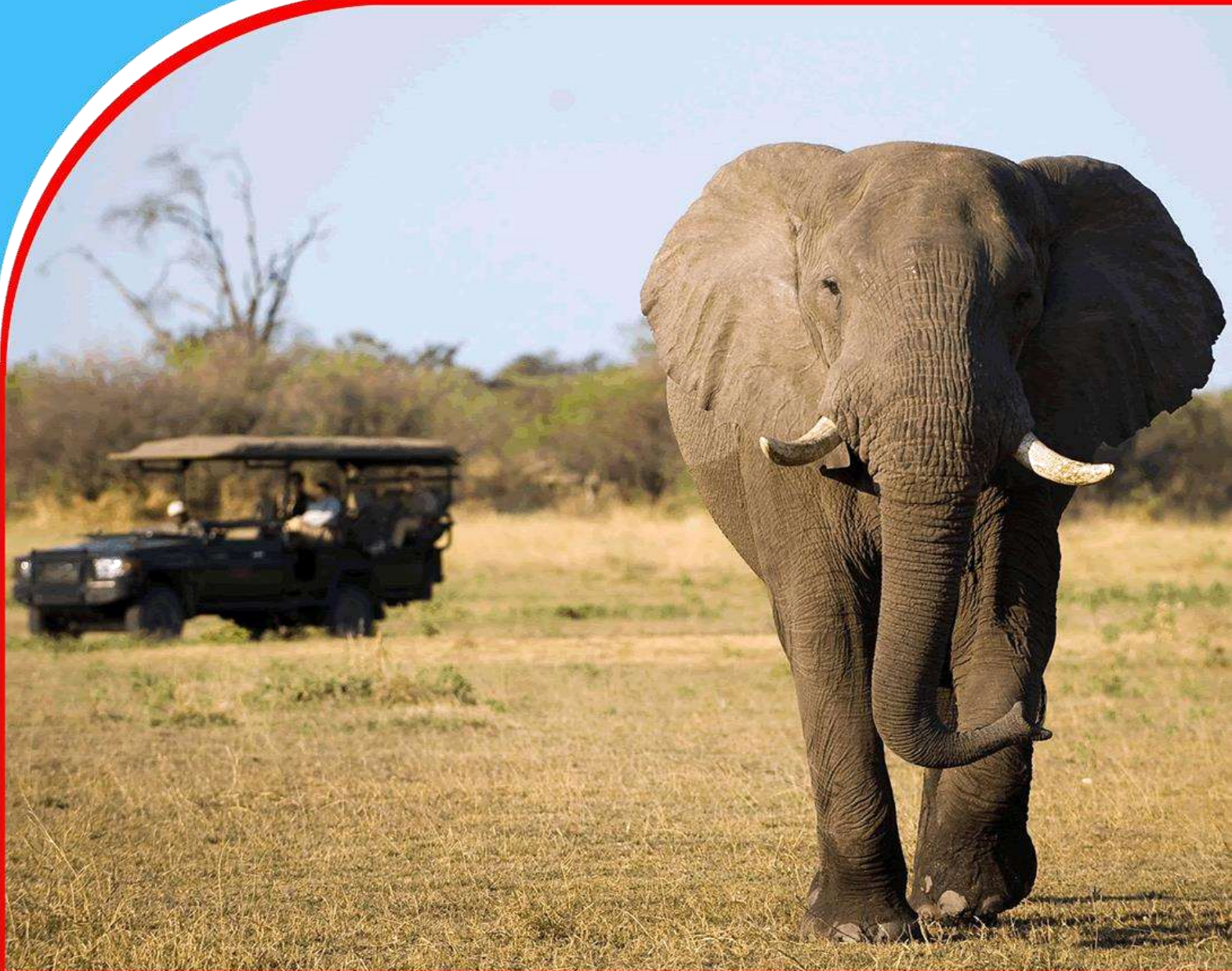


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**Influence of Demographic Factors, Economic Factors, Social-
Cultural Factors and Geographic Factors on Demand for Domestic
Tourism in Kenya. A Critical Literature Review**

Dr. John Manyanja



Influence of Demographic Factors, Economic Factors, Social-Cultural Factors and Geographic Factors on Demand for Domestic Tourism in Kenya. A Critical Literature Review

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ABSTRACT

Purpose: Global Tourism destinations provide different products which satisfy tourists with different interests, needs and wants. The general objective of the study was to establish the role of forest diversification in promoting tourism.

