

## **EFFECTS OF PSYCHOLOGICAL FACTORS ON DEMAND FOR URBAN DOMESTIC TOURISM IN KENYA**

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**ABSTRACT:** *This study examined the effect of psychological factors on demand for urban domestic tourism in Kenya and conducted in selected tourist destinations within Nairobi and Nakuru town. The sample size was 384 respondents: 254 respondents from Nairobi city and 130 respondents from Nakuru town surveyed using multistage sampling procedure. This study revealed that perception, learning, and motivation push factors specifically self esteem, personal confidence, going to study, relieve stress, be together with family, escape from normal routine, need to be recognized, encounter different cultures and lifestyles, visit new places, annual leave, fun and enjoyment, enrich myself intellectually, sense of adventure, conferences, religion pilgrimage, and disposable income, had major influences on demand for urban domestic tourism. This study recommends players in the tourism and hospitality industry to portray good images of tourist destinations, develop tourism products and services of value as well as unforgettable experiences that will satisfy domestic tourist needs.*

**KEYWORDS:** Urban domestic tourism, Psychological factors, Tourism demand, Motivation, Perception, Learning.

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## **INTRODUCTION**

Kenya is endowed with a distinctive combination of tourist attractions spread all over the country that not only bring international tourists from all over the world but also local tourists too. For a

long period of time, Kenya has long been oriented towards international markets which has proved detrimental because of the seasonality, political, social, economic and competitive factors associated with international tourism (Kenya Economic Report, 2009; Ndivo et al., 2012). It is believed that for the tourism industry to succeed, international and domestic tourism should complement each other (Mariki et al., 2011). It is essential therefore, for Kenya to promote domestic tourism so as to have continued tourism operations throughout the year and enhance economic growth. An increasingly important and fast growing form of tourism that can significantly contribute to the growth of domestic tourism in Kenya is urban tourism. Urban tourism brings significant economic benefits and plays a vital role in generating income and maintenance of public services and infrastructure in the urban areas, therefore it is a crucial resource for local residents and cities (WTO, 2012).

Even though most tourism activities all over the world takes place in urban areas, it is only of late that it has been recognized as an important sector of tourism (Aksoz and Bac, 2012). Urban tourism has played a major role in significantly contributing to the economical increase of most European cities (Delitheou et al., 2010) and has been a new pillar industry for the economic development of Shanghai (Hong, 2014). The growth of urban tourism has been stimulated by cultural and historical attractions, event and shopping attractions as well as business travel, thereby providing opportunities for urban regeneration such as those experienced in Glasgow (Scotland), Barcelona in Spain and Baltimore (USA) (Çiraci et al., 2008; Medlick, 2003). For a long time, tourism has been associated with locals travelling from urban areas to tourist resorts and rural areas, however, in recent times urban tourism has gained popularity as many cities have transformed into major tourist destinations (Garbea, 2013).

It has been noted that majority of the local population in Kenya do engage in some form of domestic tourism such as family holiday trips to rural homes, sightseeing and picnics especially during public holidays and school holidays (Ondicho, 2003). The popularity of engaging in domestic tourism is increasing particularly among wealthy Kenyans who take advantage of price discounts during low seasons to stay at the beach resorts whereas those who cannot afford overnight trips opt to visit parks as excursionists or day trippers (Ondicho, 2003). There is potential for growth of urban domestic tourism in Kenya, Ndivo et al., (2012) found out that Kenyan citizens considered taking a holiday as being significant pointing out to the fact that local demand for tourism exists.

