FACTORS INFLUENCING CHOICE OF CONFERENCE VENUES: A CASE OF MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE) CUSTOMERS

BY
TITUS MAYAKA

UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

FALL 2018
FACTORS INFLUENCING CHOICE OF CONFERENCE VENUES: A CASE OF MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE) CUSTOMERS

BY
TITUS MAYAKA

A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Master of Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

FALL 2018
STUDENTS DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University-Africa for academic credit.

Signed: _______________________________  Date: _______________________

Titus M. Mayaka (ID No: 636077)

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

Signed: _______________________________  Date: _______________________

Prof. Paul Katuse

Signed: _______________________________  Date: _______________________

Dean, Chandaria School of Business
ABSTRACT

The main objective of the study was to determine the factors that influence the choice of conference venues in Kenya, with a focal focus on Meetings, Incentives, Conventions and Exhibitions (MICE) Customers. The specific objectives of the study were: to examine the influence of political stability on the choice of conference venues in Kenya, to determine the influence of infrastructure on the choice of conference venues in Kenya, and to examine the influence of destination image on the choice of conference venues in Kenya.

The study adopted descriptive research design using a case study. A total of 400 customers in Nairobi that consume products and services at KICC constituted the target population. A sample of 196 respondents was selected from the population using purposive sampling technique. Data was collected using a questionnaire. Data processing and analysis was done with the aid of Statistical Package for Social Sciences (SPSS). Tables and figures were used to present the analyzed data. Inferential statistics of correlation analysis and regression analysis were used to show the relationship and the significance of the relationship between the variables.

The study showed that politics conveys the fact to protecting the people from internal or external threats because governments are significant factors in influencing tourism. Political stability is important in determining the image of a destination since the major consideration for potential travelers’ decision to visit a foreign destination is the country’s political stability. The study indicated that terrorism disrupts business, especially business tourism, and destination managers in Kenya appreciate the scale of sociological and environmental impact because governments usually prohibit travel to politically unstable countries even though some of the travel advisories - to some extent - are often exaggerated by developed countries.

The study indicated that infrastructure is the key to develop a successful conference destination and some destinations loose business and reputation because of inadequate infrastructure. Business tourism specific infrastructure enhances business tourism and the level and use of infrastructure and technology in a destination enhances the visitors’ trip experience. The study showed that tourist attractions are the pivotal element of business tourism development in the country and it provides the focus for tourists thereby drawing them to the country.
The study showed that destination image is vital for the selection of a conference destination and visitors with previous experience from a destination usually have a different, and often more positive view of the destination. A destination’s image depends on a visitor’s evaluation of the different products and services offered and their perception attribute involves the various activities and attractions within the area they interact with, thus, a tourists’ experiences enhance the image of a destination’s place.

The study concludes that, tourism planning is a prerequisite for successful tourism development and management because it has given rise to a number of mutually supportive and methodically related policy decisions and objectives. Accessibility is a key infrastructure for business tourist destinations and that, transport systems are responsible for connecting tourism origins to tourism destinations. The study concludes that conference marketers in Kenya therefore co-creates the country’s image with citizens, the corporate sector and the government to enhance the process of creating the right image.

The study recommends KICC conference marketers to create a brand of Nairobi city. This branding will create a shorthand perception of what people think about the country and Nairobi. This destination brand will not only execute name, logo, reputation or status symbol but also provide the nation’s physical attributes, experience, quality of services provided, attractions that would encourage business tourism in the country.
ACKNOWLEDGEMENT

I wish to express my deepest gratitude to everyone who supported me throughout my Master of Business Administration (MBA) course. Foremost, I extend my special gratitude to my supervisor Prof. Paul Katuse for his encouragement, constructive criticism, friendly advice and inspiring professional demeanor in arming me with knowledge of research that I used to conduct this study.

Secondly, I would like to thank my manager Mr. Charles Kikuvi for the support and humble time he gave me at work while compiling this research study. He gave me all the technical support and guidance, thus ensuring that I complete my work successfully.

Thirdly, I would like to thank my classmates for the support they provided me, this research project would not have become a reality without their help, support and encouragement. To the class of 2019, I am really grateful.

My special gratitude also goes to my wife Maximilla Lando for her support and encouragement. Last but not least my children Nissi and Shammah who allowed me to be glued in reading journals at home instead of paying attention to the requirements of their favorite cartoons.
DEDICATION

I dedicate this research study to my brothers Reuben and Melphone who have been and inspiration and role models. Thank you for the sacrifices you made so that I could get the best education. I appreciate you and God bless you.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENTS DECLARATION</td>
<td>ii</td>
</tr>
<tr>
<td>COPYRIGHT</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>vi</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>vii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>viii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF ACRONYMS AND ABBREVIATIONS</td>
<td>xii</td>
</tr>
</tbody>
</table>

CHAPTER ONE ................................................................................. 1

1.0 INTRODUCTION ........................................................................ 1

1.1 Background of the Study .................................................. 1

1.2 Statement of the Problem .................................................. 5

1.3 General Objective ................................................................ 6

1.4 Specific Objectives ............................................................ 6

1.5 Significance of the Study .................................................. 6

1.6 Scope of the Study .............................................................. 7

1.7 Definition of Terms ............................................................ 7

1.8 Chapter Summary .................................................................. 8

CHAPTER TWO ................................................................................. 9

2.0 LITERATURE REVIEW ................................................................ 9

2.1 Introduction ......................................................................... 9

2.2 Political Stability and Choice of Conference Venue .................. 9

2.3 Infrastructure and Choice of Conference Venue ....................... 13

2.4 Destination Image and Choice of Conference Venue .................. 18

2.5 Chapter Summary .................................................................. 22

CHAPTER THREE ............................................................................. 23

3.0 RESEARCH METHODOLOGY ...................................................... 23

3.1 Introduction ......................................................................... 23

3.2 Research Design .................................................................... 23
3.3 Population and Sampling Design ......................................................... 23
3.4 Data Collection Methods ................................................................. 25
3.5 Research Procedures ...................................................................... 25
3.6 Data Analysis Methods ................................................................. 26
3.7 Chapter Summary ................................................................. 27

CHAPTER FOUR ............................................................................. 28
4.0 RESULTS AND FINDINGS ............................................................ 28
4.1 Introduction ........................................................................... 28
4.2 General Information ................................................................. 29
4.3 Political Stability and Choice of Conference Venue ......................... 32
4.4 Infrastructure and Choice of Conference Venue ......................... 36
4.5 Destination Image and Choice of Conference Venue ......................... 40
4.6 Chapter Summary .................................................................. 45

CHAPTER FIVE ............................................................................. 46
5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS ............. 46
5.1 Introduction ........................................................................... 46
5.2 Summary of the Study ................................................................. 46
5.3 Discussions ........................................................................... 47
5.4 Conclusion ........................................................................... 52
5.5 Recommendations .................................................................. 53

REFERENCES ............................................................................. 55
APPENDICES ............................................................................. 61
APPENDIX I: COVER LETTER ......................................................... 61
APPENDIX II: QUESTIONNAIRE ....................................................... 62
LIST OF TABLES

Table 4.1: Reliability Results ................................................................................................................... 28
Table 4.2: Influence of Political Stability Factors on Venue Choice ..................................................... 33
Table 4.3: Correlation Analysis for Political Stability Factors and Venue Choice .............................. 34
Table 4.4: Model Summary for Political Stability Factors and Venue Choice .................................... 34
Table 4.5: ANOVA for Political Stability Factors and Venue Choice .................................................. 35
Table 4.6: Coefficients for Political Stability Factors and Venue Choice ........................................... 35
Table 4.7: Influence of Infrastructure Factors and Choice of Conference Venue .............................. 37
Table 4.8: Correlation Analysis for Infrastructure Factors and Venue Choice ................................... 38
Table 4.9: Model Summary for Infrastructure Factors and Venue Choice ......................................... 38
Table 4.10: ANOVA for Infrastructure Factors and Venue Choice ...................................................... 39
Table 4.11: Coefficients for Infrastructure Factors and Venue Choice .............................................. 39
Table 4.12: Influence of Destination Image Factors and Choice of Conference Venue ...................... 41
Table 4.13: Correlation Analysis for Destination Image Factors and Venue Choice .......................... 42
Table 4.14: Model Summary for Destination Image Factors and Venue Choice ................................. 42
Table 4.15: ANOVA for Destination Image Factors and Venue Choice .............................................. 43
Table 4.16: Coefficients for Destination Image Factors and Venue Choice ........................................ 43
Table 4.17: Correlation Analysis for the Study Factors and Venue Choice .......................................... 44
Table 4.18: Model Summary for the Study Factors and Venue Choice ............................................... 44
Table 4.19: ANOVA for the Study Factors and Venue Choice .............................................................. 45
Table 4.20: Coefficients for the Study Factors and Venue Choice ....................................................... 45
LIST OF FIGURES

Figure 4.1: Response Rate ................................................................. 28
Figure 4.2: Organization Industry ......................................................... 29
Figure 4.3: Event Type ........................................................................ 30
Figure 4.4: Annual Number of Events ................................................... 30
Figure 4.5: Preferred Venue ................................................................. 31
Figure 4.6: Reasons for Venue Preference ............................................... 31
LIST OF ACRONYMS AND ABBREVIATIONS

CVBs: Convention and Visitors Bureaus
EA: East Africa
FBI: Federal Bureau of Investigation
GoK: Government of Kenya
IATA: International Air Transport Association
ICCA: International Congress and Convention Association
KICC: Kenyatta International Convention Center
KTB: Kenya Tourist Board
MICE: Meetings, Incentives, Conventions and Exhibitions
SA: South Africa
SPSS: Statistical Package for Social Sciences
TTB: Tanzania Tourist Board
UAE: United Arab Emirates
UK: United Kingdom
UN: United Nations
US: United States
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

The Meetings, Incentives, Conventions and Exhibitions (MICE) industry has evolved into a vital sector of business tourism, following significant growth in the past decades. It is increasingly recognized by governments as highly lucrative (Jago & Deery, 2010). Both trade and consumer exhibitions, like meetings and conventions, are business events that potentially grow to be attractions, catalysts, animators, place marketers, and image-makers to a destination that can enhance its tourism industry (Getz, 2016). Interest in the value of business events has been intense for the past decade in particular so that now almost all major cities have invested in state-of-the-art convention and exhibition facilities, together with relevant bodies devoted to selling the space and bidding for events (Weber & Ladkin, 2011).

Concurrently, there has been a significant increase in research related to this important industry that generates substantial economic and non-economic benefits for destinations around the world. The vast majority of research to date has focused on the convention sector (Lee & Back, 2015), with conventions being defined as formal assemblies attracting a large number of people for a common or specific purpose (Kirchgeorg, 2015) that sometimes but not always incorporate an exhibition to showcase products of relevance and interest to convention attendees.

In contrast to the convention sector, the exhibition sector has received relatively little research attention. Jin’s (2010) review of the major studies on exhibitions published in English language trade, marketing and hospitality journals during the period from 1974 until 2010 reveals that studies relating to exhibition selection, performance, management and effectiveness evaluations from the perspective of exhibitors have received most research attention. There are a number of studies on visiting objectives and on-going search behavior (Godar & O’Connor, 2011; Smith, Hama & Smith, 2013), yet, studies from the visitors’ perspective are relatively few in number. Studies from the organizer and venue perspective are rare (Luo, 2014), with studies focusing on the perspectives of other stakeholders being even less. It is also apparent that the spatial distribution of exhibitions and exhibition destination attractiveness are under researched. Yet, a destination’s attractiveness is a key component contributing to the success of an
exhibition, together with the exhibition event itself, the exhibition organizer, and the
exhibition venue (Sasserath, Wenhart & Daly, 2015). Destination/venue attractiveness
and the event together form an integrated exhibiting experience for exhibitors, forming a
synergistic relationship with exhibition development. It is a key factor for exhibitors, as
well as visitors, when making decisions on whether or not to participate in an exhibition.

Both academic research and industrial data show that the conference and meeting industry
is a major contributor in national and regional economies (Rutherford & Kreck, 2014).
However, it is most likely even higher economic impacts than statistics show, as it is a
challenge to track all the spending by sponsors, exhibitors and delegates, especially the
leisure spending by the delegates. Because of these and other shortcomings in measuring
the real economic impact conferences and meetings have, estimates of the industry size
should be interpreted and treated with caution (Crouch & Ritchie, 1998). Not only is it the
direct income from the delegates and the like that creates revenue, but the industry create
many jobs and thereby other cash flows and taxes, affecting the total destination
economy, both locally and nationally.