Methodology: The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

Findings: The study concluded that the accessibility of a tourist attraction is vital in determining the number of people that visit that attraction. Accessible destinations receive more tourists than inaccessible ones. Such destinations like the mountain tops may require advanced skills and equipment which may limit many would-be tourists from accessing them. Other destinations like parks where there are passable roads are visited more frequently and by a large number of people. This also applies to the topography of the land where extremely rugged terrains may not favour frequent visits by the local people. Proximity of an attraction site from the local market influences the number of domestic tourists in an area where attraction sites near settlements are more visited than those far from the settlements. This can be attributed to the less costs involved in visiting near destinations compared to the far ones. Finally, areas with favourable weather conditions are more frequented by local tourists than sites with extreme weather conditions such as very cold or very hot conditions. Climate may also contribute to seasonality of domestic tourism where there are more tourists during some weather conditions and fewer tourists during other weather conditions

Recommendations: The study recommends that awareness about the existence of various tourists' attractions in an area is a key element in its promotion as a tourist destination, The players in the tourism industry should therefore, "create awareness among the local people about the existing attractions to create the demand for them. Further, tourism education would be important in promotion of domestic tourism where it is offered in schools and colleges as well retraining of the players in the industry through seminars and workshops. Emphasis on the need for the participation of the local people in the tourism activities would also be vital in promoting domestic tourism.

Keywords: *role, forest diversification, promoting tourism*

1.0 INTRODUCTION

Background of the Study

According to Higgins (2018), tourism is the world's largest industry, with over 10% of global Gross Domestic Product directly related to tourism activities involving hundreds of millions of people in international as well as domestic travel each year. The World Tourism Organization estimated that there were 842 million international travelers in 2006, which represents almost 12% of the world's population. Tourism is the principal export for one third of developing countries where, it brings relatively powerful consumers that are potentially an important market for local entrepreneurs. It is also an engine for local sustainable economic development as it represents a very significant economic opportunity for many local communities. Due to declining long-haul travel costs, increasing holiday entitlements, changing demographics and strong consumer demand for exotic international travel, there have been a significant growth of tourism in the emerging economies (Higgins ,2018),) the sector offers an alternative economic activity to primary and secondary industries, especially if there is a lack of development choices for emerging markets. Shakeela (2018), observe that tourism may have an impact on the environment, economy, sociocultural and political systems, which means that the government and planners have to make critical decisions tourism

Middleton et al. (2009), argue that the influence of economic variables in supporting tourism growth is obvious for leisure and holiday travel, but developed and growing economies also sustain large numbers of visits away from home for business purposes of all kinds. Weaver and Lawton (2016), indicate that the most economic factors associated with increased tourism demand is affluence. In general, the distribution and volume of tourism increases as a society becomes more economically developed and greater discretionary household income becomes more available. Kraus (2020), argues a society level of economic development is a major determinant of the magnitude of tourism demand because the economy influences so many critical and interrelated factors.

Burzkut (2019), price represents cost to customers in terms of money, time and effort, is relative to their spending power and reflects the economic determinants for tourism demand. There is convincing evidence in tourism that in the short run, the price of a firm's products, or 18 the perceived price of a destination compared with those of competitors is the most important determinant governing the volume of demand.

Kraus (2020), indicate the general attitudes and behaviour of people towards holiday travel compared with other leisure products claiming their interest, time and money. Attitudes generally reflect the ideas, beliefs, aspirations and fears that people hold about their lives. Attitudes toward travel and tourism are subsets of wider views about peoples' desired quality of life and how to achieve it. They vary according to different national cultures, the places people live and they are reflected and stimulated by the popular media. Attitudes can also be influenced by effective promotion and marketing is always most effective when it works with the grain of changing social attitudes and stimulate purchase. Holloway C, et al (2019), states that people develop attitude towards destination where attitude is a mix of people's emotional feelings about the destination and the rational evaluation of its merits, both of which together will determine whether or not to consider it a possible venue for holiday. Theorists suggest that an individual's lifestyle in general

can be measured by looking at their activities- attitudes, interest and opinions about a given destination (A-I-O model).