According to Fratu (2011), understanding needs and decision processes of consumers is highly significant for the marketing activity since it enables marketing managers to make better decisions, forecast future behaviour, and to have an actual and unbiased view of what triggers consumer demand. Additionally, it may assist in new product development, enhanced service delivery methods, better marketing strategies and the creation of a distinctive competitive advantage (Vuuren and Slabbert, 2011). Fratu (2011), further states that consumer demand can be understood by knowing who is the key person in the buying decision, what criteria their choices are based on, how, where and when do they buy. One important aspect that is helpful in determining tourism consumer behaviour is psychological factors. Mott (2015), argues that the success of a firm in positioning their brands as offering the right solution to the needs or

problems of consumers, requires an understanding of the psychological tenets that predict and explain what people purchase. It is important to understand the psychological factors that should be driving domestic tourists to visit urban tourist destinations as this will enable the tourism sector to segment, target, differentiate and position tourist destinations to suit the domestic market.

## LITERATURE REVIEW

### Psychological factors

Copper et al., (1998) argue that the reason which motivates people to travel is as a result of their inner urges and is due to differences in the perceptions, images, attitudes, and motivation of an individual. These factors are deemed vital and significant when studying tourism because of their effect in travel decision-making. Callwood (2013), highlight motivation, learning, perceptions, and beliefs and attitudes of an individual as what comprises the psychological factors. These factors are deemed vital and significant when studying tourism because of their effect in travel decision-making. One major psychological factor is motivation. Motivation is a driving force that propels us to move (Solomon, 2004) and plays a crucial role in determining the decision making process and travel behavior of tourists (Snepenger et al., 2006).

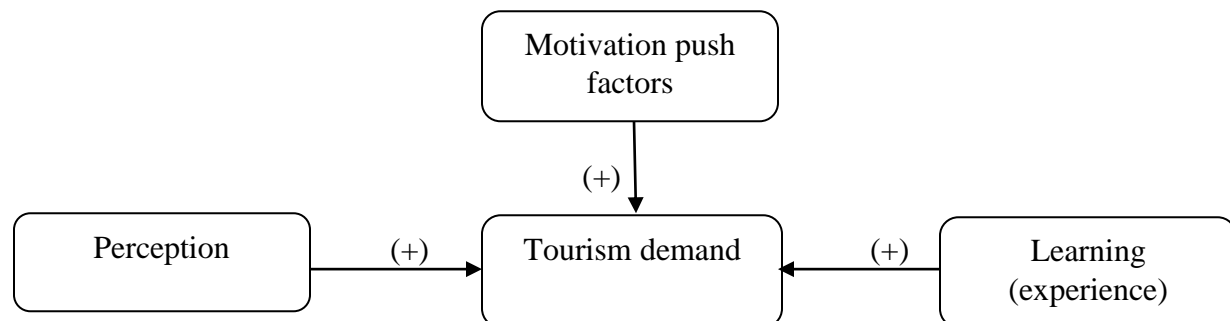
For a company to gain a competitive differential advantage, it needs to fully understand what triggers consumers to purchase tourism or hospitality products. It has been known that a variety of forces namely push and pull, do compel an individual to take action and have long been used to determine motivation for travel by individuals (Bogari et al., 2004; Kim and Lee, 2002). These concepts have been primarily used to examine the diverse needs and wants that can motivate and have an effect on tourist behavior for instance, individuals may travel to search for authentic encounters or escape their normal routines (Yoon and Uysal, 2005). The push forces are associated with the desire of the tourist to travel (Kassean and Gassita, 2013) and are intrinsic motivations that drive people from home (Crompton, 1979). They are more associated with emotional or internal aspects (Yoon and Uysal, 2005) which drive individuals to look for information about different options that will suit their needs so as to make the right choice (Sirikaya and Woodside, 2005).

Push factors include the individual's sense of adventure, it could be to stimulate his sensations and emotions to do different things, encounter different lifestyles and culture, know new places, relieve stress, find interesting people, escape from normal routine, have fun, relax physically, increase knowledge, enrich themselves intellectually, develop close friendships, visit places they have not been with their friends, and chat about the trip with their friends (Yimsrisai and Khemarangsarn, 2012). Other push factors include escape from a perceived routine environment; adventure and self-evaluation; relaxation, prestige, regression to childhood; kinship relationships enhancement; and facilitation of social interaction (Crompton, 1979); sponsorship facilitated by their employer for relaxation, sense of family togetherness, and disposable income (Bui and Jolliffe, 2011), anomie and ego-enhancement (Dann, 1977). Anomie is the desire by a tourist to escape from the feeling of isolation acquired from everyday routine while ego-enhancement comes from the need to be recognized (Kassean and Gassita, 2013). Mutinda and Mayaka

(2012), noted that Nairobi residents were motivated by knowledge and adventure; economic concerns; personal safety; destination information; travel arrangement; destination features; family and friends; leisure and relaxation; religious and cultural considerations and travel bragging.

