and spa, wellness, conference and entertainment and nightlife satisfied visitors positively. The reasons that could have influenced a change in the perceptions could be that; (1)

Half of the Casinos in the country are found in Nairobi, (2) After 2016 classification Nairobi has 29 hotels with a star rating between 2 to 5, and a total bed capacity of 4,919 (Appendix 11) and 122 unclassified hotels offering diverse services, (3) the diverse hotels offer conferencing facilities in addition to Kenyatta International Convention Centre (Appendix 13).

4.3.3 Specific Objective Three: To establish the relationship between tourist satisfaction and sustainable tourism development

On a scale of 5, respondents were asked to rate their satisfaction levels. This avriable measured satisfactio levels from both expectations and exeprience while at the destination. Satisfaction levels were measuring how the 15 statements were important to the respondents after visiting the destination (Table 22, 23, 24). The expectations, experience and satisfaction variables that had a mean of over 4 were deemed to have satisfied the urban visitor, those that had a mean of over 3 were deemed to have moderately satisfied and those whose mean was below 2 were deemed to have low satisfaction levels.

Visitor expectations

Respondents agreed with all the items measuring visitors expectations, they all had means ranging from 4.19 and 3.70 (Table 4.21). Visitors were satisfied that they decided to visit Nairobi tourist destination. This denotes that Nairobi destination met visitors' expectations on all aspects ranging from conference offer, wildlife, leisure or cultural tourism. However, visitors noted that the visit to Nairobi tourist destination least satisfied their expectations. Thus, visitors' expectations were met, but not exceeded meaning Nairobi destination did not excite visitors on its offer or visitors did not receive extra benefits than those on offer.

Table 4. 21: Visitor Expectations

n = 231

Items	n	$\bar{x}$	SE
I am pleased that I decided to visit Nairobi tourist destination.	231	4.19	0.05
I will speak highly of Nairobi tourist destination to my friends and colleagues	231	3.85	0.06
The visit to Nairobi tourist destination exceeded my expectations	231	3.70	0.06

Source: (Author, 2017)

Regardless, the positive respondents' response to visitor expectations should inform urban destination managers to make sure that destination staff are well competent, experienced, trained, and wholly supported to make visitors comfortable while meeting and exceeding customer expectations. A positive response to this attribute was because visitors' expectations were met but not exceeded. Visitors rated one key element while in Nairobi below expectations. These elements were mainly related to safety and security, environmental health, the organization of local transport and the general hygiene of the destination. These findings were supported and reinforced by Jamhawi, Al-Shakarchi, and Al-Hashimi, (2015) who in their study in Amman titled 'assessment of tourists' satisfaction in the downtown of Amman' found that out of 18 destination elements 11 of them were negatively assessed as they fell below the expectations of tourists. These elements were mainly related to the spatial movement of tourists in the downtown of Amman, due to the crowded spaces, unavailability of sufficient pedestrian paths and crossings, and bad accessibility. Tourists' dissatisfaction is also further explained by the unclean environment of the destination and the traffic that spoil the spirit of the place. Tourists' dissatisfaction is in addition to the lack of shaded areas, noise, and pollution.

However, the overall satisfaction in the destination was positive with an overall score of 7.4 out of 10. A study conducted by Odunga (2005) on international travel to Kenya found out that attractions at an intended destination and the drive of motivation factors influence the needs and expectations of tourists. Thus, the diverse attractions in Nairobi's core, periphery, and peri-urban influences and motivates tourists towards them. Garín-Muñoz and Moral (2017) conducted a study with a similar opinion in Barcelona 'titled 'determinants of Satisfaction with an urban Tourism Destination.' The authors found similar findings noting that aspects touching on tourist satisfaction and expectations are those associated with the variety, choice and quality of service shops and bars, cultural facilities, and safety and environmental conservation. Thus, county and national governments should take up measures to guarantee security while striving for environmental pointers such as pollution, and noise levels to remain at sufficient levels.

Visitor experience

The six statements are indicating respondents' opinions about the surveyed visitor experience in the urban destination in a descending order (Table 4.22). The overall feeling and comprehension of the value of the respondents' urban destination element were relatively positive. Respondents were satisfied in staying in Nairobi destination, since they indicated it was very valuable to them. This indicates that majority of the respondents in urban destinations considered staying in Nairobi and the value of satisfaction it offers. This could have been due to the attraction offer of cultural, wildlife, and leisure tourism. The least satisfying element was on the prices of additional offer at Nairobi (i.e. prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programs) are not very favourable. This shows that visitors were very keen on the price of additional elements while in Nairobi. These products are very important to the visitors because they make

the memories that they take home for example handcrafted products remind visitors of some places and animals they encountered.

Table 4. 22: Visitor Experience Opinions

n = 231

Items	n	$\bar{x}$	SE
Overall, staying in Nairobi has been very valuable	231	4.17	0.05
I have gained a lot of new knowledge and experiences while in Nairobi.	231	4.14	0.06
Making a booking at Nairobi was easy	231	4.08	0.06
Staying in Nairobi is worth every penny paid.	231	3.87	0.06
The price of B&B/half board/full board in Nairobi is reasonable	231	3.68	0.06
The prices of the additional offer at Nairobi (i.e. prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programs) are very favorable.	231	3.55	0.07

Source: (Author, 2017)

Results from visitor experience could imply that Nairobi urban destination managers need to look at the product offer on additional elements such as prices of food, prices of souvenirs, the price of handcrafted products, prices of excursion and prices of beauty and relaxing programs. Some of the respondents reasoned that the destination was priced at par with acclaimed international destinations such as Paris and New York regarding pricing of hotel accommodations. They argued, Nairobi destination ought to compete with other destinations in Africa such as Johannesburg, Cape Town in South Africa and Casablanca in Morocco. Thus, Nairobi destination would not only be competitive but would compete for the same type of clients visiting Casablanca and South Africa destinations. MasterCard (2016) in their report on

global destination city index, put Johannesburg as the top city receiving over 3.6 million overnight visitors in 2016 followed by cape town with 1.4 million visitors. Casablanca was the third city in Africa with over 1.1 million, but highest in the growth of over 14.5% from 2015 to 2016 period. Nairobi was the 12th visited city in Africa with a 12.3% growth from 2015 to 2016 period and receiving 323,859 overnight visitors (MasterCard, 2016). Urban visitors felt that the destination was indeed valuable, and the experiences were immense but were equally expensive because of additional offers. However, a majority of the respondents felt that making a booking to Nairobi destination was very easy.

Ashworth (1989; 2010) was the first author to categorize the city as an important area for tourist activity. Hayllar and Griffin (2005) deployed a phenomenological method to discovering visitors' experiences in the rocks area in Sydney and afterward in the nearby Darling Harbour (Griffin, Hayllar, & King, 2006). They later engaged a customized, semi-structured interview method, based on phenomenology but more simplified and more decisive, in areas outside Australian cities (Edwards, Griffin, & Hayllar, 2007). All these interrelated studies concluded that a unique sense of place was key to the tourist experience, but this was initiated from different diverse destination elements in different localities.

In a similar study conducted in two distinct areas in London cities, Maitland (2007) underpinned the significance of uniqueness of a destination and undeniably argued that the successive production of quality tourism products would lead to naturally and intrinsically unattractive tourist environment. According to Hayllar, Griffin and Edwards (2008), the diversity of a city provides opportunities for a range of visitors' experience: youthful generation may be attracted to the nightlife, major sporting events, and entertainment while better-educated and older groups may be drawn by the cultural attractions of a city. To many,

the experience of being in a city and not specific attractions are the main tourist appeal. Such experiences include the dazzling lightings, the accessibility, and movement while in towns, the ambiance within a city.

> Respondent TP4 said that Nairobi is still and has always been the safari capital of Africa; it has also become one of Africa's largest and most interesting cities. The city has not lost its sense of the past, with excellent museums and the historical home of Karen Blixen. The city has the great plain wilderness that surrounds with diverse biodiversity that is NNP. The city has diverse budding leisure activities surrounding it such as cliffs and forests. Nairobi also has diverse accommodation facilities for visitors to choose from ranging from the luxurious five star to the unrated hotels. The city is also ripe for the bleisure market due to the existence of business facilities such as conference rooms and recreation & leisure facilities that are within visitors reach.

The researcher asked visitors about their experience and how they felt while in Nairobi destination. They were requested to rate six attributes associated with urban visitor experience. Visitors rated these attributes above average showing that visitors experience while at the destination was excellent. Majority of the visitors attributed the destination to be of value to them due to the new experiences they got. The second rated attribute was on the new knowledge they got while at the destination. However, the last rated attribute was on the price of additional services while in Nairobi for example, prices of handicrafts, excursions, and spa & wellness programs. Visitors felt that these were priced equally to developed countries cities such as New York and Paris. Despite this, most visitors felt that Nairobi destination was worth

every penny paid. When the researcher asked visitors about the cost of the destination in destination choice attributes 75% said the expenses were within the planned budget, only 25% said the cost was either higher or lower than planned (Table 4.14).

Visitor satisfaction

On overall visitor satisfaction, the means of respondents' level of agreement ranged from I completely agree and with 5 completely disagree. Six statements that measured respondents' satisfaction levels on urban destination tourism attractions offerings in a descending order (Table 4.23). Visitors were moderately satisfied with the offering of the urban destination. First respondents noted that their overall satisfaction with their visit to Nairobi tourist destination was moderate. This could have been attributes to the destination choice elements that had low satisfaction levels. The respondents were asked if they would return to Nairobi urban destination despite it being moderately satisfying due to the urban tourism product offer. Visitors were moderately satisfied by the general quality of the Nairobi destination offer. This indicates that visitors were not satisfied with the quality of urban attractions on offer. They didn't meet the threshold of their perceived quality. While the general quality of the urban destination was up to standards, as compared to the general satisfaction of the destination. Visitors didn't feel at home (visitors didn't feel comfortable) while in Nairobi. This could be attributed to the low quality of the destination according to them. On the other hand, visitors felt that the destination was worth a mention to their family and friends. This is extremely good for the destination since it not only promotes the destination but it also receives repeat visits. These results showed that majority of the visitors to Nairobi urban destination overall satisfaction was good in that their expectations were met and exceeded but felt that, generally the quality of Nairobi as a destination was not consistent with their expectations which

influenced their travel motivations about the destination because the visitors didn't want to associate themselves with Nairobi.

Table 4. 23: Overall Tourist satisfaction

n =231 Items	n	$\bar{x}$	SE
What is your overall satisfaction with your visit Nairobi tourist destination	231	3.92	0.05
I will recommend Nairobi to my friends and relatives.	231	3.85	0.07
I will return to Nairobi.	231	3.82	0.07
If I had to decide again, I would choose Nairobi again.	231	3.77	0.07
General quality of Nairobi destination offer is.	231	3.68	0.05
I feel at home in Nairobi.	231	3.29	0.07

Source: (Author 2017)

The analysis indicated that visitors were satisfied while visiting Nairobi urban destination. All elements were rated above average indicating that destination attractions appealed to the diverse tourist choices. Visitors were satisfied by the cost of the destination, security arrangements, tourism products, and facilities such as accommodation. This was in line with a study conducted by Cárdenas-García, Pulido-Fernández and Pulido-Fernández (2016) on the 'Influence of tourist satisfaction on tourism expenditure in emerging urban cultural destinations', which found out that tourist satisfaction within a destination depends on a number of factors. To them, tourist satisfaction not only depends on tourism products and facilities supporting the tourist's activities provided by private companies but also on government, which must be acquainted with the significance of their participation in the formation of an attractive and premium and luxury tourism product that is reliable with the expectations of visitors. This was also reinforced by a study conducted by Odunga (2005) on international tourists to Kenya which found out that tourists' satisfaction is positively

associated with the importance of attractions and the facilities utilized in the tourism industry. Tourists' demographic characteristics and trip choices that influenced satisfaction was gender, group size, and income. Female respondents reported higher levels of satisfaction than male respondents while greater levels of satisfaction were reported by tourists traveling in large groups and those with higher income. According to Odunga (2005) age, socio-economic status, and length of stay were insignificant in influencing satisfaction.

