PERCEIVED INFLUENCE OF INFRASTRUCTURE AND SECURITY LEVELS ON TOURISM DEVELOPMENT RATE IN KIAMBU COUNTY

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ABSTRACT
The Vision 2030 and Tourism County Development Master Plans were envisaged to provide a good starting point for County tourism development; however, a number of challenges must be addressed to ensure competitiveness in the sector. The objective of this research study was to assess the perceived influence of infrastructure and security levels on tourism development rate in Kiambu County, specifically to find out the extent to which infrastructure and security affect tourism development in Kiambu County. The target population was 210 employees plus tourists visiting Kiambu County. The sample size of 75 was arrived after using the formula; $n=N/2+Ne^2$ (Yamane, 2012), stratified random sampling technique was used. The study used descriptive research design while, data was collected from primary sources with the use of questionnaires. The data was analyzed by use of Statistical Package for Social Sciences (SPSS), descriptive and inferential statistics in analyzing and summaries. Respondents were asked to respond to a set of statements on the Likert scale, where 5=strongly agreed, 4= agreed 3= neutral, 2= disagree, 1= strongly disagree. Most respondents had enough knowledge to understand and respond to the questions, descriptive analysis was used to summarize data regarding infrastructure and security challenges on tourism development. Majority of the respondents strongly agreed that infrastructure, and security affect tourism development in Kiambu County. The researcher conducted a regression analysis to investigate the existence and nature of relationship between infrastructure and security on tourism development. The study concluded that tourism development is strongly influenced by infrastructure with 41.4% change followed by safety as indicated by a Pearson correlation coefficient of .653** and 611** respectively. This relationship was found to be statistically significant as the significant value was 0.010 which is less than 0.05 threshold. To achieve efficiency in the sector, efforts have to be undertaken to address impending challenges responsible for the stunted growth of the Country's tourism sector. The researcher recommends for further research on a wider scope for all Counties in Kenya, while considering all challenges in the tourism sector affecting tourism development.
Keywords: Infrastructure, Security, Development, Tourism, Kiambu County.

INTRODUCTION
World Tourism Organization (2018), indicates that tourism industry is one of the largest economic activities globally. The number of people visiting other countries has risen significantly in the last fifty years. For instance, in 2010, 25 million tourists visited other countries worldwide and is

expected to hit the 2.6 billion by 2020. On average tourism generates between 3-5% of the World's Gross Domestic product (GDP) and employs more than 201 million people globally (Gakunga, 2017). According to Magical Kenya (2017), Kenya is gifted with a unique blend of tourist attractions spread throughout the country, although, not all tourist attractions are adequately developed to appeal to tourism market. Therefore, it calls for a deliberate initiative on the part of Kenyan tourism marketers and stakeholders to integrate a tourism development model to address the disparities in tourism development (Magical Kenya, 2017). Kiambu County website (2019), the key attraction areas/sites include Mau Mau Caves, Paradise Lost and Agricultural farms among others. However, due to its strategically located to Nairobi and excellent climate conditions presents huge opportunities for tourism (Kiambu County website, 2019).

Development is a marketing strategy that involves product communication and information dissemination. In this study, the development of tourism is to make the prospective tourists, to create demand and inspire them to purchase a product in Kiambu County. In lieu of that, Kiambu County uses advertisement and publicity in marketing tourism destinations, especially tour operators and hoteliers in Kiambu County, uses internet to book tourists (Nganga, 2013). Kenya earned Kshs 27.5 billion (US $ 250 million) in the first quarter of 2015 representing an increase of 28 % up from 2010 when earnings stood at 24.7 billion shillings (The Kenya national bureau of statistics, 2017). According to Magical Kenya (2017), the promulgation of Kenya's new constitution in 2010, tourism development focus changed from National to the County governments. The Priority Tourism County Development Master Plans (2013) envisaged as a starting point for County tourism development, in order to address challenges facing the growth of Kenya's tourism sector (Magical Kenya ,2017).

Problem Statement
Infrastructure and security are a major perceived challenge hindering tourism marketing globally Charley (2013). Although, the Ministry of Tourism report (2017) is addressing those challenges through the partnership between National and County governments, the fact is that security challenges exists and that interventions have been made to justify the need for a new study.
The long-term success of tourism development in such a scenario depends on how to satisfy tourists demand and in responding tactfully to challenges.
Despite, numerous studies have been conducted in the areas of tourism development, the studies focused on the tourism growth specifically marketing strategies Omolo (2013). However, there is no known study detailing the infrastructure and security challenges facing the development of tourism in Kiambu County. This study therefore, seeks to bridge this gap by assessing Infrastructure and Security challenges facing tourism development in Kiambu County. It will be guided by the following question: "How are the perceived influence of Infrastructure and Security challenges facing tourism development in Kiambu County?

Objective of the Study
The general objective of this study is to assess the perceived influence of infrastructure and security levels on tourism development rate in Kiambu County. Specifically, to establish the extent to which infrastructure and insecurity affects tourism development in Kiambu County.

LITERATURE REVIEW
According to Andriotis (2014), the Resource-Based View (RBV) framework combines the internal and external perspectives on policy. Organizations have different mix of physical and intangible assets and capabilities, which RBV calls assets. Competitive benefit is accredited to the possession

of a valuable assets. RBV asserts that no two organizations have the same resources/assets since the two companies have different set of experiences, acquired the un matching assets and skills, or built the different cultures. And unlike the core competencies and capabilities frameworks, though, the value of the broadly-defined resources are determined in the interplay of market forces (Ryan, 2012).

