

SUSTAINABLE PERFORMANCE FRAMEWORK INDICATORS FOR DOMESTIC TOURISM IN KENYA CASE OF NAKURU, NAIROBI AND MOMBASA TOWNS

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ABSTRACT

This study looked at the factors that affect domestic tourism in Nairobi, Mombasa, and Nakuru with a view of addressing them and coming up with sustainable performance frameworks for domestic tourism industry. The study investigated a sample of cross-section of the tourist and other tourism stakeholders using a questionnaire survey method. A sample of 600 respondents from the tourism industry players in the regions was selected using purposive and stratified random sampling. A closed and open-ended structured questionnaire schedule with both closed and open-ended questions were used to collect data. A total of 558 respondents filled and returned the data collection tools representing a response rate of 93%, from which analysis were done and statistical inferences made presentations and conclusions drawn. The study observed that the government and other tourist industry stakeholders must work together to address hindrances pointed out in order to improve domestic tourism these include price adjustments, emphasis on tourism education through curricula, creation of a strong people friendly domestic tourism policy; the need of sensitizing the local communities on the value of tourism and the need to conserve national resources for posterity. If these measures are taken then increased domestic tourism participation leading to creation of jobs thus reducing poverty. It is expected that the study will assist the government and other industry stakeholders in coming up with practical measures to address the obstacles facing domestic tourism with a view to increasing Kenyan participation in domestic tourism, and also contribute to theoretical knowledge.

Keywords: Domestic tourism, stakeholders, taxation, people-friendly

INTRODUCTION

Tourism sector in Kenya has been recording improvements after prolonged electioneering period and negative travel advisories issued by some countries. Improved performance of the sector was supported by enhanced security, and aggressive promotion in both the domestic and the international markets. Receipts from the sector increased significantly by 20.3 per cent from KSh 99.7 billion in 2016 to KSh 119.9 billion in 2017. This was attributed to the increase in the number of international visitor arrivals that rose by 8.1 per cent from 1,339.7 thousand in 2016 to 1,448.8 thousand in 2017. 12.2. Hotel bed-nights occupancy increased by 11.3 per cent from 6,448.5 thousand in 2016 to 7,174.2 thousand in 2017. The number of international conferences held contracted by 15.9 per cent from 227 in 2016 to 191 in 2017.

On the other hand, local conferences held increased by 2.4 per cent from 3,755 in 2016 to 3,844 in 2017. 12.3. The number of visitors to national parks and game reserves rose by 2.6 per cent to 2,345.2 thousand in 2017. However, visitors to museums, snake parks and historical sites decreased by 15.3 per cent to 782.0 thousand in 2017 from 923.1 thousand in 2016.(Kenya Economic survey 2017)

In this study, sustainable tourism is viewed as the ability for a tourist to participate in tourism activities in order to experience and reap the full benefits of tourism products today and be able to do so in indefinite future.

The management of tourists' destinations for the purpose of achieving sustainability of the tourism industry has been on the general principles of planning which includes resource assessment, market analysis, developing strategy and marketing plans (Godfrey and Clarke, 2000). The strategic planning for the promotion of inbound tourism has been witnessed in countries such as Japan, New Zealand, China, Australia, USA, and many others.

In order for the government and the entire tourism industry to effectively strengthen the domestic tourism in the country, there is a need to thoroughly examine the nature of the promotional strategies that exist to assist awaken both local and international tourism in the country.

Authors such Jones *et al* (2005), Sindiga (2000), and Akama (1999) have seen the significance of promoting domestic tourism in line with the needs of the community. Jones *et al* (2005) identified the need to create awareness and put in place legislative measures not only for safeguarding the tourism industry but also for involving the local communities in the planning and promotion of tourism.

The global events including the recession of US and European economies from 2007 onwards together with the several local terrorist's attacks from August 1998 to the most recent Garissa attack that happened in April 2015, made Kenya to realize that over dependency on overseas visitors is rather risky thus need to invest on domestic tourism for sustainability in tourism revenues .As a result, the government embarked on marketing an alternative to international tourism in order to sustain the overall tourism sector through. Campaign slogans such as "Tembea Kenya" and "Magical Kenya" that have the objectives of encouraging Kenyans to travel within the country, however, despite of this noble efforts the results are meagre.