Local tourism demand is influenced by perception. Perception has been defined by previous researchers as the products perceived value and are demonstrated as a function of external motivations (pull motives) and internal motivations (push motives) because perception is as a result of how consumers choose, categorize and interpret stimuli into something meaningful and sensible. (Correia and Crouch, 2004; Correia et al., 2005). Once a person develops the right desire to travel, the kind of holiday and tourist destination is often determined by his/her perception of the different alternatives in the marketplace. Every personal experience encountered by a tourist while in a tourist destination, ultimately develops his internal perception of experience and eventually impacts on the decision he will make on which destination to go to next time he is on holiday (Prebensen, 2007). In the formation of a respectable destination image, tourist perception is the main factor for determining the group of attributes that tourists' value: attractions, amenities, accessibility, ancillary services, available packages and activities (Stanković and Đukić, 2009). The choice of a tourist destination is reinforced by positive perceptions of both the tourist and the destination hosts (Reisinger and Turner, 2003). According to the KIPPRA (2013), Kenyans perceive that tourism and travel is a reserve for international tourists and therefore, this calls for domestic marketing and education to the locals by relevant government agencies and Kenya Tourism Board.

Demand for tourism is also affected by learning. Learning is the process whereby an individual's behavior changes due to previous experiences in similar circumstances (Khaled, 2008). Tourists' satisfaction with a tourist destination is dependent on previous experience of the same destination (Vetitnev et al., 2013). These previous personal experiences are what determine their decision to visit a particular destination (Yimsrisai and Khemarangsarn, 2012). Repeat visitors who have previously visited the same tourist destination or have information about it, have a different perception compared to first time visitors (Baloglu et al., 2003). Once tourists have been to a destination and liked it, they may return to that destination in the future.



**Figure 1: Conceptual framework**

## METHODOLOGY

This survey was conducted from the local residents visiting tourist destinations in Nairobi and Nakuru town namely: Nairobi National park, Bomas of Kenya, National Museums, Uhuru Park, Lake Nakuru National park, and Nyayo gardens. This target population was chosen because both Nairobi and Nakuru town have diverse tourist attractions that are easily accessible by the local population, are proximal to each other, are cosmopolitan urban centres with diverse populations coming from every major tribe in Kenya and have national parks so close to the city/town that are most frequently visited by both local and international tourists (Gachie, 2014; Kenya information guide, 2014).

Statistics show that Nairobi National park, Lake Nakuru National park, National museum and the snake park are the most frequently visited tourist destinations in Kenya (KNBS, 2013). Uhuru park is a popular place for relaxation by Nairobi residents whereas Bomas of Kenya showcases daily performances of Kenyan traditional songs, dances and culture (Gachie, 2014) and appeals to majority of urban Kenyans especially on Sunday afternoons who visit there with their families and crowd the place (Bruner, 2005). Tourism is a major generator of income in Nakuru county contributing roughly 90% towards Nakuru municipal's council budget (Kenya decides, 2012), thus one of the major economic backbones of Nakuru town (Rop et al., 2009). Nyayo gardens is a popular relaxation place by the local residents in Nakuru (Kenya yote, 2014). It is a common place where events, exhibitions and activities are held (Primecom Events Management Ltd, 2012).

