

**MEDIA PUBLICITY AND THE PERFORMANCE OF
INTERNATIONAL TOURISM IN KENYA**

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DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any university for academic credit.

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This project has been presented for examination with my approval as the appointed supervisor.

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DEDICATION

I dedicate this project to my family and the Department of business administration, school of business, University of Nairobi for being supportive throughout my study. I have acquired a wealth of knowledge during my time at the university.

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LIST OF ABBREVIATIONS

KTB	Kenya Tourism Board
KTDC	Kenya Tourism Development Corporation
KUT	Kenya Utalii College.
KICC	Kenyatta International Conference Centre
CTDLT	Catering and Tourism Development Levy Trustee
KATO	Kenya Association of Tour Operators
KATA	Kenya Association of Travel Agents
KAHC	Kenya Association of Hotel keepers and Caterers
ESOK	Eco Tourism Society of Kenya
TTF	Tourism Trust Fund
KSLH	Kenya Safari Lodge and Hotels
WTO	World Tourism Organization

ABSTRACT

The main purpose of the study was to determine the relationship between media publicity and the performance of international tourism in Kenya. The research adopted a descriptive survey of the tourism sector in Kenya. The population of the study was the six government parastatals in charge of promoting tourism in Kenya and the six other affiliates. Primary data was used for the purpose of this study. The data was collected using a semi structured questionnaire consisting of both open and closed ended questions. The questionnaires were coded and data cleaned before analysis where the closed ended questions were analyzed quantitatively, using descriptive statistics and open ended questions analyzed qualitatively using content analysis and the results presented under identified themes as per the objectives of the study. The study findings established that media publicity has a great impact on an organizations performance and therefore a negative publicity on a firm can cause a decrease in its clientele level and a reduction in the financial position of the firm. While a positive media publicity on the organization would encourage more clients and customers to the firm thereby increasing the organizations business performance. Media publicity also influenced to a large extent the international tourists' arrivals in the country. The study made recommendations based on the study findings as follows: it is of importance to encourage the media to portray the country in a positive light. Though playing their role in creating awareness, it is also important to consider the repercussions of such publicity to the various sectors in the country such as the tourism sector. The government should also take their role of safeguarding the tourism sector by encouraging the media houses to advertise on the tourists' site and resorts in the country such as the eighth wonder of the world. The government can also impose laws on the media houses that would prevent them from taking part exposing exaggerated dirty linen to the outside world. The information given out should be first considered of its effects and any screening done.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

During the recent years, the role of media publicity and its crucial position in the organization performance has raised great interest from all quarters. Through its role of creating awareness on available products, it has aided in the process of decision-making. Media publicity is therefore a third party that current and potential customers are likely to trust and be influenced in their decision-making process. According to Manfred (1992), there is a relationship between the information providers and the customers' decision-making process, which leads to 'defer' 'decline', or 'decide'. He argues that publicity is essential for any organization and has a great influence in achieving its set goals and objectives. However, this depends on the kind of publicity whether positive or negative with equal measures on the impact

Tourism is one of the fastest growing and single largest industries in the world and many countries in the world depend upon it as a main source of foreign exchange earnings. According to the World Tourist Organization (WTO), the industry experiences a very high rate of growth with every country becoming not only a source market but also a destination. It has continued to surge as a world economic force. In Kenya, it has been among the country top foreign currency earner, contribution in excess of Sh120 billion the year 2012 (Kenya 2012). This trend of tourist arrivals and earnings is continuing with the World Tourism 2020 Vision forecasting that this figure will be 1,561.1 million by 2020. The powerful effects of media publicity can bring sweeping changes of attitudes and behavior among the key actors in local, national and global tourism resulting to

sustainable peace, security and development (Ben-Yehuda, 2000). As the verdict goes, the media has a social responsibility to enhance the blending of local, national and international cultural values for enriched politics, society and economy (Berger, 2002).

Despite the positive impact the media publicity has on tourism, its negative publicity on the environmental situation is detrimental to the development of tourism with the same magnitude. A balance is therefore essential to ensure that it plays its role responsibly.

1.1.1 The Concept of Media publicity

According to Shimp (2007), “Medium is the general communication method that carry the message”. It is a tool or a way to store and deliver the information and originates from the Latin word, “medium“, which means “middle”. Kaplan (2010) defines it as a tool to store, deliver and transfer the information and data. It also refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages.

Media has evolved over time with the improvement in technology making it more and more complex. The first printed pages appeared more than 500 years ago. In 1900, there was no radio, television or internet. Newspapers dominated the media market, with virtually no competition. However, during the last century, dramatic developments have taken place in mass media. The first radio broadcast took place about 100 years ago with the first Television broadcast taking place about 75 years ago. Internet was born about 50 years ago followed by the first generation cellular networks which became popular about 30 years ago with search engines coming into the picture about 25 years ago. Media

today has evolved into a multi-faceted force that has become an integral part of our life, influencing almost everything we do. Media is no longer confined to one way communication. Using available technology and social media we can now communicate and interact with one another anywhere on earth instantly. Today information virtually has no barriers thanks to this media explosion (Kaplan 2010).

Through technological development in the media sphere, there has been a great revolution that has transformed the mode of communication. At the moment, we have three broad categories of media namely; print media, electronic media and social media. It has become very important in our society and is considered a mirror in that it reflects the reality of the modern society. It has played a great role in educating the society, creating awareness, entertaining the society, advertising, increase salience and adds value in the current market.

According to Berger (2002), Publicity is the movement of information with the effect of increasing public awareness of a subject. It is gaining public visibility or awareness for a product, service or a company via the media. Public Relations Institute of Southern Africa (PRISA) defines it as, Published or broadcast content generated by a Public Relations practitioner, stakeholders (mainly online) or the media itself in the form of editorial copy, photo captions, cartoons, letters to the editor, blog opinion etc. This helps an organization communicate, establish and maintain communication with the public. From a marketing perspective, it is one component of promotion which is a component of marketing. Tarlow (2011) contends that “any press is good press” which reflects the impact of any media publicity. For example, the wide coverage of the Al shabab militia

activities along the Kenyan coast has resulted to a huge cancelation of international bookings as well as of flights from some source destinations such as UK. This shows how effective that coverage is and the impact it has as a result of behavioral change of our tourist products consumers.

The advantages of publicity are low cost, and credibility (particularly if the publicity is aired in between news stories like on evening TV news casts). New technologies such as weblogs, web cameras, web affiliates, and convergence (phone-camera posting of pictures and videos to websites) are changing the cost-structure. The disadvantages are lack of control over how your releases will be used, and frustration over the low percentage of releases that are taken up by the media.