LITERATURE REVIEW

Kenya is known as the cradle of mankind because of its prehistoric findings and nature reach due to scientific findings of a prehistoric nature dating back 14 million years ago .According to research the earliest settlements recorded 2000 years ago points to several African groups who left their homeland in search of pasture/water and/or escaping from conflict. Three of these groups became permanent settlers of Kenya. About the same time, people from the Middle East and Asia south east and Western Asia sailed to the Kenyan coast seeking trade opportunities and upon landing on the present day Kenyan coast, began trading with the African peoples . These were groups of Arabs and descent who began trading with the African peoples. They established their cultural influence through intermarriages, food, life style and and the Islamic religion. From this mix emanated the Swahili speaking people at the Kenyan coast.

Kenya's economy is market based and maintains a liberalized external trade system. Kenya's economy heavily dependent on rain fed agriculture and tourism. The tourism sector makes it vulnerable to cycles of boom and bust. There has been a decline of the country's GDP up to a growth rate of only about 1.5 percent in the 90's. A myriad of factors have contributed to this

down turn which has resulted in the levels of poverty, extreme class differentials and worsened employment rates.

Corresponding with the number of tourists is an increase in the country's total tourism receipt from Kshs 30 million in 1990 to Kshs 713 million in 1999 and it is being projected that the receipts will hit the Kshs 990 million mark by the year 2015 (Akama, 2002). But the impressive statistics and declared national goals on tourism development do not present a complete picture of Kenya's tourism industry. In recent years tourism researchers Bachmann (1988), Sinclair (1990), Dieke (1991) and Sindiga (2000) started to question the role played by tourism in Kenya's economic development and what effort the tourism industry is giving to improve the economy. Sindiga (1995) observed that more than 75 percent of the hotel guests in the major tourist areas were either resident European or Asians who are known to spend their holidays at the beach, occupying tents and cottages or putting up with relatives (Bachmann 1988). Bachmann adjusted the extent of domestic tourism among Kenyan Africans to be "very rare".

Table 2.2: Tourism visitors' arrivals in Kenya by purpose of visit 1997 – 2001 ("000")

| Visitor types | 2013 | 2014 | 2015 | 2016 | 2017 |
|---------------------|-----------------|-----------------|----------------|-----------------|-----------------|
| Holiday | 14,881.8 | 13,276.2 | 13,232.9 | 13,170.5 | 13,025.1 |
| Business | 2,691.6 | 568.1 | 2,413.7 | 2,518.6 | 2,785.5 |
| Visitors in transit | 205.9 | 270.0 | 190.3 | 195.5 | 247.0 |
| TOTALS | 17,779.3 | 16,114.3 | 5,837.0 | 15,884.6 | 16,057.6 |

Source: Central Bureau of Statistics, 2018

The tourists visiting Kenya seem to be attracted by the country's enormous diversity and unique attractions on offer, enhancing hospitality of the people, political stability and its rich supply of cultural heritage (Mbova, 1996). There also exists abundant wildlife and birdlife, Kenya's diverse culture that is both complex and fascinating, the outstanding scenic beauty, the vast savannah grasslands, the desert regions of the north and their unique land forms and vegetation, the majesty of the highlands, the glaciated peaks of Mount Kenya, the grandeur of the great Rift Valley, and the allure of the captivating Indian Ocean (Akama, 2002).

As the industry in Kenya continued to mature over the years, there has been a corresponding growth in awareness as to its capacity for damaging the environment and the quality of life of those living in tourist destinations. This together with the fierce competition Kenya is currently facing from vast number of new destinations in other parts of Africa for example Botswana, South Africa, Uganda, Tanzania, among others that offer unspoiled environment and fresh new images, as well as obvious novelty value, Kenya's actual share of total tourist arrivals has been on decline. This was attributed to global recession coupled with adverse publicity targeted at Africa and at Kenya in particular at the international media (Mbova,

1996). Reversing this decline will be the major challenge for Kenya's tourism industry during the years ahead.