It is crucial for destination suppliers to also establish an understanding of the customers
and their needs and wants, to be able to target the segment effectively with marketing
efforts as well as for meeting or even exceed their needs, wants and expectations
(Houdement, Santos & Serra, 2017). A typical dividing of the segments in the conference
sector could be between corporate conferences, national association conferences and
international association conferences. These categories can be further segmented into
specific industry sectors, demographic factors or other relevant subcategories (Rogers,
2013).

The International Congress and Convention Association (ICCA) recently announced the
2016 rankings for international business meetings, and it showed that Europe dominates
business tourism worldwide (ICCA, 2016) with a share of 54% in international meetings.
Among the top ten international meeting countries in 2016, seven are European, with
Spain ranking the 5th position and Portugal the 10th. The ranking notes that, seven out of
the top 10 meeting cities are European, with Madrid and Lisbon ranking 7th and 8th
(ICCA, 2016). As stated by Crouch and Ritchie (1998), second-tier cities are finding they
can also compete effectively, as associations seek new convention sites. In fact, the
opportunity exists: business travelers are looking forward to broadening their experiences at various destinations. Consequently, an increasing number of cities are investing on business travel, willing to become recognized business tourism destinations. Indeed, the attractiveness of convention tourism has spurred destinations to proactively pursue the meetings and conventions market (Weber & Chon, 2012), and especially medium-size destinations are attempting to find their niche into this promising industry.

Perceptions of Africa as a business destination have changed vastly in recent times. The ICCA (2016) rankings reveal that Africa is growing in popularity as a destination for business tourism. It has been perceived that doing business or hosting events in Africa can be complicated. However, there has been a recent boom in both conferences and large sporting events, which has improved business tourism significantly. While Africa is not as popular as other countries, like the United Arab Emirates (UAE) or the United Kingdom (UK), they do have top-notch venues and spectacular stays for visitors. Countries throughout Africa offer a surplus of opportunities to host business conferences and tourism has become a crucial component of Africa’s economy (Campos, 2017). The ICCA rankings also included many African countries which had about 39 member organizations in over 9 countries and over the past few years indicating that, Africa’s rankings had improved (ICCA, 2016). According to the latest ICCA ranking of Africa, South Africa (SA), Morocco and Rwanda were the highest ranked MICE destinations in Africa. In addition, the highest ranked cities were Cape Town, Marrakesh, and Kigali (ICCA, 2016).

In the East African (EA) region, Kenya is the most dominant destination of business tourism with regards to MICE. However, in the start of 2018, Tanzania has started to review its Tourism Policy to include conference and meeting tourism to complement the wildlife, cultural and beach tourism products. Tanzania Tourist Board (TTB) is hoping to attract international conferences to Tanzania, especially to hotels in Dar es Salaam and Arusha. The Ministry of Tourism is also looking to establish a Tanzania National Convention Bureau to oversee the development (Tairo, 2018).

In Kenya, the business and conference travel is the third major tourism product line. Independent business travelers originate from domestic, intraregional, and international source markets and choose specific Kenyan destinations depending upon their business
activities. In contrast, conference and meeting attendees are drawn to major meetings typically hosted at the Kenyatta International Convention Center (KICC) in Nairobi. While Africa has a relatively small share of the growing global convention and conference demand, Kenya has EA’s largest convention facility, which is able to support up to 5,000 attendees in its newly renovated facility (Tairo, 2018). The United Nations (UN) office in Nairobi, Gigiri, Safari Park Hotel in Nairobi and the Whitesands hotel and Sun-n-sand hotel in Mombasa have been and still are the strong forces behind development of conference tourism, coming out as the main host venues for most of the international events/conferences coming to Kenya. In the recent past, a host of other hotels and institutions of higher learning in the country have been also instrumental in hosting meetings and events (Victoria Safaris, 2014).

Bolstering this segment is the fact that Kenya is an international airline hub with direct access that far exceeds the capacity of any other country in EA. However, the current volume of business and conference tourism is eclipsed by the other major product lines. Systematically cultivated through the development of tailored products, the business and conference product line holds potential (Campos, 2017). However, the development, marketing and promotion of conference tourism as a tourism product in Kenya have been disparate. This has been primarily due to the fact that each facility presents into the market a conference product with little regard of the complimenting tourism activities. This has been entrenched further, by the lack of targeted efforts by the Kenya Tourist Board (KTB) on this sub-sector to co-ordinate the marketing and promotion of conference tourism in Kenya. Most of the KTB’s efforts have been on high value holiday travelers neglecting the all-important MICE travelers (GoK, 2016).

The MICE segment is arguably the fastest growing global segment of the tourism market, growing at the rate of 8-10% per annum. However this very lucrative branch of tourism has also been affected by Kenya’s recent trouble just like the rest of the tourism industry (GoK, 2017). The country has in the past received negative publicity in terms of tours and travel due to its tragic security woes. According to some industry observers, much as the slump in MICE tourism is result of the very challenges that have led to a decline in the Kenya tourism sector as a whole, it is in part attributed to the lack of a national convention center at the coast of Kenya (GoK, 2016). A number of proposals have been made to construct such centers in the coastal town – Mombasa and an inland one in
Kisumu. MICE tourism is basically a market for hotels and resorts and it is better for hotels that have conference halls, and other facilities that are convenient for group visits. So where the country is lacking convention centers in various parts, good hotels with good conference hall facilities have been benefitting (GoK, 2017). Thus, in search for a resolve to these problems, this study sought to determine the factors that influence choice of conference venues with a focal focus on KICC.

1.2 Statement of the Problem
Numerous studies have identified convention site selection variables and their relative perceived importance. Factors affecting site selection decisions can be broadly divided into site-specific and association factors (Weber & Chon, 2012). Go and Zhang (2014) classified the convention site selection criteria into two primary categories: one being destination environment (capacity) and the second being meeting facilities. Thus, the destination environment, meeting facilities, and association factors form the three key constructs in convention site selection from the meeting planners’ perspective.

Many convention studies empirically verified the destination being an important consideration for convention attendees. Baloglu and Love (2015) established the link between the perceived cognitive, affective and overall image of five cities in the United States (US) by association meeting planners and their site selection intention. The perceived image of the cities includes perceived restaurant, retail accessibility, facilities, logistics, city image, and the support and services from the Convention and Visitors Bureaus (CVBs). Chacko and Fenich (2010) aimed to quantify the influence and importance of specific destination attributes in the overall destination image for seven convention cities in the US. They found that image is the result of a city’s attractiveness, based largely on its physical attributes, and that location is a critical factor in determining success, while the promotional appeal is a significant contributor to overall destination image.

Following a comprehensive review of the literature on convention site selection, Crouch and Ritchie (1998) identified eight key dimensions considered in the site selection process by association meeting planners, namely accessibility, local support, extra-conference opportunities, accommodation facilities, meeting facilities, information, site environment and other criteria. Subsequently, Crouch and Louviere (2014) established that the venue
cost, food quality, plenary rooms, on-site/off-site accommodation and participant proximity are the five most important attributes influencing convention site selection of meeting planners. More recently, Lee and Back (2016) examined factors affecting brand satisfaction and attitudinal brand loyalty of convention attendees. Their findings confirm that convention site selection has a significant, positive impact on (convention) brand satisfaction, which results in attitudinal brand loyalty (Chaudhuri & Holbrook, 2011).

While the vast majority of studies have focused on destinations, there are no studies that have been conducted on site selection variables and their relative perceived importance are well established, in contrast to exhibition destination attractiveness. Considering this existing gap, this study focused on determining the factors that influence choice of conference venues in Kenya.

1.3 General Objective
The main objective of the study was to determine the factors that influence the choice of conference venues in Kenya, with a focal focus on MICE consumers.

1.4 Specific Objectives
The specific objectives of the study were:
1.4.2 To examine the influence of political stability on the choice of conference venues in Kenya.
1.4.1 To determine the influence of infrastructure on the choice of conference venues in Kenya.
1.4.3 To examine the influence of destination image on the choice of conference venues in Kenya.

1.5 Significance of the Study
1.5.1 MICE Organizers
This study may be of benefit to the managers, owners and event organizers of MICE around the country. These entrepreneurs stand to gain an insight into how their firms and organs can effectively manage the business tourism sector in the country, by having an in depth knowledge of how political stability, infrastructure and destination image influence choice of conference venues. This will facilitate their ability to create effective and efficient marketing strategies for business growth.
1.5.2 Government and Stakeholders
Understanding the determinants of MICE venues may help policy makers in government and other stakeholders design targeted policies and programs that may actively stimulate the growth and sustainability of such businesses in Kenya. This study may help policy makers have a deeper understanding of what the market needs are, thus facilitating their ability to implement better policy frameworks.

1.5.3 Future Scholars
A study on the determinants of MICE venues may be of significance to future academic scholars. The findings of this study would be beneficial to academicians because it not only forms a solid foundation for them, but provides useful research gaps that may stimulate interest in further research in the future.

1.6 Scope of the Study
This study focused examining the factors that influence the choice of conference venues in Kenya, with a focal focus on KICC. The study targeted all current conference customers in Nairobi County who make use of KICC when holding their conventions, meetings and events. It also included those organizations that regularly host their MICE events at KICC. The study was conducted from October 2018 to December 2018.

1.7 Definition of Terms
1.7.1 Conventions
Conventions are defined as formal assemblies attracting a large number of people for a common or specific purpose, that sometimes but not always incorporate an exhibition to showcase products of relevance and interest to convention attendees (Kirchgeorg, 2015).

1.7.2 Destination Image
Destination image can be defined as the sum of ideas, impressions and beliefs that a person have of a place, having both cognitive and affective aspects (Gallarza et al., 2012).

1.7.3 Political Stability
Political instability is defined as the propensity of a government collapse either because of conflicts or rampant competition between various political parties (Baloglu & Love, 2015).
1.7.4 Exhibition
An exhibition is defined as a public event at which pictures, sculptures, or other objects of interest are displayed, for example at a museum or art gallery. It is a display of a particular skillful activity is a display or example of it that people notice or admire (Rogers, 2013).

1.7.5 Infrastructure
Infrastructure according to Crouch and Louviere (2014) refers to the fundamental facilities and systems serving a country, city, or other area, including the services and facilities necessary for its economy to function; and is composed of public and private physical improvements such as roads, bridges, tunnels, water supply, sewers, electrical grids, telecommunications (including Internet connectivity and broadband speeds).

1.8 Chapter Summary
This chapter has presented the study background on factors influencing conference venue choice as well as the statement of the problem which has identified the study gap. The chapter has provided the general and specific objectives that guided the study, whilst indicating the study’s significance and scope. The chapter offers key definitions of terms used as well as the chapter summary. Chapter two provides the literature review, while chapter three provides the research methodology of the study. The fourth chapter presents the study results and findings and finally, chapter five offers the study’s discussions, conclusions and recommendations based on the study objectives.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature review based on the study’s specific objectives that sought to examine the influence of political stability on the choice of conference venues, determine the influence of infrastructure on the choice of conference venues, and examine the influence of destination image on the choice of conference venues in Kenya.

2.2 Political Stability and Choice of Conference Venue

2.2.1 Politics

The linguistic origin of politics lies in ancient Greek and derived from the word polis. Its meaning is the art or science of government and it is associated with competing interest groups for power or leadership (Cullingsworth, 1997). This competition usually involves rhetoric, debate and argument, which can become heated in national parliaments. According to McNaughton (2008), an original meaning of the city or the state in practice refers to the activity or managing of the affairs of the state which it refers to the city or state. In addition, classical Greece was divided into a number of small city-states such as; Athens and Sparta, which both was city and independent state.

Heywood (2004) argues that politics can be defined as the activity by which people make to uphold and revise the general rules under which they live. However politics might convey the fact to protecting the people from internal or external threat and enduring their general welfare. But such an incomplete definition would be better described by the word “government”, as Edgell (2015) states that tourism is not only a continuation of politics but an integral part of the world’s political economy. Consequently, tourism can be a tool of economics and politics.

Governments are significant factors in influencing tourism because governments have the power to provide political stability, security and the legal including financial framework (Elliott, 1997). However, the fact that governments have power does not necessarily mean that they will manage the state peacefully; it depends on many factors such as; the political and economic power holders, political culture, and their perception of the tourism industry (Edgell, 2015). Thus, different types of government can be either active or passive in tourism destination management.
The issue of political stability and political relations within and between states is extremely important in determining the image of destinations in tourist-generating regions and the real and perceived safety of tourists (Hall, 2012). Also the media through books, magazines, newspapers, satellites and cable links has a substantial influence on images of destinations, especially as media selects particular representations and interpretation of places, events and images which would have the greatest influence on creating stereotypical images of a tourist destination in tourist-generating regions (McNaughton, 2008). As Ankomah and Crompton (2015) suggest, a major consideration in a potential traveler’s decision to visit any foreign destination is that country’s political stability and general internal security conditions. Any evidence of domestic turmoil is likely to result in a decision not to visit that country.

