

# The Role of Marketing and Promotional Campaigns in Enhancing Tourism Stability in Nairobi County, Kenya

Fredrick M. Ndeleva<sup>1\*</sup>, Dorothy Gatwiri Kirimi<sup>2</sup>, John Nyaga<sup>3</sup>

<sup>1</sup>Student, Kenya Methodist University, Kenya

<sup>2,3</sup>Lecturer, Kenya Methodist University, Kenya

**Abstract:** Domestic tourism has been hailed as a major contribution to many economies throughout the world. As a result, it has become vital for major tourist stakeholders to promote domestic tourism as a way of cushioning tourism during times of global crises. Although domestic tourism in Kenya is promoted for a variety of rationality, the primary goal was to level out the seasons structure and thus preserve jobs year-round. Years later, it appears that this goal has not yet been met. Domestic tourism in the country is still fragmented, poorly organized, and badly received. The research aimed to evaluate the role of marketing and promotional campaigns in enhancing tourism stability in Nairobi County, Kenya. A descriptive research design was utilized, focusing on 120 tourism businesses and tour operators located in Nairobi City County. The sample consisted of 120 managers, selected through stratified random sampling. Semi-structured questionnaires were used to gather data. The collected data were analyzed using both descriptive and inferential statistics. Descriptive analysis involved the use of frequencies, percentages, and means, while Pearson's moment correlation was applied to assess the relationship between dependent and independent variable. The correlation analysis results revealed there was a significant positive linear correlation between marketing and promotion and tourism stability ( $p\text{-value} < 0.005$ ,  $r=0.958$ ). According to the findings, marketing and promotional methods improve domestic tourism, but their effects vary by strategy and business. Creative marketing, influence engagement, and mass media campaigns can work, but audience reception depends on implementation. Based on the findings, further research is recommended to explore the long-term impact of specific domestic tourism strategies such as differentiated pricing, infrastructure investment, and digital marketing on tourism stability in Nairobi County.

**Keywords:** Marketing, Promotion, Campaigns, Tourism Stability.

## 1. Introduction

One of the most significant international industries in terms of exports and foreign exchange earnings is still tourism, which is expected to grow significantly each year worldwide. Kenya's tourist industry contributes significantly to the country's economy and is one of the six areas of focus in Vision 2030, which aims to propel the economic system to achieve 10% economic growth. Around the world, tourism is a major driver

of economic growth and occupation creative activity. According to data from the World Travel and Tourism Council, in 2018, travel and tourism created 319 million jobs, and generated US\$ 8.8 trillion, or 10.4% of global GDP. By 2024, the tourist sector in Sub-Saharan Africa (SSA) is predicted to provide 3.8 million occupations, including 2.4 million indirect jobs (Christie et al., 2022).

### A. Problem Statement

Tourism is one of the main economic sectors in Kenya. It contributes significantly to the country's GDP and revenue sources. The country has a well-developed international tourist market nourished with accommodation and travel and related services and, hence the tendency to depend heavily on this sector. Tourism around the world also generates much-needed foreign exchange (Kihima 2015). Four decades ago, in 1984, the Kenyan government implemented a domestic tourism policy encouraging Kenyan locals to travel locally, particularly during the low tourist season. Although local tourism is promoted for a variety of reasons, the primary goal was to balance the seasonal pattern of international travel, so keeping tourism jobs and money year-round. Nairobi City County, which also houses the country's capital city, is the major tourism destination with a large tourist sector, as well as a transportation hub.

Known globally as the "Safari Capital of the World", which is used due to Nairobi's prominence as a hub for safari tourism, Nairobi attracts both international and domestic tourists in large numbers annually. In 2013, Nairobi region accounted for 24.7% of the total bed-nights occupancy arising from domestic tourism coming second to the coastal region which accounted for 45.5% of the total bed-nights occupancy (Ouma, 2016) Furthermore, in 2023, of the total 1,109,061 domestic museums and heritage sites visits, Nairobi alone accounted for 304,363 visitors. Also, in 2018, majority of the tourism establishments in Nairobi City County realized up to USD 149,000 per year in domestic tourism revenues (Kwoba, 2018). Domestic tourism also creates thousands of jobs, directly and indirectly, to residents in the City County. However, despite these advantages, the city faces several challenges that impede its ability to fully harness