During the last ten years, Kenya's tourism has been characterized by fluctuation of arrivals from 1 million in 2007 to 0.99 million in 2015. There was a marked decline to 0.89 million in 1998 before a gradual increase to 1.03 million in 2000. Tourist arrivals recorded wide fluctuations over the period 1997 to 2001. In the year 2001, there was a substantial decline in visitor arrivals that resulted in an overall drop of 4.1 percent (CBS, 2016)

To allay the decline of tourism, the Kenya government has in the recent years increasingly turned to the promotion of tourism. It was noted that the increasing importance of tourism is related to the increase in the number of international visitors to Kenya and as such Kenya has fostered international tourism mainly on economic benefits platform. The government commitment to foster international tourism was renewed by the Minister of Tourism during the takeover of K.I.C.C building from the former ruling party KANU (Daily Nation, March 2003). It is evident that the Kenya government tourism policies, development, marketing and promotional programs are targeted to international market. This was amplified further by an article by the Chairman of Kenya Tourism Board entitled "Tourism target foreign exchange earner" (Matiba, 2002)

METHODOLOGY

Study Area

The research was conducted in three of the main towns in Kenya namely Nairobi, Mombasa, and Nakuru. Nairobi is the capital city of Kenya and is considered metropolitan with businesses and factories thriving well. Mombasa is a city located at the coastal part of Kenya, its main source of heritage is tourism with inhabitants having roots to Arab. Nakuru is a town located in Rift Valley province, it is known for farming activities and industries plus a game reserve. As a country, Kenya is a land of many cultures and has one of the fastest growing populations in the world with a growth rate estimated at 2.64 percent per annum (World Bank, 2011).

Research Design

The study used survey and cross-sectional research methods which according to the Handbook of Survey Research by Marsden and Wright (2010), employ systematic standardized approaches to collecting information on individuals, households or organizations systematically identified samples (Marsden and Wright, 2010)

This study adopted the descriptive and exploratory research methodology (Hakim, 2000) which included the definition and description of the study population, sampling frame, sampling procedure, research tools administration questionnaire type and the administration process, and the data collection criteria. The methodology also outlined the process and methods of monitoring data collection, data cleaning process and tools, and data analysis and the analytical tools (Fink, 2005).

The Target Population

The target population size was 4,420,000 persons living in the three urban centers Nairobi, Mombasa and Nakuru (Table 3.1)

Table 3.1

| Town | Population* |
|--------------|--------------------|
| Nairobi | 3,200,000 |
| Mombasa | 920,000 |
| Nakuru | 300,000 |
| Total | 4,420,000 |

Sampling Frame and Size: Places of sampling were purposively identified as three major towns in Kenya which have diverse communities represented, and were assumed to contribute significantly to domestic tourism activities in the country. The towns were also chosen based on the assumptions that the preferred snow boll sampling technique would work best in these towns due to proximity of residents within their respective estates.

Collectively and according to government of Kenya (2009) census report, the three towns had a population of approximately 4,420,000 (see the Table 3.1). The sample size was estimated using a formula suggested by Cochran's (1977) that gave the sample size of 600 persons to be sampled for the study

Results and Discussions

Data collected was analyzed and results presented thus:

Constraint to Domestic Tourism

Figure (1 or 17) presents shows the results of the constraints to domestic tourism. As shown, 48% of the respondents said they cannot afford to consume domestic tourism it, 19% noted that they have family commitments, 15% said they do not have time while 8% did not have enough information on domestic tourism. Another 8% noted that they were committed at work. Thus, most of the respondents cited cost as the biggest impediment to engaging in domestic tourism. This can be illustrated by the respondents from Nakuru. For example, to visit and consume Lake Nakuru National Park as a domestic tourist, you must pay Ksh 200 (about US\$2) entry fee per person and must have a vehicle. requires that anyone who wishes to tour the park part pay 200/- for entry. Then, no one is allowed to enter without a vehicle car. This is costly for most citizen in formal economy who earn an average Ksh30,000per month (equivalent $30,000/103 = us\$291$ per month). makes it very costly for common citizens who do not have cars or who cannot afford to hire cars to visit the park.