1.1.2 Organizational Performance

An organization according to Gratton (2000) is a group of individuals who have come together to achieve a specific goal and objective which could not be achieved by one individual. Organizational performance therefore refers to how well a group of individuals has achieved its goals and objectives (Chirac, 2005). It can be evaluated on individual level, group level, or organization level on the bases of financial based, market based, customer based or operational bases.

Financial performance literally refers to financial measures, such as profit margin, return on investment (ROI), return on equity (ROE) and return of assets (ROA) (Berry and Waldfogel, 2009). Market performance measures refer to how well the partnership delivers social services to the public through Public-Private-Partnership. It also refers to

how competitive an organization is within the market and the market share. Customer performance measures refer to the extent to which an organization meets its client's expectations measured in terms of the number of repeat clients, the number of complaints and the rating given by the clients on their feedback. Operational based measures refer to the management effectiveness, organization culture, internal working environment, HR related issues and staff motivation and development.

Scholars have come up with different ways of evaluating the organization performance. The two measures include Gap analysis and benchmarking (Gratton 2000). Gap analysis investigates the gap between the objective and the goals of the organization and the actual level of performance and establishes actions to mitigate the gap. Benchmark on the other hand involves comparing the level of performance with the best practices from other competing organizations for the purpose of borrowing from them. Although the concept of organizational performance is easily thought to be simple and unequivocal, it is not just something one observes and measures. It is a relative concept defined in terms of some referent employing a complex set of time-based and causality-based indicators critical for any organization to ensure its future survival.

1.1.3 Tourism in Kenya

Tourism has been a big business in Kenya for decades owing to the vast natural resources of the land, the impressive wildlife and the beautiful Indian Ocean coastline. It is under the ministry of East Africa affairs, commerce and tourism in the department of tourism. Crompton (1987) has observed that tourism in Kenya was instituted during the colonial period as a "European hedonocracy", that is, a leisure-oriented activity for which only

Europeans were equipped culturally, economically and socially to take part in, and around which they reserved for themselves the right to undertake entrepreneurial activity. Before the colonial period, East Africa had long received visitors from ancient Greece, Arabia, Persia (now Iran) and India.

In 1940s, the foundations were laid for the development of a modern tourism industry enhanced by the Kenya-Uganda Railway which enhanced mobility. This was further enhanced by the introduction of Boeing 707 and jumbo jet aircraft in the late 1950s which revolutionized air travel by drastically reducing flight time and doubling carrying capacity (Migot-Adolla et al. 1982). In 1947, East African Tourist Travel Association (EATTA) was formed to represent the interest of the players to the government. At independence in 1963 the government inherited a tourist industry whose structure and infrastructure had been carefully nurtured over the previous fifteen or so years.

The sector is currently being coordinated by the following bodies. The Kenya Tourist Board (KTB) in charge of marketing of Kenya's tourism, Tourism Development Corporation (KTDC) in charge of providing a range of advisory and financial services to investors in tourism related enterprises. The Kenyatta International Conference Centre (KICC) for meetings, incentive, conferences & exhibitions. Bomas of Kenya which offers Kenya in miniature in terms of wonderful diversity of cultures and Kenya Utalii college which is the premier hospitality and tourism training school in East Africa. Other affiliates include, The Kenya Association of Tour Operators (KATO), the Kenya Association of Travel Agents (KATA), Eco Tourism Society of Kenya (ESOK),

Tourism Trust fund (T.T.F), Kenya Safari Lodges and Hotels (K.S.L.H) and Kenya Association of Hotelkeepers and Caterers (KAHC).

1.1.4 International Tourism in Kenya

A person travelling for a period of 24 hours or more in a country other than that in which he/she resides and not for a period exceeding 12 months is referred to as an international tourist (Crompton 1987). The purpose of the travel will be leisure activities such as holidays, sports, recreation, and also business trips. In Kenya, it has seen a great improvement over time both in terms of numbers and revenue. This was evident when the sector became the fastest growing and most important sector of the Kenyan economy. Tourist arrivals expanded from under a quarter million in 1970s to over a million by year 2012. (Kenya gazette 2013).

This downward trend continued for the entire last quarter of decade due to internal constrains such insecurity status, poor infrastructure, political environment and poor governance coupled with some external ones such as upcoming competitions, world economy recess, shift in world ideology, political upheaval and conflicts, increased insecurity and negative advisories by the government of the source market. In 2011, there was a good sign of recovery with a high recording of 1.23 million international arrivals. This dropped a little in the year 2012 both in the tourist's arrivals and revenue by two percent owing to pre-election jitters rise in insecurity, and the economic crisis in Europe that persisted throughout the year.

The country's tourist source markets for long have been United States and European countries. However, with the fluctuating numbers from these source markets, there has

been a change of focus to Middle East and Asian continents who are responding very positively to the campaigns being conducted by the Kenyan government.

1.2 Research Problem

Media and publicity has been viewed as key to any organizational growth and development. Through the transfer of information, media enhances awareness on the company and its product visibility and therefore creating the brand image. Through advancement in technology, media has shrunk the world into a village therefore making it possible for an organization to have an international visibility. Tourism growth has been tremendous as a result of the increased coverage from the media. However, media believes to sell more when covering negative publicity than positive.

Kenya through the Kenya tourism board and other stakeholders has been in the forefront through media publicity in marketing Kenya as a destination of choice. However, the sector has been for the last two decade highly affected and the performance declined. Though attributed to the existing social, political and economic environment, Media publicity has played a great role. The media has focused so much on the negative aspect of our environment overlooking the positive.

Several scholars locally and internationally have reviewed the subject of media publicity in relation to tourism performance in Kenya. Ratemo (2012) studied “Niche diplomacy: the role of the media diplomacy in promoting tourism in Kenya. The study discussed the usefulness, relevance and execution of niche diplomacy and media diplomacy with relation to the promotion of tourism in Kenya. Ndung’u (2010) studied the effectiveness of marketing strategies used in destination branding in the promotion of domestic

tourism. The study encouraged the use marketing strategies that would entice the domestic tourism. Salim (2010) did a study on the negative media practice and the Kenyan Tourism Industry: a study of the mainstream print media. The study established that negative media practice, particularly Sensationalism of violence, adversely affected tourism industry. Internationally, Beirman (2003) did a study on the role of effective media communication to tourism in democratic countries where the mass media's role is to inform the general public. Zeng B (2013) in his study on social media in tourism" established that social media has contributed greatly to the international tourism development however he argues that many tourism destinations have not fully recognized the use of social media such as on line marketing. Bradbury K (2011) in his study on the growing role of social media in tourism marketing argues that The tourism industry is primed to take advantage of social media outlets, and change from the traditional way of relying largely on destination reputation, consumer opinion, spread of information, and positive word-of-mouth advertising to Social media. However he appreciates the fact that, social media in tourism is still in infancy.