2.2.2 Political Stability and Instability
Political instability often occurs where a government has been toppled, or is controlled by factions following a coup, or where basic functional pre-requisites for social-order control and maintenance are unstable and periodically disrupted (Bosque & Martin, 2016). Weber and Ladkin (2011) holds that political instability refers to a situation in which conditions and mechanisms of governance and rule are challenged as to their political legitimacy by elements operating from outside the normal operations of the political system. Clearly, there are varying degrees of political instability. For example, Italian governments in the past have had very short life spans, perhaps due to the nature of the Italian political and electoral system. Nevertheless, the Italian system has generally managed to adapt and change to the demands placed upon it. Similarly, the People’s Republic of China has also been reasonably stable despite other state communist regimes collapsing in Eastern Europe (Swarbrooke, 2012).

Political stability is therefore not a valid judgment as to the democratic nature, or otherwise, of a state. Indeed, it may be the case that certain authoritarian states that limit formal opposition to government may provide extremely stable political environments in which tourism can flourish (Bosque & Martin, 2016). For example, the perceived nature of political regime as repressive may not necessarily deter international tourism: both Spain and Portugal develop their very considerable international tourism industries under what many would regard as fascist dictatorship (Weber & Ladkin, 2011).
2.2.3 Terrorism

Wanhill (2016) defines terrorism as premeditated, politically motivated violence perpetrated against non-combatant targets by sub-national groups or clandestine agents usually intended to influence an audience. Meanwhile Gearson (2012) remarks that US Federal Bureau of Investigation (FBI) has defined it rather differently, as the use of serious violence against people’s property, or to intimidate or coerce a government, the public or any section of the public in order to promote political social or ideological objectives.

A specific aim of terrorism is to disrupt business, thus governments need to try and control internal and external terrorism, not least because of its potential to affect national economies. In general, it can be said that politics is the mechanism of governance, which has the power to provide political stability (Chacko & Fenich, 2010). However, countries peacefully depend upon political culture and economic power holders (Gearson, 2012).

Hall (2008) regards the study and future of tourism from a multi-disciplinary perspective. He contends that tourism studies should not reside in a holistic social science context, but also include sociology, environmental studies, human geography and politics as well as management. Hall (2012) argues that tourism destination managers will need to appreciate the scale of sociological and environmental impact, and the conflicting interests of different stockholders in these contexts. Political instability and security issues will be very much on the agenda, as will health issues (bio security) and climate change.

Kant (2008) emphasizes that the visitor for a foreign land has the right not to be treated as an enemy when they arrive in the land of others. In principle, the visitors must not be treated with hostility, as long as the visitor acts peacefully within the destination, but visitors of foreign countries today, and the future, may not find this to be the case as growing number of countries experience terrorist attacks. Heightened suspicion towards outsiders can lead to less hospitality when such attacks have occurred (Hall, 2008).
2.2.4 Travel Advisories

One of the side effects of political instability on tourism has been the increasing influence of government travel advisories on the destination choice of travelers. Travel advisories are issued or bans are imposed from time to time for political reasons (Gearson, 2012). It is common, for example for governments to prohibit travel to war zones or to territories of hostile nations in which the government has no means of protecting the life and property of its citizens (Edgell, 2015).

Particularly the western governments issue regular travel advisories for their citizens warning them to stay away from certain destinations. Apart from the obvious ‘trouble spots’, such as Iraq, where there is a real threat to the safety of visitors, travel advisories are often criticized for perceived bias (Gearson, 2012). The opponents of those advisories point to the fact that the threats are often exaggerated in the case of those destinations where the ruling governments have some type of diplomatic conflict with the west (Heywood, 2004).

Sonmez (2016) pointed out the government has a prerogative to issue travel advisories against countries it chooses- in response to political or environmental occurrence to protect its own citizens. Also governments can and do exert political pressure through tourism and use it as a promotional vehicle to convey a positive image or as a sanction against other countries (Edgell, 2015). For example cases that invite cynicism of detractors are the approach of the US and its allies, taking drastic action at the slightest provocation in distributing intelligence gathering when it comes to perceived ‘hostile’ nations, such as Indonesia Iraq, North Korea and Zimbabwe, while underplaying similar information in the case of ‘friendly’ powers such as Pakistan, Egypt and Saudi Arabia.

2.2.5 Tourism Planning

The planning of tourism is recognized by various authors as a prerequisite for successful tourism development and management (Elliott, 1997; Hall, 2008; Inskeep, 1994). Different destinations around the world have demonstrated that a planned tourism approach can be beneficial, as it reduces the possibility of negative outcomes and at the same time helps to maintain a more satisfied tourism market (Hall, 2012). Rapid globalization has enabled people to travel more frequently, and as a consequence travelers have increasingly higher demands (Briedenhann & Wickens, 2014; Gunn & Var, 2002).
This trend has encouraged governments to improve tourist attractions, facilities and infrastructure so that they can compete at a higher level and extend the tourist area lifecycle (Hall, 2012). Consequently, tourism planning is proposed as a precondition and a solution for successful development and economic advantage (Hall, 2008). Getz (2016) has identified tourism planning as a process, based on research and evaluation, which seeks to optimize the potential contribution of tourism to human welfare and environmental quality.

Hall (2008) argues that planning is linked with decision making and policy making, and gives rise to a number of mutually supportive and methodically related decisions. It is part of a process in which ‘goals are set and policies elaborated to implement them’ (Cullingsworth, 1997). Policies and objectives should therefore be formulated in relation to a tourism strategy, which will set the parameters for future tourism development and planning. These guidelines are thus part of a wider planning process, which seeks to maximize the potential of the industry in the economic, social and political environment of a destination (Hall, 2012). The recent shift towards more sustainable forms of tourism emphasizes this point, and Weber and Ladkin (2011) argues that sustainable tourism is encouraged by the maintenance of an environment and the viable resources it provides.

2.3 Infrastructure and Choice of Conference Venue

2.3.1 Infrastructure

Infrastructure is the key to develop a successful conference destination. Conference tourism industry stimulates investments in new infrastructure, most of which improves the living conditions of local residents as well as tourists (Smith, Hama & Smith, 2013). Tourism development projects can include airports, roads, sewage systems and water treatment plants, restoration of cultural monuments, museums, and nature centers (Smith, 2014).

It has become critically important for destinations to ensure that their infrastructure facilities are of high standard, such as offering telecommunications services, environmental management, health and sanitation, and perhaps most critical, safety and security (Jameel, 2016). The travel industry has seen many examples of destinations losing both business and their long-term reputation because they have failed to adequately meet these standards of infrastructure services and facilities. The packaging of these
components in the various styles desired by the identified market segments in a variety and capacity that is most profitable to the destination or supplier of the product is considered the individualized tourism offer (Richards, 2012). Service providers, in particular incoming agents or tour operators, generally take care of product mix formulation (Smith, 2014).

Identifying and prioritizing business tourism specific infrastructure projects may enhance the business tourism offering and increase visitor satisfaction of the destination. But structuring and delivery of modern infrastructure facilities are extremely complex (Houdement, Santos & Serra, 2017). According to Grzinic and Saftic (2012) there are 7 actions which can ensure adequate tourist and related infrastructure, i.e. ensure accessibility to and within the destination, improve the communal infrastructure, develop new accommodation capacities, advance the service quality of the provided services, develop the necessary infrastructure, upgrade the existing accommodation capacities, and focus in destination safety and cleanliness. Infrastructure contributes positively to tourist arrivals, hence the sufficient and proper development of business tourism specific infrastructure is essential in developing a mature tourist destination (Houdement, Santos & Serra, 2017).

2.3.2 Service Infrastructure

Smith (2014) was among the first to acknowledge the role of service infrastructure in creating a product experience. He argued that service infrastructure is housed within the larger macro-environment or physical plant of the destination. Smith, Hama and Smith (2013) stressed the fact that the level, use, or lack of infrastructure and technology in a destination is also visible and determining features that can enhance the visitors’ trip experience.

Technological advances, such as the Internet, have changed the way that guest perceive about the place to be visited as they have very good knowledge and pre-destination image about the destination. People like to do different things when they travel. They come from different cultures, have different likes and dislikes, and of course have different budgets (Go & Zhang, 2014). There has to be a good mix and balance between the basic 5 A’s that are essential to a successful destination. These are Accommodation, Accessibility, Activities, Amenities, and Attractions (IATA, 2015). These same components are the
ones that the destinations need to ensure that they are well-suited for the guests’ needs. Finally, Chaudhuri and Holbrook (2011) state that, it is just as important, and perhaps even more important, to ensure that the destination’s infrastructure standards are also adequate as the business tourists are well aware of the wonderful travel and tourism products and services offered around the world.

2.3.3 Attraction Infrastructure
A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, offering leisure, recreation, adventure and amusement (Rutherford & Kreck, 2014). On the other hand the term tourist destination refers to the geographic area that is different from the place of the permanent residence of a tourist, where tourist activity is implemented and tourist products are consumed. It is possible to define it as a location of tourist consumption (Cavlek et al., 2011).

Attractions are the pivotal element of tourism development; evidence shows that tourists are more likely to be motivated to visit destinations that have such resources that can satisfy their needs (Richards, 2012). Wanhill (2016) used the term imagescape to represent the attraction product concept. Imagescape condenses history and culture in time and space into marketable entertainment experiences. Kirchgeorg (2015) refers attraction to the perceived importance or interest in an activity or a product, and the pleasure that derives from participation or use. Tourism attractions determine direction as well as the intensity of tourism development on the specific tourism receptive area. Swarbrooke (2012), pointed out that the attraction product is mainly experiential, consisting of both tangible and intangible elements. Visitor attractions form the most crucial component of tourism product (Wanhill, 2016). At the very basic level, they provide the focus for tourists thereby drawing visitors to a destination; on the other hand, they serve as agents of change, social enablers and major income generators (Kant, 2008). Basic services, attractions and accessibility affect tourist satisfactions (Cavlek et al., 2011).

Many tourism destinations contain natural, cultural and special type of attractions to attract visitors. According to Wanhill (2016), the attractions sector consists of the built environment and the natural environment, in addition to cultural resources, products,
festival and events. Swarbrooke (2012) classifies attractions into four types that include natural, man-made but not originally designed primarily to attract visitors, man-made and purpose-built to attract visitors and special events.

2.3.4 Accommodation Infrastructure
Accommodation is a fundamental element of the business tourism industry (Wanhill, 2016). It is the largest and most ubiquitous sub-sector within the tourism economy, accounting for around one-third of total trip expenditure and, forms an essential ingredient of the tourism experience. The concept of travel accommodation has transformed itself as the hospitality industry on account of its utility in tourism and life away from home. The accommodation service represents a basic tourist service, an ensemble of benefits offered to tourists during his stay (Rahovan, 2013).

Apart from the immediate context of the tourism industry, the significance of the hotel in other social and cultural domains has not been adequately explored. Global investments in hospitality sector have shown increasing trends over the last few years. Asia is viewed as the top global prospect for hospitality investment (Sasserath, Wenhart & Daly, 2015). Emerging markets in Asia are unseating Europe as the epicenter of new hospitality investment and development, while investors in the US are switching their focus from the acquisition of existing hotels to developing new properties (Ernst & Young, 2013).

Tourism is to a great extent dependent on the range and type of accommodation available at the destination. Accommodation is a core area of the tourist industry and plays a distinctive role in the development of this ever-expanding industry (Jago & Deery, 2010). Many countries have recognized the importance of accommodation industry in relation to tourism and their governments has coordinated their activities with the industry by providing big incentives and concessions to hoteliers, which have resulted in the building up of a large number of hotels and other type of accommodations (Crouch & Louviere, 2014). It is also crucial to be aware of the tourist attractions within the hotel locality. If hotels can draw high occupancy throughout the year without relying on seasonal tourism then diversity can be beneficial (Jago & Deery, 2010).
2.3.5 Accessibility Infrastructure

Access is a key infrastructure for tourist destinations. It is particularly important in regions where tourist attractions are widely dispersed. Accessibility encompasses roads, railway, airports and various transport facilities (Lee & Back, 2016). Easy access to tourism destinations in terms of international transport and facilities for easy movement within the destinations are generally considered to be prerequisites for the development of tourism (Rahovan, 2013). Kaul (1985) is among the first to recognize the importance of transport infrastructure as an essential component of successful development in that it induces the creation of new attractions and the growth of existing ones.