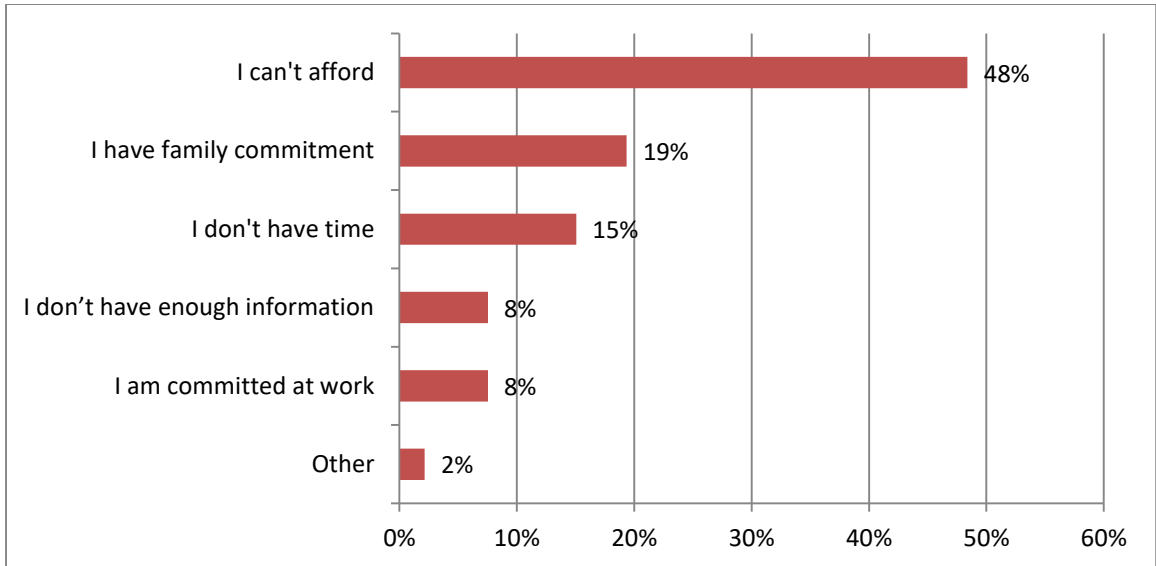


Figure 1 or 1?: Constraints to Domestic Tourism

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The results of constraints to domestic tourism were disaggregated by location each urban center to test which factors were the main impediments in each urban center the three towns where the study was conducted. The results in Figure 18 show that cost was the largest impediment to domestic tourism in Nairobi (62%) and Mombasa (36%). It was also one of the largest impediments for domestic tourism in Nakuru(31%).

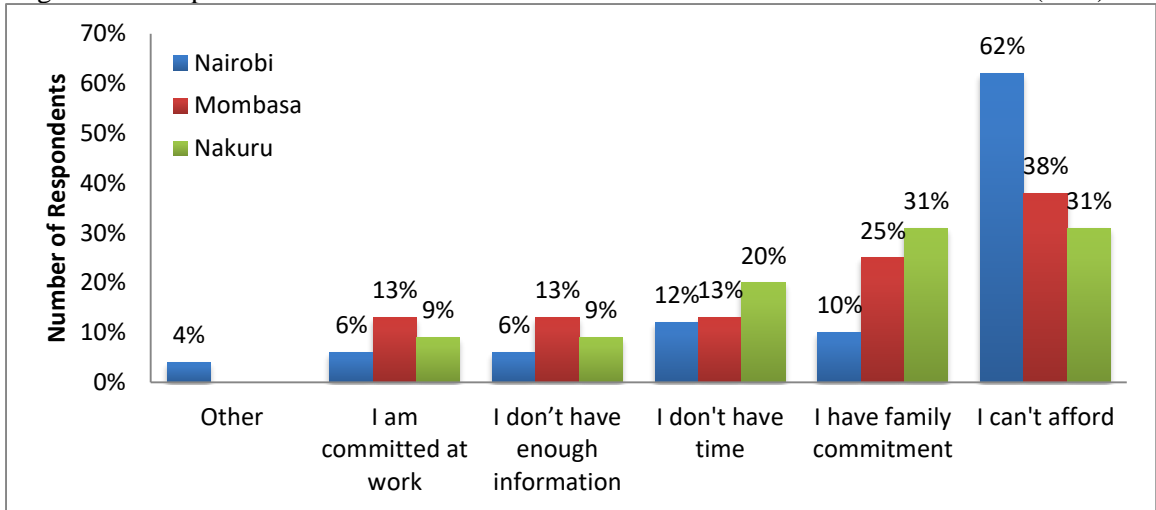


Figure2: Locational Constraints to Domestic Tourism

On gender (Fig. 19), impediment to domestic tourism for women were affordability (47%), family commitment (23%), and lack of information (9%) while for men affordability (50%), lack of time (20%) and lack of information (7%). Thus, both men and women considered affordability/cost as the main hindrance to domestic tourism consumption. The gender analysis in Figure 19 shows that the greatest impediment to domestic tourism by gender was

affordability as 50% of men and 47% of women noted that it was the largest constraint. The second most important impediment to women was family commitment (23%) while the second impediment to domestic tourism for men was lack of time (20%). Lack of information also played a key role as an impediment as 9% of women cited it while another 7% of men also cited it.