\*Corresponding author: benbuff78@gmail.com

its tourism potential. These challenges include insufficient marketing efforts, Nairobi County has also had to contend with numerous crises both of local scale such as political and economic upheavals, international terrorism and the emergence of global pandemics like the bird flu and recently Covid-19 further impaired the sector's international traveler component. Evidently, the local and international scale crises have had a significant impact on the country's domestic tourism stability, which is predicted by economic stability, seasonality, growth and market value. While in 2022 domestic visitor spending surged by 18.1%, surpassing the pre-pandemic 2019 figures, in cities like Nairobi where other local crisis levels are still high, the post-pandemic sector gains risks erosion. The country's domestic tourism strategy was in part meant to stabilize the sector under such conditions, however, its influence on domestic tourism stability in Nairobi County has not been established. Prior studies by Kamau et al., (2015) studied the effects of behavioral variables on the need for urban domestic tourism in Kenya, Kieti et al., (2014) investigated Kenya's domestic tourism: motivation, development, and trends, Kifworo et al., (2020) evaluated the effect of travel tastes on domestic tourism participation behavior in Kenya, and Kwoba (2018) assessed the financial impact and possibilities for tourism stakeholders in promoting. However, these studies did not look at the role of marketing and promotional campaigns in enhancing tourism stability in Nairobi County, Kenya which this study has focused on.

### *B. Objective of the Study*

To evaluate the role of marketing and promotional campaigns in enhancing tourism stability in Nairobi County, Kenya.

### *C. Hypothesis*

The Hypothesis was marketing and Promotion Campaigns strategy has no significant influence in enhancing tourism stability in Nairobi County, Kenya.

## **2. Literature**

Tourism promotion encompasses operations and expenses aimed at boosting tourism, such as marketing, announcing, or distributing data with the goal of attracting and embracing travelers; developing growth in tourism strategies; operating promotion of tourism agencies; and money marketing of unique events and festivals aimed at attracting tourists. Such activities include, but are not limited to, planning a strategy, market research, creative production, media assignment, metrics, sales activities, and developing, hosting, and distributing information about events linked to the promotion and marketing of the Country or Tourism Promotion Area. It also includes forming tourism destination marketing enterprises or contracting with such or similar organizations to administer the TPA, as well as management, operation, start-up costs, and management assistance.

The effectiveness of a tourism marketing strategy is assessed by evaluating the results produced from its execution. Akhmetshin et al. (2018) suggest that "promotional strategies

should be established prior to starting nationwide marketing efforts." This includes enhancing financial support within the target country to represent the nation's identity and providing services for both potential and existing investors (investment-related services). In light of the accomplishments of tourism marketing campaigns, marketers are keen to understand the decision-making processes of travellers (Siegel & Wang, 2019).

Pholphirul et al., (2022) investigated how service marketing methods affect businesses in the tourism and hospitality industries, particularly those operating in small towns that are not tourist destinations and are visited by a small number of tourists. As per the study, it is imperative for tourism and hospitality service providers to give priority to "growth," starting with preliminary measures like research and development, using local knowledge, reflecting cultural identities, and concentrating on subsequent actions like embracing contemporary media. In addition to expanding downstream activities, operators should simultaneously give priority to marketing and sales promotions, as well as raising awareness through websites and online social media.

Sadiki (2012) looked into UNESCO World Heritage Sites' sustainable tourism marketing. The study found that host nations receive international recognition and awards when they are designated as UNESCO World Heritage sites. Cultural, natural, or mixed aspects are used to categorize UNESCO sites. They are a global repository of data regarding the evolution of geology and human civilization. In order to support long-term preservation, it is necessary to balance sustainable tourism practices with the positive effects of site designation. Because the sites are dispersed over 157 countries, the sustainability challenge is a global one. The marketing perspective is one way to look at places and discover ways to encourage eco-friendly travel.

Sindiga (2011) investigated the marketing methods used by the Kenya Tourist Board to promote Kenya as a tourist destination. The findings show the presence of marketing plans, however obstacles occur in terms of implementation. Integration of diverse marketing tactics is critical for achieving the intended impact. Inadequate consideration of branding strategy has an impact on the country's overall standing and the use of various marketing techniques. The present approach is mass market orientated; hence it does not cater to certain specialized audiences or markets.

This approach restricts the marketing of the nation's unique tourist features. There is a greater focus on traditional markets like the United Kingdom and the United States, while overlooking newly emerged promising markets such as Asia and the Middle East, which are demonstrating a growing interest in tourism.