Visitors are deemed to be satisfied when their expectations are met and exceeded. This variable was measuring the level of customer satisfaction while at the destination. Visitors were given six attributes to help understand their satisfaction levels while visiting Nairobi urban destination. The attributes were rated relatively despite all of them being above average. First, the researcher wanted to know if the visitors were destined to Nairobi and when they made that destination. All visitors stated that the decision to visit Nairobi was made in less than a month to 3 months before traveling (Table 4.9). Further, the researcher found out that a majority of visitors were first-time travelers between the ages of 36-55 years, followed by visits from 1-5 times in the same age group (Table 4.2, 4.4). The results on the majority of visitors imply that the destination is appealing to those in 36-70 years.

The researcher then sought to find out the overall satisfaction of visitors while in Nairobi urban destination, this attribute was rated highest. Visitors stated that they would recommend Nairobi urban destination to their friends and relatives; this showed that the visitors were satisfied and they would recommend to others to experience the same satisfaction they had. Despite the overall satisfaction, the general quality of Nairobi destination was rated poorly. The poorly rating of Nairobi was also supported by the poor rating in destination choice satisfaction

attributes (Table 4.21), where the general hygiene of the destination and organization of the transportation services were rated poorly.

Finally, regarding the relative importance of urban tourism pull factors in creating destination sustainable tourism development, results revealed tourist satisfaction (experiences and expectations) as a key tourism development driver in creating sustainable tourism development while in urban destinations.

4.3.4 Sustainable Tourism Development

Respondents were undecided about the sustainable tourism development created by urban tourism pull factors in NCC (Table 4.24). The results suggested that visitors had soaring expectations about Nairobi destination attractions that were not well addressed. This implied that urban tourism executives have a responsibility to take part towards enhancing sustainable tourism development. Sustainable tourism development variables that had a mean of over 4 were deemed to have met environmental, social and economical development sustainability, those that had a mean of over 3 were deemed to have moderately met development sustainability and those whose mean was below 2 were deemed to have low development sustainability.

Table 4. 24: Sustainable tourism development

n = 231

Items	n	$\bar{x}$	SE
Environmental sustainability			
Maintain biological diversity	231	3.85	0.06
Maintain ecological diversity	231	2.47	0.07
Limit the number of visitors	231	3.67	0.06

Social Sustainability			
Preservation and conservation of cultural integrity	231	3.84	0.05
Involvement of Local residents	231	2.36	0.05
Promote the sale of local arts and handicrafts	231	3.61	0.08
Use local guides	231	3.55	0.08
Economical Sustainability			
Natural resources utilization	231	4.34	0.04
Has energy and waste conservation	231	3.42	0.06
Restock of natural resources	231	4.56	0.07

Source: (Author, 2017)

Visitors acknowledged that Nairobi urban tourism has not attained sustainable development thresholds. The poorly rated statement on sustainable tourism development was enquiring if the destination had maintained ecological diversity. This would illustrate that the destination has not taken measure on monitoring, and conserving environmental conservation. This is in line with the findings of WEF (2017) report on Kenya's T&T competitiveness, the findings were that the general environmental sustainability in the country was ranked 26th, while natural resources were ranked in 15th place. Cultural resources and business travel were ranked relatively at number 77th. Stossel, Kissinger, and Meir (2017) hold the opinion that the advancement of urban sustainability needs an application of different measures such as environmental policy, behavioral change and technological developments, which have to be taken at different spatial scales. In the opinions of the International Institute for Environment and Development and the World Business Council for Sustainable Development (IIED and WBCSD, (2002), what is essential is for destinations to reach the goals of sustainable development involves ―verifiable measures to evaluate progress and foster consistent improvement.

Visitors also rated energy and waste conservation moderately towards sustainable tourism development. This indicated that visitors didn't feel that energy and waste was not being utilised and conserved as per the laid down rules and procedures. Thus, such results concur well with those of Buhalis, (1995); Buhalis and Fletcher, (1995); Sautter and Leisen, (1999) who noted that Destination Management Organizations (DMOs) should very importantly, use management tools and legislative authority during planning and running of urban environments in order to guarantee that the benefits accrued from tourism activities are equitably shared among all stakeholders including tourists. Further, the destination managers should safeguard sustainable practices in the renewal of resources used in the production of tourism. Failure to maintain an exploitation balance and sustainable practices efficiently endangers the associations between stakeholders while threatening the attainment of the destination objectives and the long-term competitiveness and prosperity of destinations.

Accordingly, sustainable economy through growth, development, and output efficiency channels development through distribution of resources in the market, sustained stages of expansion and utilization. Sustainable development enlarges concerns in development with economic funds through consideration of human, natural, and social economic development (Kahn, 1995). Social sustainability, on the other hand, covers the philosophy and ideas of fairness, empowerment, ease of access, involvement, sharing, cultural identity, and institutional strengths. It seeks to conserve the environment through the financial development and the easing of poverty levels (Kahn, 1995). Lastly, environmental sustainability is made of environmental integrity, carrying capacity and biological diversity. To Kahn (1995) resources must not be exploited faster than they can be renewed or restored and that wastes must not be release quicker than they can be absorbed into the environment.

According to respondent TP4, Nairobi urban destination needs an urban policy urgently. This policy should address such issues like environmental conservation, waste conservation as well as integrate cultural identity into visitor's minds. The need for an urban policy was echoed by respondents TP3 and TP2, who noted that though the destination lacks an urban policy, urban tourism has been in existence and marketed for long. Such urban tourism activities include conference and business tourism, wildlife tourism and leisure and recreation tourism. Respondent TP1 and TP6 noted that they were in the process of drafting an urban policy, although challenges were hindering their process such as integrating all urban stakeholders.

According to World Tourism Organization (2014), the development of sustainable tourism responds to the present needs of visitors and to those of the host destinations, while protecting and increasing future prospects probabilities and chances. Visitors to Nairobi destination felt that the destination had maintained sustainable urban development since six of the seven attributed were rated positively. These elements relate to biological diversity (variety of all living things - genetic, species and ecosystem diversity), cultural integrity (believe in and participate in an environment that promotes equity and respect to all), limit the number of visitors (carrying capacity), promotion of local handicraft, use of locals while guiding and energy and waste conservation. The visitors felt that the destination had not maintained ecological diversity. This means that the visitors felt the destination lacked enough ecosystems such as forest, grassland, and freshwater ecosystems or the ones that were available were depleted. This was supported by Stanciulescu (2009) who stated that through sustainable tourism, all resources should be managed to satisfy present needs while maintaining biological diversity, cultural integrity, ecological needs, and the life system. Further, sustainable tourism

is defined as a form of tourism that takes into account present and future impacts (economic impact, social impact, and environmental impact), and responds to the various needs of tourists, industry, and local communities, as well as the environment (Minciu, Popescu, Pădurean, Hornoiu, & Băltăreţu, 2010).

The role of urban areas in sustainable development is more acknowledged at an international level, tourism planners and government bodies tasked with the formulation of urban policy in the country have failed to take count of urban tourism as an important occurrence to the urban economy. This is through providing an urban tourism framework while creating jobs, stimulating research, and sustainable development within and outside the city's economic area. Page (1995) argued that correct and exact information on the demand for urban attractions or resources is important for service providers, businesses, and planners involved in the tourism industry to aid in meeting and exceeding the wants and needs of visitors while in such destinations. Thus, there is need for an integrated urban development tourism policy within NCC and governed by the national government.

4.4 Hypotheses of the Study

The study was based on the following hypotheses

4.4.1 H0$_1$: There in no relationship between diversity of tourism forms and sustainable tourism development

Founding on the tourism attraction variable, an overall hypothesis was set as; (H$_{01}$: There exists no significant relationship between diversity of tourism forms and sustainable tourism development). The hypothesis was examined using three sub-hypotheses to ascertain if there exists an association between the three attributes (cultural tourism, wildlife tourism, and leisure

& recreation tourism) and sustainable tourism development. Pearson Correlation Coefficient (r) method was employed to observe the association between the three sub-hypotheses and sustainable tourism development.

4.4.2 H$_{1a}$: There is no relationship between cultural heritage tourism and sustainable tourism development

This sub-hypothesis was evaluating the relationship between cultural tourism and sustainable tourism developmentdevelopment in urban tourism destinations, Pearson correlation analysis was employed. Pearson correlation is a statistical method that is employed to quantify the linear dependence between two variables giving a value between +1 and -1 inclusive where 1 is the total positive linear correlation, 0 is a nonlinear correlation, and -1 is the total negative linear correlation.

A Pearson product moment correlation coefficient was calculated to evaluate the relationship between cultural tourism (independent variable) and sustainable tourism development (dependent variable). SPSS statistical software was employed to determine the results of Pearson correlation.

H1a hypothesized that cultural tourism attractions would have no relationship with sustainable tourism development. Results from departing visitors revealed that they were significant at (r $(231) = - 0.17$, $p = 0.01$), and a p-value greater than 0.05 level of significance thus the hypothesis was rejected. These findings implied that there was a significant negative relationship between cultural tourism attractions in Nairobi urban destination (Karen Blixen, BoK, NMK and Kenya national archives) and sustainable tourism development. The results imply that when there is one unit increase in cultural tourism, development such as cultural

integrity, declines in the destination. For instance, from the tourists' perspective, a unit change increase in cultural integrity does not necessarily lead to a better cultural tourism product. The biological diversity, cultural integrity, ecological diversity and waste conservation were not as per the expectation of the visitors. To the tourists, the destination was not addressing a sustainable urban cultural product development. This implies that to preserve and conserve cultural, there is need to involve the tourists, communities, educate community to know the benefits of conservation, improving daily living conditions and reducing poverty. These are the attributes that give meaning to the sustainability of tourism development.

For instance, a study by Aranburu, Plaza and Esteban (2016) titled 'Sustainable cultural tourism in urban destinations: Does space matter' found out that in the urban destination, the top attribute were those of culture and museums in the case of The Guggenheim Museum and the City of Bilbao. The study results imply that majorly tourists visit urban destinations for culture and related cultural products. Dessein, Soini, Fairclough, and Horlings, (2015), also found a similar opinion that culture is the key element of sustainable tourism development in urban destinations. The authors argued that all human choice and decisions are as a result of cultural affiliations and as an overriding concern in sustainable development philosophy, it facilitates sustainability and culture to become jointly entangled so that the differences between the social, environmental, and economic disparities of sustainability begin to fade.

4.4.3 H_{1b} There is no relationship between wildlife tourism and sustainable tourism development

This dimension, H1*b* hypothesized that wildlife tourism would have no relationship with sustainable tourism development in urban destinations. Pearson correlation results indicated

there was no significant relationship ($r\ (231) = 0.10$, $p = 0.10$), further indicating p-value less than 0.05 level of significance thus the hypothesis failed to be rejected.