Volgger, (2015), states that there can be no doubting the crucial role that tourist attraction has in the development and success of tourism destinations. At the most basic level, the tourist product work to attract tourists to an area, while many also operate in a much broader sense as agents of change, social enablers and major income generators. Kraus (2020), states that there can be no doubting the crucial role that tourist attraction has in the development and success of tourism destinations. At the most basic level, the tourist product work to attract tourists to an area while many also operate in a much broader sense as agents of change, social enablers and major income generators. Brown, (2015) chosen travel destinations is the outcome of factors such as distance, convenience and how much it costs to reach the destination by the domestic tourists. Differing climates in the destination areas will also result in variations in the kinds of travel demand.

Weaver and Lawton (2026), state that age consideration is a popular criterion used in demographic segmentation since it can have a significant bearing on consumer behaviour. According to Page and Connell (2009), variations in domestic tourism participation are strongly related to age and this is evident in the style in which many tour operators segment their holiday products by age. Research has shown that those aged 16-24 and over 65 are more likely not to have a holiday than other age groups and one of the main constraints for both groups is limited income. The retired population generates the largest proportion of domestic holidays. Tourism participation is seen as a wage-earning symbol of adulthood for young people as young adulthood is a time to experiment, to develop confidence in one's own identity, to establish independence, to broaden horizons and to experience relationships, and as such, tourism can provide a useful outlet for such needs. By the time of old age, there is an inevitable reduction in an individual's physical and mental facilities and as such a reduction in the more active holiday pursuits

1.2 Statement of the Problem

Bad publicity and increasing competition from other tourists' destinations have had an adverse impact on the earnings of the tourism industry in Kenya. According to Rebecca Nabutola (2019), the former permanent secretary in the ministry of Tourism, this situation demands a fresh approach on domestic tourism. She lamented that the tourism industry in Kenya has not placed the domestic tourist at par with his international counterpart, whereby the players in the industry place the international tourist higher than his domestic counterpart. Due to this preference, there have been more attractive packages tailor-made for the international tourists as compared to the domestic tourists. The international tourists are able to bargain for these packages and they end up paying less than the domestic tourists who may not buy the whole package since they are not tailor-made for them. The perception that the international tourists are superior to the domestic tourists makes the latter lose the appeal of visiting destinations within the country. This reduces the number of domestic tourists in the country since a sizeable portion of them can afford to visit destinations outside the country. The ones who cannot afford may prefer to engage in other exciting activities which are not related to tourism. This leads to international tourists outnumbering the domestic tourists hence more reliance on international market by the players in the industry thus becoming a cycle. The consequences of this cycle are heavily experienced by the industry players during the low season or when the industry is faced by such challenges as terrorism threats, travel bans, political uncertainties and bad publicity. The international tourists being very sensitive to such

challenges avoid the destination, leading to loss of expected income and jobs in the tourism industry. The industry can tap from the local market during such low seasons but better promotion strategies need to have been put in place long before the season. This means that domestic tourism should be promoted to a level where it can sustain the industry during such seasons. There is, therefore, an urgent need to develop a better framework to operationalize the domestic tourism industry. The framework should focus on the needs of the domestic market, thus designing products and delivering them in a way that meets the taste of the local people. The framework should aim at creating and stimulating demand among the local people to participate in domestic tourism. This will first require an extensive and intensive research on the factors that influence the appeal of the domestic market. It is against this problem of low domestic tourism participation compared to international participation that the study seeks to investigate influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya.

1.3 Objectives of the Study

The general objective of the study was to investigate influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya.

1.4 Justification and Significance of the Study

The research would help the government in the formulation and development of future strategic plans for the industry. To promote domestic tourism, the government would be able to address the factors that influence demand for domestic tourism which in return, would increase the demand for domestic tourism. The study would provide valuable information regarding the factors influencing demand for domestic tourism. The players would therefore, be able to identify the areas that need to be improved in order to encourage more domestic visitors. It would further help the industry in dealing with the challenge of tourism seasonality which leads to wide fluctuations in the number of tourists visiting the country. The research would help the stakeholders in implementing initiatives that promote domestic tourism in the country.