Indonesia has a lot of potential for marine tourism, however visitors to the country's principal marine tourism locations, including Banten Province, have decreased significantly. Among the several causes that contributed to the reduction in tourist visitation, a weak promotion plan is thought to be significant. Briandana et al., (2018) conducted an analysis of Banten Province's strategy and promotional activity during the last three years. The findings revealed that the promotion plan

is inconsistent with the assets and possibilities that Banten Province demands, as well as the weaknesses and threats that it must overcome in order to become Indonesia's premier tourist destination.

Ombongi (2016) looked into how Kenya's success as a travel destination was affected by political marketing strategies. The study's goals were to ascertain the political marketing tactics employed by Kenyan politicians, ascertain how well Kenya has performed as a travel destination during the previous 26 years, and evaluate the correlation between political marketing tactics and Kenya's tourism performance.

According to the poll, Kenya has seen a steady rise in visitors. However, compared to other years, growth was either insignificant or negative in the year before, during, and after the elections. In order to prevent the tourism sector from responding adversely to the political climate, the research also recommends that the Kenya Tourism Board develop marketing strategies. The study suggests that additional research be done to ascertain how political marketing strategies directly affect travellers and how this affects their choice to travel. Kwoba (2018) aimed to investigate the possibilities for growing domestic tourism in Kenya as well as its economic impact. Travel agents and hotel owners in Nairobi were given questionnaires as part of the study, which included descriptive and causal research techniques. A stratified random sample method was used to select 362 lodging establishments and travel agencies. Major economic KPIs for promoting domestic travel among hotels and tour operators were found to be employment sustainability and economic rewards.

The volume of domestic tourists and economic benefits were shown to be positively linked. The results indicated that factors such as rising disposable income, an improved transportation system, financial incentives, and greater awareness are important opportunities for boosting domestic tourism in Kenya. These results highlight how domestic tourism can enhance the sustainability and effectiveness of tourism in Kenya during the low seasons. Kisilu *et al.* (2023) employed a mixed-method research approach to examine how strategic marketing practices affect the efficiency of tour operator businesses. The study focused on the Full Members of the Kenya Association of Tour Operators (KATO) located in Nairobi County, from which a sample size was determined. Information was collected through surveys and structured interviews, utilizing descriptive statistics and basic linear

regression for analysis.

The findings on the causation of strategic tourist publicity pattern on the performance of tour operator firms found that referrals, such as those from a friend or colleague, were used as a strategic tourism promotion technique by a substantial proportion of tour operator firms, followed by advertising. There was a statistically significant modest yet favourable association between strategic tourism promotion practices and performance. Furthermore, the findings demonstrated that strategic tourism promotion strategies had a favourable and statistically significant impact on performance. Strategic tourist promotion strategies can help tour operators increase income and client base.

### 3. Methodology

The research design for the study was descriptive survey. Descriptive research's main objective is to portray the current state of circumstances (Veal 2017). The study targeted both the tourism attraction sites and the tourism service providers as the unit of analysis. The attraction sites included museums and heritage sites, monuments, parks, animal orphanage, botanical gardens, entertainment joints, recreation spots. The service providers included registered tour operators/travel agents, transport providers and eateries, since managers of tourism sector businesses and suppliers' organizations are most suited to handle the information needed for the study, the sample consisted of firm owners and senior-level managers, particularly those in charge of sales and marketing. Stratified random sampling method was employed to choose participants by categorizing them into their related groups to enhance the accuracy of the survey considering the sample size. Questionnaires was used to collect data while pretesting was carried out in Mombasa County. Data was analyzed using SPSS. Ethical considerations were adhered to.

### 4. Findings

#### A. Marketing and Promotions on Tourism Stability

The role of marketing and promotional campaigns in enhancing tourism stability in Nairobi County, Kenya. The participants were filled a 5-level Likert. Table 1 outlines the results of the descriptive statistics.