The sample consisted of 384 randomly selected respondents: 254 respondents from Nairobi city and 130 respondents from Nakuru town surveyed using multistage sampling procedure. Nairobi city and Nakuru town in Kenya were selected using cluster sampling. Stratified sampling was then used to divide the tourist destinations within Nairobi city and Nakuru town. Systematic sampling procedure was used to select every 3rd respondent visiting these tourist destinations. Primary data was collected through questionnaires. Data obtained from 384 questionnaires was analyzed using SPSS 16.0. Questionnaires were used because the study focused on variables that cannot be directly observed such as views and opinions of the respondents. Psychological factors with a 22-item scale was measured using Likert type scale ranging from 1 = Strongly disagree to 5 = Strongly agree to assess the psychological factors that have played a role in creating demand for urban domestic tourism. The psychological factors under study were push motivations, perception and learning.

## RESULTS AND FINDINGS

Table 1 below presents the demographic characteristics of the respondents.

Variable		Frequency	Percent
<b>Gender</b>	Male	218	56.8
	Female	166	43.2
<b>Age group</b>	Less than 25	103	26.8
	25 to 34	179	46.6
	35 to 44	72	18.8
	45 to 54	15	3.9
	55 or older	15	3.9
<b>Marital status</b>	Single	159	41.4
	Single with child/children	18	4.7
	Married	125	32.6
	Married with child/children	73	19.0
	Divorced	6	1.6
	Widowed	3	0.8
<b>House Monthly Income (Kshs)</b>	Less than 20,000	190	49.5
	20,000 – 49,999	96	25.0
	50,000 - 79,999	47	12.2
	80,000 – 109,999	23	6.0
	110,000 and over	28	7.3
<b>Level of Education</b>	Primary or less	10	2.6
	Secondary	47	12.2
	College	131	34.1
	University	160	41.7
	Post University	36	9.4
<b>Members in Household</b>	1 - 2 people	63	16.4
	3 -4 people	164	42.7
	5 - 6 people	105	27.3
	7 or more people	52	13.5

**Table 1: Respondents' Demographic Characteristics**

### Psychological factors influencing urban tourism demand

Psychological factors that influence tourism demand were motivation push factors, perception and learning (experience). Regarding the psychological factors (Table 2), the respondents strongly agree that fun and enjoyment (4.48), to know new places/visit places I have not been to (4.39), sense of adventure (4.33), perception that Kenya tourism products are unique (4.32), enrich myself intellectually (4.18), personal confidence (4.13), weekends/free time (4.11), education (4.08), and friends and family (4.04) are the most important psychological factors influencing their decision to engage in domestic tourism. Other significant factors are to be together with family (3.98), encounter different lifestyles and culture (3.97), self esteem/prestige

(3.90), learning (experience) (3.87), to relieve stress (3.79) and annual leave (3.77). Other factors that are of moderate influence are marketing promotions (3.59), conventions/conferences (3.58), disposable income (3.54), health (3.51), escape from normal routine (3.47) and religion/pilgrimage (3.28). The least important factor that would push the respondent to engage in domestic tourism is the need to be recognized (2.71). Table 2 below presents the psychological factors.

	Mean	Std. Deviation
Fun and enjoyment	4.48	.744
To know new places/Visit places I have not been to	4.39	.829
Sense of adventure	4.33	.849
Perception on Kenya tourism products	4.32	.869
Enrich myself intellectually	4.18	.928
Personal confidence	4.13	1.046
Weekends/Free time	4.11	.909
Education	4.08	1.033
Friends and family	4.04	.979
To be together with family	3.98	1.056
Encounter different lifestyles and culture	3.97	.990
Self esteem/Prestige	3.90	1.109
Learning (experience)	3.87	1.022
To relieve stress	3.79	1.168
Annual leave	3.77	1.098
Marketing promotions	3.59	1.090
Conventions/Conferences	3.58	1.039
Disposable income	3.54	1.267
Health	3.51	1.222
Escape from normal routine	3.47	1.340
Religion/Pilgrimage	3.28	1.215
Need to be recognized	2.71	1.332