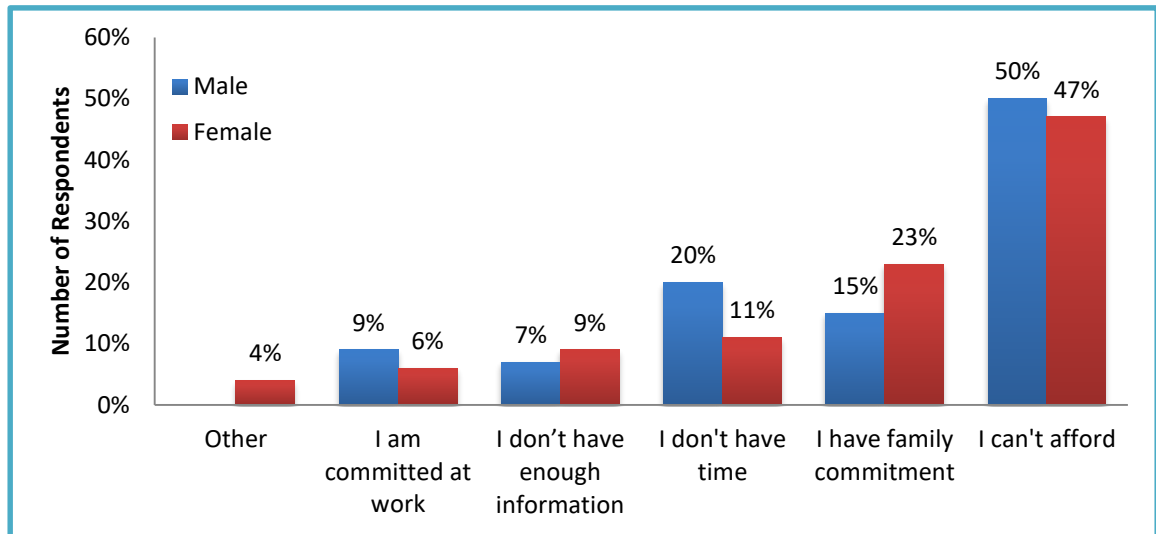


Figure3: Gender Constraints to Domestic Tourism by Gender

4.5.1. Number of and expected visits to tourist sites

The analysis on the expected number of visitations to various domestic destinations if the current constraints to domestic tourism consumption were minimized indicated a huge increase from the current 5.35 visits per year to 10.54 visits per year on average. The study also analysed the number of visits the respondents expected to make if the constraints to domestic tourism were resolved. The results in Table 32 shows that if the constraints to domestic tourism are eliminated, expected number of visits will be 10.54 visits on average per year up from the current 5.35 visits per year. The result indicated an expected improvement as the annual visits double if the constraints would be addressed adequately. The result also indicated that The number of those likely willing to visit domestic tourism sites also increased from 532 to 611. , a 15% rise in numbers.

There seem to be no work done to represent Table 32. Look at the name of table 32

Table 1: Number of Visits to Domestic Tourism Sites per Year

| | <i>N</i> | <i>Min</i> | <i>Max</i> | <i>Mean</i> | <i>SD</i> |
|-----------------------------------|----------|------------|------------|-------------|-----------|
| New number of visits per year | 600 | 1 | 66 | 10.54 | 7.310 |
| Current number of visits per year | 532 | 1 | 33 | 5.35 | 4.823 |

Table 33 shows an analysis of the differences between the current number of visits and the expected number of visits. The results show that there are statistically significant differences between the mean number of visits currently experienced and the expected number of visits of the constraints are addressed, $p < .05$. This means that should the current constraints be adequately addressed, the number of visits to domestic tourism sites will significantly improve. To be specific, there are higher chances that the numbers will double.

Table 2: Differences in Number of Visits per Year

| | <i>N</i> | <i>Mean</i> | <i>SD</i> | <i>Df</i> | <i>p</i> | <i>Decision</i> |
|----------|----------|-------------|-----------|-----------|----------|-----------------|
| Current | 532 | 5.36 | 4.82 | 531 | 0.00 | Reject |
| Expected | 532 | 10.85 | 7.51 | | | |

I do not understand table 33 look at N=53 current and N=53 expected...does this make sense?