Therefore, RBV is relevant since it asserts that firms should anticipate their industry structure and dynamics when deciding which assets to invest in to address its impending challenges (Ryan, 2012). Good strategy requires continual change of mind in the company's scope, to make sure it's making the most out of its resources and avoid getting into markets where they don't have a resource advantage (Collins and Montgomery 2015).

Tourism development
Tourism development, is a strategy to upsurge the awareness of a product and destination in tourism (Andriotis, 2014). A tourist destination needs a well-designed developmental plan for its long-lasting achievement and profitability of a destination. The finest tourism development plans are to motivate group attendance, spurs return of visits, generate complete information packages focusing on catering preferences, hotel accessibility, local activities and among others. Barnett (2011) states that offering developments entice tourists to visit a destination by group concessions, free items, low-season specials, and vouchers to encourage tourists to spend. According to Ryan (2012) the connection between tourism and tourism development becomes a submission of the advertising process to the exact features of the tourism industry. Tourism is a perishable service, which depends on time and space available, therefore, purchase decisions depend on a combination of transport, infrastructures, attractions and accommodation, owned by different organizations. Also, tourist development is unpredictable, due to various encounters affecting them, occurring internationally for example Covid-19 and other economic issues (Barnett 2011).

Havitz (2013), global tourism represents one of the fastest and largest growing economic sectors in the world, supporting the livelihoods of 1 in 11 people worldwide. UNWTO (2017), African continent received 56 million international tourists in 2013 as compared to 26 million in 2012. International tourism revenues improved by US$ 1 billion in 2016, reaching US$ 36 billion and accounting to 7% of all exports in the Africa's continent (UNWTO 2017).

Tourists from developed countries are used to quality modern infrastructure which allows for high quality services. Whereby, tourists choose to maintain the same status as at home with luxuries while traveling (Cohen, 2017). In fact, Havitz (2013), states that tourists prefer to travel to countries that have the same infrastructures as in their home country.

The promulgation of Kenya's new constitution 2010, gave County governments an opportunity to implement County tourism development strategies of 2013 through the Priority Tourism County Development Master Plans (2013). To achieve efficiency in the sector, the County governments are to address impending challenges in order to spur the country's tourism sector (Magical Kenya ,2017). UNWTO (2019), the management of tourism destinations is closely related to the policies that affect local development and money value in a destination. Therefore, sustainable tourism development policy ought to obtain a balance between cultural values, environmental attractions and the economic results to offer a sustainable destination. African countries should upgrade their infrastructure and improve their human resource to attract more tourists (UNWTO, 2019) to maintain sustainable tourism development. Despite, Kenya's economy grew at an average annual

rate of 5.3 percent between 2013 and 2017, this growth falls short of the projected seven percent per annum desired to meet the Millennium development objectives (KNBS,2015) which can be achieved among others if tourism development is strategically developed for tourism sector.

Tourism in Kiambu County

Kiambu County area

Kiambu County Government consists of twelve (12) constituencies, namely; Gatundu South, Gatundu North, Juja, Thika Town, Ruiru, Githunguri, Kiambu, Kiambaa, Kikuyu, Kabete, Limuru, and Lari with a population of 2.418 million (KNB, 2019, census) with a total area of 2543.5 (Km^2) (Kiambu County Government, 2018).

Tourism attraction in Kiambu County

According to the County Government of Kiambu, County Integrated Development Plan 2018-2022 (2018), the County has several tourist attraction sites which include Kereita forest and the Great Rift Valley View Point in Lari Sub Count; PCEA Church of Torch, Ondiri Swamp and Watson Memorial in Kikuyu Sub County; Chania Falls, Fourteen falls, Mugumo Gardens and Aramati Thigira Cultural Centre in Thika Sub County; Old Italian Church and Italian Prisoners of War in Juja Sub County; Paradise Lost in Kiambu Sub County, Maumau Caves and Gatamaiyu Fish Camp in Gatundu and various Historical sites in Gatundu and Githunguri Sub Counties. Main activities in these sites are; site seeing, boat riding, viewing of the Great Rift Valley, hiking trails, social activities among others. Wildlife conservation areas are in Lari Sub County. At Kereita forest, programme of "Plantation Establishment and Livelihood Improvement Scheme" is highly done through the support of Kenya Forest Service in conjunction with the local community. Other measures include electric fence to contain wild animals. The County has few wildlife resources mainly in Lari Sub County. An example is Kinale forest whose ecosystem constitutes of a dense forest with elephants, hyenas, bush baby, baboons, colobus monkeys, dik-dik, bush pigs, tree and ground squirrels, porcupines and many species of birds such as weaver, guinea fowls, sparrow among others (Kiambu County Government, 2018).

The County has more than 682 unclassified hotels and 694 bars and restaurants which are well distributed within the County. Availability of such facilities in this County is affected by its close proximity to Nairobi where tourist facilities of all classes exist in abundance. Main hotels in the County include Ruiru Rainbow Hotel and Paradise Lost in Ruiru sub-County, Blue Post Hotel in Thika, and Mugumo Gardens. The County also host some of the best golf clubs in the County such as Tigoni Golf Club, Ruiru Golf Club and Sigona Golf Club. These facilities are highly utilized due to the County's close proximity to capital city of Nairobi. (County government of Kiambu County integrated development plan 2018-2022, 2018). In lieu of the above, Kiambu County government needs an elaborate plan for tourism development to take advantage of the proximity to Nairobi County and its tourism destinations to rip from the tourism sector.