Note: n = 384 1 = Strongly disagree and 5 = Strongly agree

**Table 2: Psychological factors**

The study reveals that majority of respondents visit tourist destinations for fun and enjoyment. Others travel because of personal need such as sense of adventure, stimulate sensations and emotions, do different things, encounter different lifestyles and culture, know new places, relieve stress. This finding shows that medical tourism (health), conventions and conferences, religion and pilgrimage are upcoming trends that could help diversify the tourism products. Table 2 indicates that learning (3.87) has a moderately high score and is to a great extent important in determining choice of destination. Having visited a tourist destination before will to some extent determine choice of holiday destination that a domestic tourist will undertake in the future. Therefore, travel destinations should make sure that they make the experience of the domestic

tourist as memorable as it can be as this can result to repeat visitations by the domestic tourist or even bring new tourists to the area resulting to higher sales.

### Reliability tests

The Cronbach Alpha coefficient test results of the measurement scale shows that the psychological factors with 22 items had a reliability coefficient of 0.792.

### Factor Analysis of Psychological variables

Using principal component analysis (PCA), the data was reduced to composite factors. Those variables above cut off of 0.5 were used to form the composite factor.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.804
Bartlett's Test of Sphericity	Approx. Chi-Square
	1.982E3
	df
	231
	Sig.
	.000

Source: Primary data (2014)

**Table 3: KMO and Bartlett's Test (Psychological factors)**

The KMO value for this study was approximately 0.804 as can be seen from table 3 which was above the suggested minimum of 0.5.

### Correlation Matrix

Bartlett's Test of Sphericity was used to test the null hypothesis that the correlation matrix upon which the factor analysis was based is an identity matrix. The Bartlett's Test of Sphericity had an approximate Chi-Square value of 1982.0 and Sig value =0.00. The Null Hypothesis that the Correlation matrix is an identity matrix was consequently rejected while the alternative hypothesis accepted that indeed, the factor analysis procedure was based on a correlation matrix not identity in nature and that there are significant correlations among at least several variables.

### Factor Extraction

Factor analysis was used to reduce the psychological attributes items by putting together interrelated variables and generate a small number of psychological variables dimensions. The Total Variance Explained section (Table 4) shows the number of common factors extracted, the Eigen values associated with these factors, the percentage of total variance accounted for by each factor, and the cumulative percentage of total variance accounted for by the factors. Using the criterion of retaining only factors with eigenvalues of 1 or greater, six factors were retained for rotation. These six factors accounted for 20.82%, 11.04%, 8.14%, 5.85%, 5.39% and 5.18% of the total variance, respectively, for a total of 56.42%.



Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.581	20.822	20.822	4.581	20.822	20.822	2.519	11.449	11.449
2	2.428	11.036	31.857	2.428	11.036	31.857	2.328	10.582	22.030
3	1.791	8.140	39.997	1.791	8.140	39.997	2.168	9.856	31.887
4	1.287	5.848	45.845	1.287	5.848	45.845	1.999	9.087	40.973
5	1.186	5.391	51.237	1.186	5.391	51.237	1.929	8.768	49.741
6	1.140	5.181	56.418	1.140	5.181	56.418	1.469	6.677	56.418
7	.959	4.357	60.775						
8	.858	3.901	64.676						
9	.783	3.558	68.234						
10	.748	3.398	71.632						
11	.698	3.173	74.805						
12	.647	2.943	77.748						
13	.630	2.863	80.610						
14	.598	2.720	83.330						
15	.571	2.594	85.924						
16	.529	2.405	88.329						
17	.502	2.280	90.609						
18	.466	2.116	92.725						
19	.442	2.008	94.733						
20	.422	1.917	96.650						
21	.385	1.749	98.399						
22	.352	1.601	100.000						

Extraction Method: Principal Component Analysis.

**Source:** Primary data 2014

**Table 4: Total Variance Explained (Psychological factors)**

The Rotated Component Matrix presents the six factors after varimax rotation (Table 5). To identify the representation of these factors it was important to consider the items that loaded on each of the six factors.