These results imply that urban attractions in Nairobi such as NNP, giraffe center, David Sheldrick elephant orphanage, and Nairobi animal orphanage did influence sustainable tourism development in urban destinations. A unit increase in wildlife tourism results in a unit increase in sustainable tourism development and vice versa. Further, there was a weak positive relationship ($r = 0.10$) implying that when wildlife tourism is on the increase, sustainable tourism development is also on the increase. From the tourist's perspective, there was biological diversity, local guides, ecological diversity and waste conservation. They were satisfied by the number of flora and fauna they sighted; they were also satisfied with ecological diversity and the level of preservation and conservation efforts being undertaken. To urban tourists, wildlife product has been sustainably development; this could be as a result of the conservation efforts being undertaken such as rehabilitation of giraffes and elephants. According to Seymour, Byrne, Martino and Wolch, (2006) cities are not simplistically artificial areas but should be viewed as a multifaceted ecosystem. Cities encompass a complex environment of remnant and disturbed sceneries and surroundings (Rebele, 1994). Schaefer (2003) and Rebele (1994) noted that urban areas present a mixture of productive ecological spaces that are far from being sterile or barren landscapes are often highly fragmented and degraded. Thus, NCC is promoting its tourism activities and attractions to provide an exceptional tourism product experience while generating demand through sustainable development (NCC, 2014). The existence of flora and fauna in urban environments can positively impact urban residents' quality of life and educational experiences while in the end contribute to the conservation of biodiversity in less exploited places (Savard, Clergeau, &

Mennechez, 2000). Urban wildlife contributes to artistic, poignant, mental, emotional and social experiences for urban residents. Some residents see it as pleasurable moments while sharing space with wildlife while watching wildlife may present a soothing and serene experience for visitors. The endowment of wildlife in and near urban environments may provide for others a more realistic benefit such as indicators of environmental quality while local businesses stand to earn revenue from visitors visiting reserves and parks (Seymour, Byrne, Martino, & Wolch, 2006).

4.4.4 H$_{1c}$: There is no relationship between leisure tourism and sustainable tourism development

This sub-hypothesis was evaluating the relationship between leisure and recreation tourism attractions and sustainable tourism development in urban tourism destinations, Pearson correlation coefficient was used. This attribute, H1c posited that leisure and recreation tourism would have no association with sustainable tourism development. Correlation results exposed a low positive relationship (r $(231) = 0.23$, $p < 0.01$) while the p-value less than 0.05. Thus the hypothesis was rejected; this implies that when leisure and recreation tourism increases development will also be on the increase. Therefore, urban attractions that have a well diverse leisure attraction ranging from casinos and nightlife to nature trails in Ngong and Karura forest are visually attractive and have a weak positive effect on sustainable urban tourism. Visitors agreed that urban leisure attractions have biological, ecological and cultural diversity; they have local guides and waste conservation. Though, they did not point a strong positive relationship, showing the efforts of conservation and preservation of pristine environments is paying off. The findings were further supported by respondent TP9 who stated:

Nairobi destination has the best urban leisure joints, has the best entertainment joints, and has a majority of international casinos some found within the 5 star rated hotels. The only drawback is that it is hard to quantify the tourists indulging in leisure activities since most tourists to Nairobi are within hotels for MICE or on an overnight accommodation en-route to other destinations in Kenya or within the region.

A survey conducted in Edinburgh by Borg and Russo (2005) titled 'the impacts of culture on the economic development of cities' concluded that a majority of visitors attended festival events while other attended cultural activities. To the authors, the more popular activities in cities are the leisure, for example, shopping and sightseeing. Further, they stated that the leisure economy combining culture, entertainment, and lifestyles, is even larger, due to the particularly attractive built and natural environment of the city center. Kadar (2013) in his empirical study titled 'Differences in the spatial patterns of urban tourism in Vienna and Prague' also found out that urban destinations are more attractive to tourists because they offer more choices of exploration and thus more freedom, an essential value in leisure activities.

4.4.5 H0$_2$: There exists no significant relationship between destination attributes and sustainable tourism development.

This hypothesis was evaluating the relationship between destination attributes and sustainable tourism development in urban tourism destinations, Pearson correlation coefficient was used. This attribute, H0$_2$ posed that destination attributes would have no association with sustainable tourism development. Pearson correlation results revealed a positive significant relationship (r, $231 = 0.35$, $p < 0.01$). Results also revealed p-value less than 0.05. Thus the hypothesis was rejected. The results implied that there is a relationship between destination attributes and

sustainable tourism development. Thus, when there is an increase in destination attributes, sustainable tourism development is also on the rise.

The results showed that urban destination attributes such as individual safety and security, friendliness of the local residents, diversity of cultural/historical attractions, quality of the accommodation, local cuisine, organization of the local transportation services and offer of cultural and other events would significantly affect sustainable tourism development. The results are consistent and reflected by Tibaijuka (2007) who also noted that Nairobi's physical development has come at the cost of the natural environment. A study conducted by Seyidov and Adomaitienė (2016) titled 'factors influencing local tourists' decision-making on choosing a destination: a case of Azerbaijan' showed consistent results which are substantial for future development of tourism in Azerbaijan. According to the authors tourism destinations with certain attributes such as attractions, amenities, accessibility, and image make them appropriate and available for tourists. In Azerbaijan tourism destinations with ethnic, cultural, historical, environmental and recreational tourism forms serve the goal to meet tourists' needs and purposes according to geographical location, environment and nature or man-made structures such as urban, seaside, alpine and rural destinations.

4.4.6 $H0_3$ There is no relationship between tourist satisfaction and sustainable tourism development

This hypothesis was evaluating the relationship between tourist satisfaction and sustainable tourism destinations in urban destinations, Pearson correlation analysis was used. $H0_3$ posited that urban tourist satisfaction would have no relationship with sustainable tourism development. Pearson correlation results revealed a positive significant relationship (*r, 231* = 0.33, *p* < 0 .01). Results also revealed p-value less than 0.05. Thus the hypothesis was rejected.

The results implied that there was a relationship between urban tourist satisfaction and tourism development. Thus, when there is an increase in urban tourism development, urban tourist satisfaction increases.

Tthe results inferred that urban tourist satisfaction elements such as decisions to choose Nairobi destination again, visitors recommendation to others about Nairobi as a destination, feeling of comprehension and value while at Nairobi and the general quality of Nairobi as a destination would affect significantly sustainable tourism development. An examination of the relationship between tourist satisfaction and sustainable tourism development in urban destinations revealed that there is a positive relationship between satisfaction attributes and sustainable tourism development while visiting urban destinations. The result implied that this attribute positively influenced the creation of positive experiences, satisfaction and by visitors while visiting urban destinations.

The results are consistent with Garín-Muñoz, María, and Moral, (2017) findings which found out that, several conclusions about the relationship between destination attributes satisfaction can be drawn: i) neither age, destination choice attributes, nor gender presents important effects both on features of satisfaction; ii) concerning country of origin, a slightly different behaviour in visitation is seen from visitors in the UK, USA and Canada compared to visitors from China, Japan, and Korea (East Countries). This applied to both indirect effect ($p < 0.01$) and negative direct effect (its coefficient is negative and significantly different from zero); and iii) skilled employees had a statistically different relationships between satisfaction with the attributes ($p = 0.07$) and overall satisfaction (the coefficient is significantly different from zero at a 90% level of confidence) (Garín-Muñoz, María, & Moral, 2017). Birdir (2015) while conducting a study on tourist segmentation in Istanbul using demographic found contrary results, the research

found out that a majority of tourist at 48.0% were satisfied while only 1.4% of the tourists were not satisfied by urban destination attributes.

4.4.7 H0$_{3a}$: There is no relationship between tourist expectations and sustainable tourism development

This sub hypothesis, H0$_{3a}$ hypothesized that urban visitor expectations would have no relationship with sustainable urban tourism. Pearson correlation results indicated a low significant positive relationship ($r (231) = 0.27$, $p < 0.01$), further indicating p-value less than 0.05 level of significance and thus the hypothesis was rejected. Since the p-value is less than 5%, the test is significant implying there is a significant relationship between urban visitor expectations and sustainable tourism development in the destination. Thus, when sustainable tourism development is on the rise, urban tourist satisfaction is on the increase.

Visitors' expectations and their perceptions about a destination may result in either satisfaction or dissatisfaction while in the destination. The gap between initial expectations and the perceived quality of experiences at the destination determine the satisfaction levels while in destinations. Visitors to Nairobi expected and rated several destination elements a priority than others. Visitors expected that individual safety and security, unspoiled nature, friendliness of local residents, diversity of cultural and historical attractions and quality of accommodation as their top destination elements. However, upon visitation despite some top elements being rated poorly, Nairobi destination appealed to a majority of visitors. The expected poorly rated elements performed better in rating after visitors consumed some of the activities. The destination elements that performed well after visitation include wellness, casino, and gambling, conference offer (s), Thermal spa and friendliness of local residents

The results demonstrated that visitor expectations form a basis for sustainable tourism development that in turn forms critical components in the development of urban attractions. These results are similar to the study findings presented by Cianga and Popescu (2013) which reported tourism as a cornerstone of urban development that merges competitive facilities and attractions supply that are capable of meeting visitors' expectations with a positive contribution to the growth of towns and cities as well as the well-being of city residents. Sheng and Chen (2012) were of a contrary opinion citing that, to investigate visitor experience, it is essential to investigate visitor expectations before the visit. This is because while visiting, and after the visit, the experience could be examined according to the visitors' memories. Thus, it is not simple to investigate attractions and facilities visitors' expectations and experience.

4.4.8 H0$_{3b}$: There is no relationship between tourist experience and sustainable tourism development

This sub-hypothesis was evaluating the relationship between visitor experience and sustainable tourism development, Pearson correlation analysis was used to test the relationship. Data collected was analyzed using Pearson correlation to establish the overall tourist satisfaction to the sustainable tourism development.

Based on visitor experience, H0$_{3b}$ posited that visitor experience would have no association on sustainable tourism development. Correlation results revealed a weak significant positive correlation ($r (231) = 0.29$, $p < 0.01$). Results also revealed p-value less than 0.05, and thus, the hypothesis was rejected. The rejection implies that there was a significant relationship between urban tourist satisfaction and sustainable tourism development; this illustrates that when sustainable tourism development is on the increases urban tourist satisfaction is also on the rise.

This implied that visitor experience factors such as making a booking; the price of B&B/half board/full board; the prices of additional offer at Nairobi (prices of food and drink, prices of souvenirs, prices of handcrafted products, prices of excursions, prices of beauty and relaxing programs); the value of Nairobi, new knowledge and experiences while in Nairobi would affect the overall tourist satisfaction while in Nairobi. Nairobi urban destination offers opportunities for high end, special and unique events that are of high quality. These unique opportunities not only influence the length of stay but the satisfaction of attraction visited with direct significance on the expenditure levels. Nairobi is one of the most vibrant cities in Africa and has breathtaking places you can enjoy visiting. Nairobi bellows its beauty in classy and unmistakable elegance, from the natural wildlife habitats to the salient skyscrapers. To understanding tourist satisfaction while in Nairobi destination a closer and a keen focus should be on the key elements of the destination and how these contribute to the quality of experience. The top key elements rated positively by visitors included wellness offer, conference offer, friendliness of local residents, nightlife and entertainment to include casino and gambling, climatic conditions and sports facilities.