From the above discussions, there is very little known study on the effects of media on the performance of the international tourism in Kenya. This study therefore seeks to fill this knowledge gap by investigating the influence of media publicity on the performance of the international tourism in Kenya. The study will attempt to answer the following question; does media publicity have any relationship with the performance of international tourism in Kenya?

1.3 Research objective

This study will seek to achieve the following research objective

To determine the relationship between media publicity and the performance of international tourism in Kenya.

1.4 Value of the Study

The findings of this study will be important to several stakeholders. First, the findings of this study will be of beneficial to future researchers and academicians. Through the findings of this research, future researchers and academicians will be able to find a source to refer to on matters concerning the performance of the international tourism in Kenya and the key role played by the media publicity.

The marketing agency of tourism in Kenya will find the findings of this study useful as it will inform of the role played by the media publicity in the recorded performance of international tourism in Kenya. Through the findings of this study, the management will be able to make decisions on the best way of marketing Kenyan tourist sites for maximum effects.

The findings of this study will also be important to policy makers on tourism in Kenya. Through the findings of this study, the policy makers will learn on the necessary measures that need to be put in place to ensure maximum effect from the tourism marketing efforts. The findings of this study will also be beneficial to media houses not only in Kenya but worldwide on their role in promoting Kenyan tourism. Through the findings of this study, the media will learn on the best way to offer services in promoting Kenyan tourism.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter gives the review of the literature that is related to the study. The specific areas covered here are, forms of media, the role of media, media publicity, organizational performance and media publicity and organization performance.

2.2 Theoretical foundation.

There exist various means of communication which are used as a collective noun for the press or news reporting agencies.

2.2.1 Social Media

Kaplan (2010) defines Social Media as a group of Internet-based applications that are built on the ideological and technological foundations that allow the creation of exchange of User Generated Content. According to Safko and Brake (2009) Social Media refers to activities, practices, and behaviors among communities of people, who gather online to share information, knowledge, and opinions using conversational media. The most popular are Facebook and LinkedIn. Other includes, Bookmarking sites, Social news services, Media Sharing services, Micro blogging services, Blog Comments and Forums and Wiki websites.

The advantages of social media marketing are cost effective, increased brand visibility through compelling and relevant that grabs the attention of potential customers and a wider scope of the market due to the wide coverage the site has. Time effective due to the

speed of the information transfer on your products and response to customers and increased loyalty and advocacy from the customers you have connected with therefore increasing on sale and brand presence.

On the other hand, social media has its disadvantages which if not well managed can result to a negative impact on business. More time and effort is required to updating your social media accounts. It is short lived since posts are visible for a short time before newer posts replace it. It is also expensive to manage in response to clients' demand and competition.

2.2.2 Traditional media

According to Kaplan (2010) it is any media used to transmit mass communication before the use and advent of internet. The different types include, Print media, and electronic media.

Print media encompasses mass communication through printed material such as, Newspapers which enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. Magazines which cater for a specific type of audience who are looking for information based on a particular subject and Booklets and Brochures which are promotional literature of a product or an organization. Others include Direct Mailers, Handbills or Flyers and Billboards.

Print media have the following advantages; it is very popular to reach the target audience for advertisers. Easy to choose the size of the advertisement space thus helping you plan

the budget, Readership loyalty which guarantees you added readership and ready customers. They are attractive and thus easy to capture the audience attention.

However, they also have the following limitation; they are sometimes expensive considering the media you choose. The shelf life of any particular print media is limited and do not have flexibility and thus requires you to plan early in advance to beat deadline

Electronic media are media that use electronics or electromechanical energy for the end user to access the content. These media include, Television which appeals both the auditory and visual senses, more related to this are media like movies, CDs and DVDs as well as the electronic gadgets. Radio has a significant reach and advertising on it with catchy jingles and mobile phones which have become a boon to mankind. It has made communication possible from anywhere and at any time. Electronic media has the ability to break news at lightning speeds than any other and is key to efficiency on advertisement. Your conversations could be visual, as well as textual which assist the people with auditory impairment, in conveying their messages. The message can be read anytime and anywhere. However, the main issue with electronic communication is security. Your computer can be hacked, and affected with computer virus. The speed, with which the messages are transmitted, often, changes the structure of the messages, which, at times, can be misinterpreted thus sending a wrong message from the intended one.

2.3 The role of Media

According to Berger (2002), Media is the most powerful tool of communication and in promoting the right things on right time and gives a real exposure to the mass audience about what is right or wrong. In the world of today, media has become very important in our society. It has played a significant role in strengthening and is considered as "mirror" of the modern society. It keeps the people updated and informed about what is happening around them and the world. No doubt, media has played significant role in making world a global village and to reduce the communication gaps amongst the people living in the far areas.

It plays an important role in increasing of public awareness, collecting the views, information and attitudes toward certain issue. It is a powerful tool of communication in the emerging world that increases the awareness and presents the real stage of society (Shimp 2007). Without the media, people in societies would be isolated, not only from the rest of the world, but also for the total formation of creditable world. It also plays a vital role in educating the society, develop our lifestyle and move it on the right path, because it always try to side with the truth and relevant factor. Entertainment is also a crucial role the media plays in the society. Through the different forms of media the society gets entertained in different ways. It is through the media that the different music from different corners of the world get transferred to the entire world, different programs get aired and viewed by all, different magazines are printed and sold to all parts of the world as per the target market. Movies and videos are also recorded and aired to all corners of the world. Media has also become a key component of advertisement in the

current market set up. With the world becoming a global village, the market has become very competitive with every part of the world becoming not only a source market but also a consumer. As a result, the media has become a key component of every organization in pursuit of creating the awareness and demand for their product. It is therefore paramount for organizations, to understand and appreciate these roles of media and work closely with them to promote sustainable growth.

2.4 Media Publicity

Kotler and Keller (2006) address publicity as part of the public relations functions. However, in their view public relations is part of the communication mix. PR is thus subsumed under marketing. Looking instead at the public relations theories it becomes even clearer that the area of publicity is a product of both marketing and PR. Several authors have called attention to the tense relationship between the marketing and PR functions, and how much would be gained by integration or cooperation. Insights into publicity could therefore possibly be found in both the marketing and public relations theory as well as in theory of journalism.