The findings in Table 1, the study indicates an overall positive perception of marketing and promotional strategies in

Table 1  
Descriptive statistics on marketing and promotion

Statements on marketing and promotion (N = 107)	SD	D	N	A	SA	Mean	Std. Dev
Creative marketing has enabled the domestic tourism to improve considerably.	9 (7.1%)	9 (7.1%)	36 (28.6%)	39 (31%)	33 (26.2%)	3.62	1.158
The use of influences has been instrumental in promoting domestic tourism	7 (5.6%)	12 (9.5%)	37 (28.4%)	53 (42.1%)	17 (13.5%)	3.48	1.026
Domestic tourism promotion on mass media translates to significant gains in the tourism industry	7 (5.6%)	13 (10.3%)	28 (22.2%)	55 (43.7%)	23 (18.3%)	3.59	1.075
As a business we do promote our facility to the domestic tourists using various media	7 (5.6%)	11 (8.7%)	30 (23.8%)	36 (28.6%)	42 (33.3%)	3.75	1.171
We do host of events to promote our business to the domestic tourists	8 (6.3%)	7 (5.6%)	27 (21.4%)	32 (25.4%)	52 (41.3%)	3.90	1.192
We partner with other third-party tour service providers to promote our facility to the domestic tourists	7 (5.6%)	6 (4.8%)	32 (25.4%)	41 (32.5%)	40 (31.7%)	3.80	1.110
<b>Aggregate mean</b>						<b>3.67</b>	<b>1.121</b>

enhancing domestic tourism, as reflected by an aggregate mean score of 3.67 and a standard deviation of 1.121. This aggregate result suggests a general tendency towards agreement among the participants. Creative marketing has enabled domestic tourism to improve considerably with a mean score of 3.62 and a standard deviation of 1.158. These results demonstrate a moderate level of agreement, although a significant proportion of respondents (28.6%) expressed neutrality. Such findings imply that, while creative marketing initiatives are acknowledged as beneficial, there remains substantial scope for optimization and consistent implementation across the sector. These observations are congruent with the views of Kotler *et al.*, (2016), who emphasized the pivotal role of innovative marketing strategies in catalyzing the growth of tourism markets, particularly within dynamic domestic contexts.

In relation to the statement regarding the use of influencers in promoting domestic tourism, the mean score was 3.48 with a standard deviation of 1.026. Notably, while 42.1% of respondents expressed agreement, a considerable 28.4% remained neutral, and 15.1% expressed some level of disagreement. These findings suggest a cautious optimism regarding the effectiveness of influencer marketing. This is consistent with Xiang *et al.* (2015), who argued that the success of influencer strategies is contingent upon the credibility of the influencer and their resonance with the target audience. Similarly, the promotion of domestic tourism via mass media was perceived positively, recording a mean score of 3.59 and a standard deviation of 1.075. A majority of 43.7% agreed, and an additional 18.3% strongly agreed that mass media efforts translate into tangible gains for the tourism sector. Only 5.6% strongly disagreed with this assertion. These results reinforce the enduring importance of traditional media outlets in tourism marketing, echoing Hudson and Hudson's (2013) findings that mass media retains unparalleled reach and remains vital for awareness creation and public engagement.

The respondents' perceptions of their businesses' self-promotion activities also revealed encouraging trends. The statement "We promote our facility to domestic tourists using various media" achieved a mean score of 3.75 and a standard deviation of 1.171, with 28.6% agreeing and 33.3% strongly agreeing. This suggests that a majority of businesses are actively involved in self-promotion efforts, supporting Morrison's (2013) argument on the necessity of adopting multi-channel marketing strategies to achieve maximum market visibility and consumer engagement.

Among the various strategies evaluated, the greatest level of agreement was observed regarding event hosting, with a mean score of 3.90 and a standard deviation of 1.192. A substantial proportion of respondents (41.3%) strongly agreed, and 25.4% agreed that hosting events is an effective means of promoting their facilities to domestic tourists. These findings affirm Getz's (2008) assertion that event-driven tourism strategies serve as significant catalysts for enhancing visitor experiences, fostering emotional engagement, and stimulating repeat visitation. The strategy of partnering with third-party tour service providers also received substantial endorsement, with a mean score of 3.80 and a standard deviation of 1.110. Approximately 64.2%

of participants either agreed or strongly agreed with the efficacy of partnership-based promotional approaches. This underscores the strategic importance of collaboration within the tourism industry, resonating with Buhalis and Laws (2001), who highlighted those alliances among tourism stakeholders are critical for expanding service offerings and extending marketing reach.