Cavlek et al. (2011) defines the transport system relevant to tourism as the operation of, and interaction between, transport modes, ways and terminals that support tourists into and out of destinations and also the provision of transport services within the destination. According to Luo (2014), a good and attractive transportation system rests to a large extent on quality and availability of transportation infrastructure comprising air services and airport, land transport systems and routes and water transport infrastructures as well. In fact, Cavlek et al. (2011) state that, the transport system is responsible for connecting tourism origins to tourism destinations and providing transport within the tourism destination, for example, to attraction, hotels and shopping. A destination should be easy to get to and around, particularly if the country is geographically dispersed.

Visitors are more likely to be reliant on good public links between airports and city centers and (Luo, 2014) these are now common in most cities. Studies about transportation have investigated the linkages and patterns of tourist flows between origin and destination (Lee & Back, 2015; Bosque & Martin, 2016; Cavlek et al., 2011). Considerable focus has also been placed on the accessibility of destinations for tourists (Hall, 2012; Hall, 2008) particularly as a factor of importance in destination choice (Luo, 2014). In the case of business and conference tourism accessibility to be the foremost attribute takes into account when selecting a venue (Bradley, 2012).

Improved transport infrastructure, particularly in the case of road and land transport, likely leads to reduced cost of transport (Lee & Back, 2015). Road capacity improvements such as more lanes, improved reliability, higher quality road surfacing, improved safety through more and wider lanes and improved signage reduce fuel
consumption, wear and tear, and transit time of traffic. Such hard transport infrastructure investments do impact on the cost and quality of the tourism experience (Jameel, 2016).

2.4 Destination Image and Choice of Conference Venue

2.4.1 Destination Image

There exists an extensive literature about the concept of a tourist destination image and the importance of it is universally acknowledged, as it affects the subjective perceptions of individuals that again affect behavior and finally the destination choice (Kneesel, Baloglu & Millar, 2010). However, researchers have not succeeded in fully agreeing on how to operationalize and conceptualize destination image and there are many different definitions of the concept (Hakala & Lemmetyinen, 2011). Destination image can be defined as the sum of ideas, impressions and beliefs that a person have of a place, having both cognitive and affective aspects. One can say that destination image is a complex concept as it allows for several ways of interpretation and because the comprehension do not have a unique meaning (Gallarza et al., 2012).

Perceptions about a destination form the image, which is held and remembered in people’s mind. Destination perceptions have in research literature been divided in three conceptual components: cognitive, affective and overall impressions (Baloglu & Brinberg, 2013). The cognitive component refers to knowledge and beliefs, the affective component to feelings and the overall component to impressions of the destination different from or similar to the two latter components (Baloglu & McCleary, 2014).

All destination perception components should be taken into consideration when assessing the destination image or trying to influence a markets view and relation to the image. It should also be taken into consideration that visitors with previous experience from a destination usually has a different, and often more positive, view on the destination than those without (Baloglu & Mangaloglu, 2011). This is in regards to all three components in the destination perception. It is also important to remember that the image of a destination may be substantially different depending if one looks at it as a conferences or vacation destination (Baloglu & Love, 2008).
The image of a destination is the sum of impressions; ideas and beliefs people have about it. This is based on previous experience, beliefs, knowledge and stereotypes of the economic, political and social conditions, as well as the culture, history, traditions and people of a destination (Hakala & Lemmetyinen, 2011). Three overall dimensions of an image are suggested; knowledge, experience and stereotypes (Dann, 2016).

2.4.2 Cognitive
The dimension of knowledge is about the cognitive evaluation in regards to a destination, which is obtained through information from multiple official sources (Payne et al., 2009). Adjusting prior knowledge and cognitive structures is something people often resist and instead they look for information that confirms it (Fakeye, 2014). Destination image encompasses only cognitive image components.

Cognitive image refers to beliefs, impressions, ideas, perceptions and knowledge that people hold on objects (Crompton, 2014). The overall or totality of image or impression based on individual attributes and also reveals the relationship between cognitive attributes and overall image (Kneesel, Baloglu & Millar, 2010). The totality of image depends on evaluations of different products and services (Rutherford & Kreck, 2014).

Tourist perceptions of destination attributes of various activities and attractions within an area will interact to form overall image (Grzinic & Saftic, 2012). The images were formed by cognitive and affective judgments, affective judgments based on individual feelings and emotions towards an object (Baloglu & Mangaloglu 2011). Dann (2016) suggested destination image were created by cognitive, affective and conative. Cognitive component made up of the sum of beliefs, impressions, ideas and perceptions that people hold of an object.

2.4.3 Affective
The affective component deals with how a person feels about objects or destinations. When it comes to the dimension of experience it is about the personal experiences each individual build with a destination (Ekinci & Hosany, 2012). This is especially affected by the personal meeting with the culture and people, which again affects feelings, thoughts and sensory perceptions towards the destination. Different experiences either
enhance or destroy the image of the place. In creating loyal relationships to a destination it is essential to experience and the emotions to the place (Hakala & Lemmetyinen, 2011).

Affective image can be used to explain behavioral intentions, an argument supported by Ekinci and Hosany (2012) who showed that affective image (with destination personality) was a better predictor of intention to recommend a destination to others. The importance of tourists’ affective evaluations of a destination in ensuring positive attitudes and word of mouth behavior has also been highlighted in more recent work (Hosany 2012; Hosany & Gilbert 2010).

Existing evidence of the significance of affective image on a destination’s attractiveness, along with the dearth of studies focusing specifically on the destination personality aspects of destination image, warrant a closer examination of the emotional components of image, perhaps even separately from the cognitive component (Payne et al., 2009). In addition, it has been argued that affective appraisals of a place can be formed not only after visiting a place but also before visiting a destination, which subsequently suggests that the overall image of a destination can be formed even in the absence of actual visitation (Bosque & Martin, 2016). In light of the important role of past experience in shaping affective destination image perceptions (Baloglu & Love, 2015), the usefulness of the particular set of relationships is tested both in the presence (past visitors) and absence (non-visitors) of past experience with an urban destination.

2.4.4 Stereotyping / Overall Impressions

Stereotyping is also a dimension of the image, meaning that one places people and whole nations in categories. This is a fluid, dynamic process which means it is possible to influence the stereotyping and thereby the image (Fakeye, 2014). Therefore one should find out what kind of stereotype beliefs the market has about the country or local destination and the people there, and then strengthen favorable beliefs and change unfavorable beliefs (Hosany & Gilbert, 2010).

Stereotyping destination image is important in marketing and tourist decision making, but even more important is how the image has come about. As determinants for image are often divided to stimulus factors and tourists’ personal characteristics, structural forces are often neglected (Hosany, 2012). Following Gunn’s image research, Fakeye (2014)
suggested that tourist destination image is formed by three processes, including the organic, induced and complex image. The third image is one that is further developed as complex image when tourists actually visit and contact destinations (Dann, 2016). Gallarza et al. (2012) reviewed previous researches focusing on destination image and in particular they sorted Mazanec’s structuring of image format that includes objects, subjects and attributes.

The object dimension refers to destination, the subject dimension through respondent’s interviews, and residents’ receptiveness and landscape and surroundings are attributes analyzed. Hence, the nature of the image is multiple as gestalt (Crompton, 2014). A breakthrough though, but they still do not solve the problem and difference between the tourist images (including all three images just mentioned) and the local living identity, which we label as the authentic image or identity, or the local authenticity (Baloglu & Love, 2008). Stereotyping is used to trace and argue how the structural forces and the images promoted through different phases and levels of tourism development.

### 2.4.5 Importance of Destination Image

The image for a destination is often more complex than the image of a specific product and service, as there are multiple components to consider that are outside the control of those forming the image. Landscape, locations, social relations and the dynamic process of connecting people to a physical place make the destination contextual and relational for the visitors (Hosany, 2012). Public diplomacy, international relations, political situations and uncontrollable events also influence the overall image of a nation and the specific destinations within the country (Crompton, 2014). This makes it even more important to build an image on true situational factors, so that expectations can be met or exceeded. One should understand the weaknesses and strengths of current and future situation, as well as current and future threats and opportunities. That would make it easier to know what kind of image is sustainable and meets the market needs (Hakala & Lemmetyinen, 2011).

It is suggested that the image is more important in the selection of a destination than the tangible factors are, because perceptions is what motivates people to visit a place or not and the providing of a tourism service is affected by great subjectivity (Crompton, 2014). The image is a mix of impressions prior to and during the visit, as well as the
reassessment after the visit. It is affected by many aspects; unofficial information from friends and family, official information from web pages, magazines, television and the like, and last, but not least the retailer, other tourists, employees and residents at the destination (Gallarza et al., 2012).

Co-creating the image with citizens, the corporate sector and the government could help enhance the process of finding the right image as well as meeting created image expectations (Hakala & Lemmetyinen, 2011). There is however little attention on co-creation of image in the literature (Payne et al., 2009). But some do point out that participative involvement and stakeholder co-creation in this process is crucial (Dann, 2016).

2.5 Chapter Summary
This chapter has presents the literature review on the influence of political stability, infrastructure destination image on the choice of conference venues by using secondary sources to form the study foundation. Chapter three provides the research methodology that guided the study in terms of research and data collection methods.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter provides the research methodology that guided the study in terms of research and data collection methods. The chapter elaborates on the research design, population and sampling technique, as well as the data collection methods, research procedures and data analysis methods that were adopted.

3.2 Research Design
The study adopted descriptive research design. This design was ideal for the study because the methods involved in descriptive research as described by Cooper and Schindler (2014) include survey, which describes the status quo, and correlation study which investigates the relationship between variables. Descriptive design also determines and reports the way things are and attempts to describe such things as possible behavior, attitudes, values and characteristics (Kothari, 2014). The design also has enough provision for protection of bias and maximized reliability (Saunders, Lewis & Thornhill, 2012).

Descriptive research design in this study was used to examine factors influencing (independent variables) choice of conference venues (dependent variable) at KICC. This design was used to examine how the independent factors (political stability, infrastructure and destination image) influenced the selection of a conference venue. A survey research was used to gather data from the study population.

3.3 Population and Sampling Design
3.3.1 Population
According to Bryman and Bell (2015) a population includes all people, items or a set of elements having a common observable characteristic that the research focuses upon and to which the results obtained by testing the sample can be generalized. Kothari (2014) posits that target population refers to the entire group of individuals or objects to which researchers are interested in generalizing the conclusions. For this study, a total of 400 corporates, political parties and other institutions situated in Nairobi that consumed MICE products at the KICC made-up the study’s population.
3.3.2 Sampling Design

3.3.2.1 Sampling Frame

Saunders, Lewis and Thornhill (2012) describe a sampling frame as the list of ultimate sampling entities which may be people, households, organizations or other units of analysis. Kothari (2008) posits that a sampling frame is a physical representation of the target population and comprises all the units that are potential members of a sample. Bryman and Bell (2015) note that there are cases where a sampling frame does not exist or it would require more time and resources to compile. For the purpose of this study, the sampling frame was compiled from the official list of MICE consumers that was obtained from KICC records between the years 2015 and 2017.

3.3.2.2 Sampling Technique

Sampling technique according to Kothari (2014) is the procedure a researcher uses to gather people, places or things to study. In this study, consumers of MICE products at KICC were sampled using purposive sampling technique. Purposive sampling method is a deliberate non-random method of sampling which aims at selecting a sample of people, settings or events with predetermined characteristics (Cooper & Schindler, 2012). Consumers of MICE products at KICC were selected with a preference of repeat customers for the period 2015-2017.

3.3.2.3 Sample Size

Bryman and Bell (2015) state that if it is not feasible to study the entire population, then a sample size would be appropriate. Cooper and Schindler (2012) define a sample size as a part of the target or accessible population that has been procedurally selected to represent the entire population. Kothari (2008) defines a sample size as the number of items to be selected from the universe or the population to constitute a sample. This study adopted the Yamane (1967) formula when selecting the sample size. This facilitated the study in having a scientifically significant sample that was 196.

\[ n = \frac{NZ^2pq}{(E^2(N - 1) + Z^2pq)} \]

Where:

- \( n \) = was the sample size
- \( Z \) = was the level of confidence (95%, \( Z \) was set at 1.96)
- \( P \) and \( q \) = were the population proportions, set at 0.5
E = was the accuracy of the sample proportions that was set at 0.05 (5%)
N = was the population size

Thus, the population sample was:
\[
n = \frac{400(1.96)^2(0.5 \times 0.5)}{(0.05^2(400-1) + 1.96^20.5 \times 0.5)}
\]
\[
n = \frac{400(3.8416)(0.25)}{(0.0025(399) + 3.8416(0.25))}
\]
\[
n = \frac{384.16}{0.9975 + 0.9604}
\]
\[
n = \frac{384.16}{1.9579}
\]
\[
n = 196
\]

3.4 Data Collection Methods
Primary data was collected from the respondents using the questionnaire which was administered by the researcher and trained assistants. The questionnaire used closed-ended questions. This was because according to Kothari (2012), a questionnaire with closed-ended questions allows every possible question to have a response. The questionnaire applied the use of a Likert scale. The Likert scale was used to collect the psychometric responses on factors behind the need for MICE products, choice of conference venue, product attributes and the various factors influencing choice of conference venue. The questionnaire was structured in four parts: general information, influence of political stability, influence of infrastructure, and influence of destination image.