Publicity is not a new concept and has been documented back to the 1950s (Shaw 1957). However, the numbers of theoretical accounts are very limited, which has been observed by many authors. Several reasons have been given for the popularity of publicity among them the proliferation of media, audience fragmentation, publication specialization, shorter product lifecycles and relatively stable costs of product publicity as opposed to advertising. A frequent misunderstanding, however, is that publicity is free (Marken 1987). Although marketing within which publicity is a component is certainly more

expensive, there are costs associated with securing product publicity. These include, the salaries of personnel involved in the project apportioned according to the hours spent on the relevant activity, plus charges for travel, stationery, postage, entertainment and so on. He boils it down to the cost of “the time and effort required to research the publications” target audiences as well as the talent necessary to write a piece that meets the editors’ requirements”

Publicity in most of the organizations is done by a publicist whose job is to generate and manage publicity for a product, public figure, especially a celebrity, or for a work such as a book or movie or band. Publicists could work in large companies as in little companies. Though there are many aspects to a publicist's job, their main function is to persuade the press to report about their client in the most positive way possible. Publicists are adept at identifying and pulling out "newsworthy" aspects of products and personalities to offer to the press as possible reportage ideas. Publicists offer this information to reporters in the specific format of a magazine, newspaper, TV or radio show, or online outlet. The third aspect of a publicist's job is to shape "stories" about their clients at a time that fits within a media outlet's news cycle. Earning and maintaining a good reputation is challenging for new and established businesses.

According to Kotler and Keller (2006) Publicity has been seen as one of the key pillars for an organization success regardless of the size and age. It has provided a platform for organizations to raise awareness among stakeholders and encourage their participation, change people’s thinking and behavior in relation to a particular organization and product, informing people about the organization and product and its achievements and

any changes in regulations or management activities and raising awareness at regional and International levels to strengthen linkages. Its main advantages are, low cost of creating awareness; it gets you more attention of the readers and engages them with what you have to say. It carries greater kudos with people having more faith in what they read in newspapers or magazine and in what they hear from radio or TV commentators than they have in paid advertising. It provides that much sought after “third-party” endorsement. Also, if your organization or name is constantly out there, doors tend to open more

2.5 Organizational Performance

Kirkman, et al (1999) defines performance as the achievement of organizational goals in pursuit of business strategies that lead to sustainable competitive advantage. It is measured in terms of accounting measures, operational measures, market based measures, and survival measures. Measures of economic value creation are also popular in practice but are not frequently used in strategic management or entrepreneurship.

Accounting measures are those that rely upon financial information reported in income statements, balance sheets, and statements of cash flows. Accounting measures can be further subcategorized into profitability measures, growth measures, leverage, liquidity, cash flow measures and efficiency measures (Carton, 2004). Profitability measures include values and ratios that incorporate net income or a component of net income such as operating income or earnings before taxes. Growth measures include values and ratios that present some indication of organizational growth. Growth has been conceptualized

both in the context of resources and from a business operations perspective (Kirkman, et al, 1999).

Leverage, liquidity and cash flow measures include values and ratios that represent the organization's ability to meet its financial obligations in a timely manner and provide a cash return to capital providers. This can be measured both by the ratio of liquid assets to liabilities, and/or by the organization's ability to generate sufficient cash flow to meet outstanding liabilities. Efficiency measures include values and ratios that represent how well the organization utilizes its resources. Typical efficiency ratios include asset turnover, net profit per employee, net profit per square foot, sales per employee, and sales per square foot (Kaplan, 2010).

Operational measures include variables that represent how the organization is performing on non-financial issues. These measures include the Balanced Scorecard, Deming model and Baldrige model. The balance scorecard is a measuring instrument that offers to the organization the opportunity to clarify its vision and strategies and translate them into action. This provides feedback on both internal business processes and on external achievements in order to continuously improve strategic performance and business results. The variables applied in this model include market share, changes in intangible assets such as patents or human resources, customer satisfaction, and stakeholder performance (Drucker, 2001).

Deming model refers to changes occurring at each step in the production process and causes of variation being identified and fixed. If this is possible, then there is a way to reduce defects and improve product quality indefinitely. According to this model, all

business processes should be part of a feedback system with chains. The feedback should be examined to determine the causes of change, which is what presents significant problems. According to the Balridge model, the purpose of measurement is to obtain information that allows managers to know the company and to take responsible long term decisions. Measurement standards must derive from business strategy and provide key data and information about key processes, productivity and results. Areas covered would be consumer performance, consumer products and services, operations, marketing, competitive comparison, suppliers, employee performance and financial cost. This model proposes performance measurement standards or indicators to measure, which are measurable characteristics of product, services, processes and operations that the company uses to track and improve performance (Drucker, 2001).

Market-based measures of performance include ratios or rates of change that incorporate the market value of the organization. These variables include returns to shareholders, market value added, holding period returns, Jensen's alpha, and Tobin's Q. The calculation of these variables requires a market valuation for the company and is generally only available for publicly traded companies (Carton, 2004). Drucker (2001), the ultimate measure of organizational performance is survival. There are eight different performance dimensions that are essential for the survival and prosperity of a firm. These dimensions include market standing relative to the market potential both now and in the future, innovation, productivity, physical and financial resources, profitability sufficient to cover the risk premium for being in business, manager performance and development, worker performance and attitude, and public responsibility.

Economic value measures of performance are adjusted accounting measures that take into consideration the cost of capital and some of the influences of external financial reporting rules. Typical economic value measures include residual income, economic value added, and cash flow return on investment. Belch (1999) identifies the useful functions of measurements as building awareness, assessing problem/ opportunity areas, providing a mechanism for feedback and facilitating integration.

2.6 Media publicity and organization performance

During the recent years, the role of media publicity and its crucial position in the organization performance has raised great interest from all quarters. Through its role of creating awareness on available products, it has aided in the process of decision-making. The main objective of the mass media is to communicate news to the general public. The media is therefore a third party that current and potential customers are likely to trust, and they are therefore influenced by the mass media in their decision-making process.

The question rising from this is whether there is a relationship between what is being communicated by the mass media and the customers' stimulus. According to Lombardi (1990), there are two major ways of re-creating a brand image in the minds of customers. The first one is through communication in the mass media, while the second one is through a real experience. According to Manfredo (1992), there is a relationship between the information providers and the customers' decision- making process, which leads to 'defer' 'decline', or 'decide'. The stimulation might come from television advertisements, travel programs on television or radio, website, internet, a brochure, or word of mouth. Manfredo (1992) argues that publicity is essential for any organization

and has a great influence in achieving its set goals and objectives. However, this depends on the kind of publicity whether positive or negative with equal measures on the impact.

According to Lombardi (1990), publicity determines the trust of clients on the product and services an organization offers. Positive publicity results to increased trust and high expectations. As a result, this translates to increased customer base thus pumping up business. On the contrally, negative publicity would be very detrimental to the business performance. Expectations can be carelessly overblown, revealed as false in the form of bad publicity and lead to disappointment and a loss of trust. When an organization fails to follow through with promises, customers, employees and partners are more likely to question the truthfulness of all the organization's current and future messages. Regaining trust can be difficult and time-consuming. Publicity has a direct effect on sales organization growth. Companies that are virtually unknown can at times experience a boom in business after publicity. Increased awareness enhances the customer base and therefore resulting to increased sale and market share. On the other hand, bad publicity damages the long-term success of larger established businesses. Product accessibility can also decrease with bad publicity, and potential consumers might have fewer opportunities to purchase products. When buyers and store owners have negative opinions, their choices ultimately affect their customers' options.