Other studies that have found similar results include, Miller, Merrilees and Coghlan (2015) who reported tourist satisfaction is critical when it comes to sustainable tourism development. Griffin and Hayllar (2008) according to them experience represent beyond the level of enjoyment, the visitor obtains a much stronger attachment to the place. To Mansfeldt, Vestager and Iversen (2008) most visitors are often very satisfied with the cultures they experience while in city centers. The city is the second most enjoyable constituent after culture; while places of interest that the visitors visited came in at a third place. From the findings, tourists visiting Nairobi urban destination were satisfied due to the proximity of attractions. These attractions

are within a radius of 20 kilometers from the CBD (Appendix 12), which reduced the time spent from one attraction to the other. Interestingly, the climate conditions in destination cities perform better than the experiences they paid for, such as a tour of an amusement park, a visit to a cultural stage performance among others. On the other hand, the climate conditions are the most pleasing than the places visitors visited to eat, sleep and do shopping.

4.4.9 Regression Analysis Model Summary

This hypothesis was poised on establishing the significance relationship between urban tourism pull factors and sustainable tourism development, multiple linear regression method was employed (Table 4.25).

Table 4. 25: Regression Analysis Model Summary

					Change statistics				
Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate	R Square Change	F Change	dfl	df2	Sig. F Change
1	0.35[a]	0.70	0.12	3.03	0.26	31.94	2	228	< 0.01

Source: (Author, 2017)

The study sought establishes the relationship between urban tourism pull factors and sustainable tourism development. Specifically, the study examined the effectiveness of the three destination variables in determining sustainable tourism development. The study included the three diversity of tourism forms namely (1) cultural tourism, (2) wildlife tourism, (3) leisure and recreation tourism, tourist satisfaction used two attributes namely (1) visitor expectations, (2) visitor experience and destination attributes. Both diversity of tourism forms and tourist satisfaction were found to be significant for an urban destination to develop sustainably (Table 4.26).

Results showed $R^2 = 0.70$, F (2, 228) = 0.12, $p < 0.01$ implying that there was a significant relationship between pull factors and sustainable tourism development (Table 4.25, 4.26). The results show that the model was significant yielding a correlation coefficient R equal to 0.35 which pointed to an extensive relative association between the independent and the dependent variables. Further, there was a positive relationship implying that when there is an increase in urban tourism pull factors, sustainable tourism development was also on the increase. Furthermore, regression results yielded a significant coefficient of determination $R^2 = 0.70$, indicating that approximately 70% of the variance in Nairobi sustainable tourism development could be explained by the model of significant predictor variables (Table 4.26).

These results are in line with a study conducted in Islington and Bankside by Hayllar, Griffin, and Edwards (2008), visitors were requested to answer to what they were fond of while visiting urban attractions. While in urban, the appeal showed to be unique for the built environment, and leisure and recreation. For a study conducted in Islington, the appeal on visitors' were in physical and cultural facilities such as architecture and the city ambiance but also the consumption of landscape – the variety of snack bars, shops, cafés, clubs, and restaurants. While visitors to Bankside preferred structural design, historical facilities, and ambiance, in addition, the feature of the ambiance or atmosphere of the place were more imperative than the major attractions. The appeal of an area to a visitor lay in merits that made an area a unique place, and those seemingly regular elements could amount to attractions such as architecture, snack shops, and cafés.

Table 4. 26: Regression Coefficients between urban tourism pull factors and sustainable tourism development and interaction

Model		ß	SE	Beta	T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
2	(Constant)	1.97	0.70		6.63	< 0.01
	Tourist satisfaction	0.33	0.02	0.08	10.96	< 0.01
	Diversity of tourism forms	0.21	0.01	0.26	6.33	< 0.01
	Destination Attributes	0.35	0.05	0.04	9.43	< 0.01
	Interaction	0.02	0.15	0.04	2.60	< 0.01

a. Dependent variable: SUS_ TOU DEV

Source: (Author, 2017)

The diversity of tourism forms (ß = 0.21, t = 6.33, $p < 0.01$) were significant at 5% significance level (Table 4.27). This means, for every 1 unit increase in diversity of tourism forms; we get 0.21 units increase in sustainable tourism development; for every one unit increase in destination attributes, we get 0.35 units increase in sustainable tourism development and for every one unit increase in tourist satisfaction, we get 0.33 units increase in sustainable tourism development.

On the overall variable of urban tourism pull factors on sustainable tourism development, destination attributes variables were the most significant predictor of sustainable tourism development in urban destinations (Table 4.26). The overall regression model equation was as follows:

$Y = ß_0 + ß_1$ (Diversity of tourism forms) + $ß_2$ (tourist satisfaction) + $ß_3$ (destination attributes) + e

$STD = ß_0 + ß_1$ Diversity of tourism forms + $ß_2$ tourist satisfaction + $ß_3$ destination attributes

Where STD = Sustainable Tourism Development, Diversity of tourism forms = wildlife tourism, leisure tourism and culture and heritage tourism, tourist satisfaction = experience and expectations of urban attractions, ß = regression coefficients based on the predictor variables, and $ß_0$ = regression model constant. Rewriting the formula with regression model coefficients yields the following equation:

STD = 1.97 +0.21 + 0.33+ 0.35

Regression model equation signifies that a unit change in diversity of tourism forms, tourist satisfaction and destination attributes would lead to a total change in sustainable tourism development equivalent to the addition of model constant, models' beta weights and the error term.

Multiple regression analysis on the study findings on diversity of tourism forms is consistent with Ashworth and Page (2011) findings on a study entitled 'Urban tourism research: Recent progress and current paradoxes' found out that cities are accumulations and concentrations of diverse attractions and activities, in line with leisure, cultural, and entertainment pursuits. This is a pointer to the high proportion of travel to cities is predominantly motivated by cultural rather than the entertainment set of attributes. Thus, Salzburg or Florence cultural tourism cities do not draw more travelers than Zurich, Hamburg, or Lyon cities with modest cultural affectations (Van den Berg, Van Der Borg, & Van Der Meer, 1995; Van den Borg, Costa, & Gotti, 1996; Ashworth & Page, 2011). Similarly, the trip often cannot be allocated entirely to one set of reasons or the traveler be allocated completely to the non-tourism or tourism grouping. Indeed, Hwang, Gretzel, and Fesenmaier (2006) recognized the multi-city tour

patterns of global visitor behavior, which corroborates the subject of short stay where the city is not the only destination (Ashworth & Page, 2011).

The findings demonstrated that visitors' to cities are not all the same and they exist in many forms. They can best be explained as a large number of diverse but interrelated tourism activities such as leisure, cultural facilities, historic sites, events and festival, entertainment, wildlife and many other forms of attractions though easy to recognize but difficult to separate. On the other hand, multiple regression analysis results on pull factors are consistent with Gunn (1994) who distinguished the position of theatres, parks, and museums alongside urban centers for entertainment. Page and Hall (2003) and Hall (2005) on the other hand, put forward that the contemporary pull factors of tourism has established innovative spaces intended for this dynamic way of experience consumption through reinforced purpose and meanings of cities. Page and Hall (2003) noted that 'tourism is currently being incorporated into the postmodern city where it is a leading constituent in those districts actively advocating its qualities since tourism has become a major facet in a city.

The demand for travel has augmented and so is the demand for visitor destinations, the supply of attractions and facilities has also swollen to match with the demand. Voase, (1995) in his study 'Tourism: The Human Perspective' found out that in the last three decades there has been an elementary shift in utilization habits, including the utilization of holidays. On the other hand, a major problem for the tourism industry is to balance real demand with the supply of facilities products, and services. Despite the inadequacy, understanding the pull factors for urban tourism and visitors' action was identified by Shaw and Williams (1994) who noted that two main viewpoints could be acknowledged. The first apprehension is on motivation and kind of visitors

and the second is a small research base, which scrutinizes the behavior of visitor concerning experience and satisfaction.

The analysis of urban tourism pull factors is linked to a range of concepts and issues. First, urban destinations have a wide range of tourism resources that support different aspects of urban tourists needs such as facilities, services, and attractions. Additionally, residents in urban areas frequently consume, enjoy, and use services and tourism products developed mainly for visitors. Tourism marketers need to appreciate travel motivations to develop appropriate offerings and brand destinations for the right target markets since each destination can only match certain types of demand. In addition, destinations should be conscious of the wants and needs of visitors demand but also of the new markets they can attract.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Overview

This chapter summarizes major findings while highlighting the issues related to urban tourism pull factors that facilitate the creation sustainable tourism development. Further, diversity of tourism forms, destination attributes, and tourist satisfaction are discussed. This chapter discusses the summary of findings, conclusions, implications of findings, and recommendations for future researchers.

5.2 Summary of Findings

Fron the illustrated study findings, the following summaries were derived:

- Diversity of tourism forms influenced the creation of sustainable tourism development (cultural, leisure and wildlife tourism) positively while visiting urban destinations;

- Tourist satisfaction positively influence destinations sustainable tourism development (visitor experience and visitor expectations) while visiting urban destinations;

- Destination attributes such as individual safety and security, friendliness of the local residents, diversity of cultural/historical attractions, quality of the accommodation, local cuisine, organization of the local transportation services and offer of cultural and other events significantly affect sustainable tourism development

- A comparison of all urban tourism pull factors, destination attributes were highly regarded by visitors as the key urban tourism pull factors drivers in creating sustainable tourism development.

- Regarding the specific aspects that make up urban tourism pull factors attributes of urban attractions, the following was concluded:

    i)   Regarding tourist satisfaction, visitors were very satisfied with the urban offer while the general quality of the urban destination was not up to standards as compared to the general satisfaction of the destination, while visitors did not feel at home while in Nairobi. Tourist satisfaction could be attributed to the low quality of the destination according to them.

    ii)   Regarding visitor expectations, respondents expressed agreement that the urban offering met and exceeded their travel expectations. Majority of the visitors were pleased that they had decided to visit the urban destination and a relative number of visitors expectations were exceeded

    iii)   Visitor experience on the feeling and comprehension of the value of the respondents' urban destination element is relatively positive as compared to satisfaction and expectations;

    iv)   Visitors to Nairobi urban destination attraction consider cultural and heritage attractions while considering urban destination, these help in determining a destination to visit while creating a positive urban experience.

    v)   Due to the proximity of wildlife to this urban destination, wildlife tourism formed a relative margin in visitors' choices on where to visit. Nairobi national park was the most favored of all wildlife sites and the least being animal orphanage. Thus the majority of the visitors in urban destinations were pleased with an additional element of urban wildlife offering.

vi)   Visitors were neutral to have experienced and participated in leisure activities while touring urban destinations, yet some activities lay side by side with wildlife and cultural and heritage tourism.

5.3 Conclusions

The aim of this study was to understand the urban tourism pull factors and sustainable tourism development in Nairobi urban destination. The methodology used has enabled the researcher to examine what a tourists looks for while in urban destinations. As an emerging product in developing countries, the knowledge generated from this study on urban tourism provides a basis for the future development of alternative, reliable and cost-effective methods for gathering data on the spatial behaviour of urban visitors as well as a comparison with other urban areas nationally or within the region.