Participants were asked to describe the strategies they employ to promote domestic tourism within their businesses. The responses revealed a range of promotional activities aimed at increasing visibility and attracting domestic tourists. A majority indicated that they utilize digital marketing platforms, particularly social media such as Facebook, Instagram, and Twitter, to reach potential clients. Several respondents highlighted the use of targeted advertising and sponsored posts to improve audience engagement and promote special offers tailored to domestic tourists. Respondents also indicated that hosting events and festivals at their facilities. These events serve as both entertainment and marketing tools, creating memorable experiences that encourage repeat visits and word-of-mouth promotion. In addition, a number of participants reported engaging in collaborative marketing by partnering with tour operators, travel agencies, and local attractions to offer bundled packages and shared promotional campaigns. Traditional marketing techniques, such as advertising through radio, television, and newspapers, were also mentioned, although less frequently than digital strategies. These findings are consistent with the observations of Morrison (2023), who emphasized the importance of integrated marketing communication strategies that leverage multiple channels to effectively reach diverse tourist segments. The emphasis on digital media also reflects global trends in tourism marketing, where online visibility and user engagement have become central to destination competitiveness (Xiang *et al.*, 2015).

Participants' narratives revealed various themes related to domestic tourist promotion problems. The most common issue was insufficient marketing budgets, which prevented large-scale or prolonged promotions. Due to financial constraints, firms had to use low-cost, ineffective marketing tactics, restricting their reach. Competition from competing tourism enterprises exacerbated the struggle for market share, especially in saturated tourist destinations. Participants also identified issues relating to low domestic tourist knowledge and preference for international destinations, suggesting that many domestic tourists undervalue local attractions compared to abroad tourism. Responses also stated that domestic tourism demand seasonality caused business performance peaks and troughs, impacting marketing planning and resource allocation. Some industry actors reported little coordination and government backing, such as insufficient financing for national efforts to promote local tourism. These challenges align with findings by Buhalis and Laws (2001), who observed that small and medium-sized enterprises (SMEs) in the tourism sector often struggle with resource constraints, competitive pressures, and fragmented marketing efforts. Moreover, Getz (2014) pointed out that overcoming seasonality and enhancing domestic market engagement requires coordinated efforts

Table 2  
Descriptive statistics on tourism stability

Statement (N = 107)	SD	D	N	A	SA	Mean	Std. Dev
We have been able to open new business branches in areas with high visitor potential	12 (9.5%)	6 (4.8%)	22 (17.5%)	52 (41.3%)	34 (27%)	3.71	1.192
Our new branches are fully resource independent	10 (7.9%)	8 (6.3%)	27 (21.4%)	48 (38.1%)	33 (26.2%)	3.68	1.164
We have been able to acquire business from other investors and rebrand them successfully	5 (4%)	9 (7.1%)	35 (27.8%)	41 (33.3%)	35 (27.8%)	3.74	1.067
Our growth strategies have led to good returns on investment	14 (11.1%)	4 (3.2%)	23 (18.3%)	40 (31.7%)	45 (35.7%)	3.78	1.277
<b>Aggregate mean</b>						<b>3.72</b>	<b>1.180</b>

Table 3  
Results of correlation analysis

		Marketing and Promotion	Tourism stability
Marketing and Promotion	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	107	
Tourism stability	Pearson Correlation	0.958**	1
	Sig. (2-tailed)	0.001	
	N	107	107

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Table 4  
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.964 <sup>a</sup>	.929	.927	.27455	1.976

across the industry and supportive public policies.

### B. Tourism Stability

The study intended to explore Tourism stability in Nairobi County which represented the main dependent variable. A 5-level Likert was used as shown in Table 2.

According to the findings presented in Table 2 respondents revealed an agreement with the statements on tourism stability in Nairobi County with an aggregate mean of 3.72 and a standard deviation of 1.180. particularly, the findings show that 68.3% of respondents agreed that they had been able to open new business branches in areas with high visitor potential ( $M = 3.71$ ,  $SD = 1.192$ ). Similarly, 64.3% of respondents confirmed that the newly opened branches were fully resource-independent ( $M = 3.68$ ,  $SD = 1.164$ ). In terms of business acquisitions and re-branding, 61.1% of respondents agreed that they had successfully acquired businesses from other investors and reposition them ( $M = 3.74$ ,  $SD = 1.067$ ).

Regarding financial performance, 67.4% of respondents indicated that their growth strategies had yielded good returns on investment ( $M = 3.78$ ,  $SD = 1.277$ ). Furthermore, 71.4% of respondents reported that their businesses were attracting more domestic visitors recently ( $M = 3.67$ ,  $SD = 1.200$ ). This aligns with Novelli *et al.* (2012), who argue that strengthening the domestic tourism sector is essential for reducing vulnerability to external market shocks.