Development of tourism in the County

Kiambu County is home to some historic and heritage sites, forests and natural resources. Therefore, the objective of tourism development marketing is to and Identify potential Kiambu County Tourism attractions; Promote Tourism activities within and out of Kiambu County; Initiate and implement policies to transform Kiambu County as the best Tourism destination of choice in Kenya; Facilitate and Coordinate Quality Standards Control and grading of existing Hotels and Restaurants within Kiambu County; Undertake Sensitization and Training of Tourism Stakeholders; and Network and link with other stakeholders in the Tourism Sector. To attract part

of tourists from the nearby counties of Nairobi City, Machakos and Kajiado, the Kiambu County is developing and doing product diversification of tourism products by developing high class hotels; improving Conference and convention centers for tourism; developing tourism medical facilities both private and public hospitals; improving Sports Tourism, Agri-Tourism, maintenance of attraction site, developing entertainment parks , archaeological sites and camp sites; Eco – Tourism; development of Tourism niche products / packages; development of Wildlife corridors; Infrastructure development for Tourist attractions of monuments; Cultural Tourism (Homestays);Aviation Tours and Travel Tourism; Establishment of amusement park (Kiambu County Government, 2018).

Marketing of Tourism Products in Kiambu County

Tourism Sector is closely intertwined with other sectors through development and influence on the economy. Marketing has established an imperative for all businesses including tourism sector, this is due to the growth of tourists to destinations who need tourism facilities. Tourism sector is a service sector, which progress according to the improvement of infrastructure development in line with the coming of transportation industry (Kamau & Waudo, 2012). In developing tourism, the developmental mix in marketing is needed in place which are set of tools a business or Kiambu County can use to communicate to tourists for the products and services they are offering as a County. However, traditional development mix include advertising, sales development, public relation, and personal selling to attract and excite the tourist for the service and product offered.

Development Of Cultural and Historical Heritage and Investment in tourism sector.

 Development of tourism in Kiambu County is through the partnership with the Kenya Tourism Fund, which hosted the first County Tourism Stakeholders forum, profiling some of the hospitality facilities. Partnered with Fairview coffee estate, hosted the international coffee day celebrations. Participation in the Kenya Tourism week in Kilifi and the rehabilitation of tourism sites for example Construction of ablution block at 14 falls and Mathore (Kiambu County Government, 2018). Also, the County government of Kiambu County develops tourism investments by establishing enabling centers, one stop shop for investments, participation in Exhibitions and Expos both Local and International to market Kiambu County as an Investment Hub for tourism and Support Training on Value addition and value addition on tourism products (Kiambu County Government, 2018).

The Perceived Challenges Facing Tourism Development in Kiambu County

According to Kareithi (2013), there are many challenges affecting Kenya to optimize the potentials available in all tourism sector, namely, poor policy on tourism development and lack of tourism master plan to guide tourism development in the tourism sector. In Kiambu County the perceived challenges include poor infrastructure and elapse in security for tourists and the community at large, which affect tourists from visiting the tourist destinations in Kiambu County. However, Omolo (2013) asserts that the Kenya government tries to guide the development of the tourism sector through the formulation of a Sessional paper on the development and development of tourism in Kenya. The study addresses the perceived challenges which includes infrastructure and security facing tourism development in Kiambu County.

Infrastructure Influence Facing Tourism Development in Kiambu County

According to Kiambu delepment plan (2018), the County has a to tal of 5533 km of roads network. The roads under Bitumen=865.4km, Gravel roads=1051, Earth surface roads=3167. The County is served by Thika super highway from Githurai to Thika town an average of 50kms and A104 Uthiru-Kikuyu-Kimandura-Kinungi an average of 65kms. The County is also served by 39kms Eastern from North airport road to Ruiru, 31kms north eastern from Ruiru to Rwaka, 16.7kms western bypass from Rwaka to Gitaru part of 28.6km southern bypass from Gitaru to ole Serenihotel along Mombasa Road. It is also served by railway line 131km has a railway station at Kahawa, Ruiru, Juja, Thika, Kikuyu and Limuru. Standard Gauge Railways (SGR) phase 2A to Naivasha has approximately 5km section through southetn edge of Kiambu County from Lusingeti to kamangu. The SGR substation at Nachu is within the County. There exist bus parks in all sub-counties 9 paved and 4unpaved. Infrastructure/Roads transport makes significant contributions towards the realization of the sustainable development goals of tourism development/development in Kiambu County in achieving the country's vision 2030. The Roads Transport and Utilities Sector makes significant contribution towards tourism sector which is recognized as one of the key enablers for development and economic growth and contributes to poverty reduction. Good roads are essential for the development of commerce, tourism and other services. Apart from upgrading the existing road network, the government is building new road network to open up those areas that have in the past been left behind in roads and rehabilitation are maintained on a regular basis. The Department targets to construct 240 km of gravel rural access roads, 20km of bituminous roads, maintain over 300km of roads, Construct and/or rehabilitate 10 number motorable and footbridges. This will improve the security, accessibility and connectivity therefore improve economic activities and develop tourism in the area.