Urban destinations contain a number of basic elements which attract visitor towards them and which satisfy their needs upon arrival. The provision and quality of these elements will be influential in the visitor's decisions to make their trip. Thus, there was need to understand tourists' experience and behaviour in urban destinations by analysing the spatial movements of tourists, identifying the key attributes they are seeking in an urban destination, determining how important these attributes are to their experience, evaluating how the urban destination performed in relation to these attributes, and assessing whether there are key differences between different types of visitors to urban destinations.

The results showed that urban tourism pull factors influenced destinations sustainable tourism development. Therefore destinations urban tourism pull factors can be considered as a means of enhancing destinations sustainable tourism development. A comparison of all the three urban

tourism pull factors; destination attributes were highly regarded by visitors as the key sustainable development drivers in creating sustainable tourism development.

The interviews from tourism planners gave us useful information on urban tourism pull factors in Nairobi destination, which provided insights into issues such as the inadequacy of urban policy and framework and tourist information. The planners however emphasised on the opportunities that exist within the urban destination to include culture, natural and built environment, and activities that may relate to special interests

Managing tourists expectations is as important as managing the performance of a destination particularly in those instances where the destination has no control over the attribute, such as the weather. It is better to market the 'uncontrollable' as realistically as possible.

5.4 Implications of the Research Finding

This study constructs a practical contribution to the existing literature through the use of dependable and corroborated methods in the combination of a mixed method approach. The findings consisted of the quantitative research primarily and later the qualitative method. The mixed method incorporated the urban tourism pull factors (pull push model, tourist attraction model and the three pillars basic model) within a development perspective (development theory). Thus, the urban tourism pull factors consisting of satisfaction levels, expectations and experiences, destination attributes, cultural heritage, wildlife, and leisure tourism were weighed on how they contributed to sustainable tourism development in the destinations.

The widening role of urban stakeholders in tourism development, policy formulation, investment in the tourism industry, product promotion and marketing, and conservation, should not be limited to spectators in the industry. Stakeholders should be allowed to make decisions

in urban tourism development on issues affecting the industry in short and long-term. Stakeholders need to be encouraged to invest heavily in the tourism industry since this not only creates employment, but it supports tourism development.

The area is rich in cultural heritage tourism which could be developed through public-private collaborations. Clear urban tourism policies should be developed with the help of all urban stakeholders. Clear urban policies will not only develop the urban product equitably but will harness the development within the region. Development of urban tourism product will motivate the urban tourist to the destination.

The prominent result of the findings shows that the destination should be willing to undergo cost of development that will result in more positive attitudes, perceptions and expectations of visitors. The destination cost of development is in line with the development of SGR, which has a slight effect on the urban destination. Direct flights to the USA granted to Kenya's main airport JKIA starting March 2018 according to Wa'kesho (March 2017) and will also have a positive effect on the urban product since the majority of the tourists come from the USA.

5.5 Theoretical Implications

First, the theoretical implications of this research are imminent. This study has not only developed knowledge, but it has filled a gap in the current literature on urban tourism pull factors on visitors satisfaction (experiences and perceptions) of urban destinations, their travel behavior as a result of destination choice attributes of attractions at the destination. Destination choice attributes and demographic profiles on the frequency of visits, age, and the average length of stay were found to have an effect on travel patterns to Nairobi destination. In addition, the findings of this study established that Nairobi secondary tourism elements (hotels and restaurants) had an inferior effect on the general tourist satisfaction than the primary elements.

Very few studies have been done on the urban tourism pull factors of tourism attraction in Nairobi destination to the international traveler. Majority of previous studies on Nairobi urban tourism have focused on urban domestic tourism market in Kenya either on marketing communication channels Kamau, Waweru, Lewa, & Misiko (2015), or on tourists destinations appeal Ndivo, Waudo and Waswa (2012) and psychological factors on demand (Kamau, *et al*. 2015). Thus, the results of this study imply that the tourist attraction model exits and could be assessed in future at other destination in Kenya with attractions in major cities and towns namely Mombasa, Kisumu, and Nakuru.

This study has highlighted the significance of three pillar basic model in understanding the economic development, environmental protection and social development in Nairobi urban destination. Further, the research has also partially helped in the understanding of visitor expenditure at the destination and what influences such decisions. Nairobi destination has competitive prices since the majority of the respondents (75%) stated that the expenses while staying at Nairobi destination were within their planned budgets. Thus, the outcomes of this study have contributed to the understanding of the urban development theory in this area. In line with the above on urban development theory, the contribution of urban tourism planners cannot be overemphasized. Public and private sectors were partially explored in this research; the results highlight the need for integrated development between the private-public partnerships. Future research in this area could explore on the roles NGOs and consultants play in the sustainable development of urban tourism sector in Nairobi

5.6 Practical Implications

The findings of this research have provided to the understanding of valuable practical information about urban tourism pull factors. The urban tourism pull factors could be of relevance to the destination managers in not only providing quality products and services but in maintaining them to provide a consistent product. On the other hand, urban tourism pull factors could be used by the stakeholders in this case the tourism planners in planning, marketing and product development in line with existing policies. Promotional strategies, product development, and urban planning frameworks should be geared to meet destination urban tourism pull factors and sustainable tourism development.

5.7 Contribution to Knowledge

Research on urban tourism pull factors of international tourism for sustainable tourism development provides new knowledge and breadth. The data collection instruments developed for this study was tested for both validity and reliability of which the results were reliable, even though the questionnaire adopted some scales from other scholars, though the researcher modified them to suit the study area by designing their own attributes. The development and results obtained from urban tourism pull factors made for the contribution of knowledge. The questionnaire could be adopted by other scholars in future while comparing results with other study areas.

5.8 Study Recommendations

This section examines implications for practice and future research concerning urban tourism pull factors in creating sustainable tourism development in urban attractions for visitors' consumption.

5.8.1 Recommendations for Policy

Based on the analysis presented in the previous chapter, the following urban sustainable tourism development policies are recommended to help increase the number of travellers; their experiences, satisfaction levels, and expectations while increasing the share of tourists to urban destinations.

i) Individual security and safety was rated as the most important destination choice attribute. Thus, improved security and having a positive attitude about our urban destination will make it simple for visitors to access and move easily around the urban area;

ii) Incorporate urban tourism as a key agenda for national governments' policies at all levels. Kenya's vision 2030 addresses urban tourism development from an infrastructural development such as SGR. Such blueprints form the backbone of policy formulation in the destination. For example, the Konza project though not in urban, but itself as a city concept embraces tourism development;

iii) Favor methods that give confidence, promote and recognize sustainable local policies programmes that can prove as guides and models for all international tourism actors. In the absence of comprehensive land-use planning, an integrated wildlife conservation policy, and an institutional and regulatory infrastructure with authority to effectively implement conservation policies, the gains accelerate the degradation of national assets, including wildlife, urban assets, and cultural heritage. Thus, a strategic and sustainable balance is needed (WB, 2010).

iv) Advance towards the concept of 'Smart Cities', as proposed by WTO (2012) in our urban environments that give preference on development plan and actions that include sustainable innovative policies that include technological developments as a central element. When either County or national government plans on developing future city plans or visions, it is imperative to recognize the importance of tourism and to amalgamate urban sustainable tourism frameworks into those plans. These are addressed through urban planning frameworks and sustainable tourism developments in destinations.

v) In line with this Nairobi, urban cultural and heritage tourism destination managers should ensure that urban cultural and heritage attractions have the highest score if a definite visitor appeal is to be created, realized and maintained for continued and repeat visitor visitation. Further, the cultural and heritage tourism should be developed by all players in the tourism in line with the guidelines of UNESCO.

5.8.2 Recommendations for Practice

Based on the study findings and conclusions, the following recommendations have been proposed for tourism industry practitioners and stakeholders;

i) Further to organizing different festivals or events, destination managers should augment the pleasant appearance of the destination by presenting unique innovative products and experiences that reinforce the resources of the area. Such unique resources in Nairobi include but not limited to the statues (Dedan Kimathi statue on Kimathi street), Murumbi gallery that houses the late vice president artifacts collections over two decades, the old railway museum showcasing the old rail engines;

ii) Very little urban tourism product is attributed to the local residents. Thus, there is need to assist local residents to expand tourism businesses and for them to share the tourism benefits. Residents are only employed as tour guides, drivers, wardens, rangers, and cultural dancers. Embracing the local residents will not only alleviate communities from poverty and share the benefits, but it will address issues of sustainable tourism development.

iii) There is need to link product development and destination marketing to guarantee that they meet and surpass the pledges made in all promotional campaigns through appropriate product development. Nairobi is the only capital city with a national park. Thus, tourists arriving in or through Nairobi either for leisure or cultural would want to visit NNP. There is need to protect, conserve, and address issues with urban land planning and urbanization to help preserve the biodiversity for future generations.

iv) Urban destination managers need to raise awareness of the social and economic impacts of urban tourism to national, County and local systems. Urban tourism is the new frontier of urban destinations development, destinations such as Johannesburg, New York, and Miami are embracing the concept of urban tourism. Despite urban tourism social impacts to the community notable conservation concerns, its benefits outweigh the negatives.

v) Set up efficient and innovative methods for public and private collaborations through the involvement of all stakeholders involved in urban tourism by ensuring there is sharing of knowledge, information, and initiatives to benefit the tourists, residents, and destination. Public-private partnerships will assist in centralized information sharing to curb replication of information and duties between departments and associations, for

example, NCC liaises with KTB in the marketing of the different products but in tourism development agenda and tourism policies both the county through its integrated plan and national government through its tourism agenda (2018 to 2022) have different strategies on urban product development. NCC and KTB advocate for urban tourism development and promotion, while the Ministry of Tourism does not have any guidelines and policies on urban tourism development.

vi) National and county governments should strive to implement more innovative planning ways to give the city a new and a more dynamic product with extra value while addressing the niche markets as addressed in vision 2030 through an upgrade of service, quality and visitor experience.

5.8.3 Recommendations for Further Research

Based on the study findings and recommendations, the following proposals are suggested for future research work;

i) The present study was carried out in reference to urban attractions within Nairobi City County, Kenya. Thus, recommendations are made that comparable studies be carried out in other urban destinations in Kenya including but not limited to Mombasa, Nakuru, and Kisumu, due to the proximity of wildlife, heritage & culture and leisure to urban areas. This would offer a wide array while forming generalizations regarding the role of urban attractions in creating a more sustainable destination;

ii) Indeed, given the dominance of environmental protection in the three pillar basic model, the researcher recommends future research to use three-pillar model to examine the

relationship between economic development and social development in urban destinations.

iii) The researcher, recommends to future researchers to explore the magnitude of the destination performance indicators on its persuasive influence on international and domestic visitors overall satisfaction.

iv) The current study through its qualitative inquiry only sought an opinion from two levels of tourism planners namely the business or private and the public or government sectors. Gunn (2002) proposed four types of urban tourism planners namely the business community, the public, NGOs, and consultants. Further research could inquire from the consultants and NGOs on their relevance and relationships to urban tourism;

v) There is need also to find out the roles of the residents in urban tourism development. Stakeholders' role in sustainable tourism development must involve all including the local residents surrounding these urban resources. The social impacts and benefits should be quantified and documented for easier development;

vi) Infrastructure development supports tourism development. The recent Standard Gauge Railway development will further open up both Nairobi and Mombasa destinations. The impact and influence of standard gauge railway on and within Nairobi destination should also be measured. Its impacts on urban attractions should also be documented as these impede or influence sustainable tourism development in urban environments;

vii) The urban destination has been receiving several international conferences including the TICAD and UNTICAD. Although such conferences are fundamental to this destination, few such studies have been done in such emerging markets. There is need to find out the relevance of such conferences not only to the economy but the tourism sector inline

with social impacts, visitation levels to urban attractions, and the general perception and expectation of delegates while in the destination.