#### 1) Correlation Analysis

Correlation analysis was done in order to test the hypotheses that guided the study, by examining the guiding variables, their association, strength and direction of their relationship. The Pearson correlation coefficient was the statistical measure employed. This being a parametric test, whereby there was no violation of data as exhibited from the results of diagnostic tests, the Pearson correlation was found to be the most suitable measure of correlation as shown in Table 3.

The first null hypothesis ( $H_01$ ) was formulated with the

expectation that adoption of Marketing and Promotion Campaigns strategy has no significant influence in enhancing tourism stability in Nairobi County, Kenya. The correlation analysis results from Table 3 revealed there was a significant positive linear correlation between marketing and promotion and tourism stability ( $p\text{-value} < 0.005$ ,  $r=0.958$ ). As a result, we reject the null hypothesis raised and find there is a statistically significant positive association between marketing and promotion, and tourism stability in Nairobi County, Kenya. The positive association means an increase in the predictor variable (marketing and promotion) causes and increase in the outcome variable (tourism stability).

### C. Multiple Regression Analysis

This study aimed to investigate the influence of domestic tourism strategy in enhancing tourism stability in Nairobi County, Kenya. Following the confirmation of a statistically significant positive correlation among the predictor: marketing and promotion campaigns a multiple linear regression analysis was performed. Table 4 presents the model summary.

The regression model summary indicates robust explanatory power, with a  $R$  value of 0.96 and a  $R^2$  value of 0.93. The elevated values ( $R$  of 0.96) signify a strong correlation between the independent variable in the model and the dependent variable. An  $R$  square value of 0.929 indicates that the model explains 93% of the variance in the stability of tourism in Nairobi County. The Durbin-Watson statistic of 1.976 suggests the absence of considerable auto-correlation in the residuals, indicating that the model adequately fits the data.

### D. Analysis of Variance

The analysis of variance (ANOVA) model presented in Table 5 indicates a substantial correlation between the predictor variable and the outcome variable, with an  $F$ -value of 397.213 102,4,  $p < 0.005$ , where  $df = N-1$ , resulting in a value of 106. The model is valid since the  $P$  value is below 0.001, indicating

Table 5  
ANOVA Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.763	4	29.941	397.213	.000 <sup>b</sup>
	Residual	9.121	102	.075		
<b>Total</b>		<b>128.884</b>	<b>106</b>			

a. Dependent Variable: Tourism Stability

b. Predictors: (Constant), marketing and promotion campaigns

Table 6  
Coefficients

Model		Unstandardized Coefficients		T	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	2.890	103	-.406	.685		
	Marketing and promotion	2.646	.093	6.966	.000	.074	2.3435

Table 7  
Model summary for all variables with moderating variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.964 <sup>a</sup>	0.929	0.927	0.27455
2	0.985 <sup>b</sup>	0.948	0.933	0.22356

Table 8  
ANOVA for moderated multivariate regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.763	4	29.941	397.213	.000 <sup>b</sup>
	Residual	9.121	102	.075		
	Total	128.884	106			
2	Regression	62.025	4	15.506	47.025	.000 <sup>b</sup>
	Residual	56.589	102	.393		
	Total	118.614	106			

a. Predictors: (Constant), X1

b. Predictors: (Constant), X1 \*N

statistical significance. This indicates that the independent variables significantly influence tourism stability in Nairobi County.

#### E. The Moderating Effect of Business Automation System

The fifth hypothesis of the study was that tourist awareness and perception has no important moderating effect of on the relationship between domestic tourism strategies and enhancing tourism stability in Nairobi County, Kenya. Moderated Regression analysis was done in order to test the moderating effect of tourist awareness and perception (moderating variable) on the tourism stability. Regression analysis was conducted for all independent variables with the moderating variable and dependent variable. This was tested using the changes in R-square after the moderating variable was introduced. The condition for rejecting the null hypothesis was a computed p value which was less than 0.05.

In Table 6 Model 1 represented multiple linear regression analysis of domestic tourism strategies and tourism stability without moderating variable while model 2 represented hierarchical Moderated Multiple Regression analysis of domestic tourism strategies and tourism stability with the moderating variable.

The results in Table 7 shows that coefficient of correlation (R) was 0.964 without the moderating variable, indicating that there is an effect of domestic strategies (X1 -marketing and promotion on tourism stability without awareness and perception, it increased to 0.985 when tourism awareness and perception was introduced. The results further show that when moderating variable in the overall model was absent R squared was 0.929 (92.9%) and it increased to 0.948 (94.8 %) when

tourism awareness and perception was introduced which implies that awareness and perception increases the effects of domestic tourism.