	Component					
	1	2	3	4	5	6
To relieve stress	<b>.744</b>					
To be together with family	<b>.726</b>					
Escape from normal routine	<b>.539</b>				.433	
Need to be recognized	<b>.517</b>			.304		
Encounter different lifestyles and culture	<b>.503</b>					
Friends and family	.377	.366				
To know new places/Visit places I have not been to		<b>.739</b>				
Fun and enjoyment		<b>.683</b>				
Enrich myself intellectually		<b>.643</b>		.380		
Sense of adventure		<b>.551</b>		-.319		
Education			<b>.800</b>			
Conventions/Conferences			<b>.701</b>			
Religion/Pilgrimage			<b>.602</b>	.325		
Marketing promotions			.476	.306	.403	
Personal confidence				<b>.772</b>		
Self esteem/Prestige				<b>.707</b>		
Disposable income					<b>.734</b>	
Annual leave	.445				<b>.534</b>	
Health				.399	.489	
Weekends/Free time		.456			.468	.373
Perception on Kenya tourism products						<b>.743</b>
Learning (experience)						<b>.684</b>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

**Source:** Primary data (2014)

**Table 5: Rotated Component Matrix<sup>a</sup> (Psychological factors)**

Five items loaded on Factor 1 and comprised of to relieve stress, be together with family, escape from normal routine, need to be recognized and encounter different lifestyles and cultures. Four items mainly to know new places/visit places I have not been to, fun and enjoyment, enrich myself intellectually, and sense of adventure loaded on Factor 2. Three items loaded on Factor 3

and comprised of education, conventions/conferences, and religion/pilgrimage. Two items loaded on Factor 4, 5 and 6 respectively namely personal confidence and self esteem; disposable income and annual leave; and perception and learning. Factors 1 to 5 make up the motivation push factors.

### Hypothesis testing of the Psychological Factors and Demand for Urban Domestic Tourism

The investigation of psychological factors and urban tourism demand was done using regression analysis.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 <sup>a</sup>	.436	.435	.07805

a. Predictors: (Constant), Psychological Factors

**Table 6: Model Summary**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.799	1	1.799	295.412	.000 <sup>a</sup>
	Residual	2.327	382	.006		
	Total	4.126	383			

a. Predictors: (Constant), Psychological Factors

b. Dependent Variable: Tourism Demand

**Table 7: ANOVA<sup>b</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.071	.012		5.844	.000
	Psychological Factors	.718	.042	.660	17.188	.000

a. Dependent Variable: Tourism Demand

**Table 8: Coefficients<sup>a</sup>**

A linear regression ascertained that psychological factors could statistically significantly predict demand for urban domestic tourism,  $F(1, 382) = 295.41$ ,  $p = .000$  and psychological factors accounted for 43.6% of the explained variability in domestic tourism demand. The regression

equation was: domestic tourism demand =  $0.071 + 0.718 \times (\text{psychological factors})$ . This implies that for every unit increase in psychological factors, demand for local tourism will increase on the average by 71.8%.

## DISCUSSION

On the basis of this objective the study hypothesized that there is a significant relationship between psychological factors and domestic tourism demand. The variables under study were motivation push factors, learning and perception. The major psychological factors that were seen to create demand were perception (Kenya's tourism products are attractive and unique), learning, and motivations push factors which are self esteem/prestige, personal confidence, education (going to study), to relieve stress, to be together with family, escape from normal routine, need to be recognized, encounter different cultures and lifestyles, to know new places/visit places I have not been to, annual leave, fun and enjoyment, enrich myself intellectually, sense of adventure, conventions/conferences, religion pilgrimage, and disposable income.