3.5 Research Procedures
A pilot study was carried out to test the effectiveness, validity and reliability issues of the research instrument. The objective of conducting a pilot test is to detect weakness in design and instrumentation and to provide alternative data for selection of a probability sample (Kothari, 2008). According to Cooper and Schindler (2014), the purpose of pre-
testing is to ensure that items in the tool bear the same meaning to all respondents and to assess the average time that is required to administer the instrument. Pilot test ensures validity and reliability of the instrument. The questionnaire was administered to 10 respondents and the responses checked against the research objectives. The results and recommendations of the pilot test were used to further develop the instrument. To test the reliability of the instrument used in the study, the Cronbach’s Coefficient Alpha was computed and all questionnaire items were > 0.7 which was the study’s threshold. According to Cronbach, Lee and Richard (2004), the alpha of 0.6 to 0.7 indicates acceptable reliability while 0.8 or higher indicates good reliability.

Before collection of the data, an introductory letter indicating the purpose of the study was presented to the management of the targeted respondents for their consent and approval to collect data on their institutions. Thereafter, the questionnaires were administered by the researcher and trained data collection assistants to the respondents in view of clarifications to the respondents if need be. Questionnaires were then left with the respondent to be collected at a later date/time. The questionnaire administrators however, worked towards collecting the questionnaires upon issue where possible so as save time. Each respondent received the same set of questions for consistency.

3.6 Data Analysis Methods

Descriptive statistics was used to analyze quantitative data. Descriptive statistics provides for meaningful distribution of scores using statistical measures of central tendencies, dispersion and distribution (Kothari, 2014). As such, percentages and measures of dispersion were employed to allow for simpler interpretation of the data. The importance of using percentages was that they simplify data by reducing all the numbers to range between 0 and 100, and they translate the data into standard form with a base of 100 allowing for relative comparisons and easier interpretations of the data (Cooper & Schindler, 2012).

Statistical Package for Social Sciences (SPSS) was used to aid the processing and analysis of the data collected. Cronbach, Lee and Richard (2004) describes SPSS to have capability of offering extensive data handling and numerous statistical analysis routines that can analyze small to very large data statistics. Inferential statistics was also used. Regression analysis was used to show the relationship between variables i.e. to ascertain
the causal effect of one variable upon another while Pearson product-moment correlation was used to show whether the relationship between the variables were significant thus generalizing the results of analysis to the population. The regression analysis that guided the study was:

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon. \]

Where:
- \( Y \) = Choice of Conference Venue
- \( X_1 \) = Political Stability
- \( X_2 \) = Infrastructure
- \( X_3 \) = Destination Image
- \( \beta_i \) = Coefficients of the independent variables
- \( \varepsilon \) = Error term

### 3.7 Chapter Summary

This chapter has presented the methodology employed by the study. It has discussed in detail descriptive research design and justification for its adoption, the geographical area and justification for the choice of the area, the target population was 400. The sampling technique that was used was purposive. The chapter has highlighted the data collection methods, detailed the pilot study as well as analysis and data presentation. The next chapter focused on the results and findings of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the study’s results and findings based on the collected data for the specific objectives that sought to examine the influence of political stability, infrastructure and destination image on the choice of conference venues in Kenya.

4.1.1 Response Rate

Refined self-administered questionnaires were distributed to the target population that was 196. These were collected and data cleaning process followed where incomplete questionnaires were discarded leaving 148 questionnaires for data analysis. Thus, the response rate for the study was 75.5% as indicated on Figure 4.1.

![Figure 4.1: Response Rate](image)

4.1.2 Reliability Results

Table 4.1 shows that all questionnaire items were reliable for the study since all their individual coefficients were >0.7. Particularly the table shows that the Cronbach alpha for political stability was 0.8, infrastructure was at 0.884 and destination image was at 0.754.

<table>
<thead>
<tr>
<th>Questionnaire Section</th>
<th>No. of Items</th>
<th>Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political stability and choice of conference venues</td>
<td>10</td>
<td>.800</td>
</tr>
<tr>
<td>Infrastructure and choice of conference venues</td>
<td>10</td>
<td>.884</td>
</tr>
<tr>
<td>Destination image and choice of conference venues</td>
<td>10</td>
<td>.754</td>
</tr>
</tbody>
</table>
4.2 General Information

4.2.1 Organization Industry

Figure 4.2 presents the industry in which the respondents’ organization fell under and it indicates that 20.3% were in the entertainment industry, 18.9% were in import and export, and 14.9% were in government, while an equal percent were in tourism and hospitality industry. The figure shows that 13.5% were in the housing and construction industry, 7.4% were in medical, 5.4% were in the banking sector and 4.7% were in the manufacturing sector. The results indicate that all industrial sectors were represented in the study.

![Figure 4.2: Organization Industry](image)

4.2.2 Type of Event

Figure 4.3 presents the type of events the organization normally held and it shows that 28.4% held conferences, 21.6% held entertainment shows, 20.3% held exhibitions, 17.6% held incentives and 12.2% held meetings in their business tourism events.
4.2.3 Annual Number of Events

Figure 4.4 shows the number of times the organizations held their events annually and it shows that 32.4% held 1-2 events annually, 30.4% held 3-4 events annually, 16.9% held 5-6 events annually, 15.5% held 7-8 events annually, and 4.7% held 9 and above events annually. This indicates that the organizations were best candidates for the study.

Figure 4.4: Annual Number of Events

4.2.4 Preferred Venue

Figure 4.5 shows the preferred venue for the organizations’ events and it indicates that 26.4% preferred the Sarit Center, 25.7% preferred BOMAS of Kenya, 18.2% preferred Safari park Hotel, 15.5% preferred KICC, and 14.2% preferred KIA. This shows that BOMAS of Kenya and Sarit Center were the most preferred venues in Nairobi.
4.2.5 Reasons for Venue Preference

Figure 4.6 presents the results for reasons organizations preferred certain venues, and it shows that 18.2% of the venues were preferred due to their location, 15.5% were equally preferred because of their capacity and reputation, 14.9% were preferred because of their amenities, 13.5% were because of the nature of event, 8.8% were preferred due to past experiences in the same venue, 7.4% were due to their cost, and 6.1% were because of their convenience.
4.3 Political Stability and Choice of Conference Venue

4.3.1 Influence of Political Stability Factors on Venue Choice

Table 4.2 shows that politics conveys the fact to protecting the people from internal or external threats agreed to by 77.7% of the respondents and 22.3% were neutral (mean 4.16; standard deviation 0.765). Governments are significant factors in influencing tourism agreed to by 73.6% of the respondents and 26.4% were neutral (mean 4.16; standard deviation 0.817). Political stability is important in determining the image of a destination agreed to by 77% of the respondents and 23% were neutral (mean 4.05; standard deviation 0.717). The major consideration for potential travelers’ decision to visit a foreign destination is that country’s political stability agreed to by 65.6% of the respondents, 21.6% were neutral and 12.8% disagreed (mean 3.95; standard deviation 1.074).

Terrorism disrupts business, especially business tourism agreed to by 79.7% of the respondents and 20.3% were neutral (mean 4.22; standard deviation 0.763). Tourism destination managers in Kenya appreciate the scale of sociological and environmental impact agreed to by 69.6% of the respondents, 16.2% were neutral and 14.2% disagreed (mean 3.86; standard deviation 1.015). Governments usually prohibit travel to politically unstable countries / zones agreed to by 78.4% of the respondents and 21.6% were neutral (mean 4.27; standard deviation 0.796).

Travel advisories to some extent are often exaggerated by Western (developed) countries agreed to by 58.8% of the respondents and 41.2% were neutral (mean 3.94; standard deviation 0.875). Tourism planning is a prerequisite for successful tourism development and management agreed to by 66.2% of the respondents and 33.8% were neutral (mean 3.80; standard deviation 0.659). Tourism planning in the country has given rise to a number of mutually supportive and methodically related policy decisions and objectives agreed to by 83.8% of the respondents, 7.4% were neutral and 8.8% disagreed (mean 4.16; standard deviation 0.904).
Table 4.2: Influence of Political Stability Factors on Venue Choice

<table>
<thead>
<tr>
<th>Factor</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics conveys the fact to protecting the people from internal or</td>
<td>0</td>
<td>0</td>
<td>22.3</td>
<td>39.2</td>
<td>38.5</td>
<td>4.16</td>
<td>.765</td>
</tr>
<tr>
<td>external threats</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governments are significant factors in influencing tourism</td>
<td>0</td>
<td>0</td>
<td>26.4</td>
<td>31.1</td>
<td>42.6</td>
<td>4.16</td>
<td>.817</td>
</tr>
<tr>
<td>Political stability is important in determining the image of a</td>
<td>0</td>
<td>0</td>
<td>23</td>
<td>48.6</td>
<td>28.4</td>
<td>4.05</td>
<td>.717</td>
</tr>
<tr>
<td>destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The major consideration for potential travelers’ decision to visit a</td>
<td>0</td>
<td>12.8</td>
<td>21.6</td>
<td>23.6</td>
<td>41.9</td>
<td>3.95</td>
<td>1.074</td>
</tr>
<tr>
<td>foreign destination is that country’s political stability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terrorism disrupts business, especially business tourism</td>
<td>0</td>
<td>0</td>
<td>20.3</td>
<td>37.2</td>
<td>42.6</td>
<td>4.22</td>
<td>.763</td>
</tr>
<tr>
<td>Tourism destination managers in Kenya appreciate the scale of</td>
<td>0</td>
<td>14.2</td>
<td>16.2</td>
<td>38.5</td>
<td>31.1</td>
<td>3.86</td>
<td>1.015</td>
</tr>
<tr>
<td>sociological and environmental impact</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governments usually prohibit travel to politically unstable countries /</td>
<td>0</td>
<td>0</td>
<td>21.6</td>
<td>29.7</td>
<td>48.6</td>
<td>4.27</td>
<td>.796</td>
</tr>
<tr>
<td>zones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel advisories to some extent are often exaggerated by Western</td>
<td>0</td>
<td>0</td>
<td>41.2</td>
<td>23.6</td>
<td>35.1</td>
<td>3.94</td>
<td>.875</td>
</tr>
<tr>
<td>(developed) countries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism planning is a prerequisite for successful tourism development</td>
<td>0</td>
<td>0</td>
<td>33.8</td>
<td>52.7</td>
<td>13.5</td>
<td>3.80</td>
<td>.659</td>
</tr>
<tr>
<td>and management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism planning in the country has given rise to a number of mutually</td>
<td>0</td>
<td>8.8</td>
<td>7.4</td>
<td>42.6</td>
<td>41.2</td>
<td>4.16</td>
<td>.904</td>
</tr>
<tr>
<td>supportive and methodically related policy decisions and objectives</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.3.2 Correlation Analysis for Political Stability Factors and Venue Choice

Table 4.3 presents the correlation analysis for political stability factors and their influence on conference venue selection. The table shows that politics was a significant factor to conference venue selection (0.791, p<0.01). Terrorism was a significant factor to conference venue selection (0.500, p<0.01). Travel advisories were a significant factor to conference venue selection (0.329, p<0.01). Tourism planning was a significant factor to conference venue selection (0.482, p<0.01).

Table 4.3: Correlation Analysis for Political Stability Factors and Venue Choice

<table>
<thead>
<tr>
<th>Venue Choice</th>
<th>Politics</th>
<th>Terrorism</th>
<th>Travel Advisories</th>
<th>Tourism Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
<td>1</td>
<td>0.791**</td>
<td>0.500**</td>
<td>0.329**</td>
</tr>
<tr>
<td>Terrorism</td>
<td></td>
<td>0.000</td>
<td>0.202*</td>
<td>0.341**</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td>0.000</td>
<td>0.080**</td>
</tr>
<tr>
<td>Advisories</td>
<td></td>
<td></td>
<td></td>
<td>0.336</td>
</tr>
<tr>
<td>Tourism</td>
<td></td>
<td></td>
<td></td>
<td>0.115</td>
</tr>
<tr>
<td>Planning</td>
<td></td>
<td></td>
<td></td>
<td>0.850**</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

4.3.3 Regression Analysis for Political Stability Factors and Venue Choice

Table 4.4 presents the regression model summary analysis for political stability factors and their influence on conference venue selection. It indicates that political stability factors account for 80.6% of the variance in selection of conference venues.