Brand equity can get promoted or can suffer as a result of either positive or negative publicity. Positive publicity results to a high brand equity therefore increasing the customer loyalty. Brand equity suffers long-term damage as a result of bad publicity. This is especially evident for companies that must recall their products because of safety

or health hazards. In such cases, even if only a portion of a product's supply is recalled, buyers are likely to avoid the brand altogether for a period. Rumors, even those with no merit, can affect sales just as strongly. Brand association is also highly influenced by publicity. This refers to the deep-seeded attitudes and feelings a customer has toward a product or company. When brand association is negative, negative attitudes are more likely to come into a consumer's mind before positive ones. Bad publicity can contribute to negative brand association, which can in turn reduce sales over time. Changing attitudes and brand associations can take a great deal of time and can also be costly, as a company might be forced to invest in additional advertising and campaigns to correct negative attitudes.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter sets out the research methodology that was used to meet the objectives stated in chapter one of this study. The research design, the target population, sample design, data collection instruments and data analysis techniques were discussed.

3.2 Research Design

The research adopted a descriptive survey of the tourism sector in Kenya. It was applied to determine and report the influence of media publicity on international tourism development in Kenya.

The design was suitable for this study because of its providence in highlighting the two main methods when investigating and collecting data, quantitative and qualitative. A quantitative approach was strongly linked to deductive testing of theories through hypotheses, while a qualitative approach to research generally was concerned with inductive testing (Saunders et al, 2003). The main focus of this study was quantitative. However some qualitative approach was used in order to gain a better understanding and possibly enable a better and more insightful interpretation of the results from the quantitative study.

3.3 Population of the study

The population of the study was the six government parastatals in charge of promoting tourism in Kenya and the six other affiliates. These are the umbrella bodies under which

all international tourism activities fall. (See appendix 1). Due to the small number of the population a census study was conducted.

3.4 Data Collection

Primary data was used for the purpose of this study. The data was collected using a semi structured questionnaire consisting of both open ended and closed questions (Appendix 2). The open ended questions aimed at obtaining qualitative data while the close ended questions were used to obtain quantitative data. The questionnaire was divided into two sections: Section one obtained background data on the respondents and the organization, while section two obtained data on the influence of media publicity in the performance of the international tourism in Kenya. The questionnaires were self-administered and targeted sales and marketing, and public relations managers in each organization, therefore data was collected from a minimum of five respondents in each organization.

3.5 Data Analysis

The questionnaires were coded and data cleaned before analysis. The closed ended questions were analyzed quantitatively, using descriptive statistics. While open ended questions were analyzed qualitatively using content analysis and the results presented under identified themes as per the objectives of the study. To establish the influence of media publicity on the performance of international tourism, linear regression analysis was used.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND INTERPRETATION.

4.1 Introduction.

This chapter presents the finding of the study based on the study objective which was to determine the relationship between media publicity and the performance of international tourism in Kenya.

4.2 Response Rate.

The study targeted 12 firms from which 5 respondents were selected to form a sample size of 60 respondents. 45 respondents filled in and returned the questionnaires making a response rate of 75% as shown in Table 4.1.

Table 4.1: Response Rate

	Questionnaires administered	Questionnaires filled & returned	Percentage
Respondents	60	45	75%

This response rate was satisfactory to make conclusions for the study. According to Mugenda & Mugenda (2003), a response rate of 50 percent is adequate for analysis and reporting; a rate of 60 percent is good and a response rate of 70 percent and above is excellent. Based on the assertion, the response rate was considered to be excellent.

4.3 Demographic Information

This section provides the findings on the respondents' demographic information as well as that of the organization.

4.3.1 Position of the respondent in the organization

The respondents were asked to indicate their positions in the organization. The results revealed that the positions of the respondents were categorized into three categories namely, Top management, middle level management and operational management as shown in the Table 4.2.

Table 4.2: Management levels

Category of management	Frequency	percentage
Top level	12	26.67%
Middle Level	15	33.33%
Operational Level	18	40%
Total	45	100%

The respondents were chosen because they were deemed to hold important positions and have relevant information on the influence of media publicity on the performance of international tourism in Kenya.

4.3.2 Level of Education

The respondents were further asked to indicate their highest level of formal education and the findings are as indicated in the Table 4.3.

Table 4.3: Level of Education

Respondents	Respondent	Percentage
Degree holders	25	55.6%
Post graduate	15	33.3%
Diploma	5	11.1%
Total	45	100%

From Table 4.3, it is evident that 55.6% of the respondents were degree holders while, 33.3% of the respondents were post graduates. Diploma holders accounted for 11.1% of the respondents.

From the findings, it is clear that the respondents were well qualified and knowledgeable. This is an indication that the questionnaires were answered accurately with little or no guess work which increases the level of confidence in their findings.

4.3.3 Experience

The respondents were further requested to indicate the number of years worked with the company to establish their understanding on the progress of the performance of the company over time. The findings are presented in the Table 4.4.

Table 4.4: Respondents Years of experience

Responses	Frequency	Percentage
0-5yrs	10	22.2%
5-10yrs	17	37.8%
Above 10 years	18	40%
Total	45	100%

The findings show that 40% of the respondents had served in the company for more than 10 years. This was followed by those who had worked with the company for the duration between 5-10 years at 37.8% while 22.2% of the respondents indicated that they had worked with their respective companies for less than 5 years.

From the findings, it was evident that over 70% of the respondents had worked with their respective organizations for duration of over 5 years. This has provided them with enough experience to establish the changes within the organization and how media publicity would have contributed to that change over time. As a result, this gives more confidence on the reliability of the information provided by the respondents.

4.4 Background information of the organization

4.4.1 Age of the organization

This section required the respondents to indicate the number of years the organization has been in operation. The findings are presented in the Table 4.5 below.

Table 4.5: Age of the organization

Respondents	Frequency	percentage
Less than 5 years	10	22.2%
5-10 years	15	33.3%
Above 10 years	20	44.5%

From the table 4.5 above, the majority of the respondents (44.5%) indicated that the organization has been in operation for above 10 year while 33.3% indicating that their respective organizations have been in operation for duration between 5-10 years. Finally

22.2% of the respondents indicated that their organizations have been in operation for less than 5 years.

The findings showed that over 75% of the organizations have been in operation for over five years. This has given them relevant insight to the influence of media publicity on their business performance. This was accounted for by the experiences the companies have gained over the time with the media publicity. This makes the information gathered more reliable for the purposes of this study.