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Appendix 1: Map of Nairobi City County

Adapted from (Mapsoftheworld, 2016)

Appendix 2: Letter of Transmittal

Dear Respondent

My name is Muhoro Mwangi a Ph.D. student at Moi University, Department of Tourism Management, conducting a study in partial fulfillment of the requirement for the award of a doctorate in tourism management. I want to thank you for taking time to fill in this questionnaire which examines urban tourism pull factors of urban attractions. The study is titled "**Contribution of urban tourism pull factors to sustainable tourism development in Nairobi City County, Kenya."** All responses will be kept confidential

If you have spent at least one night in **NAIROBI DESTINATION**, kindly participate in this survey which assist tourism stakeholders, policy makers and planners will make your future stay here even more pleasant. The interview will take 15 to 20 minutes and is conducted anonymously.

Appendix 3: Tourists Questionnaire

Section A: General Information (Indicate/*Mark the appropriate answer*)
A-1 Please, name your Country/State of residence: _____
A-2. Indicate your employment status
  ☐ Employed
  ☐ Self-employed
  ☐ Unemployed
  ☐ Retired
  ☐ Student
  ☐ Others, State: _____
A-3. Please, indicate against your age bracket:
  ☐ 18 -35
  ☐ 36-55
  ☐ 56-70
  ☐ **71**+
A-4. Gender:
  ☐ Male
  ☐ Female
Section B: Destination Choice (Indicate/*Mark the appropriate answer*)
B-1. Please, tell us how you arrived in Nairobi
  ☐ Travel Agent
  ☐ Though proxy (Friends, Family)
  ☐ With low-cost airline
  ☐ With major airline
  ☐ By train
  ☐ Other, State: _____
B-2. State how you learnt about Nairobi as a tourist destination
  ☐ I already knew of it through travel
  ☐ The Internet
  ☐ Friends and relatives
  ☐ Media
  ☐ Books and guides
  ☐ Travel agency
  ☐ Fairs and/or exhibitions
  ☐ It was part of the travel package
  ☐ Others, State: _____
B-3. Is this your first visit to Nairobi?
  ☐ No. How many times have you visited Nairobi in the past?
    ☐ 1-5
    ☐ 6-10
    ☐ 11+
  ☐ Yes.
B.4. On average, how many nights have you stayed in Nairobi destination
  ☐ 1-10
  ☐ 11-20

☐ 21+

B-5. Please indicate the **MAIN** reason for your visit to the Nairobi destination

☐ Rest and relaxation
☐ Visiting relatives and friends
☐ Business reasons
☐ Attending a conference, congress, seminar, and other forms of educations
☐ Culture
☐ Fun
☐ Sports and recreation
☐ Health
☐ Religious reasons
☐ On transit to other regions
☐ Others, State: _____

B-6. Please indicate who is accompanying you on your current visit to this tourist destination

☐ No one
☐ Partner
☐ Family and /or relatives. How many children under 12 are accompanying you? _____
☐ Friends
☐ Co-workers
☐ Business partners
☐ Others, please state: _____

B-7. When did you decide to visit Nairobi?

☐ Less than a month ago
☐ 1 to 3 months ago
☐ More than 3 months ago. If More than 1 month, please continue to question **C-3**.

B-8. Was the tour/trip a last-minute offer?

☐ Yes
☐ No

B-9. How often do you go on holidays lasting on average 5 days?

☐ Every few years
☐ Once a year
☐ Several times (2-4 times) a year
☐ More than 4 times a year

B-10. Was Nairobi your destination of choice?

☐ Yes.
☐ No. State, Others _____

B-11. If Yes, were your expenses while residing at Nairobi destination

☐ Within your budget range
☐ Higher than your budget range
☐ Lower than your budget range

B-12. While in Nairobi, where did you reside/Accommodation

☐ Hotel   _____
☐ Apartment   _____
☐ Family and friends_____
☐ Any other   _____

Section C: NAIROBI tourist attractions (Indicate/*Mark the appropriate answer*)
C-1. Did you get a chance to visit Nairobi attractions?
　　　　☐　No
　　　　☐　Yes
C-2. The next set of questions refers to the **tourist attractions in urban destination** associated with your stay at Nairobi tourist destination. For all of the following statements, please specify to what level you do agree with them, 1 means you completely disagree and 5 that you completely agree with the statement

No of Times (App)	**Nairobi tourist attractions**	I completely Disagree		I completely Agree			Not sure
		1	2	3	4	5	
	1.Nairobi national park						
	2. Nairobi safari walk						
	3. Animal Orphanage						
	4. National museum of Kenya						
	5. Karen Blixen						
	6. Giraffe center						
	7. Daphne Sheldrick elephant orphanage						
	8. Bomas of Kenya						
	9. Kenya national archives						
	10. Ngong Forest, Karura forest						
	11. Any other, Casino, nightclubs						

C-3. Are the tourism attractions well-spaced to enable free movement within and around them?
　　　　☐　No. State Why _____
　　　　☐　Yes. State Why _____
　　　　☐　Don't Know
C-4. Have you had any cause to complain while staying in Nairobi destination?
☐ Yes. Have you filed a complaint with relevant authorities?
　　　　☐　Yes.
☐ No.
C-5. If you filled a complaint form, were you informed of the action to be taken and do you feel that action was taken?
☐ Yes, Reason(s)　　_____

　　　　　　　　　　_____

☐ No, Reason(s)

C-6. On the other hand, have you had any reason to commend Nairobi since the beginning of your stay?
☐　Yes. Have you expressed your compliments?
　　　　　State _____
　　　　　Reason(s) _____
☐　No. Reason(s) _____

Section D: Visitor experience (*Circle the appropriate answer*)

D-1. The next set in the questionnaire relates to the **EXPERIENCE** associated with your stay at Nairobi tourist destination. For all of the following statements, please show to what extent do you agree or disagree with them, 1 symbolizes you completely disagree and 5 that you completely agree with the statement.

Experience while at the destination	I completely completely Disagree			I Agree	
	1	2	3	4	5
1. Making a reservation at Nairobi was effortless					
2. The price of B&B/half board/full board/ extra meal or bed while in Nairobi is realistic					
3. The prices of supplementary amenities at Nairobi (i.e., prices of foodstuff and drink, prices of artifacts, prices of handcrafted products, prices of tours, prices of beauty and spa programs) are very attractive.					

D-2. This part of the questionnaire relates to your **thoughts, comprehension,** and **understanding** of the **WORTH** of your residence at Nairobi tourist destination. For all of the following statements, please indicate to us to what level you agree with it. 1 means you completely disagree and 5 that you completely agree with the statements.

Feelings and **comprehension** of the **VALUE**	I completely Disagree		I completely Agree			Not sure
	1	2	3	4	5	
4. Overall, staying in Nairobi has been very important to me						
5. I have gained a lot of new understanding and familiarity and experiences while in Nairobi.						
6. Staying in Nairobi is worth every penny paid.						

Section E: Tourist satisfaction (*Circle the appropriate answer*)

E-1. This part tries to determine the **SATISFACTION LEVELS** while at Nairobi urban destination. The researcher would like to request you again to indicate whether you disagree or agree with the following statements and to what extent on a scale 1 (I completely disagree) to 5 (I completely agree).

SATISFACTION LEVELS	Very Unsatisfactory			Very satisfactory	
	1	2	3	4	5
7. If I had to choose again, I would choose Nairobi again.					
8. I will propose Nairobi to my friends and relatives.					
9. I will come back to Nairobi.					
10. I consider Nairobi my home.					

E-2. In this part of the questionnaire, I request you to rate the overall **SATISFACTION** and **QUALITY** of your visit to Nairobi tourist destination on a scale 1 - 5. Here 1 symbolizes you are completely dissatisfied and 5 that you are completely satisfied.

Overall **SATISFACTION** and **QUALITY**	Very Unsatisfactory				Very satisfactory
	1	2	3	4	5
11. What is your overall satisfaction with your visit Nairobi tourist destination?					
12. General quality of Nairobi tourist destination is.					

Section F: Travel Expectations (*Circle/Mark the appropriate answer*)
F-1. Now I would like to request you to inform us to what extent do you agree with the following statements on **EXPECTATIONS** in your travel. 1 symbolizes you completely disagree and 5 that you completely agree with the statements.

Travel expectations	Very Unsatisfactory				Very satisfactory	Not sure
	1	2	3	4	5	
13. I am delighted that I decided to visit Nairobi tourist destination.						
14. The visit to Nairobi tourist destination exceeded my expectations.						
15. I will recommend highly of Nairobi tourist destination to my friends and colleagues						

.
Section G: Information on sustainable urban tourism (*Circle/Indicate the appropriate answer*)
G -1. How would you rate the **Sustainability** of **Nairobi** tourist destination on a scale of 1 (Completely disagree) to 5 (Completely agree) in each place you stayed and/or visited?

SUSTAINABILITY of **NAIROBI** tourist destination	I completely Disagree			I completely Agree	
Has Nairobi tourist destination.	1	2	3	4	5
1. Limited the number of visitors					
2. Preserved and conserved cultural integrity					
3. Maintained biological diversity					
4. Maintained ecological diversity					
5. Has energy and waste conservation					
6. Promote the sale of local arts and handicrafts					
7. Use local guides					
8. Involvement of local residents					
9. Natural Resources utilization					
10. Restock of natural resources					
11. Any other:					

Section H: Destination Choice (*Mark the appropriate answer*)

H-1. Below is a list of some elements that you might consider when you chose Nairobi tourist destination. We request you to evaluate them twice. Primarily please indicate **HOW IMPORTANT** each of these elements was to you when you chose Nairobi tourist destination (in general) is (rate them on a scale 1 completely unimportant to 5 - very important). Then, specify on a scale 1 – 5 to what extent you concur with the statement that these elements are **OUTSTANDING** or are at the **EXCEPTIONALLY OUTSTANDING** level at Nairobi tourist destination (where 1 means – I completely disagree, 5 - I completely agree).

DESTINATION CHOICE ATTRIBUTES	How important are the attributes						At this destination, this attribute is Outstanding/at exceptionally Outstanding Level					
	Completely Very unimportant important					Not sure	I completely completely disagree agree I					Not sure
	1	2	3	4	5		1	2	3	4	5	
1. Individual safety and security												
2. Undamaged environment.												
3. The friendliness of the local residents.												
4. Diversity of cultural/historical attractions (architecture, tradition)												
5. The quality of the accommodation												
6. General hygiene of the destination.												
7. Climate conditions.												
8. Local food and drinks.												
9. The destination is accessible.												
10. The organization of the local transportation services.												
11. A chance for rest.												
12. The availability of sports Amenities												
13. Shopping Amenities.												
14. Nightlife.												
15. Conference facilities												
16. Wellness Amenities.												
17. Thermal spa Amenities.												
18. Availability of entertainment activities.												