Table 4.4: Model Summary for Political Stability Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.901</td>
<td>.811</td>
<td>.806</td>
<td>.15404</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Politics, Terrorism, Travel Advisories, and Tourism Planning
Table 4.5 presents the ANOVA for political stability factors and their influence on conference venue selection. The high score of the F variance being 153.515 df (4,143) and p<0.01 shows that the regression analysis was best fit for the study.

Table 4.5: ANOVA for Political Stability Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>14.570</td>
<td>4</td>
<td>3.643</td>
<td>153.515</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>3.393</td>
<td>143</td>
<td>.024</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>17.963</td>
<td>147</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Politics, Terrorism, Travel Advisories, and Tourism Planning
b. Dependent Variable: Choice of Conference Venue

Table 4.6 presents the regression coefficients for political stability factors and their influence on conference venue selection. It indicates that all the factors (politics, terrorism, travel advisories, and tourism planning) were significant since their p value was less than 0.01. The regression equation was thus:

**Conference Venue Selection = 0.542 + 0.525 Politics + 0.248 Terrorism – 0.158 Travel Advisories + 0.291 Tourism Planning + Error Factor**

This shows that for every unit increase in politics, selection of conference venue will increase by 52.5%. For every unit increase in terrorism, selection of conference venue will increase by 24.8%. For every unit increase in travel advisories, selection of conference venue will decrease by 15.8% due to the inverse relationship. For every unit increase in tourism planning, selection of conference venue will increase by 29.1%.

Table 4.6: Coefficients for Political Stability Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.542</td>
<td>.155</td>
<td>3.507</td>
</tr>
<tr>
<td>Politics</td>
<td>.525</td>
<td>.032</td>
<td>.657</td>
<td>16.488</td>
</tr>
<tr>
<td>Terrorism</td>
<td>.248</td>
<td>.027</td>
<td>.339</td>
<td>9.104</td>
</tr>
<tr>
<td>Travel Advisories</td>
<td>-.158</td>
<td>.033</td>
<td>-.329</td>
<td>-4.745</td>
</tr>
<tr>
<td>Tourism Planning</td>
<td>.291</td>
<td>.043</td>
<td>.478</td>
<td>6.815</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Choice of Conference Venue
4.4 Infrastructure and Choice of Conference Venue

4.4.1 Influence of Infrastructure Factors and Choice of Conference Venue

Table 4.7 indicates that infrastructure is the key to develop a successful conference destination as agreed to by 89.2% of the respondents and 10.8% were neutral (mean 4.30; standard deviation 0.656). Destinations loose business and reputation because of inadequate infrastructure as agreed to by 92.6% of the respondents and 7.4% were neutral (mean 4.48; standard deviation 0.633). Business tourism specific infrastructure enhances business tourism as agreed to by 78.4% of the respondents, 12.8% were neutral and 8.8% disagreed (mean 4.26; standard deviation 0.991). The level and use of infrastructure and technology in a destination enhance the visitors’ trip experience as agreed to by 76.4% of the respondents, 12.8% were neutral and 10.8% disagreed (mean 3.95; standard deviation 0.924).

Tourist attractions are the pivotal element of business tourism development in Kenya as agreed to by 63.5% of the respondents, 23.6% were neutral and 12.8% disagreed (mean 3.86; standard deviation 1.043). Tourism attractions in Kenya provide the focus for tourists thereby drawing them to the country as agreed to by 80.4% of the respondents and 19.6% were neutral (mean 4.10; standard deviation 0.697). Business tourism in Kenya to a great extent depends on the range and type of accommodation in the country as agreed to by 79.7% of the respondents and 20.3% were neutral (mean 4.14; standard deviation 0.729).

Kenya has recognized the importance of the accommodation industry in relation to business tourism as agreed to by 84.5% of the respondents and 15.5% were neutral (mean 4.20; standard deviation 0.690). Accessibility is a key infrastructure for business tourist destinations as agreed to by 85.1% of the respondents and 14.9% were neutral (mean 4.23; standard deviation 0.691). The transport system is responsible for connecting tourism origins to tourism destinations in Kenya as agreed to by 76.4% of the respondents and 23.6% were neutral (mean 3.89; standard deviation 0.596).
Table 4.7: Influence of Infrastructure Factors and Choice of Conference Venue

<table>
<thead>
<tr>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>Mean</td>
<td>Dev</td>
</tr>
</tbody>
</table>

Infrastructure is the key to develop a successful conference destination

Destinations loose business and reputation because of inadequate infrastructure

Business tourism specific infrastructure enhances business tourism

The level and use of infrastructure and technology in a destination enhance the visitors’ trip experience

Tourist attractions are the pivotal element of business tourism development in Kenya

Tourism attractions in Kenya provide the focus for tourists thereby drawing them to the country

Business tourism in Kenya to a great extent depends on the range and type of accommodation in the country

Kenya has recognized the importance of the accommodation industry in relation to business tourism

Accessibility is a key infrastructure for business tourist destinations

The transport system is responsible for connecting tourism origins to tourism destinations in Kenya

0 0 10.8 48 41.2 4.30 .656

0 0 7.4 37.2 55.4 4.48 .633

0 8.8 12.8 22.3 56.1 4.26 .991

0 10.8 12.8 47.3 29.1 3.95 .924

0 12.8 23.6 28.4 35.1 3.86 1.043

0 0 19.6 50.7 29.7 4.10 .697

0 0 20.3 45.3 34.5 4.14 .729

0 0 15.5 48.6 35.8 4.20 .690

0 0 14.9 47.3 37.8 4.23 .691

0 0 23.6 63.5 12.8 3.89 .596
4.4.2 Correlation Analysis for Infrastructure Factors and Venue Choice

Table 4.8 presents the correlation analysis for infrastructure factors and their influence on conference venue selection. The table shows that service infrastructure was a significant factor to conference venue selection (0.424, p<0.01). Attraction infrastructure was a significant factor to conference venue selection (0.639, p<0.01). Accommodation infrastructure was a significant factor to conference venue selection (0.703, p<0.01). Accessibility infrastructure was a significant factor to conference venue selection (0.591, p<0.01).

Table 4.8: Correlation Analysis for Infrastructure Factors and Venue Choice

<table>
<thead>
<tr>
<th>Venue Choice</th>
<th>Service</th>
<th>Attraction</th>
<th>Accommodation</th>
<th>Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>.424**</td>
<td>1</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Attraction</td>
<td>.639**</td>
<td>.789**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td>.703**</td>
<td>.635**</td>
<td>.795**</td>
<td>1</td>
</tr>
<tr>
<td>Accessibility</td>
<td>.591**</td>
<td>.503**</td>
<td>.713**</td>
<td>.849**</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

4.4.3 Regression Analysis for Infrastructure Factors and Venue Choice

Table 4.9 presents the regression model summary analysis for infrastructure factors and their influence on conference venue selection. It indicates that infrastructure factors account for 52% of the variance in selection of conference venues.

Table 4.9: Model Summary for Infrastructure Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.730</td>
<td>.533</td>
<td>.520</td>
<td>.24208</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Service, Attraction, Accommodation and Accessibility
Table 4.10 presents the ANOVA for infrastructure factors and their influence on conference venue selection. The high score of the F variance being 40.883 df (4,143) and p<0.01 shows that the regression analysis was best fit for the study.

Table 4.10: ANOVA for Infrastructure Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>9.583</td>
<td>4</td>
<td>2.396</td>
<td>40.883</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>8.380</td>
<td>143</td>
<td>.059</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>17.963</td>
<td>147</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Service, Attraction, Accommodation and Accessibility
b. Dependent Variable: Choice of Conference Venue

Table 4.11 presents the regression coefficients for infrastructure factors and their influence on conference venue selection. It indicates that service, attraction and accommodation factors were significant since their p value was less than 0.05, while accessibility was not since its p value was greater than 0.05. The regression equation was thus:

\[
\text{Conference Venue Selection} = 2.899 - 0.108 \text{ Service} + 0.192 \text{ Attraction} + 0.310 \text{ Accommodation} - 0.067 \text{ Accessibility} + \text{ Error Factor}
\]

This shows that for every unit increase in service infrastructure, selection of conference venue will decrease by 10.8% due to the inverse relationship. For every unit increase in attraction infrastructure, selection of conference venue will increase by 19.2%. For every unit increase in accommodation infrastructure, selection of conference venue will increase by 31%. For every unit increase in accessibility infrastructure, selection of conference venue will decrease by 6.7% due to the inverse relationship.

Table 4.11: Coefficients for Infrastructure Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.899</td>
<td>.156</td>
<td></td>
<td>18.639</td>
</tr>
<tr>
<td>Service</td>
<td>-.108</td>
<td>.042</td>
<td>-.243</td>
<td>-2.553</td>
</tr>
<tr>
<td>Attraction</td>
<td>.192</td>
<td>.056</td>
<td>.417</td>
<td>3.433</td>
</tr>
<tr>
<td>Accommodation</td>
<td>.310</td>
<td>.064</td>
<td>.617</td>
<td>4.842</td>
</tr>
<tr>
<td>Accessibility</td>
<td>-.067</td>
<td>.070</td>
<td>-.108</td>
<td>-.970</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Choice of Conference Venue
4.5 Destination Image and Choice of Conference Venue

4.5.1 Influence of Destination Image Factors and Choice of Conference Venue

Table 4.12 shows that destination image is vital for the selection of a conference destination as agreed to by 91.2% of the respondents and 8.8% were neutral (mean 4.43; standard deviation 0.650). Visitors with previous experience from a destination usually have a different, and often more positive view of the destination as agreed to by 78.4% of the respondents and 21.6% were neutral (mean 3.92; standard deviation 0.589). Destination image depends on a visitor’s evaluation of the different products and services offered as agreed to by 78.4% of the respondents and 21.6% were neutral (mean 4.07; standard deviation 0.710). Tourist perception of a destination attribute involves the various activities and attractions within the area they interact with as agreed to by 77% of the respondents and 23% were neutral (mean 4.02; standard deviation 0.695).

Tourists’ experiences enhance the image of a destination’s place as agreed to by 79.7% of the respondents and 20.3% were neutral (mean 4.14; standard deviation 0.729). Destination personality is a better predictor of intention to recommend a destination to others as agreed to by 85.8% of the respondents and 14.2% were neutral (mean 4.27; standard deviation 0.696). Conference marketers are aware of the kind of stereotype beliefs visitors have about Kenya as agreed to by 87.2% of the respondents and 12.8% were neutral (mean 4.24; standard deviation 0.664).

Stereotyping destination image is important in marketing and tourist decision making as agreed to by 78.4% of the respondents and 21.6% were neutral (mean 4.07; standard deviation 0.706). The host image is more important in the selection of a destination than tangible factors as agreed to by 77% of the respondents and 23% were neutral (mean 3.98; standard deviation 0.665). Conference marketers in Kenya co-creates the country’s image with citizens, the corporate sector and the government to enhance the process of creating the right image as agreed to by 64.9% of the respondents and 35.1% were neutral (mean 3.95; standard deviation 0.806).
<table>
<thead>
<tr>
<th>Destination image is vital for the selection of a conference destination</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>8.8</td>
<td>39.9</td>
<td>51.4</td>
<td>4.43</td>
<td>.650</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visitors with previous experience from a destination usually have a different, and often more positive view of the destination</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>21.6</td>
<td>64.9</td>
<td>13.5</td>
<td>3.92</td>
<td>.589</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Destination image depends on a visitor’s evaluation of the different products and services offered</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>21.6</td>
<td>49.3</td>
<td>29.1</td>
<td>4.07</td>
<td>.710</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourist perception of a destination attribute involves the various activities and attractions within the area they interact with</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>23</td>
<td>52</td>
<td>25</td>
<td>4.02</td>
<td>.695</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourists’ experiences enhance the image of a destination’s place</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>20.3</td>
<td>45.3</td>
<td>34.5</td>
<td>4.14</td>
<td>.729</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Destination personality is a better predictor of intention to recommend a destination to others</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>14.2</td>
<td>44.6</td>
<td>41.2</td>
<td>4.27</td>
<td>.696</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference marketers are aware of the kind of stereotype beliefs visitors have about Kenya</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>12.8</td>
<td>50.7</td>
<td>36.5</td>
<td>4.24</td>
<td>.664</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stereotyping destination image is important in marketing and tourist decision making</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>21.6</td>
<td>50</td>
<td>28.4</td>
<td>4.07</td>
<td>.706</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The host image is more important in the selection of a destination than tangible factors</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>23</td>
<td>56.1</td>
<td>20.9</td>
<td>3.98</td>
<td>.665</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference marketers in Kenya co-creates the country’s image with citizens, the corporate sector and the government to enhance the process of creating the right image</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>35.1</td>
<td>35.1</td>
<td>29.7</td>
<td>3.95</td>
<td>.806</td>
<td></td>
</tr>
</tbody>
</table>
4.5.2 Correlation Analysis for Destination Image Factors and Venue Choice

Table 4.13 presents the correlation analysis for destination image factors and their influence on conference venue selection. The table shows that cognitive image was a significant factor to conference venue selection (0.312, p<0.01). Affective image was an insignificant factor to conference venue selection (0.156, p>0.05). Stereotyping was a significant factor to conference venue selection (0.208, p<0.05). Importance of destination image was an insignificant factor to conference venue selection (0.087, p>0.05).