4.4.2 Change of the business performance of the organization

Respondents were required to indicate whether they have noted any change in the business performance of their respective organizations during the period they have worked. The findings are represented in the Table 4.6 below.

Table 4.6: Change of the business performance

Responses	Frequency	Percentage
No	10	22.2%
Yes	30	66.7%
Do not know	5	11.1%
Total	45	100%

Author: researcher, 2014

From the findings, 66.7% of the respondents indicated that during the duration they have worked in the organisation, there has been changes in the organisation business performance. However, 22.2% of the respondents indicated no change with 11.1%

indicating that they do not know whether there is a change in the business performance of the organization.

This implies that over time media publicity has had a significant effect on the business performance of organisation. This has been noted from the fact that most respondents have noted changes in their organisations as a result of media publicity.

4.4.3 Nature of the change in the organization

This section required the respondents to identify the nature of the changes they have noted in their respective organizations. The findings are as presented in the Table 4.7 below.

Table 4.7: Nature of the change in the organization.

Responses	Frequency	Percentage
Positive	22	62.2%
Negative	23	37.8%
Total	45	100%

Author: researcher, 2014

From the findings above, 62.2% of the respondents indicated that the changes in the organisation were positive in influencing organisational performance while 37.8% of the respondents indicated that the changes were negative. This implies that there are generally positive changes the organisational performance occurring as a result of media publicity. This goes in accordance with (Shimp, 2007) who argues that media publicity is

a powerful tool of communication in the emerging world that increases the awareness and presents the real stage of society.

4.5 Media Publicity Effects

4.5.1 Publicity contribution to the organization performance changes.

The respondents were asked to indicate whether publicity had any contribution to the changes in the organisation business performance or not. The findings are presented in the Table 4.8 below.

Table 4.8: Publicity and organization performance change

Responses	Frequency	Percentage
Yes	37	82.2%
No	8	17.8%
Total	45	100%

The findings from the figures above show that the majority of the respondents at 82.2% indicated that publicity has contributed to the changes in the organisation business performance while 17.8% indicated publicity had had no influence in the business performance of their respective organizations.

From the findings, it is clear that media publicity has a great influence on the current performance of most of the organization considered. Coupled with findings on the immediate previous section, publicity has contributed to both positive and with equal measure negative change on the business performance. Shimps (2007), argues that media

is a powerful tool of communication in the emerging world that increases awareness on products, thus enhancing its popularity. Likewise, any negative publicity on a product spreads so fast therefore eliminating its created popularity.

4.5.2 Extent of media publicity contribution to change in organization performance.

Respondents were further requested to indicate to what extent media publicity has contributed to the organization performance. The findings are presented in the Table 4.9 below.

Table 4.9: Extent of media publicity contribution to change in organization performance

Responses	Frequency	Percentage	Mean	Standard deviation
No extent	0	0%	4.1555	.7238
Low extent	2	4%		
Moderate extent	8	18%		
Great extent	16	36%		
Very great extent	19	42%		
Total	45	100%		

It is evident from the findings above that the majority of the respondents rated the extent to which media publicity has contributed to the organizational performance very great at 42%. 36% accounted for great extent, while 18% accounted for a moderate extent with 4% indicating low extent. The mean calculated from these results amounted to 4.1555.

On the likert scale a round of average of 4 represented “great extent”. This implies therefore that majority of the respondents noted that the media publicity contribution had a great extent of influence on the changes in organisational performance.

This goes in accordance Kotler and Keller (2006) who states that Publicity has been seen as one of the key pillars for an organization success regardless of the size and age.

4.5.3 Influence of media on international tourism in Kenya

In this section, the respondents were required to indicate the extent to which the media influences international tourism in Kenya. The findings are presented in the Table 5.0 below. The scale was between 1 to 5. 1 representing not at all, 2 represebtng small extent, 3 representing moderate extent, 4 representing great extent and 5 representing to a very great extent.

Table 4.10: Influence of media on international tourism in Kenya

Respondents	Rating (x)	Frequency (f)	Percentage	Mean	Standard Dev.
Not at all	1	1	2.22%	4.1333	.7535
Small extent	2	3	6.67%		
Moderate extent	3	8	17.78%		
Great extent	4	10	22.22%		
Very great extent	5	23	51.11%		
Total		45	100%		

From the findings, it is clear that the majority of the respondents indicated that media publicity has a huge influence on the growth of the international tourism in Kenya. This is indicated by the mean calculated from the frequency of the respondents on their responses. The mean calculated was of 4.1333 which represented a "great extent". This therefore implies that most respondents noted that there was a great extent of influence of media publicity on international tourism in Kenya and is the key to the growth and development of any international tourism as per the respondents.

This is supported by Manfredi (1992) who argues that publicity is essential for any organization and has a great influence in achieving its set goals and objectives. However, this depends on the kind of publicity whether positive or negative with equal measures on the impact. Media publicity is second to firsthand experience in influencing decision making.

4.5.4 Influence of media on international tourists arrivals.

The respondents were also asked to rate the influence of media on international tourist arrivals using a five point Likert scale. The range was 'from strongly agree (5)' to 'strongly disagree' (1). A response of strongly disagree (S.D) and disagree (D) covers between 0 and 2.4 (equivalent to mean score of 0 to 2.5 on the continuous Likert scale ;($0 \leq S.D/D < 2.4$).

The scores of 'moderately agree' have been taken to represent a variable that had an impact to neutral (N) (equivalent to a mean score of 2.5 to 3.4 on the continuous Likert scale: $2.5 \leq N < 3.4$). The score of 'agree and strongly agree' have been taken to represent a variable which had an impact to agree (A) (equivalent to a mean score of 3.5 to 5.0 on a

continuous Likert scale; $3.5 \leq S.A/A < 5.0$). A standard deviation of >1.5 implies a significant difference on the impact of the variable among respondents. The findings are contained in the Table 5.1 below

Table 4.11: Influence of media on international tourists

STATEMENT	Mean	Std. Dev.
The vast international tourism growth in Kenya in the past can be attributed to The wide publicity by the media both locally and international.	4.1333	0.673
Media is the second most relied upon source of information by tourists from first-hand experience	2.98	0.5201
Media publicity in major tourist source markets has a huge impact on tourists' destination decision making.	3.87	0.8751
Media publicity has a major impact on the image of a destination.	3.96	0.8942
The persistent coverage and airing of the negative political, social and economic environment in Kenya is highly affecting the tourists arrival in the country	3.77	0.7316
The tourism players in the country need to positively engage both local and international media in order to improve international tourism arrival in Kenya.	3.12	0.7052
Average of the averages and standard deviations	3.6389	0.7332