Table 34 shows the number of expected visits to domestic tourism sites by location. The results show that Mombasa would have the highest number of visits of at 13.18 visits on average per person per year followed by Nairobi with an average number of 11.03 visits per person per year. This is an improvement from the current numbers.

Table 3: Number of Visits by Location

Make this table clear

| <i>Location</i> | <i>Mean</i> | <i>SD</i> | <i>Median</i> | <i>Min</i> | <i>Max</i> |
|-----------------|-------------|-----------|---------------|------------|------------|
| Nairobi | 11.03 | 6.12 | 10.00 | 1 | 66 |
| Mombasa | 13.18 | 8.85 | 12.00 | 2 | 66 |
| Nakuru | 4.49 | 2.51 | 4.00 | 1 | 17 |

Table 35 shows the results of the expected number of visits by gender. As shown, male domestic tourists are expected to do on average 10.8 visits per year while the female are expected to do an average of 10.26 visits per year...*if what is done?*. This is an improvement from the current figures...*what/where are the current figures?*.

Table 4: Number of Visits by Gender

| <i>Gender</i> | <i>Mean</i> | <i>SD</i> | <i>Median</i> | <i>Min</i> | <i>Max</i> |
|---------------|-------------|-----------|---------------|------------|------------|
| Male | 10.80 | 7.23 | 10.00 | 1 | 66 |
| Female | 10.26 | 7.40 | 9.00 | 1 | 66 |

4.5.2. Expenditures on Domestic Tourism

Table 36 shows the expected number expenditures per visit on domestic tourism sites if the current constraints are addressed. Thus, the expenditure will increase from Ksh 9,965 to Ksh 10,447 per visit (an increase of 4%) results show that domestic tourists would spend on average Ksh 10,447 per visit slightly up from the current expenditure of Ksh 9,965. This shows that the average spending of domestic tourists will improve if the constraints currently facing domestic tourism are addressed. It can also be observed that the number of tourists those who would spend on domestic tourism increase from the current number of 532 individuals to 624 individuals, which represents a 17% increase. improvement in the numbers.

Table 5: Average Expenditures on Domestic Tourism per Visit

| | <i>N</i> | <i>Min</i> | <i>Max</i> | <i>Mean</i> | <i>SD</i> |
|-------------------------------|----------|------------|------------|-------------|------------|
| New average expense per visit | 62400 | 200 | 49,000 | 10,447.28 | 11,249.386 |
| Current expenditure per visit | 532 | 200 | 45,000 | 9,965.41 | 10,108.491 |

Table 37 presents the results of differences between current and expected expenditures on domestic tourism. The results show a statistically significant difference in the mean expenditures suggesting that indeed the improvements on expenditures per visit will be significant.

Table 6: Differences in Average Expenditures on Domestic Tourism

| | <i>N</i> | <i>Mean</i> | <i>SD</i> | <i>df</i> | <i>p</i> | <i>Decision</i> |
|--|----------|-------------|-----------|-----------|----------|-----------------|
|--|----------|-------------|-----------|-----------|----------|-----------------|

| | | | | | | |
|-----------------------|-----|-----------|-----------|-----|------|--------|
| Current expenditures | 532 | 9,965.41 | 10,108.49 | 531 | 0.00 | Reject |
| Expected expenditures | 532 | 11,879.89 | 11,589.30 | | | |

Table 38 presents the results of expected expenditures on domestic tourism by location. The results show that those in Mombasa would spend the highest on average per visit followed by those in Nairobi. In all the locations, there is a marked improvement in expected average expenditures per visit if conditions for domestic tourism consumption were improved.

Table 7: Average Expenditures on Domestic Tourism by Location

| <i>Location</i> | <i>Mean</i> | <i>SD</i> | <i>Median</i> | <i>Min</i> | <i>Max</i> |
|-----------------|-------------|-----------|---------------|------------|------------|
| Nairobi | 11,672.99 | 11,765.75 | 7,000.00 | 500 | 49,000 |
| Mombasa | 12,604.71 | 11,954.45 | 8,000.00 | 1,000 | 49,000 |
| Nakuru | 4,122.02 | 4,527.17 | 3,000.00 | 200 | 24,000 |

Table 39 shows the results for the expected expenditures on domestic tourism by gender. The results show that the male tourists are expected to spend more than the female tourists but the differences are minimal. In both cases, the expected expenditures are an improvement on the current expenditures per visit on domestic local tourism.