Improving Infrastructure Influence for Tourists in Kiambu County

Mitigation of roads through Maintaining infrastructure to avoid huge costs for reconstruction by Rehabilitation of County roads, bridges and Roads Bus parks, maintain drainage during rainy season of all constructed roads, rehabilitate surface roads to motorable state through facilitation of designs and construct missing links to ease congestion. All these will enable more tourists to visit Kiambu County (Kiambu County government, 2018)

The basic raw materials for the tourism Infrastructure are a country's natural climate, beauty, history and the people (Gunn 2012) and this will affect tourists broad experience from the time one leaves home to the time they return. Tourism Infrastructure is seen as the sum total of a country's tourism attractions, transport, accommodation and entertainment which should result to a consumer's satisfaction (Gunn 2012).The linking between infrastructure and tourism is highlighted in numerous professional scholars, which emphasize, on the one hand, the special role of tourism development in the infrastructure's modernizing, and on the other hand the reverse direction, the generation of multiplication effects of infrastructure development upon tourism (Kumar, 2010). According County Government of Kiambu, County Integrated Development Plan 2018-2022 (2018), roads in Kiambu are 89.7% fair, poor or very poor in reference to the category of roads in Kiambu County.

Omolo (2013) argued that the scarcity of roads, airports and hotels in Africa disadvantaged tourism prospects for years and continues to reduce potential. However, in East Africa, tourist infrastructure is improving, from inexpensive flight networks to cleaner hostels. This is enhanced by a new wave of optimism, diaspora entrepreneurship, investor confidence and Chinese-funded

connections. Financial infrastructure, such as ATMs, reliable exchange rates, decent health clinics and safe overland transportation with reliable taxis and driver services all contribute to a sense of reliability and predictability that tourists seek when exploring to new lands (Omolo 2013). According to Gunn (2012) the role of infrastructure, more precisely transport is a vital component of successful tourism development which induces the creation of new attractions and the development of existing ones. It is suggested that the transport system links between tourism generating and tourism-destination areas (Gunn 2012). Prideaux (2010) suggested, public infrastructure is vital for aiding the establishment of high-class resorts in a locality. If this public infrastructure is not available, the operators would have to incur massive capital and operating costs of tourism development and thus reducing quality of services provided competitively.

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

Security Influence in Tourism Development in Kiambu County

Crimes/insecurities in Kenya
The total number of crimes recorded to the police command stations County wide increased by 13.2 per cent from 77,992 in 2017 to 88,268 in 2018. Table 1 shows the number of crimes reported to the police stations for the period 2016 to 2018. There were remarkable increases of recorded cases involving traffic offences, tourists (from 15 to 93 cases) and police officers. However, cases of theft of stock and theft by servant decreased in the year 2018.

Table 1: Breakdown of Crimes reported to the Police command station, 2016 – 2018

Crimes	2016	2017	2018
Homicide	2,751	2,774	2,856
Offences against morality	6,228	5,492	7,233
Other offences against persons	22,295	22,515	25,049
Robbery	2,697	2,713	2,935
Breakings	5,621	6,131	5,970
Theft of stock	1,918	2,136	2,077
Stealing	10,361	11,656	12,845
Theft by servant	2,440	2,632	2,477
Theft of Vehicles and other thefts	1,355	1,404	1,370
Dangerous drugs	6,160	5,565	8,021
Traffic offences	139	69	213
Criminal damage	4,307	4,262	4,783
Economic crimes	3,503	3,695	4,100
Corruption	92	75	19
Offences involving police officers	57	86	174
Offences involving tourists	15	15	93
Other penal code offences	7,047	6,772	7,953

Total	76,986	77,992	88,268

Source: Economics (2019)

Crimes reported to the police command stations per County for the period 2016 to 2018 are shown in Table 2. Nairobi County recorded the highest crimes followed by Kiambu County and Meru County in 2018. However, Mandera County recorded a decrease in the number of crimes in the year 2018.

Table 2: Crimes Reported by Police Command per County, 2016-2018

Command station	2016	2017	2018	Command station	2016	2017	2018
Mombasa	3,034	2,847	3,108	Trans Nzoia	1,457	1,674	1,888
Kwale	1,037	851	996	Uasin Gishu	2,068	2,072	1,999
Kilifi	2,254	1,692	2,525	Elgeyo/Marakwet	579	633	661
Tana River	453	402	368	Nandi	1,105	1,148	1,235
Lamu	434	385	434	Baringo	827	821	882
Taita Taveta	755	679	720	Laikipia	1,061	1,220	1,100
Garrissa	525	452	489	Nakuru	4,133	4,313	4,329
Wajir	343	425	664	Narok	1,308	1,110	1,180
Mandera	254	446	337	Kajiado	1,435	1,650	1,540
Marsabit	675	736	743	Kericho	1,568	1,524	1,722
Isiolo	507	368	513	Bomet	897	850	1,195
Meru	5,117	5,151	5,689	Kakamega	2,382	1,584	2,180
Tharaka-Nithi	722	846	969	Vihiga	886	764	1,003
Embu	1,433	1,633	1,726	Bungoma	2,422	2,269	2,686
Kitui	1,679	1,946	2,514	Busia	1,633	1,639	1,762
Machakos	2,452	2,633	3,090	Siaya	1,470	1,321	1,520
Makueni	1,630	1,593	1,818	Kisumu	2,026	1,858	2,363
Nyandarua	1,473	1,402	1,620	Homa Bay	1,400	1,332	1,719
Nyeri	1,792	1,657	1,910	Migori	1,303	1,281	1,305
Kirinyaga	1,656	1,613	2,158	Kisii	2,180	2,218	2,734
Muranga'	2,260	2,402	3,070	Nyamira	1,055	1,091	1,440
Kiambu	6,006	5,603	6,932	Nairobi City	4,954	7,434	7,128
Turkana	927	1,092	978	KAPU	141	129	94
West Pokot	795	670	657	Railways Police	122	101	139
Samburu	361	432	436				
Totals					69,376	72,490	88,268