The ANOVA results shown in Table 8, show that model 2 which is the overall regression model of the effect of domestic tourism strategies on tourism stability with the moderating variable was significant as F statistics was 47.025 and the p-value of 0.000 which is less 0.05. This implied that moderated multivariate model used was statistically significant.

Table 9  
Regression coefficients for moderated multivariate regression

	$\beta$	Std. Error	Beta	t	Sig.
(Constant)	3.014	.470		1.939	.000
X1*N	2.837	.009	0.6743	4.034	.000

a. Dependent Variable: Tourism stability

The results in Table 9, there was a significant difference in the beta coefficients before and after the introduction of the moderating variable. The model was compared with the model without the moderating variable  $Y = 2.890 + 2.646X1$  + where a significant change in beta coefficients was noted. This implies that with the introduction of awareness and perception there was an improvement in the effect of domestic tourism strategies on tourism stability.

## 5. Conclusion

The objective was to assess the effectiveness of marketing and promotional campaigns in improving the stability of the tourism industry in Nairobi County, Kenya. Most respondents agreed that marketing and promotional methods boost domestic tourism. Creative marketing is beneficial, but consistent and

reach may be improved. Positively implemented influencer marketing and mass media campaigns are seen as promising. Many businesses succeed with event hosting and tour service provider relationships and self-promotion through social media. Participants promote domestic tourism through social media, targeted commercials, event hosting, and tour operator collaborations. Though rarer, traditional advertising is utilized. However, various obstacles impede their efforts these include low marketing budgets, severe competition, little domestic tourist awareness or interest in local attractions, seasonal demand changes, and inadequate government assistance or coordination. These issues highlight the need for more coordinated, well-funded, and collaborative domestic tourism promotion.

#### A. Marketing and Promotion and Tourism Stability

According to the findings, marketing and promotional methods improve domestic tourism, but their effects vary by strategy and business. Creative marketing, influencer engagement, and mass media campaigns can work, but audience reception depends on implementation. Many businesses promote themselves, especially through digital platforms and event hosting, but limited funds, fragmented coordination, and domestic tourists' low understanding of local destinations restrict success. Event-driven marketing and partnerships with third-party service providers were particularly beneficial, showing that experiential and collaborative techniques may promote domestic tourism. Sustainable and scalable efforts require more policy backing, better financial structures, and coordinated national campaigns. The correlation analysis results from the table indicated a substantial positive linear link between marketing and promotion and tourism stability ( $p\text{-value} < 0.005$ ,  $r=0.958$ ).

### 6. Recommendations

Based on the aforementioned findings, the investigation put forward a variety of suggestions, each of which corresponds to the particular research objectives.

#### A. Marketing and Promotion and Tourism Stability

To enhance the effectiveness of domestic tourism promotion, businesses should prioritize improving the consistency and reach of their marketing campaigns. This can be achieved by fostering greater collaboration between industry stakeholders, which will help raise awareness and engage a broader audience. Additionally, the government's support and coordination are crucial in addressing the challenges faced by the sector, such as seasonal demand fluctuations and limited marketing budgets. By providing more funding and strategic coordination, the government can help alleviate these issues and create a more robust framework for promoting domestic tourism.

#### B. Recommendations for Further Research

Based on the findings, further research is recommended to explore the long-term impact of specific domestic tourism strategies such as differentiated pricing, infrastructure

investment, and digital marketing on tourism stability in Nairobi County. Future studies could also examine the role of government policy and public-private partnerships in strengthening domestic tourism, particularly in underrepresented or rural areas. A comparative study across different counties in Kenya would provide deeper insights into regional variations and best practices for enhancing domestic tourism's contribution to overall industry stability.