LITERATURE REVIEW

2.1 Theoretical review

Two theories were found to be relevant in t investigate influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya. The theories that were found to best inform the research constructs are the Maslow's Hierarchy Model (Maslow, 1950) sustainability theory (Rene, 1979).

2.2.1 Maslow's Hierarchy Model

Maslow's Hierarchy Model and Tourist Motivation Maslow's hierarchy model is based on the principle of ranking of individual needs, based on the premise that self-actualization is a level to which people should aspire (Page Stephen, 2007). If the lower needs in the hierarchy are not fulfilled then this will dominate human behaviour. Once these needs are satisfied, an individual is motivated by the needs of the next level of the hierarchy. Cooper et al (1993), notes that Maslow identified "deficiency or tension reducing motives" and "inductive or arousal-seeking motives", thus making the model applicable to both work and non-work contexts, such as tourism and leisure. In reality human needs are not hierarchical since some may occur simultaneously and therefore

the model is not necessarily ideal. However, it emphasizes on the development needs of the people with individuals striving towards personal growth and this is understandable in a tourism context. Maslow's work has been developed since 1950s when work on specific motivations beyond the concept of needing "to get away from it all". For example "push" factors that motivate individuals to seek a holiday have been researched and compared with "pull" factors e.g. promotion by tourists' resorts which act as attractors (Page Stephen, 2007). Tourism is unique in that it involves real physical escape reflected in travelling to one or more destination regions where the leisure experience transpires thus a holiday trip allows changes that are multidimensional: place, pace, lifestyle, behaviour and attitude. This allows a person to temporarily withdraw from many of the environments affecting the day-to-day existence (Leiper, 1984)..

2.2.2 Sustainability Theory

Sustainability theory attempts to prioritize and integrate social responses to environmental and cultural problems. It is a model that focuses on sustaining natural, ecological integrity, biological diversity and social systems through proper utilization of resources and cultural changes. In this regard, sustainable tourism and diversification (Cheng, Hsun & Huery-Ren Yeh, 2010) According to Hall (2008) sustainable development and tourism present change which refers to the movement from one state or condition to another. Sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving it requires monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (Tuğba K, & Murat Ö, 2013). Proper utilization of forests and involvement of all stakeholders to enhance sustainability and diversification of tourism product has been achieved through this theory in similar studies. Therefore, the theory is suitable for the study on investigating influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya.

2.2 Empirical Review

Mwamburi,(2020) conducted a study that sought to identify the potential of indigenous forest as a tourism products that influence sustainability in Taita-Taveta County, to assess the influence of cultural tourism products associated with tourism sustainability in Taita-Taveta County, to identify the stakeholders involved in forest tourism development and establish their influence on tourism sustainability and to establish the challenges associated with forest tourism products diversification and their impact on sustainability in Taita-Taveta County. The study employed descriptive cross-sectional descriptive survey design. The target population for the study was 35 destination operators and 57 tourists visiting the forests. Purposive sampling was employed to choose 10 destination operators while census sampling approach was used to obtain 50 tourists visiting the forests. Tourists filled the questionnaires while destination operators participated in the interview session. Quantitative data was gathered using questionnaire while qualitative data was gathered using interview guide. Quantitative data collected using questionnaire was analyzed employing descriptive statistics and inferential statistics while content analysis technique was employed to analyze qualitative data gathered using interview guide. The study found out that forest tourism product, alternative cultural practices, stakeholders' involvement in forest tourism development explained 43.2% of the variations in tourism sustainability. Results revealed that forest tourism product were related with tourism sustainability as supported by ($r=0.258$, $p=0.001$). Likewise, the

results revealed that alternative cultural practices were positively and significantly related to tourism sustainability as supported by ($r=0.334$, $p=0.001$). Moreover, findings showed that tourism stakeholders' involvement in forest tourism development had positive and significant relationship with tourism sustainability as supported by ($r=0.193$, $p=0.046$). Basing on the results of the study, it was concluded that forest tourism products, alternative cultural practices/activities and stakeholders' involvement in tourism were related to tourism sustainability. The study recommends that Taita-Taveta County needs to take an inventory of the diverse forest tourism products identified. It also recommends that it should be fully profiled and funds for its full establishment be allocated. The investment on the cultural practices should be prioritized in terms of preferences by the tourists

Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. The specific objectives were to profile recreation behaviour of resident, examining antecedent factors influencing residents' recreation behaviour and evaluating residents' perceptions and attitudes towards domestic tourism. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. Ordinary least square model was used to respond to the hypothesis, Pearson correlation was used to measure the relationships between variables while multiple regression analysis was used to reflect al the independent variables. The findings from the study reviewed that the residents' high income means a positive motivation for participation in domestic tourism in Nasarawa State. The findings also revealed that participation in domestic tourism are influenced by hindrances which must be addressed as it is the case in Nasarawa State. In addition, the study provides that residents' perception and attitudes toward domestic tourism were positive and indicate that how a people perceive the concept and activities of domestic tourism has an influence on whither to participate in tourism or not. Moreso, the result shows that the participation of residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state.so also, the findings revealed that public servants in Nasarawa state, Nigeria engage more in business, visit friends and relatives and wine and dine out during their leisure time and preferred friends, co-workers and family as travel companions when their engage in recreation and tourism activities. Friends and internet media were their sources of information about recreation and tourism activities. Recommendations are given on how government and policy makers in Nasarawa State, Nigeria can make contributions to develop domestic tourism. Finally, the study suggests further studies including conducting same research in Nasarawa State to involve all segment of the population as this focused in the public servants which income can be easily measured. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. Therefore, the only way to sustain domestic tourism participation is through the assessment of residents behaviours toward domestic tourism

Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum

tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. The target population of the study was 800,000 residents of Kibera slum who live in a total of 12 villages, 160 employees of Kenya Tourism Board (KTB) and 38 employees of Victoria Safaris. The sample size was 472 respondents, 384 from Kibera, 50 from KTB and 38 from Victoria Safaris. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used to select respondents in those six villages. The initial subjects were identified using purposive technique. The subjects from the KTB were selected using convenient sampling method while all subjects from Victoria Safaris participated. Data was collected by the use of questionnaire. A pilot study was run in Kisumu Ndogo slum village. Reliability of the instrument was determined during the pilot study using test re-test technique. The Statistical Package for Social Sciences (SPSS) was used to analyze data. Data was then presented in tables and figures. The results of the study showed that slum tourism is a viable tourism product as majority of the respondents, 435 (92.2%), affirmed this. There was a strong liking for slum tourism across all categories as majority, 396 (83.9%), view it as beneficial to the slum residents in improving their living conditions. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. There is also need for government to develop a policy whose aim is to guide on ways of conducting slum tours. There is also need for Ministry of Tourism to educate the residents on how to take advantage of the venture and open up businesses like tour firms and how to provide other services in order to reap the benefits of slum tourism

Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourist to the Kenyan market, the extend of sports facilities, hosting of international sports event, cultural sporting activities, beach sports, high and low attitudes training centers, sports for sports icons. The study also looked at effectiveness of marketing, the level of security and political stability. A validated self-administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of Sports and Ministry in-charge of Tourism in the headquarters Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude training center within the eight tourism circuit were also visited for data collection. The eight tourism circuits included central Kenya region, Nairobi, coastline, southern region, eastern region, north rift, south rift and western Kenya. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30(65%) of the government official were of the same view. 252(34.4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. 24(52.2%) of the

government officials were of the view that Kenya is capable of hosting major international sports events while 221(30.4%) disagreed on the same. 14(30.4%) of the government officials did not agree on the promotion of cultural activities while 290(39.7%) of the tourist were of the view that cultural event was a viable product for the development of sports tourism. 363(46.77%) of both tourists and government officials were of the view that high altitude training centers were fully explored for sports tourism development but when-it come to low altitude 396(51.03%) of both had no opinion. 117(16%) of the tourists 'were of the view that organization of sports for Kenya's sports icons was not fully explored while 16(34.73%) of the government officials were of the view that it was fully explored. Ministries in-charge of Sports and Tourism needs to encourage sports tourism as a package in the Kenyan market. Recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry of Youth Affairs Sports and Tourism should market sports tourism as a tourism package. Ministries in-charge of Sports and Tourism should beef up security; create more high and low altitude centers, and stadia to host cultural sporting events. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and Ministry in-charge of Tourism need to expand sports tourism as a package and encourage its growth in Kenya.