Table 8: Average Expenditures on Domestic Tourism by Gender

| <i>Gender</i> | <i>Mean</i> | <i>SD</i> | <i>Median</i> | <i>Min</i> | <i>Max</i> |
|---------------|-------------|-----------|---------------|------------|------------|
| Male | 10,647.92 | 11,183.14 | 6,000.00 | 200 | 49,000 |
| Female | 10,584.90 | 11,453.29 | 5,000.00 | 500 | 49,000 |

4.5.3 Desirability of Current Number of Domestic Visits

The results in Figure 20 show the levels of satisfaction with the current number of domestic tours by the respondents. The results show that 70% of the respondents were not satisfied

while only 30% were satisfied with the number of visits they had made so far..*what maybe the reason(s) for this?*

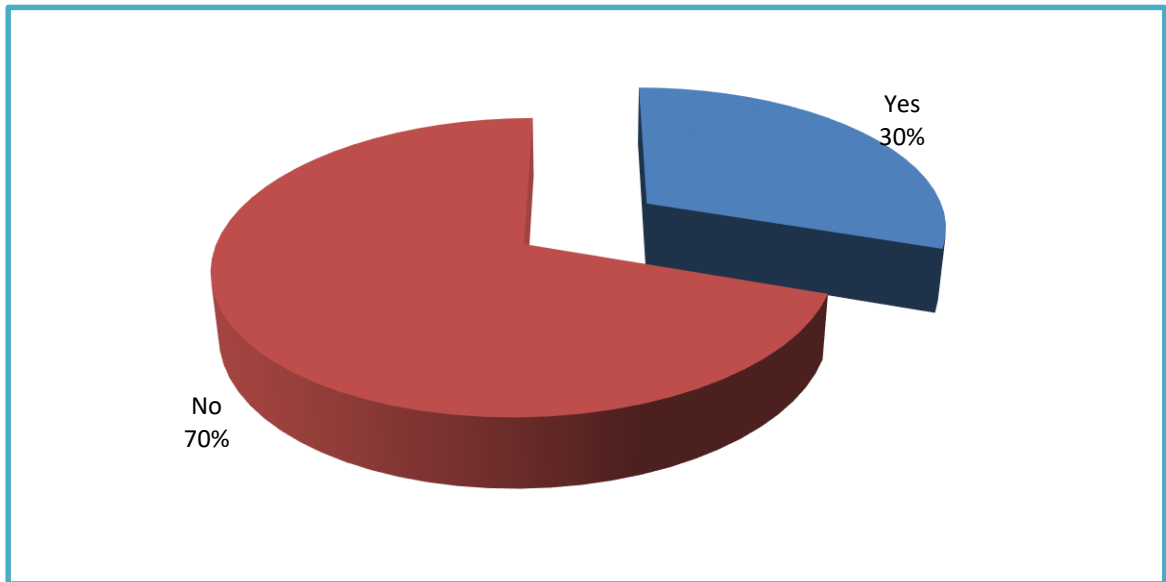


Figure4:Satisfaction with Current Tours in Kenya

Of those who felt that the number of current visits was not desirable, 51% were male and 49% were female. In terms of their locations, 51% of those who felt that the number of visits was not desirable were in Nairobi, 28% in Mombasa and 21% in Nakuru. *You must give a reason for these results.* These results reveal therefore that most of the respondents were not touring Kenya as they desired and therefore there is need for improvement.

Conclusion

The results showed that the number of expected visits as well as the expected expenditures is higher than the current numbers. This is good news for the industry. If the impediments can be adequately addressed through legislative framework especially a government policy that can address these issues, more people will make more visits and spend more than they are currently spending. This will lead to massive growth of the industry as well as ensure sustainability of the industry. With terror strikes making the industry experience low foreign tourists and the fact that foreign tourists are also seasonal, focusing on domestic tourists would provide an alternative and sustainable revenue line for the industry. In fact, most respondents did not think that they had made adequate number of visits suggesting that they are more willing to make more visits if things change. It is therefore in the interest of the industry and the government to address these constraints and help boost the industry performance.

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