According to the findings in the table 5.1 above, the respondents agreed that media publicity has contributed greatly to the growth of the international tourists' arrival in Kenya. Most respondents agreed to a great extent that the vast international tourism growth in Kenya in the past can be attributed to the wide publicity by the media both locally and international. This was noted by a mean score of 4.1333. A large number of respondents agreed o a great extent that Media publicity has a major impact on the image

of a destination as it was noted to have a mean score of 3.96 .Most respondents agreed to a great extent that Media publicity in major tourist source markets has a huge impact on tourists' destination decision making. This was noted by the high mean values calculated of 3.87.The standard deviation calculated of less than 1.5 indicated that there was uniformity in the responses from the respondents. Regarding the negative coverage of the internal environment by the media, the respondents indicated that this has a high impact on the number of tourists arriving in the country with a mean score of 3.77.From this statement a SD value was calculated of 0.7316 which indicated that there was a small variance from the mean mark. The statement,The tourism players in the country need to positively engage both local and international media in order to improve international tourism arrival in Kenya was noted to have a mean score of 3.12.A standard deviation of 0.7052 was calculated from the analysis which indicated that there was uniformity in the responses of the respondents.. Finally, the respondents moderately agreed that the media is the second most relied upon source of information by tourists from first-hand experience with a mean score of 2.98. The average of these mean values was calculated to be 3.6389.This implied that most respondents generally agreed or strongly agreed with the statements relating media publicity and international tourism performance in Kenya. The findings are clear indication that international tourists greatly depend on the information as aired by the media. The impact of the publicity depends on the nature of the publicity. It is therefore paramount to engage the media and ensure a positive publicity to enhance a positive growth and development in the international tourists' arrival. This findings are in accordance with Manfredo (1992) who argues that publicity is essential for any organization and has a great influence in achieving its set goals and

objectives. However, this depends on the kind of publicity whether positive or negative with equal measures on the impact

4.5.5 Role of Media in promoting international tourism

The question sought to establish the respondents understanding on the role of media in promoting international tourism in Kenya and the findings are as follows.

The respondents indicated that the government players in the industry should engage the media in advertising the tourist attraction sites in the country to encourage potential tourists to visit. They should be encouraged to give positive feedback to the country's political stability to encourage more tourists to visit the country. An example of negative feedback portrayed by the media that affected the country's tourism sector was the attack on Westgate mall. The gruesome pictures shown on the television and printed on papers made the attack look overly blown and this made many tourists resorts at the coast to close due to lack of customers and the country lost billions in the sector of tourism.

The media should also partake to improve the image of a country in order to encourage more people to visit the country and in so doing improve the tourist sector. They should portray the country to having friendly citizens and the natural resources of the country and climate to be favorable. This may prove to be easy because naturally the country has tropical climate since it's located at the equator. It's therefore of great essence to encourage the media sector to promote the tourism sector in the country for it has been statistically proven to have a great impact on the growth and progress of tourism in the country.

4.6 Regression and Correlation Coefficients of the of media publicity and performance of international tourism Kenya

Regression analysis was utilized to investigate the relationship between the variables. These included an error term, whereby a dependent variable was expressed as a combination of independent variables. The unknown parameters in the model were estimated, using observed values of the dependent and independent variables.

4.6.1 Correlation Analysis

Pearson correlation was used to measure the degree of association between variables under consideration i.e. independent variables and the dependent variables. Pearson correlation coefficients range from -1 to +1. Negative values indicates negative correlation and positive values indicates positive correlation where Pearson coefficient <0.3 indicates weak correlation, Pearson coefficient $>0.3<0.5$ indicates moderate correlation and Pearson coefficient >0.5 indicates strong correlation.

Table 4.12: Correlation Coefficients between media publicity contributions, Role of the media and international tourism performance.

	Media publicity contributions	Role of media	International tourist performance
Media publicity contributions	1		
Role of media	0.631	1	
International tourism performance	0.551	0.451	1

*. Correlation is significant at the 0.05 level (1-tailed).

The analysis above shows that media publicity contributions has the strongest positive (Pearson correlation coefficient =0.551; P value 0.000) influence on the independent variable international tourism performance. In addition, the independent variable role of the media is also noted to have a significant Pearson correlation coefficient of=0.451

The correlation matrix implies that the independent variables: media publicity contributions and the role of media are correlated to international tourism performance. This is noted by their strong and positive relationship with the dependent variable i.e. International tourism arrivals.

4.6.2 Regression Analysis

Regression model is used here to describe how the mean of the dependent variable changes with changing conditions. Regression Analysis was carried out for Media publicity contributions and the role of media. To test for the relationship that the independent variables have on international tourism in Kenya, the study did the linear regression analysis.

The model envisaged here takes the form;

$$Y_i = \alpha + \beta_1 (\text{MPC}) + \beta_2 (\text{ROM}) + \epsilon . \text{ When } \beta_3=0 \dots \text{Equation 1}$$

(Equation 1: Regression Equation)

Where; Y_i = International tourism performance

MPC= Media publicity contributions

ROM= Role of Media

ϵ representing the error term

The study ran the procedure of obtaining the coefficients, and the results were as shown on the table below.

Table 4.13: Multiple regression analysis media publicity (MPC) and role of media (ROM)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	11.132	0.332		2.311	0.023
Media publicity contributions	0.321	0.65	0.002	1.532	0.081
Role of Media	0.231	0.332	0.076	1.256	0.022

The study model will therefore be

$$Y_i = 11.132 + 0.231 (\text{MPC}) + 0.321 (\text{ROM})$$

According to the regression equation established, taking the two factors into account (media publicity contributions and role of media) the constant will be 11.132. The Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable – a big absolute t value and small p value suggests that a predictor variable is having a large impact on the criterion variable. At 5% level of significance and 95% level of confidence, media publicity contributions had a 0.321 level of significance; Role of Media had a 0.231 level of significance on international tourism performance

4.6.3 Regression Model Summary of the Determinants of International tourism performance.

Table 4.14: Coefficient of determination (Regression)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.777 ^a	.785	.776	.43829	.975	108.505	3	8	.000

a. Predictors: (Constant), media publicity contributions, role of media

Source: Research Findings, (2014)

Looking at the variables collectively, it's evident from the table that 77.6% of variation or change in international tourism performance is explained by the variables considered in the model i.e. media publicity contributions(MPC) and Role of media(ROM) as indicated by the coefficient of determination (R^2) which is also evidenced by F change 108.505 > p-values (0.05). This implies that these variables are very significant (since the p-values < 0.05) and therefore need to be considered in any effort to boost the International tourism performance in Kenya. The study therefore identifies media publicity contributions and Role of media as critical determinants of international tourism performance.

4.6.4 Analysis of Variance (ANOVA)

Table 4.15: Analysis of Variance (ANOVA) results for media publicity contributions and Role of media (ROM) on international tourism performance

	Sum of	df	Mean	F	F-critical	Significance
	Squares		Square		value	
Regression	52.55	4	14.93	18.33	88.33	0.00
Residual	3.34	19	4.22			
Total	55.89	23				

NB: F-critical Value 88.33 (statistically significant if the F-value is less than 88.33: from table of F-values).