Source: Economics (2019)

Insecurity Influences Facing Tourism Development in Kiambu County

Ngandu (2014) found out that the growth of tourism in Kiambu County has some challenges which include Security and terrorism alerts which have been witnessed across the County especially Nairobi which is near Kiambu County, thus decreasing the international revenue from tourists to the County, although, the County government is working to improve the safety of the tourists in the County.

According to National Crime Research Centre (2018), the top ten crimes in Kiambu are; mugging, burglary and breaking, Stealing, possession of narcotic drugs, theft of stock, robbery and robbery with violent, murder, Assault causing actual bodily harm and rape. However, nationally, burglary and breaking, stealing tops the list (Table 3). therefore, most tourists fear going to the tourist destinations without security arrangements from the national government or County government, thus, hindering development and development of tourism in Kiambu County.

Table *3*. Crimes in Kiambu, 2018

Crime	County Percentage	National Percentage	Crime	County percentage	National Percentage
Mugging	62.1	19.1	Kidnapping and/or abduction	2.1	1.2
Burglary and breaking	45.6	42	Destruction of forest produce(logging)	1.8	0.6
Stealing	39.7	40.4	Defilement	1.3	7.1
Possession of narcotic drugs	37.6	17	Land fraud	1.3	3.9
Theft of stock	25	31.4	Corruption	1	3.8
Robbery	16.2	13.1	Malicious damage to property	1	0.9
Robbery with violence	13.4	10.6	Theft of motorcycle	1	4.3
Murder	11.9	15.3	Gambling without a license	0.5	0.7
Assault causing actual bodily harm	10.5	15.7	Traffic offences	0.5	0.9
Rape	8.8	12.9	Loitering for prostitution	0.3	0.4
Being drunk and disorderly	8.8	17.2	Illegal abortion	0.3	0.7
Gender based violence including domestic violence	5.7	9.2	Attempted suicide	0.3	0.7
Carjacking/hijacking	4.1	1.2	Manslaughter	0.3	0.2
Drug trafficking/smuggling	3.4	3.2	Unnatural sex	0.3	0.6
Forgery	2.8	1.9	Possession and/or selling contraband goods	0.3	0.2

Creating disturbance	2.8	6	Arson	0.3	1.2
Theft of farm produce	2.8	6	Attempted robbery	0.3	0.4
Environmental pollution and destruction	0.3	0.4			
Totals					

Source: National Crime Research Centre (2018)

Kiambu County is the Kenya's Crime Center going by the cases above (table !7.2) despite Nairobi is higher than Kiambu.with serious crimes like Murder, robbery with violent and sexual offenses.

Omondi (2013) explains that Security and tourism seem to have some shared goals. To start with, these two encompass crossing of diverse nationwide borders of diverse countries, while they utilize travel and communication technologies. The end result of insecurity is loss of live, property and destruction of infrastructure. Tourism sector globally is affected by terrorist attacks like Mpeketon terrorist in 2014 in Kenya and radicalism (Omondi ,2013). Ritchie (2010) asserts that tourist 's observations is a vital part in their choice to a given destination. Terrorism is regarded as a risk to a destination and also to the visitor. The risks associated include: financial, travel, psychological situational and social risks, terrorism, health, and natural disasters. Research done on the effects of terrorism and tourism have revealed a direct link between these two. The terrorism disturbs foreign exchange of a country especially those depending on tourism (Ritchie 2010).

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

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

According to Glazzard et al., (2018), the objective of the group includes: to defend rights and traditional culture of disadvantaged members of Kikuyu people who were affected during post-Mau Mau conflict settlement, redistribution of wealth and opportunities from elite Kikuyu in

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

Measures to curb insecurity for tourists in Kiambu County
 According to County government of Kiambu County integrated development plan 2018-2022, (2018), it has 72 police stations, posts and patrol bases, this shows the insecurity in this area for tourists and locals. therefore, for the safety of the tourists and locals, the Local government and national government have beefed up the security in the County. Although, the County government is experiencing a rapid urbanization which is a security threat, but there is a massive installation of   Street lighting in urban and shopping centers and High mast installation in densely populated areas. In such cases some crimes are eliminated and becomes safe for the tourists and locals by creating   conducive environment for economic growth, development and investments, and serve better in tourist destinations.

There are terrorist threats aimed at Western and Kenyan interests in the Nairobi area and its surrounding counties including Kiambu County. In such a case, terrorists act by means of armed assaults, suicides, bomb/grenades and improvised explosive device attacks, kidnappings, attacks on civilians etc, which is a major threat to the safety of tourists (Overseas Security Advisory Council (2020), Overseas Security Advisory Council, Bureau of Diplomatic Security, U.S. Department of State). However, the National government has come up with more security measures to curb such threats from the Terrorists to boost the confidence of tourists in their safety feelings in destinations.