Table 4.13: Correlation Analysis for Destination Image Factors and Venue Choice

<table>
<thead>
<tr>
<th>Venue Choice</th>
<th>Cognitive</th>
<th>Affective</th>
<th>Stereotyping</th>
<th>Importance of Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive</td>
<td>.312**</td>
<td>.092</td>
<td>.158</td>
<td>.208*</td>
</tr>
<tr>
<td></td>
<td>.000</td>
<td>.059</td>
<td>.264</td>
<td>.054</td>
</tr>
<tr>
<td>Affective</td>
<td>.156</td>
<td>.000</td>
<td>.087</td>
<td>.291**</td>
</tr>
<tr>
<td>Stereotyping</td>
<td>.011</td>
<td>.291**</td>
<td>.488**</td>
<td>.562**</td>
</tr>
<tr>
<td>Importance of Image</td>
<td>.292</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

4.5.3 Regression Analysis for Destination Image Factors and Venue Choice

Table 4.14 presents the regression model summary analysis for destination image factors and their influence on conference venue selection. It indicates that destination image factors account for 25.8% of the variance in selection of conference venues.

Table 4.14: Model Summary for Destination Image Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.528</td>
<td>.278</td>
<td>.258</td>
<td>.30107</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Cognitive, Affective, Stereotyping, and Importance of Image
Table 4.15 presents the ANOVA for destination image factors and their influence on conference venue selection. The high score of the F variance being $13.793$ df (4,143) and $p<0.01$ shows that the regression analysis was best fit for the study.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>5.001</td>
<td>4</td>
<td>1.250</td>
<td>13.793</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>12.962</td>
<td>143</td>
<td>.091</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>17.963</td>
<td>147</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Cognitive, Affective, Stereotyping, and Importance of Image
b. Dependent Variable: Choice of Conference Venue

Table 4.16 presents the regression coefficients for destination image factors and their influence on conference venue selection. It indicates that cognitive image, affective image and stereotyping factors were significant since their $p$ value was less than 0.01, while the importance of destination image was not since it $p$ value was greater than 0.05. The regression equation was thus:

**Conference Venue Selection = 3.924 + 0.299 Cognitive Image + 0.157 Affective Image - 0.299 Stereotyping – 0.078 Importance of Destination Image + Error Factor**

This shows that for every unit increase in cognitive image, selection of conference venue will increase by 29.9%. For every unit increase in affective image, selection of conference venue will increase by 15.7%. For every unit increase in stereotyping, selection of conference venue will decrease by 29.9% due to the inverse relationship. For every unit increase in importance of destination image, selection of conference venue will decrease by 7.8% due to the inverse relationship.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.924</td>
<td>.303</td>
<td>.487</td>
</tr>
<tr>
<td></td>
<td>Cognitive Image</td>
<td>.299</td>
<td>.048</td>
<td>.235</td>
</tr>
<tr>
<td></td>
<td>Affective Image</td>
<td>.157</td>
<td>.055</td>
<td>.375</td>
</tr>
<tr>
<td></td>
<td>Stereotyping</td>
<td>-.299</td>
<td>.073</td>
<td>-.133</td>
</tr>
<tr>
<td></td>
<td>Importance of Image</td>
<td>-.078</td>
<td>.058</td>
<td>-.133</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Choice of Conference Venue
4.5.4 Correlation Analysis for the Study Factors and Venue Choice

Table 4.17 presents the correlation analysis for the study factors and their influence on conference venue selection. The table shows that political stability was a significant factor to conference venue selection (0.493, p<0.01). Infrastructure was a significant factor to conference venue selection (0.831, p<0.01). Destination image was a significant factor to conference venue selection (0.791, p<0.01).

Table 4.17: Correlation Analysis for the Study Factors and Venue Choice

<table>
<thead>
<tr>
<th>Venue Choice</th>
<th>Political Stability</th>
<th>Infrastructure</th>
<th>Destination Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue Choice</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Political</td>
<td>.493**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Stability</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infrastructure</td>
<td>.831**</td>
<td>.465**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Destination</td>
<td>.791**</td>
<td>.606**</td>
<td>.509**</td>
</tr>
<tr>
<td>Image</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

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

4.5.5 Regression Analysis for the Study Factors and Venue Choice

Table 4.18 presents the regression model summary analysis for the study factors and their influence on conference venue selection. It indicates that political stability, infrastructure and destination image factors account for 88.1% of the variance in selection of conference venues.

Table 4.18: Model Summary for the Study Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.940</td>
<td>.884</td>
<td>.881</td>
<td>.12045</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Political Stability, Infrastructure and Destination Image

Table 4.19 presents the ANOVA for the study factors and their influence on conference venue selection. The high score of the F variance being 364.689 df (3,144) and p<0.01 shows that the regression analysis was best fit for the study.
Table 4.19: ANOVA for the Study Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>15.874</td>
<td>3</td>
<td>5.291</td>
<td>364.689</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>2.089</td>
<td>144</td>
<td>.015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>17.963</td>
<td>147</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Political Stability, Infrastructure and Destination Image
b. Dependent Variable: Choice of Conference Venue

Table 4.20 presents the regression coefficients for the study factors and their influence on conference venue selection. It indicates that all the factors (political stability, infrastructure and destination image) were significant since their p value was less than 0.01. The regression equation was thus:

**Conference Venue Selection = 0.397 - 0.056 Political Stability + 0.438 Infrastructure + 0.514 Destination Image + Error Factor**

This shows that for every unit increase in political stability, selection of conference venue will decrease by 5.6% due to the inverse relationship. For every unit increase in infrastructure, selection of conference venue will increase by 43.8%. For every unit increase in destination image, selection of conference venue will increase by 51.4%.

Table 4.20: Coefficients for the Study Factors and Venue Choice

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.397</td>
<td>.120</td>
<td></td>
<td>3.294</td>
</tr>
<tr>
<td>Political Stability</td>
<td>-.056</td>
<td>.016</td>
<td>-.128</td>
<td>-3.480</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>.438</td>
<td>.025</td>
<td>.606</td>
<td>17.862</td>
</tr>
<tr>
<td>Destination Image</td>
<td>.514</td>
<td>.035</td>
<td>.560</td>
<td>14.852</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Choice of Conference Venue

4.6 Chapter Summary

This chapter has presented the study’s results and findings. The chapter has provided descriptive analysis from the collected data for the specific objectives of the study. Inferential analysis has been used to describe the relationship between the study variables.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter presents the study’s discussions, conclusions and recommendations for the specific objectives of the study that sought to examine the influence of political stability on the choice of conference venues, determine the influence of infrastructure on the choice of conference venues, and examine the influence of destination image on the choice of conference venues in Kenya.

5.2 Summary of the Study
The main objective of the study was to determine the factors that influence the choice of conference venues in Kenya, with a focal focus on Kenyatta International Convention Center (KICC). The specific objectives of the study were: to examine the influence of political stability on the choice of conference venues in Kenya, to determine the influence of infrastructure on the choice of conference venues in Kenya, and to examine the influence of destination image on the choice of conference venues in Kenya.

The study adopted descriptive research design using a case study. A total of 400 customers in Nairobi that consume products and services at KICC constituted the target population. A sample of 196 respondents was selected from the population using purposive sampling technique. Data was collected using a questionnaires. Data processing and analysis was done with the aid of Statistical Package for Social Sciences (SPSS). Tables and figures were used to present the analyzed data. Inferential statistics of correlation analysis and regression analysis were used to show the relationship and the significance of the relationship between the variables.

The study showed that politics conveys the fact to protecting the people from internal or external threats because governments are significant factors in influencing tourism. Political stability is important in determining the image of a destination since the major consideration for potential travelers’ decision to visit a foreign destination is the country’s political stability. The study indicated that terrorism disrupts business, especially business tourism, and destination managers in Kenya appreciate the scale of sociological and environmental impact because governments usually prohibit travel to politically unstable
countries even though some of the travel advisories - to some extent - are often exaggerated by developed countries.

The study indicated that infrastructure is the key to develop a successful conference destination and some destinations loose business and reputation because of inadequate infrastructure. Business tourism specific infrastructure enhances business tourism and the level and use of infrastructure and technology in a destination enhances the visitors’ trip experience. The study showed that tourist attractions are the pivotal element of business tourism development in the country and it provides the focus for tourists thereby drawing them to the country. Business tourism in Kenya to a great extent depends on the range and type of accommodation in the country, and the nation has recognized its importance thus, increasing its accommodation facilities.

The study showed that destination image is vital for the selection of a conference destination and visitors with previous experience from a destination usually have a different, and often more positive view of the destination. A destination’s image depends on a visitor’s evaluation of the different products and services offered and their perception attribute involves the various activities and attractions within the area they interact with, thus, a tourists’ experiences enhance the image of a destination’s place. The study indicates that destination personality is a better predictor of intention to recommend a destination to others, and conference marketers in the country are aware of the kind of stereotype beliefs visitors have about Kenya.

5.3 Discussions

5.3.1 Political Stability and Choice of Conference Venue

The study showed that political stability was a significant factor in choosing and selection of conference venues. Politics conveys the fact to protecting the people from internal or external threats. These results concur with Heywood (2004) who argues that politics can be defined as the activity by which people make to uphold general rules under which they live and might convey the fact to protecting the people from internal or external threat and enduring their general welfare. Governments are significant factors in influencing tourism. The results concur with the opinion of Elliott (1997) who states that, governments are significant factors in influencing tourism because governments have the power to provide political stability, security and the legal including financial framework.
Political stability is important in determining the image of a destination. This result agrees with the findings of Hall (2012) who identified that, the issue of political stability and political relations within and between states is extremely important in determining the image of destinations in tourist-generating regions and the real and perceived safety of tourists. The major consideration for potential travelers’ decision to visit a foreign destination is that country’s political stability. This was also observed by Ankomah and Crompton (2015) suggest, a major consideration in a potential traveler's decision to visit any foreign destination is that country’s political stability and general internal security conditions, and that, any evidence of domestic turmoil is likely to result in a decision not to visit that country.

Terrorism disrupts business, especially business tourism. Similar results were obtained by Gearson (2012) who states that, the specific aim of terrorism is to disrupt business, thus governments need to try and control internal and external terrorism, not least because of its potential to affect national economies. Tourism destination managers in Kenya appreciate the scale of sociological and environmental impact of tourism. This result agrees with the findings of Hall (2012) who argues that tourism destination managers will need to appreciate the scale of sociological and environmental impact, and the conflicting interests of different stockholders in these contexts.

Governments usually prohibit travel to politically unstable countries / zones. These results concurs with Edgell (2015) who state that, it is common, for example for governments to prohibit travel to war zones or to territories of hostile nations in which the government has no means of protecting the life and property of its citizens. Travel advisories to some extent are often exaggerated by Western (developed) countries. The results concurs with those of Heywood (2004) who state that, the components of those advisories point to the fact that the threats are often exaggerated in the case of those destinations where the ruling governments have some type of diplomatic conflict with the west.

Tourism planning is a prerequisite for successful tourism development and management. This result concurs with Elliott (1997), Hall (2008) and Inskeep (1994) who observed that the planning of tourism is recognized by various authors as a prerequisite for successful tourism development and management. Tourism planning in the country has given rise to a number of mutually supportive and methodically related policy decisions and
objectives. This result agrees with the findings of Hall (2008) who argues that planning is linked with decision making and policy making, and gives rise to a number of mutually supportive and methodically related decisions.

5.3.2 Infrastructure and Choice of Conference Venue

The study showed that infrastructure was a significant factor in choosing and selection of conference venues. Infrastructure is the key to develop a successful conference destination. These results are in agreement with Smith, Hama and Smith (2013) who observed that infrastructure was the key to develop a successful conference destination. Destinations loose business and reputation because of inadequate infrastructure. Similar observations were made by Grzinic and Saftic (2012), that the travel industry has seen many examples of destinations losing both business and their long-term reputation because they have failed to adequately meet these standards of infrastructure services and facilities.