- a. Predictors: (Constant),** media publicity contributions(MPC) and role of media(ROM)

The value of the F statistic, 18.33 indicates that the overall regression model is significant hence it has some explanatory value i.e. there is a significant relationship between the predictor media publicity contributions(MPC),Role of media(ROM)(taken together) and the dependent variable international tourism performance.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the study findings, conclusion and recommendations in line with the objective of the study.

5.2 Summary of the Findings

The study showed that most of the respondents were graduates of degree, followed by the post graduate level and the diploma holders in that level. Majority of them had worked with their respective organizations for duration of over 10 years followed by those who worked for duration between 5 and 10 years with those who had worked for duration less than 5 years coming last in the order. This is a clear indication that the data was collected from a group that was well experienced and knowledgeable.

The study also showed that there has been changes in the organisation business performance with a high number of respondents supporting this followed by those who felt there has been no change. Those who indicated that they do not know whether there had been changes or not came last in the order. This shows that these organizations have experienced changes in their business performance over time. Most of these changes were positive according to most of the respondents with a significant number of respondents indicating that the changes were negative.

Regarding the contribution of media publicity to the organization performance, most of the respondents indicated that media has contributed to a great extent with a few

indicating that media has not had any contribution. The study also shows that media publicity contributes to the performance to a very great extent as per the majority of the respondents followed by those who indicated the contribution is to a great extent. This was followed by those who indicated that the contribution is to a moderate extent with those who indicated that it is to a low extent coming last.

Regarding the media publicity and the international tourism performance in Kenya, the study showed that most of the respondents agreed that media has a great influence, followed by those who felt that the influence is moderate. Those who felt the influence is to a small extent came third with those who indicated it has no influence coming last. The average mean of 3.6 calculated is evidence that most of the respondents were in agreement that media publicity has an influence on the performance of international tourism in Kenya.

Finally, most respondents noted that media has a great role to play in the growth and development of the international tourism in Kenya and that there is a need for the players in the industry to engage the media positively. This is clear as per the positive correlation calculated between the media publicity and the international tourism performance.

5.3 Conclusion

From the study, we can conclude that most of the employees in the international tourism related organizations are well educated with their qualification ranging between diploma holders to degree holders. The level of staff retention is also high as indicated by the number of those who have stayed with their respective organization for over 10 years. This indicates the high level of experience of the staff in these organizations.

Regarding the organizations information, we can conclude that most of these organization have been in ths operation for quite a duration and that they are wellconversant with the dynamics within the industry. Over the duraion, these organizations have experienced changes in their performance, Though most respondents indicated that the changes were positive, a significant nummber indicated that it was negative.

From the study, we can also conclude that media publicity has great influence to the performance of the international tourism in Kenya. A positive media publicity results to high business performance while a negative one has a negative influence. Media publicity being second from first hand experience, it is highly depended upon by the international tourists in their travel decision making process as well as creating the image of a destination. It is therefore critical as picked from the views of the respondents to have a positive control on the media publicity for the success of the sector.

5.4 Recommendations for Policy and Practice

Based on the conclusions made on media publicity, it is therefore of importance to encourage the media to portray a country in a positive light. Though playing their role in creating awareness, it is also important to consider the repercussions of such publicity to the various sectors in the country such as the tourism sector. The government should also take their role of safeguarding the tourism sector by encouraging the media houses to advertise on the tourists' site and resorts in the country such as the eighth wonder of the world.

The government can also impose laws on the media houses that would prevent them from taking part exposing exaggerated dirty linen to the outside world. The information given

out should be first considered of its effects and any screening done. So that even if the information is given out. It doesn't have great impact on the economic performance of a firm. This though not immediately, may improve a country's image and hence increase on the international tourists arrivals in the country.

5.5 Recommendation for further research

This study mainly focussed on the effects of media publicity on international tourists arrivals. It's however important to look at the effects of media publicity on the tourism in relation to other sector such as economic sector, political and social sector. Research can also be done on the implication of media publicity on the political stability of the country.

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APPENDICES

Appendix 1: Questionnaire

Below is a questionnaire that intends to capture your views on the influence of media publicity on the performance of the international tourism in Kenya. Please note that no identification is required and information given is intended for academic purposes only. Ensure that you respond to all the questions. Thank you.

PART 1: Background Information

1. What is your position in the organization.....

2. Please indicate your highest level of formal education

Certificate Diploma Degree Post graduate

3. For how long have you worked with the company?

Less than 5 years 5-10 years above 10 years

4. For how long has your organization been in operation?

Less than 5 years 5-10 years above 10 years

5. For the duration you have been working with the organization, has there been any change in the organization business performance?

Yes [] No [] Don't Know []

6. If your answer in question number 5 is yes, how would you categorize that change?

Positive [] Negative []

7. Has publicity had any contribution to your answer in question 6?

Yes [] No []

8. To what extent has media publicity contributed to your organization performance?

Very great extent []

Great extent []

Moderate extent []

Low extent []

No extent []

PART 2: Influence of media on tourists arrivals in Kenya.

9. To what extent do media influences international tourism in Kenya?

Very large extent [] Large extent[] Moderate extent [] Small extent [] Not at all []

10. Below are statements related to the influence of media on international tourists' arrivals in Kenya? State the extent to which you agree with each statement

STATEMENT	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The vast international tourism growth in Kenya in the past can be attributed to The wide publicity by the media both locally and international.					
Media is the second most relied upon source of information by tourists from first-hand experience					
Media publicity in major tourist source markets has a huge impact on tourists' destination decision making.					
Media publicity has a major impact on the image of a destination.					

The persistent coverage and airing of the negative political, social and economic environment in Kenya is highly affecting the tourists arrival in the country					
The tourism players in the country need to positively engage both local and international media in order to improve international tourism arrival in Kenya.					

11. What can be done to ensure that the media through its role promotes international tourism in Kenya?

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THANK YOU VERY MUCH FOR YOUR COOPERATION

Appendix II: Names of all the twelve players in the industry.

Kenya Tourism Board (KTB)

Kenya Tourism Development Corporation (KTDC)

Bomas of Kenya.

Utalii College.

Kenyatta International Conference Centre (KICC)

Catering and Tourism Development Levy Trustee (CTDLT)

Kenya Association of Tour Operators (KATO)

Kenya Association of Travel Agents (KATA)

Kenya Association of Hotel keepers and Caterers (KAHC)

Eco Tourism Society of Kenya (ESOK)

Tourism Trust Fund (T.T.F)

Kenya Safari Lodge and Hotels (K.S.L.H)

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