Muthuri,(2013) conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. The UN Commission on Sustainable Development in the Local Agenda 21 maintains that if industry and government are to protect and sustain the social, cultural and environmental wealth that attracts tourists, they must build more ambitious and committed partnerships to plan, manage and invest in this wealth. In the National Tourism Policy document, the Kenya Government acknowledges that due to historical inequities in the tourism industry, local people living in tourist host communities have rarely been involved in sharing of benefits or planning of tourism activities taking place within. their community. In view of the challenges posed by poverty especially in the rural areas of Kenya, and the fact that tourism can effectively be used as a tool for fighting poverty, the objective of this study was to understand reasons why local communities living around Meru National Park are not able to take part in tourism happening in their locality with a view to generating knowledge that could inform initiatives aimed at enhancing local community participation in tourism development. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level. Therefore, the study recommends sensitization of community members by the relevant stakeholders on the benefits of conservation and tourism and the role they can play as individuals and as a community in tourism development.

2.3 Research gaps

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. For instance Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using

qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. The studies presented a geographical gap as they were conducted in Nigeria while our current study was done in Kenya.

Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. The studies presented a methodological gap as it used exploratory and descriptive survey research design while our current study adopted a desktop literature review method

Conceptual gap arises because of some difference between the user's mental model of the application and how the application actually works. Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. The study presented a conceptual gap as it focused on to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya, while the current study examined the investigate influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya.

3.0 METHODOLOGY

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya from various data bases. The search

was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity and allowed the researcher to focus on the articles that related to influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya which was split into top key words. After an in-depth search into the top key words (influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism in Kenya), the researcher arrived at 5 articles that were suitable for analysis. The 5 articles were findings from Mwamburi, (2020) who conducted a study that sought to identify the potential of indigenous forest as a tourism products that influence sustainability in Taita-Taveta County. The study employed descriptive cross-sectional descriptive survey design. The target population for the study was 35 destination operators and 57 tourists visiting the forests. Results revealed that forest tourism product were related with tourism sustainability as supported by ($r=0.258$, $p=0.001$). Likewise, the results revealed that alternative cultural practices were positively and significantly related to tourism sustainability as supported by ($r=0.334$, $p=0.001$).

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Muthuri,(2013) who conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level

4.0 SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY

4.1 Summary

The availability of the necessary finance is perhaps the most obvious variable influencing tourism demand. Income and expenditure are closely linked and it is possible to examine this relationship through statistics on economic trends and tourism activities in any country. As prices rise, demand reduces; similarly, if incomes rises and prices remain the same, then demand increases. Distribution of incomes: income generation is likely to influence domestic tourists visiting touristic sites in their own country. A skewed income distribution i.e. where there are relatively few wealthy and many poor households, is likely to limit the proportion of people who can afford to travel. In wealthier countries, a more equal income distribution among the citizens may result in a high overall level of tourism demand and a willingness to spend on tourism products by the domestic tourists.

4.2 Conclusion

The study concluded that the accessibility of a tourist attraction is vital in determining the number of people that visit that attraction. Accessible destinations receive more tourists than inaccessible ones. Such destinations like the mountain tops may require advanced skills and equipment which may limit many would-be tourists from accessing them. Other destinations like parks where there are passable roads are visited more frequently and by a large number of people. This also applies to the topography of the land where extremely rugged terrains may not favour frequent visits by the local people. Proximity of an attraction site from the local market influences the number of domestic tourists in an area where attraction sites near settlements are more visited than those far from the settlements. This can be attributed to the less costs involved in visiting near destinations compared to the far ones. Finally, areas with favourable weather conditions are more frequented by local tourists than sites with extreme weather conditions such as very cold or very hot conditions. Climate may also contribute to seasonality of domestic tourism where there are more tourists during some weather conditions and fewer tourists during other weather conditions

4.3 Recommendations

The study recommends that awareness about the existence of various tourists' attractions in an area is a key element in its promotion as a tourist destination, the players in the tourism industry should therefore, " create awareness among the local people about the existing attractions to create the

demand for them. Further, tourism education would be important in promotion of domestic tourism where it is offered in schools and colleges as well retraining of the players in the industry through seminars and workshops. Emphasis on the need for the participation of the local people in the tourism activities would also be vital in promoting domestic tourism..

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