MATERIALS AND METHODS

Research design
The study adopted a descriptive research design. It involves formulating the objectives of the study, designing the methods of data collection, selecting the sample, data collection and analyzing the results (Strauss and Corbin, 2014). According to Mugenda and Mugenda (2013), target population refers to the members of people, events or objects the researcher wishes to generalize the results of the research. The target population was all the employees in the County government of Kiambu, department of Tourism, site managers in the various sites, subordinates and tourist as obtained from the Kiambu County website department of tourism (Table 4).

Table 4. Target population

Target population	Frequency	Percentages (%)
County staff	55	26
site managers	40	19

Hotel operators	35	12	
Tourist	70	33	
Total	**210**	**100**	

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

Sample size

According to Yamane (2012), the sample size can be calculated using the following formula;

$n=N/2+Ne^2$

Where: n=desired sample size; N=population size; e=desired level of statistical precision (with +/- 5 the precision is 0.05) \Confidence level at 8.73

Using this formula, the sample size is calculated as follows,

$n=210/2+210(0.05)^2$, n=75,

the desired sample size the procedure was that the stratified random sampling technique was used by selecting subjects in such a way that the existing sub-groups in the population are more or less reproduced in the sample (Mugenda and Mugenda, 2013). The researcher selected a sample size of 75 for this study (Table 5).

Table 5. Sample Size

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

Source: Researchers Data (2020).

Data collection

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

RESULTS AND DISCUSSION

RESULTS

Working Experience in the Tourism Industry in Kiambu County

The participants were asked to indicate their working experience in the tourism sector in as shown in Figure 1. The study established that majority (32.7%) of the participants had worked for between 5 to 10 years followed by those who had worked for between 0 and 5 years (28.6%). Those who had worked for over 20 years were the least (6%) and the this significantly differed with the participants interviewed ($\chi2=5.073$, df = 1, p = 0.013). This implies that majority of the

participants had sufficient experience in the tourism industry and sufficient knowledge about the County to effectively and sufficiently provide the information sought by the study.
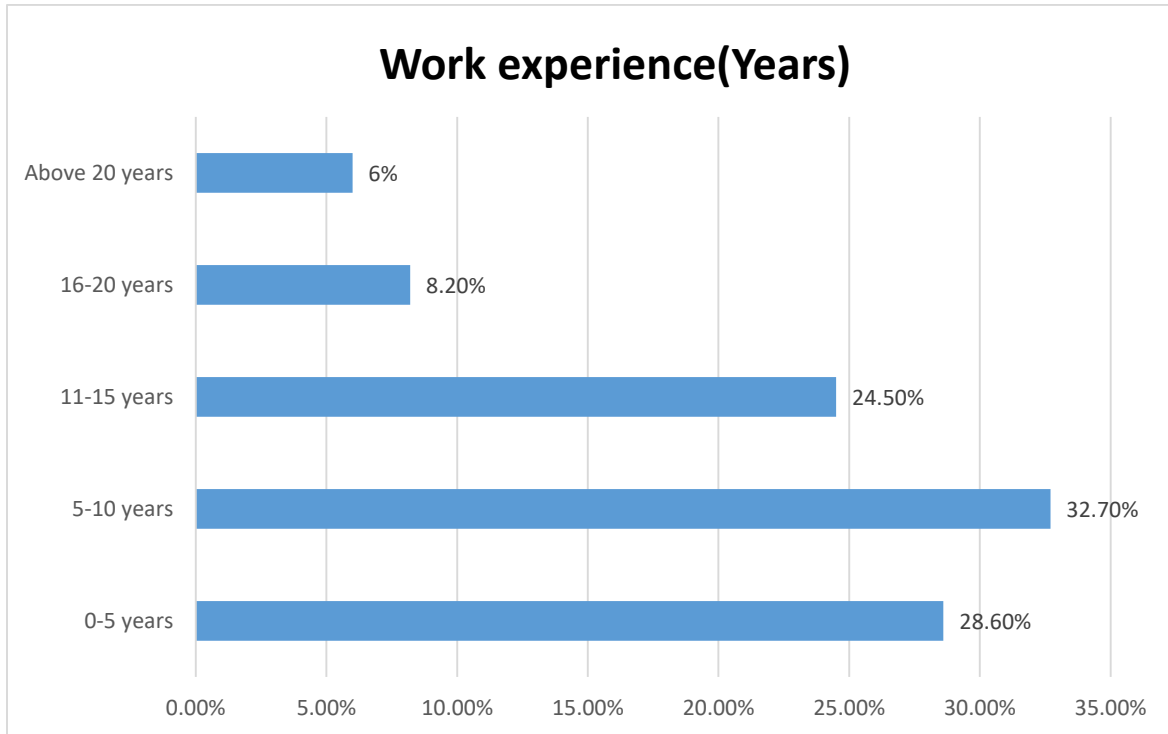

Figure 1: Working Experience in the Tourism Industry
Source: Author (2020)

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

Infrastructure
This section provides an analysis of extend to which Infrastructure affects tourism development. In order to determine the extent to which Infrastructure affects tourism development. The participants were asked to respond to a set of statements on a five-point Likert scale. The first statement was on whether financial infrastructure, such as ATMs, decent health clinics, reliable exchange rates are available. As shown in Table 6, the mean score for responses was 4.23 indicating that a majority of the participants were in agreement in their responses to the statement. The standard deviation indicates that a majority of the responses did not vary from the mean by more than 0.439. The second statement sought to determine Service infrastructure are not readily available. A mean of 3.15 suggests that a majority of the participants were neutral with the statement. A standard deviation of indicates that the responses did not vary from the mean score by more than 1.068.