END

Appendix 4: Tourism Planners Interview Guide

The first 13 questions are shared by the tourism planners, however from number 14 are specific questions to the tourism planners

1. What do you understand by urban tourism?
2. What are the elements characterize tourism in the city
3. Why are these elements so important?
4. How do you picture the advantage of these elements for tourism compared to other forms of tourism?
5. Could you name existing and major urban attraction in NCC?
6. Does urban tourism contribute to economic development in NCC?
7. Does urban tourism contribute to social development in NCC?
8. Does the economic benefit the residents. if yes why and if no, what can be done to improve this
9. Some attractions overshadow others. How can attractions in Nairobi be developed for sustainable development? Strategies?
10. Is the community as a whole making economic gains?
11. Are just a few people profiting, or are the benefits widely spread?
12. What are the economic multipliers? Can communities estimate their economic inputs and outputs to demonstrate spin-offs in other business generation beyond tourism?
13. What is the economic leakage? How much tourism revenue is leaving the community?
14. What is the role of **National Government** (**Ministry of tourism**) in developing urban tourism?
15. Urban tourism does not feature in Kenyans national tourism policy of 2006, tourism act of 2011, national tourism strategy 2013-2018 and vision 2030. is it that it is not recognized
16. Does Kenya have a formal urban tourism policy or any guideline?
17. Tourist spending/spending per tourist in Kenya and NCC?
18. Occupancy rates in accommodation establishments in the country and NCC?
19. Revenues generated by tourism as % of total revenues generated in the community
20. What is the role of **Kenya Tourism Board** in developing urban tourism

21. Is urban tourism a better package than wildlife or coastal or does it offer a complimentary service

22. Which are some of the attractions in urban tourism (Leisure, Wildlife and Cultural and Heritage)

23. Does Kenya tourism board assist in the marketing of urban tourism

24. What strategies do you use while marketing urban destination

25. How do you package urban tourism attractions

26. Does urban tourism have a future?

27. How can we use urban tourism for sustainable development in our destination

28. What is the role of **Kenya Tourism Federation** in urban tourism development

29. What are the functions of KTF in urban tourism development

30. Regulation is a core function of KTF. How do you regulate urban tourism attractions

31. What strategies do you use while marketing urban destination

32. How do you package urban tourism attractions

33. Does urban tourism have a future?

34. How can we use urban tourism for sustainable development in our destination

35. What is the role of **County Government** in developing urban tourism?

36. The NCC, in their integrated development plan for 2014, talks of wildlife and national museums and omits other attractions within the city. Is it that they do not generate pull visitors towards them?

37. What are the Tourist numbers in the county? either visiting natural, historical attractions

38. Are the number of tourists growing or declining? Reasons

39. what is the role of **Private Sector** in developing urban tourism

40. Which strategies could be adopted by either national or county or even the private in developing and exploiting urban tourism?

Appendix 5: Observation Checklist

No.	Observable items at JKIA departure terminals	Available in terminal 1A		Available in other terminus	
		Yes	No	Yes	No
1	Availability of Kenya destination information centre				
2	Availability of Nairobi destination information centre				
3	Display screens showing Kenya attractions				
4	Display screens showing Nairobi attractions				
5	Nairobi attractions photographs portrayed in JKIA				
6	Other attractions photographs portrayed in JKIA				
7	TV screens marketing Kenya destination				
8	TV screens marketing Nairobi destination				
9	Availability of Kenya/Nairobi branded vehicles at JKIA				
10	Availability of curio shops selling				
11	a) African clothes/Fashion shops				
12	b) Jewellery				
13	c) Bookshops				
14	d) Any Other				
15	Duty Free shops				
16	a) Cosmetics				
17	b) Gift items				
18	c) Any other				
19	Tourist information desk				
20	Available supermarket selling Kenya merchandize				
21	Available tour companies/car hire companies				
22	Others				
23					

Appendix 6: NACOSTI authorization letter

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone:+254-20-2213471,
2241349,3310571,2219420
Fax:+254-20-318245,318249
Email:dg@nacosti.go.ke
Website: www.nacosti.go.ke
when replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No.

Date:

NACOSTI/P/16/67474/12819

23rd August, 2016

Muhoro Grieveesbon Mwangi
Moi University
P.O. Box 3900-30100
ELDORET.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Diversity and demand of tourism attractions in urban destinations for sustainable development in Nairobi County, Kenya,"* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **23rd August, 2017.**

You are advised to report to **the Principal Secretaries of selected Ministries, the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

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

BONIFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The Principal Secretaries
Selected Ministries.

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

Appendix 7: Ministry of Transport, Infrastructure, Housing and Urban Development Authorizing Letter to Conduct Research at JKIA and WAP

MINISTRY OF TRANSPORT, INFRASTRUCTURE, HOUSING AND URBAN DEVELOPMENT

Telephone:	(020) 2729200	**Transcom House**
Fax:	(020) 2723076	**Ngong Road**
E-mail:	info@transport.go.ke	**P. O. Box 52692-00200**
Website :	www.transport.go.ke	**NAIROBI**

When replying please quote

MOT&I/AT/028/238/ VOL. IX (87)   12th October, 2016

Ag. Managing Director
Kenya Airports Authority
NAIROBI

Dear Sir

REQUEST TO CONDUCT RESEARCH AT JKIA & WILSON AIRPORT TO DEPARTING TOURISTS

We refer to the letter Ref. No. KAA/3/07/I Vol. IX (127) dated 31st August, 2016 requesting that Mr. Muhoro Mwangi, a doctorate student at Moi University be allowed to conduct a research on "Diversity and demand of tourism attractions in urban destinations for sustainable development in Nairobi County". The research is to be carried on departing passengers at Jomo Kenyatta International Airport and Wilson Airport.

This is to inform you that the Ministry has no objection to Mr. Muhoro Mwangi being allowed access to the two airports in accordance with Kenya Airports Authority access policies to conduct the doctoral research.

Yours faithfully
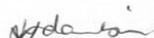
I. W. Ireri
FOR: PRINCIPAL SECRETARY

Copy to: Mr. Muhoro Mwangi
                  muhoromwangi@yahoo.com

SEAMLESS CONNECTIVITY
MINISTRY OF TRANSPORT AND INFRASTRUCTURE

Appendix 8: Kenya Airports Authority Authorization Letter to Conduct Research at both JKIA AND WAP

Kenya Airports Authority

MEMO

TO	: **AIRPORT MANAGER – JKIA**
	: **AIRPORT MANAGER – WAP**
FROM	: **MANAGER TRAINING AND CAREER DEVELOPMENT**
REF	: **KAA/10/16/2/VOL. 4 (9)**
DATE	: **11ᵀᴴ NOVEMBER 2016**
RE	: **REQUEST TO CONDUCT RESEARCH AT JKIA & WAP**

Reference is made to the letter Ref. MOT&I/AT/028/238/VOL.IX (87) conveying a no objection to the request on the above subject matter.

Mr. Muhoro Mwangi is a doctorate student at Moi University and he has been granted permission to carry out a research on departing passenger at JKIA & WAP effective from January 2017.

We therefore kindly request you to facilitate him during his research period to ensure smooth operations are maintained without inconveniencing the passengers.

Kindly prepare a schedule for him.

MARY GACHOHU
MANAGER TRAINING AND CAREER DEVELOPMENT

Copy to: Mr. Muhoro Mwangi

	What indicator shows

Indicator of Urban tourism sustainability in NCC	Yes	NO.
Market promotion and access (business representation in different media)		√
Tourism seasonality	√	
Local labor (job occupied by local residents)	√	
Tourism contribution to social services and Infrastructure	√	
Support of locally owned business	√	
Training	√	
Employment and business opportunities in tourism for women and indigenous people	√	
Local participation in planning effective decision-making involvement of local communities	√	
Pressure from tourism on local communities		√
Tourism impacts on traditional culture	√	
Impact of tourist and local use of flora and fauna	√	
Product diversity differentiation providing variety of tourist experiences and service		√
Competitiveness – in terms of growth rate		√
Environmental friendly transport	√	
Tourism has been of benefit to the local residents	√	
Tourism help to stimulate local culture and craft	√	
Availability of tourist information on site features and programmes and services		√

Appendix 9: Researcher Situation Qualitative Analysis Worksheet

Source (Author, 2017)

Appendix 10: Moi University Authorization Letter

MOI UNIVERSITY
ISO 9001:2008 Certified Institution
SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT

Telephone: 0771-296270/0790850990
Fax: (053)   43047
E-mail: deansthe@mu.ac.ke

Box 3900
ELDORET
Kenya

Ref: MU/STHE/SGS/23   26th July 2016

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: RECOMMENDATION LETTER FOR – MUHORO MWANGI - STHE/DPHIL/09/15

The above named is a bonafide student of Moi University, School of Tourism, Hospitality and Events Management. He is pursuing a Doctor of Philosophy in Tourism Management degree in the Department of Tourism Management.

He has successfully completed his course work and has defended his proposal titled **"Diversity and demand of tourism attractions in urban destinations for sustainable development in Nairobi County,Kenya"**. Mr. Muhoro has been allowed to proceed to the field for data collection.

Any assistance accorded to him will be appreciated.

Yours faithfully,

DEAN
SCHOOL OF TOURISM, HOSPITALITY
& EVENTS MANAGEMENT
MOI UNIVERSITY

PROF. DAMIANNAH KIETI
DEAN, SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT

Appendix 11: Nairobi Major Hotels, Bed Capacity, Distance and Rating

NO	Establishment	Location	Capacity		Distance from (KM)		Star rating
			Ro ms	Bed s	CBD (App.)	JKIA (App.)	
1	Villa Rosa Kempinski	Waiyaki way/ Chiromo road	200	216	4	20	*****
2	Hemingway's	Mbagathi ridge	45	50	17	19	*****
3	Sankara	05 woodvale groove	156	167	4	20	**** *
4	Fairmont The Norfolk	Harry Thuku	170	200	3	20	*****
5	The Sarova Stanley	Kenyatta Avenue	217	440	0	18	*****
6	Radisson Blu Hotel	Elgon road upper Hill	271	354	4	16	*****
7	Dusit D2	Off Riverside drive	101	122	3	20	*****
8	Tribe Hotel	Limuru Road	137	154	7	25	*****
9	Crowne Plaza	Upper Hill	206	254	4	17	****
10	Ole Sereni Hotel	Mombasa road	134	206	6	12	****
11	House of Waine	Masai Lane Karen	11	20	17	27	****
12	Weston Hotel	Langata Road	120	154	6	17	****
13	Southern Sun Mayfair	Parklands road	171	212	4	22	****
14	The Boma Hotel	Red Cross Rd off Popo Road	148	178	7	13	****
15	Fairview Hotel	Bishops Rd	127	133	3	18	****
16	Sarova Panafric	Valley Rd/Kenyatta Avenue	164	324	3	21	****
17	Windsor Golf Hotel and Country Club	Kigwa Lane off Kiambu Road	130	205	12	30	****
18	The Clarion	Moi Avenue Murangard Junction	62	67	0	18	***
19	Ngong hill hotel	Ngong road	110	164	4.5	20	***
20	The Heron Partico Hotel	Jakaya Kikwete Road	109	218	3	18	***
21	The Panari Hotel	Mombasa Road	136	280	8	10	***
22	Marble Arch Hotel	Lagos Road	41	57	0	18	***
23	Central Park Hotel	Sheikh Karume Rd	80	100	0	18	**
24	Fahari Gardens Hotel	Utawala Estate	30	53	23	19	**