Business tourism specific infrastructure enhances business tourism. These results coincide with those of Houdement, Santos and Serra (2017) that, identifying and prioritizing business tourism specific infrastructure projects may enhance the business tourism offering and increase visitor satisfaction of the destination. The level and use of infrastructure and technology in a destination enhance the visitors’ trip experience. Smith, Hama and Smith (2013) also stressed the fact that the level, use, or lack of infrastructure and technology in a destination is also visible and determining features that can enhance the visitors’ trip experience.

Tourist attractions are the pivotal element of business tourism development in Kenya. This concurs with findings by Richards (2012) that, attractions are the pivotal element of tourism development; evidence shows that tourists are more likely to be motivated to visit destinations that have such resources that can satisfy their needs. Tourism attractions in Kenya provide the focus for tourists thereby drawing them to the country. This results agree with Kant (2008) that, at the very basic level, tourist attractions provide the focus for tourists thereby drawing visitors to a destination; on the other hand, they serve as agents of change, social enablers and major income generators.
Business tourism in Kenya to a great extent depends on the range and type of accommodation in the country. Similar observations were made by Jago and Deery (2010) stating that, tourism is to a great extent dependent on the range and type of accommodation available at the destination. Kenya has recognized the importance of the accommodation industry in relation to business tourism. This is in tandem with Crouch and Louviere (2014) who noted that, most countries have recognized the importance of accommodation industry in relation to tourism and their governments has coordinated their activities with the industry by providing big incentives and concessions to hoteliers.

Accessibility is a key infrastructure for business tourist destinations. These results coincide with those of Lee and Back (2016) that, access is a key infrastructure for tourist destinations. It is particularly important in regions where tourist attractions are widely dispersed. Accessibility encompasses roads, railway, airports and various transport facilities. The transport system is responsible for connecting tourism origins to tourism destinations in Kenya. This is in agreement with Cavlek et al. (2011) who state that, the transport system is responsible for connecting tourism origins to tourism destinations and providing transport within the tourism destination, for example, to attraction, hotels and shopping.

### 5.3.3 Destination Image and Choice of Conference Venue

The study showed that destination image was a significant factor in choosing and selection of conference venues. Destination image is vital for the selection of a conference destination. This results are in agreement with Kneesel, Baloglu and Millar (2010) who state that tourist destination image affects the subjective perceptions of individuals that again affect behavior and finally the destination choice. Visitors with previous experience from a destination usually have a different, and often more positive view of the destination. Baloglu and Mangaloglu (2011) states that, it should also be taken into consideration that visitors with previous experience from a destination usually has a different, and often more positive, view on the destination than those without.

Destination image depends on a visitor’s evaluation of the different products and services offered. These results are in agreement with Crompton (2014) and Rutherford and Kreck (2014) who note that, cognitive image refers to beliefs, impressions, ideas, perceptions and knowledge that people hold on objects, and the totality of image depends on
evaluations of different products and services. Tourist perception of a destination attribute involves the various activities and attractions within the area they interact with. Grzinic and Saftic (2012) observed that, tourist perceptions of destination attributes of various activities and attractions within an area will interact to form overall image. Dann (2016) suggested destination image were created by cognitive, affective and conative.

Tourists’ experiences enhance the image of a destination’s place. These results are in tandem with Hakala and Lemmetyinen (2011) who state that, different experiences either enhance or destroy the image of the place. In creating loyal relationships to a destination it is essential to experience and the emotions to the place. Destination personality is a better predictor of intention to recommend a destination to others. This is in agreement with Ekinci and Hosany (2012) who note that, affective image can be used to explain behavioral intentions, i.e. affective image (with destination personality) was a better predictor of intention to recommend a destination to others.

Conference marketers are aware of the kind of stereotype beliefs visitors have about Kenya. This result agrees with Hosany and Gilbert (2010) who notes that, one should find out what kind of stereotype beliefs the market has about the country or local destination and the people there, and then strengthen favorable beliefs and change unfavorable beliefs. Stereotyping destination image is important in marketing and tourist decision making. This concurs with Fakeye (2014) who states that, stereotyping destination image is important in marketing and tourist decision making, but even more important is how the image has come about.

The host image is more important in the selection of a destination than tangible factors. This agrees with Crompton (2014) who states that, it is suggested that the image is more important in the selection of a destination than the tangible factors are, because perceptions is what motivates people to visit a place or not and the providing of a tourism service is affected by great subjectivity. Conference marketers in Kenya co-creates the country’s image with citizens, the corporate sector and the government to enhance the process of creating the right image. These results are in tandem with Hakala and Lemmetyinen (2011) who state that, co-creating the image with citizens, the corporate sector and the government could help enhance the process of finding the right image as well as meeting created image expectations.
5.4 Conclusion

5.4.1 Political Stability and Choice of Conference Venue
The study concludes that politics conveys the fact to protecting the people from internal or external threats because governments are significant factors in influencing tourism. Political stability is important in determining the image of a destination since the major consideration for potential travelers’ decision to visit a foreign destination is the country’s political stability. The study concludes that terrorism disrupts business, especially business tourism, and destination managers in Kenya appreciate the scale of sociological and environmental impact because governments usually prohibit travel to politically unstable countries even though some of the travel advisories - to some extent - are often exaggerated by developed countries. The study therefore concludes that, tourism planning is a prerequisite for successful tourism development and management because it has given rise to a number of mutually supportive and methodically related policy decisions and objectives.

5.4.2 Infrastructure and Choice of Conference Venue
The study concludes that infrastructure is the key to develop a successful conference destination and some destinations loose business and reputation because of inadequate infrastructure. Business tourism specific infrastructure enhances business tourism and the level and use of infrastructure and technology in a destination enhances the visitors’ trip experience. The study concludes that tourist attractions are the pivotal element of business tourism development in the country and it provides the focus for tourists thereby drawing them to the country. Business tourism in Kenya to a great extent depends on the range and type of accommodation in the country, and the nation has recognized its importance thus, increasing its accommodation facilities. The study concludes that accessibility is a key infrastructure for business tourist destinations and that, transport systems are responsible for connecting tourism origins to tourism destinations.

5.4.3 Destination Image and Choice of Conference Venue
The study concludes that destination image is vital for the selection of a conference destination and visitors with previous experience from a destination usually have a different, and often more positive view of the destination. A destination’s image depends on a visitor’s evaluation of the different products and services offered and their perception attribute involves the various activities and attractions within the area they
interact with, thus, a tourists’ experiences enhance the image of a destination’s place. The study concludes that destination personality is a better predictor of intention to recommend a destination to others, and conference marketers in the country are aware of the kind of stereotype beliefs visitors have about Kenya. Stereotyping destination image is important in marketing and tourist decision making because the host image is more important in the selection of a destination than tangible factors. The study concludes that conference marketers in Kenya therefore co-creates the country’s image with citizens, the corporate sector and the government to enhance the process of creating the right image.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 Political Stability and Choice of Conference Venue
The study recommends MICE marketers in Kenya and business tourism (conference planners) to continually monitor the country’s image and thus work in collaboration with the government to ensure that political stability is maintained in order to encourage MICE tourism in the country. These planners should take very advantage during the peaceful (political stable) times within the country to drive up MICE tourism.

5.5.1.2 Infrastructure and Choice of Conference Venue
The study recommends MICE marketers in Kenya to market itself properly. To achieve this, KICC conference marketers need to conduct market research, segment the market and choose a target market, and position itself while tailoring its products and services. KICC conference market managers also need to formulate a pricing strategy that would promote it through different means.

5.5.1.3 Destination Image and Choice of Conference Venue
The study recommends MICE marketers in Kenya to create a brand of Nairobi city. This branding will create a shorthand perception of what people think about the country and Nairobi. This destination brand will not only execute name, logo, reputation or status symbol but also provide the nation’s physical attributes, experience, quality of services provided, attractions that would encourage business tourism in the country.
5.5.2 Recommendations for Further Studies

This study was limited in scope since it focused on examining the factors that influenced the choice of conference venues in Kenya. The study focused on KICC. Thus, it recommends that more studies be conducted on other venues in the country as well as extend the scope to other variables than the three variables (political stability, infrastructure and destination image) that were observed in this study.
REFERENCES


Dear Respondent,

**RE: REQUEST TO PARTICIPATE IN THIS RESEARCH.**

I am a student pursuing my Master’s degree in the above mentioned institution, and as part of my study requirement, I am supposed to carry out a research project study on the, “Factors Influencing Choice of Conference Venues: A Case of Meetings, Incentives, Conventions and Exhibitions Customers”.

The study objectives were to determine the influence of political stability, infrastructure and destination image on the selection of conference venue. As such, you have been selected to provide the study with responses with regards to the above objectives. A questionnaire has been attached and you are kindly requested to fill it appropriately.

Please note that this is an academic paper and thus, the information you give will be used for academic purposes and will be treated with strict confidence. If you are interested in the results findings, please do not hesitate to ask for them.

Yours Sincerely,

Titus Mayaka.
APPENDIX II: QUESTIONNAIRE

This questionnaire has been formulated to collect data on the factors that influence the choice of a conference venue. Please note that this is an academic paper and thus, the information you give will be used for academic purposes and will be treated with strict confidentiality. Please fill the required places appropriately.

Part A: General Information

1. Which industry is your organization in? (Please tick)
   - Housing and Construction ( )
   - Manufacturing ( )
   - Tourism and Hospitality ( )
   - Other (Specify) ___________________________________________

2. Which of the following events do you hold?
   - Meetings ( )
   - Exhibition ( )
   - Conferences ( )
   - Incentives ( )

3. How many times in a year do you hold the event(s) mentioned above in a year?
   - 1-2 Times ( )
   - 3-4 Times ( )
   - 5-6 Times ( )
   - 7-8 Times ( )
   - 9 Times and Above ( )

4. Which of the following venues do you prefer hiring for your events? (You can pick More than One)
   - KICC ( )
   - Safari Park Hotel ( )
   - Sarit Center ( )
   - BOMAS of Kenya ( )
   - KIA ( )
   - Other (Please specify) __________________________________________

5. Why you prefer the above mentioned venue(s)?
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

   62
### Part B: Political Stability and Choice of Conference Venue

6. Please rate the following statements based on the influence of political stability on the choice of conference venues using the scale: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, and SA-Strongly Agree.

<table>
<thead>
<tr>
<th>Statement</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics conveys the fact of protecting the people from internal or external threats</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governments are significant factors in influencing tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Political stability is important in determining the image of a destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The major consideration for potential travelers’ decision to visit a foreign destination is that country’s political stability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terrorism disrupts business, especially business tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism destination managers in Kenya appreciate the scale of sociological and environmental impact</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governments usually prohibit travel to politically unstable countries / zones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel advisories to some extent are often exaggerated by Western (developed) countries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism planning is a prerequisite for successful tourism development and management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism planning in the country has given rise to a number of mutually supportive and methodically related policy decisions and objectives</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Part C: Infrastructure and Choice of Conference Venue

7. Please rate the following statements based on the influence of infrastructure on the choice of conference venues using the scale: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, and SA-Strongly Agree.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure is the key to develop a successful conference destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destinations loose business and reputation because of inadequate infrastructure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business tourism specific infrastructure enhances business tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The level and use of infrastructure and technology in a destination enhance the visitors’ trip experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist attractions are the pivotal element of business tourism development in Kenya</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism attractions in Kenya provide the focus for tourists thereby drawing them to the country</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business tourism in Kenya to a great extent depends on the range and type of accommodation in the country</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenya has recognized the importance of the accommodation industry in relation to business tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accessibility is a key infrastructure for business tourist destinations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The transport system is responsible for connecting tourism origins to tourism destinations in Kenya</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Part D: Destination Image and Choice of Conference Venue

8. Please rate the following statements based on the influence of destination image on the choice of conference venues using the scale: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, and SA-Strongly Agree.

<table>
<thead>
<tr>
<th>Statement</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination image is vital for the selection of a conference destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors with previous experience from a destination usually have a different, and often more positive view of the destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination image depends on a visitor’s evaluation of the different products and services offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist perception of a destination attribute involves the various activities and attractions within the area they interact with</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourists’ experiences enhance the image of a destination’s place</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination personality is a better predictor of intention to recommend a destination to others</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference marketers are aware of the kind of stereotype beliefs visitors have about Kenya</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stereotyping destination image is important in marketing and tourist decision making</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The host image is more important in the selection of a destination than tangible factors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference marketers in Kenya co-creates the country’s image with citizens, the corporate sector and the government to enhance the process of creating the right image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>