Table 6. Effects of Infrastructure

	Effects of Infrastructure	n	Min	Max	Mean	Std. Deviation
1.	Financial infrastructure, such as ATMs, decent health clinics, reliable exchange rates are available	48	1	5	4.23	.439
2.	Service infrastructure are not readily available	48	1	5	3.15	1.068
3.	secure overland transportation with driver services and reliable taxis all contribute to tourism development	48	1	5	3.85	.689
4.	The County has few Tourism resorts	48	1	5	3.85	1.345
5	The County has Poor Road network	48	1	5	2.95	1.303
6.	The development/growth of roads for the last five years.	48	1	5	3.25	1.356
7	The number tarmac roads in Kiambu County	48	1	5	4.12	.687

Source: Author (2020)

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

Security

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

Table 7. Security and tourism development

	Effect of Security	N	Min	Max	Mean	Std. Deviation
1.	Political stability greatly affects tourism development in Kiambu County	48	1	5	4.38	.506
2.	Tourist 's perceptions of risk play an important role in their decision to visit certain destinations over others	48	1	5	4.62	.576
3.	Destination risk influences tourism development	48	1	5	3.77	.832
4.	Terror alters the behavior of tourists whenever they visit risky destinations,	48	1	5	4.69	.480
5.	Riskier destination is likely to attract higher costs than a safer one	48	1	5	4.22	.964

6.	Number of times Tourists have been attacked Kiambu County due to insecurity.	48	1	5	4.21	.986
7.	Contingent measures used in managing Security in Kiambu County	48	1	5	4.79	.487

Source: Author (2020)

From the findings in Table 7, the mean score was 4.38 implying the participants were in agreement on the statement that Political stability greatly affects tourism development in Kiambu County. The standard deviation did not vary from the means score by more than 0.506. A mean score of 4.62 and standard deviation of 0.576 indicates that the participants were strongly in agreement with the statement that tourist 's perceptions of risk play an important role in their decision to visit certain destinations over others. In addition, the third statement sought to find out whether destination risk influences tourism development. The mean score of the responses was 3.77 and the standard deviation was 0.832 meaning that the participants were in agreement with the statement. The fourth statement sought to establish whether terror alters the behavior of tourists whenever they visit risky destinations. A mean score of 4.69 and standard deviation of 0.480 indicate that the participants were strongly in agreement with the statement. The fifth statement sought to determine whether riskier destinations are likely to attract higher costs than a safer one, the findings indicate a mean of 4.22 implying the participants were strongly in agreement their responses to the statement. The standard deviation indicates that the responses did not vary from the mean score by more than 0.964.

Inferential Statistics

Correlation and Regression Analysis on Infrastructure, security and tourism Development.
Pearson Correlation on Infrastructure, security and tourism development was conducted to determine the level of correlation between Infrastructure, security and tourism development (Table 8). The Pearson Correlation results as shown in table 5 below, indicate that there is a strong positive relationship between tourism development and infrastructure as indicated by a Pearson correlation coefficient of .653**, This was found to be statistically significant as the significant value was 0.010 which is less than 0.05. Moreover, a Pearson correlation coefficient of .611** indicate a strong and positive between Tourism development and Security. Which implies it is statistically significant (P-value=0.010) level of correlation between Infrastructure, Security and Tourism development.

Table 8. Correlation of Infrastructure, Security and Tourism development

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

	N	48	48	48
Security	Pearson Correlation	.611**	.42 2**	1
	Sig. (2-tailed)	.010	0.001	-
	N	48	48	48
Correlation is significant at the 0.05 level (2-tailed)				

Source: Researcher's data (2020)

Regression Analysis on Correlation of Infrastructure, Security and Tourism development

The regression analysis on Infrastructure, Security and Tourism development portrays a relationship in which $R^2 = 0.677$. This implies that 67.7% of the variations in the dependent variable Y are explained by the variations in the independent variables X1 and X2. This means that they can be used to predict tourism development, and therefore a multiple regression model is an efficient predictor as shown in table 9.

Table 9. Model Summary for Infrastructure, Security and Tourism development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823[a]	.677	.901	.12948
a. Predictors: (Constant), Infrastructure and Security				

Source: Research data (2020)

ANOVA for Infrastructure, Security and Tourism development

The study tested the significance of the model (Table 7) by use of Analysis of Variance (ANOVA) technique, the findings are tabulated in table 7. The ANOVA statistics, the review set up the relapse demonstrate had a significance level of 0.2% which means that the information was perfect for making a conclusion on the populace parameters as the estimation of significance level (p-value) was under 5%. The table 10 reports that F statistic = 83.333 which is significant at p value 0.012<0.05. This is an indication that Infrastructure and Security are statistically significant on tourism development, hence, the p value is less than 0. 05.

Table 10. ANOVA for Infrastructure, Security and Tourism development

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.8496	4	2.9298	83.333	.012[b]
	Residual	15.9301	44	.0354		
	Total	24.7796	48			
a. Dependent Variable: Tourism development						
b. Predictors: (Constant), Infrastructure and Security.						