NO	Establishment	Location	Capacity		Distance from (KM)		Star rating
			Rooms	**Beds**	CBD	JKIA	
25	Boma Inn Hotel	Red Cross Rd South C	59	83	7	13	**
26	Jacaranda Hotel	Woodvale Close	128	256	5	21	**
27	West Breeze Hotel	Masaba Road off Ngong Rd	26	34	2	18	**
28	After 40 Hotel	Biashara street	63	101	0	16	**
29	Nairobi Serena Hotel	Processional Way	183	-	2	16	NC
30	Intercontinental Hotel	City hall way	376	-	0	16	NC
31	Nairobi Safari park Hotel	Thika Road	168	-	6	24	NC
32	Hilton Hotel	CBD	287	-	0	16	NC

Modified from (NCC, 2018)
NC: Not Classified in 2016
- Not known

Appendix 12: Nairobi Major Tourist Attractions, Monuments, Galleries and Golf Courses

No.	Nairobi urban tourist attractions (Diverse activities while in Nairobi)	Distance from (KM) APP.	
		CBD	JKIA
	Wildlife Attractions		
1	Nairobi National Park	10	14
2	Animal Orphanage	10	14
3	Giraffe Center	15	27
4	David Sheldrick Elephant Orphanage	10	30
5	Mamba Village	13	28
	Cultural attractions		
6	Nairobi National Museum	3	19
7	Karen Blixen	10	28
8	Bomas of Kenya	10	22
9	Kenya National Archives	0	17
10	Kazuri Beads	10	21
11	Maasai Market	0	17
12	Nairobi Railway Museum	1	18
	Leisure attractions		
13	Nairobi Safari Walk	10	20
14	Various Major Casinos and nightclubs	0 - 3	17-20
15	Ngong Forest	22	31
16	Karura Forest	6	24
17	Nairobi Arboretum	3	19
18	Jeevanje Gardens	0	18
19	Oloolua Nature Trail	10	28
20	Central Park	1	18
21	Uhuru Gardens	6	18
22	Nairobi City Park	4	21
23	Uhuru Park	0	17
24	Rowallan Camp	9	23
25	Bomb Blast Memorial Park	0	18
	Golf courses		
26	Muthaiga Golf & Country Club	5	23
27	Windsor Golf & Country Club	17	31
28	Karen Golf & Country Club	16	30
29	Railways Golf Club	2	16
30	Vet Lab Golf Club	15	32
31	Airforce Golf Club	6	21
32	Jockey Club	8	24
33	The Royal Nairobi Golf Club	5	20

34	Sigona Golf Club (Kiambu County)	18	41
35	Kiambu Club (Kiambu County)	8	34
	Monument and Galleries		
36	Nairobi Gallery	0	17
37	African Heritage House	0	17
38	Tom Mboya Monument	0	17
39	Nyayo Monument	1	18
40	Dedan Kimathi Statue	0	17
41	Jomo Kenyatta Statue	0	17
42	War memorial Statues	0	17
43	Bizarre Monument	0	17
44	Banana Hill Art Gallery (Kiambu County)	12	37
45	Paa ya Paa Art Center	-	-
46	The GoDown Art Center	-	16

- NOT SURE

Modified from: (Magical Kenya, 2014)

Appendix 13: Major Conference Facilities in Nairobi

1	Conference Facility	Maximum capacity	Sources
2	KICC	4,000	https://www.cvent.com/venues/nairobi/convention-center/kenyatta-international-convention-center/venue-b1602375-98ce-45ac-a690-41d4b245e32f
3	Sky Hotel - Nairobi.	3994	https://www.hotelplanner.com/Hotels/232208/Reservations-Sky-Hotel-Nairobi-4th-Parklands-Ave-00623
4	Milestone City Hotel	1650	https://www.hotelplanner.com/Sample/30-2906/Group/Nairobi-Kenya-Business-Meeting.html#dir-bar
5	Sentrim 680 hotel	1500	http://www.sentrimhotels.net/index.php/sentrim-680-hotels-nairobi
6	Panari hotel	1,500	.http://www.panarihotels.com/hotel-nairobi/conference-events.html
7	Safari park hotel	1,200	http://www.safaripark-hotel.com/?page=venue-sizes-capacities
8	Prideinn Hotel Westland	1,000	https://www.hotelplanner.com/Sample/30-2906/Group/Nairobi-Kenya-Business-Meeting.html#dir-bar
9	The Sarova Stanley	800	http://www.zurievents.com/top-10-venues-to-host-your-confrence-&-meetings-in-Nairobi
10	Radisson blu Hotel	800	https://www.radissonblu.com/en/hotel-nairobi/meetings
11	Inter-continental Hotel Nairobi	800	https://www.hotelplanner.com/Sample/30-2906/Group/Nairobi-Kenya-Business-Meeting.html#dir-bar
12	Hilton hotel	700	https://www.hotelplanner.com/Sample/30-2906/Group/Nairobi-Kenya-Business-Meeting.html#dir-bar
13	Crowne Plaza Nairobi	635	http://www.meetings-conventions.com/Meeting-Facilities/Nairobi/Convention-Hotel/Crowne-Plaza-Hotel-Nairobi-p2006683
14	Villa Rosa Kempinski	500	https://www.kempinski.com/en/nairobi/hotel-villa-rosa/meetings-and-events/venues/
15	Laico Regency Hotel	500	https://www.hotelplanner.com/Hotels/254986/Reservations-Laico-Regency-Hotel-Nairobi-Uhuru-Highway-00200

Source (Author, 2017)

Appendix 14: The Global Competitiveness Index 2017–2018 Rankings

Rank	Economy	Score[1]	Prev.[2]	Trend[3]
1	Switzerland	5.86	1	
2	United States	5.85	3	
3	Singapore	5.71	2	
4	Netherlands	5.66	4	
5	Germany	5.65	5	
6	Hong Kong SAR	5.53	9	
7	Sweden	5.52	6	
8	United Kingdom	5.51	7	
9	Japan	5.49	8	
10	Finland	5.49	10	
11	Norway	5.40	11	
12	Denmark	5.39	12	
13	New Zealand	5.37	13	
14	Canada	5.35	15	
15	Taiwan, China	5.33	14	
16	Israel	5.31	24	
17	United Arab Emirates	5.30	16	
18	Austria	5.25	19	
19	Luxembourg	5.23	20	
20	Belgium	5.23	17	
21	Australia	5.19	22	
22	France	5.18	21	
23	Malaysia	5.17	25	
24	Ireland	5.16	23	
25	Qatar	5.11	18	
26	Korea, Rep.	5.07	26	
27	China	5.00	28	
28	Iceland	4.99	27	
29	Estonia	4.85	30	
30	Saudi Arabia	4.83	29	
31	Czech Republic	4.77	31	
32	Thailand	4.72	34	
33	Chile	4.71	33	
34	Spain	4.70	32	
35	Azerbaijan	4.69	37	
36	Indonesia	4.68	41	
37	Malta	4.65	40	
38	Russian Federation	4.64	43	
39	Poland	4.59	36	
40	India	4.59	39	
41	Lithuania	4.58	35	
42	Portugal	4.57	46	
43	Italy	4.54	44	
44	Bahrain	4.54	48	
45	Mauritius	4.52	45	
46	Brunei Darussalam	4.52	58	
47	Costa Rica	4.50	54	
48	Slovenia	4.48	56	
49	Bulgaria	4.46	50	
50	Panama	4.44	42	
51	Mexico	4.44	51	
52	Kuwait	4.43	38	
53	Turkey	4.42	55	
54	Latvia	4.40	49	
55	Viet Nam	4.36	60	
56	Philippines	4.35	57	
57	Kazakhstan	4.35	53	
58	Rwanda	4.35	52	
59	Slovak Republic	4.33	65	
60	Hungary	4.33	69	
61	South Africa	4.32	47	
62	Oman	4.31	66	
63	Botswana	4.30	64	
64	Cyprus	4.30	83	
65	Jordan	4.30	63	
66	Colombia	4.29	61	
67	Georgia	4.28	59	
68	Romania	4.28	62	
69	Iran, Islamic Rep.	4.27	76	
70	Jamaica	4.25	75	
71	Morocco	4.24	70	
72	Peru	4.22	67	
73	Armenia	4.19	79	
74	Croatia	4.19	74	
75	Albania	4.18	80	
76	Uruguay	4.15	73	
77	Montenegro	4.15	82	
78	Serbia	4.14	90	
79	Tajikistan	4.14	77	
80	Brazil	4.14	81	
81	Ukraine	4.11	85	
82	Bhutan	4.10	97	
83	Trinidad and Tobago	4.09	94	
84	Guatemala	4.08	78	
85	Sri Lanka	4.08	71	
86	Algeria	4.07	87	
87	Greece	4.02	86	
88	Nepal	4.02	98	
89	Moldova	3.99	100	
90	Namibia	3.99	84	
91	Kenya	3.98	96	
92	Argentina	3.95	104	
93	Nicaragua	3.95	103	
94	Cambodia	3.93	89	
95	Tunisia	3.93	95	
96	Honduras	3.92	88	
97	Ecuador	3.91	91	
98	Lao PDR	3.91	93	
99	Bangladesh	3.91	106	
100	Egypt	3.90	115	
101	Mongolia	3.90	102	
102	Kyrgyz Republic	3.90	111	
103	Bosnia and Herzegovina	3.87	107	
104	Dominican Republic	3.87	92	
105	Lebanon	3.84	101	
106	Senegal	3.81	112	
107	Seychelles	3.80	n/a	
108	Ethiopia	3.78	109	
109	El Salvador	3.77	105	
110	Cape Verde	3.76	110	
111	Ghana	3.72	114	
112	Paraguay	3.71	117	
113	Tanzania	3.71	116	
114	Uganda	3.70	113	
115	Pakistan	3.67	122	
116	Cameroon	3.65	119	
117	Gambia, The	3.61	123	
118	Zambia	3.52	118	
119	Guinea	3.47	n/a	
120	Benin	3.47	124	
121	Madagascar	3.40	128	
122	Swaziland	3.35	n/a	
123	Mali	3.33	125	
124	Zimbabwe	3.32	126	
125	Nigeria	3.30	127	
126	Congo, Democratic Rep.	3.27	129	
127	Venezuela	3.23	130	
128	Haiti	3.22	n/a	
129	Burundi	3.21	135	
130	Sierra Leone	3.20	132	
131	Lesotho	3.20	120	
132	Malawi	3.11	134	
133	Mauritania	3.09	137	
134	Liberia	3.08	131	
135	Chad	2.99	136	
136	Mozambique	2.89	133	
137	Yemen	2.87	138	

Legend: East Asia and Pacific • Eurasia • Europe and North America • Latin America and the Caribbean • Middle East and North Africa • South Asia • Sub-Saharan Africa

Extracted from (WEF, 2017)

Appendix 15: Cultural and Wildlife Photographs at JKIA Departure Terminal 1A

Plate 1: Cultural and wildlife

Source: (Author, 2017)

Plate 2: Elephant and calf

Source: (Author, 2017)

Plate 3: Maasai Giraffe

Source: (Author, 2017)

Plate 4: Male Lion

Source: (Author, 2017)

Plate 5: Rhinoceros

Source: (Author, 2017)

Plate 6: Burchells Zebra

Source: (Author, 2017)

Note: Plate 1 is mounted on the wall of departure terminal 1A, while the other plates are mounted on the large windows surrounding departure terminal 1A.