In the final analysis the hypothesis test revealed that there was a significant relationship between psychological factors and demand for domestic tourism which suggest that demand is predicted by psychological factors. The results are consistent to the prevailing literature which indicates that psychological factors are significant in influencing travel decision making (Copper *et al.*, 1998). The results also agree with Prebensen (2007), who argues that the kind of holiday and tourist destination is often determined by his/her perception of the different alternatives in the marketplace. Stanković and Đukić (2009) note that in the formation of a respectable destination image, tourist perception is the main factor for determining the group of attributes that tourists' value: attractions, amenities, accessibility, ancillary services, available packages and activities.

Additionally, repeat visitors who have previously visited the same tourist destination or have information about it, have a different perception compared to first time visitors (Baloglu *et al.*, 2003). It is worth noting that learning (experience) did create demand for local tourism. This is consistent with Vetitnev *et al.*, (2013), who noted that tourists' satisfaction with a tourist destination is dependent on previous experience of the same destination. Moreover, these previous personal experiences are what determine their decision to visit a particular destination (Yimsrisai and Khemarangsarn, 2012). Therefore, tourist destinations should make sure that they leave the customer with a memorable experience by offering unique and superior services that are beyond the customer's expectations.

The findings on motivation push factors are consistent with Yimsrisai and Khemarangsarn (2012), who argue that push factors relate to an individual's inner personal needs and influence him in his choice of tourist destination and include individual's sense of adventure, encounter different lifestyles and culture, know new places, relieve stress, find interesting people, escape from normal routine, have fun, relax physically, increase knowledge, enrich themselves intellectually, develop close friendships, visit places they have not been with their friends, chat about the trip with their friends. The findings are also consistent with Yoon and Uysal (2005),

who noted that individuals may travel to search for authentic encounters or escape their normal routines or even travel to enhance their ego (Kassean and Gassita, 2013).

Additionally, it is consistent with Mutinda and Mayaka (2012), who noted that Nairobi residents were motivated by certain aspects while choosing destinations such as knowledge and adventure; economic concerns; personal safety; destination information; travel arrangement; destination features; family and friends; leisure and relaxation; religious and cultural considerations and travel bragging. However, friends and family, marketing promotions, health and weekend/free did influence respondents to engage in domestic tourism however not to a great extent.

## **IMPLICATION TO RESEARCH AND PRACTICE**

Psychological factors namely motivation push factors, perception and previous experiences (learning) are crucial in driving domestic tourists to visit tourist destinations. Therefore, destination marketers should understand the psychological factors that influence demand for domestic tourism so that they can design, package, communicate, position and reposition tourism products that cater for the needs and wants of domestic tourists. Players in the tourism and hospitality industry should portray good images of tourist destinations, develop tourism products and services of value, and offer unforgettable experiences. Psychological factors also provides a base through which destination marketers can use to segment and target the domestic tourism market with the right product offerings using the right target market strategies. Destination marketers must therefore avoid using similar strategies for all destinations but instead tailor make the marketing strategies and mediums they use to market to the different target groups. Understanding psychological factors will therefore help destination marketers not only understand their target market but have the right message, appeal and medium to use to communicate to their target market and save the scarce marketing resources they may have.

## **CONCLUSION**

The study population was conducted primarily from a large and varied sample of local tourists visiting major tourist attractions in Nairobi city and Nakuru town. Therefore, the study results can be generalized to other populations living particularly in the urban areas endowed with tourist attractions. It can then be concluded that the psychological factors influencing demand are perception (Kenya's tourism products are attractive and unique), learning, and motivations push factors specifically, self esteem/prestige, personal confidence, education (going to study), to relieve stress, to be together with family, escape from normal routine, need to be recognized, encounter different cultures and lifestyles, to know new places/visit places I have not been to, annual leave, fun and enjoyment, enrich myself intellectually, sense of adventure, conventions/conferences, religion pilgrimage, and disposable income.

## **FUTURE RESEARCH**

Given that this study focused only on urban Kenya specifically Nairobi and Nakuru, it is recommended that a study be conducted in rural Kenya. The research can also be replicated in

other African countries or a comparative study can be undertaken to determine whether we would obtain similar results. Studies on other psychological factors such as attitudes can be further explored.

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