Source: Research data (2020).

Beta Coefficients on Infrastructure, Security and tourism development

A test on the beta coefficients model, the result is summarized in Table 11 which indicates t value of 6.482 and 5.116 for infrastructure and security respectively with the P value of .010 which is less than 5%, therefore, the model is statistically significant.

Table 11. Beta Coefficients on Infrastructure, Security and tourism development

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

Source: Research data (2020)

From table 6, 7 and 8, the study established the following regression equation.
Y= 0.176 + 0.348X1 + 0.414X2 +0.12948
Holding other factors constant then Tourism development would be 0.176. A unit change in infrastructure results to a 0.348-unit change in tourism development, holding other factors constant. A unit change in Security leads to a 0.414 change in tourism development.
Table 7 also indicates that the all the predictors are statistically significant at $\alpha=0.05$ since p values are less than 0.05(Infrastructure (p=0.010) and Security (p=0.010)
To establish the individual effect of independent on the dependent variable the study conducted a regression analysis. The results are summarized in tables 6, 7 and 8. The coefficient table 6 shows the constants and coefficients of the regression equation.
The constants and regression equation Y = a +Bx1+Bx2+e

Where
Y= Dependent variable (CSET).
a= Constant.
B= Coefficient/Change.
X=Independent variable (Infrastructure and Security)
e=Error

DISCUSSION
Perceived Influence of Infrastructure and Insecurity Facing Tourism Development in Kiambu County
The findings indicated a response rate of 64% which is considered a good response for a study. Majority of the respondents strongly agreed that Infrastructure and Security influence tourist decision to destination. The correlation results showed a positive relationship between tourism development   and infrastructure and security as indicated by a Pearson Correlation Coefficient Table 5 which was found to be statistically significant as the significant value was 0.010<0.05. The established of the regression equation. **Y= 0.176 + 0.348X1 + 0.414X2 + 0.12948,** other factors being constant, Tourism development   would be 0.076, while a unit change in Infrastructure results to a 0.348-unit change in Tourism development. A unit change in Security

leads to a 0.414 change in Tourism development. Table 5 also indicates that all the predictors are statistically significant at α=0.05 since p values are less than 0.05 (Infrastructure, p=0.01; Security, p=0.01). The ANOVA table 6 reports an F test value of 83.333 which is significant at p value 0.012<0.05. This is an indication that Infrastructure and Security have a significant effect on Tourism development since the significance value was less than 0.05 suggesting the model was significant.

In such a case it becomes necessary to maintain   competitive advantage over tourism by developing Infrastructure leading to a destination for tourists to enjoy the destination and becomes competitive to other destinations. According to Gunn (2012), has concurred with this study by citing the infrastructure base of a location as the potential element of the attractiveness of a tourism destination. Also,Gunn (2012) indicates that tourism product is a complex experience that stems from a process where tourists use multiple services infrastructure to visit a destination. Smith (2014) in his research acknowledged the role played by service infrastructure in creating a product experience which is within the larger macro-environment of the destination. While Crouch and Ritchie (2010) highlighted the importance the service   infrastructure to tourists in the tourist destination experience. Prideaux (2010) argued that if the ability of tourists to travel to preferred destinations is inhibited by inefficiencies in the transport system such as lengthy and uncomfortable journey, the likelihood that they will seek alternative destinations possibly will increase.

This study concurs with the basic theory of RBV theory which suggests that consumers make decisions based on the descriptions they form of different brands/products. The consumer knows and identifies a certain brand by the image that exists in his or her mind. It's been uncovered that it is important to uncover the characteristics of tourism as Infrastructure has an implication on the nature of tourism development.

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

CONCLUSIONS AND RECOMMENDATIONS
CONCLUSIONS
The study concludes that Infrastructure and Security are impediment to tourism development in Kiambu County since in both cases the Pearson correlation coefficients were.653** and .611** for infrastructure and security respectively which were found to be statistically significant with a p value of 0.010 which is less than 0.005 threshold. Infrastructure in Kiambu County some of them to the tourism destination are impassable by tourists during the rainy season. Security is a big threat to tourism development with the resurgence of armed gangs (Mungiki) who terrorize residents and visitors.

RECOMMENDATIONS

Infrastructural development, the study recommends that the County government in conjunction with tour firms should ensure accessibility, availability and affordability of infrastructure in and to the various tourist destination sites. This infrastructure includes, good road networks to the sites, affordable social and recreational facilities, affordable hotels and hostels, efficient technological infrastructure among others. Poverty eradication by investing what they gain from tourism such that it can be directed to the less fortune in the society which will assist to remove street families from criminals' activities, who have become a menace to tourist

Kiambu County being a hotspot of armed gangs and its proximity to Nairobi city should put in place adequate security personnel by employing more security in the destinations and also in partnership with the national government to provide tourism police to be attached, escort tourists and secure the destinations, in such a move it will be easy to promote a safe tourist destination. Additionally, tourism companies and governmental institutions need to pay more attention to destination security choices which are mainly influenced by external factors. The County government of Kiambu and National government have a policy that any tourist travelling to Kiambu County to be escorted by National Service Police, Others includes Equipping police force with the latest equipment which are more sophisticated than what the criminals have and training nyumba kumi to come out with policies, Campaigns in public meeting about crimes and their effects towards tourism.

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