### References

- [1] Akhmetshin, E. M., Vasilev, V. L., Mironov, D. S., Zatsarinnyaya, E. I., Romanova, M. V., & Yumashev, A. V. (2018). Internal control system in enterprise management: *Analysis and interaction matrices*. <https://www.um.edu.mt/library/oar/handle/123456789/33811>
- [2] Briandana, R., Doktoralina, C. M., & Sukmajati, D. (2018). Promotion analysis of marine tourism in Indonesia: A case study. <https://www.um.edu.mt/library/oar/handle/123456789/30455>
- [3] Buhalis, D., & Laws, E. (2001). Tourism distribution channels: practices, issues and transformations.
- [4] Christie, I., Fernandes, E., Messerli, H., & Twining-Ward, L. (2014). Tourism in Africa: Harnessing tourism for growth and improved livelihoods. World Bank Publications.
- [5] Getz, D. (2014). Timing tourism. The Wiley Blackwell companion to tourism, 401-412.
- [6] Hudson, S., & Hudson, L. (2023). Marketing for tourism, hospitality & events: a global & digital approach. Sage Publications Limited.
- [7] Kamau, F., Waweru, F. K., Lewa, P., & Misiko, A. J. (2015). Effects of psychological factors on demand for urban domestic tourism in Kenya. *European Journal of Hospitality and Tourism Research*, 3(2), 12-27. <https://41.89.227.156:8080/xmlui/handle/123456789/291>
- [8] Kieti, D., Okello, M. M., & Wishitemi, B. (2014). Kenya's domestic tourism: motivation, development and trends. Le Kenya dans la troisième révolution touristique: *Au-delà du safari*, 17-37. <https://www.torrossa.com/gs/resourceProxy?an=4949983&publisher=FZ2990#page=18>
- [9] Kifworo, C., & Dube, K. (2024). A bibliometric analysis of tourism policy implementation research. *Geo Journal of Tourism and Geosites*, 55(3), 1004-1011.
- [10] Kisilu, M. M., Maingi, S. W., & Maranga, V. N. (2023). Influence of Strategic Tourism Promotion Practices on the Performance of Tour Operator Firms in Nairobi City County, Kenya. *African Journal of Hospitality, Tourism and Leisure*, 12(4), 1618-1629.
- [11] Kotler, P. (2020). Marketing and value creation. *Journal of creating value*, 6(1), 10-11.
- [12] Kwoba, V. (2018). Promoting domestic tourism in Kenya: an assessment of economic significance and opportunities for tourism stakeholders in Nairobi [Masters Thesis]. Strathmore University. <https://su-plus.strathmore.edu/handle/11071/6138>
- [13] Morrison, A. M. (2023). Marketing and managing tourism destinations. Routledge.
- [14] Novelli, M., Morgan, N., & Nibigira, C. (2012). Tourism in a post-conflict situation of fragility. *Annals of Tourism Research*, 39(3), 1446-1469.
- [15] Kihima, O., B. (2015). Domestic tourism in Kenya: Trends, Initiatives and practices. *Les Cahiers d'Afrique de l'Est/The East African Review*, (50), 22-39.
- [16] Ombongi, W. K. (2016). The Influence of Political Marketing Strategies on the Performance of Kenya as a Tourist Destination [Doctoral dissertation, University of Nairobi]. <https://erepository.uonbi.ac.ke/handle/11295/99805>
- [17] Ouma, M. A. (2016). Determinants of Foreign Direct Investment Inflow in Hospitality Industry in Kenya (1990–2014) [Doctoral dissertation, University of Nairobi]. <https://erepository.uonbi.ac.ke/handle/11295/98787>
- [18] Pholphirul, P., Rukumnuaykit, P., Charoenrat, T., Kwanyou, A., & Srijamdee, K. (2022). Service marketing strategies and performances of tourism and hospitality enterprises: implications from a small border province in Thailand. *Asia Pacific Journal of Marketing and Logistics*, 34(5), 887-905.
- [19] Sadiki, F. A. (2012). Sustainable tourism marketing strategies at UNESCO World Heritage Sites. <https://digitalscholarship.unlv.edu/thesesdissertations/1477/>



- [20] Siegel, L. A., & Wang, D. (2018). Keeping up with the joneses: emergence of travel as a form of social comparison among millennials. *Journal of Travel & Tourism Marketing*, 36(2), 159–175.
- [21] Sindiga, D. U. R. V. I. N. E. (2011). Marketing Strategies Adopted by Kenya Tourist Board to Market Kenya as a Tourism Destination [Doctoral dissertation, University of Nairobi]. <https://erepository.uonbi.ac.ke/handle/11295/96630>
- [22] Veal, A. J. (2017). Research methods for leisure and tourism. Pearson UK.
- [23] Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of retailing and consumer services*, 22, 244-249.
- [24] Xiang, Z., Tussyadiah, I., & Buhalis, D. (2015). Smart destinations: Foundations, analytics, and applications. *Journal of Destination Marketing and Management*, 4(3), 143-144.