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Moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast region of Kenya

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*Contextual Factors,
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Domestic Tourists,
Travel Motivation.*

Despite the marginal growth recorded in the tourism sector in Kenya, the domestic visits and estimates fall far below the expectations. The study was guided by the following specific objective; to assess the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast Region of Kenya. The study area comprised frequented attractions in the Coast region of Kenya. The study adopted an embedded mixed approach comprising descriptive survey and explanatory research designs. Simple random sampling and purposive techniques were adopted for domestic tourists, destination managers and experts respectively. Data was collected using questionnaires and interview schedules. Four hundred (400) questionnaires were distributed while 10 destination managers and 5 experts were interviewed. Data analysis was done using multiple regression models, hierarchical multiple regression and descriptive analysis. The multiple regression model results without interaction terms indicated that $R^2 = 0.442$, implying that destination attributes and socio-psychological factors explain 44.2% of destination loyalty. The hierarchical multiple regression demonstrated that contextual factors have a moderating effect on interaction between travel motivation and destination loyalty since the model was significant $\{R^2 = 0.255, F(7, 371) = 12.12, p = 0.0001\}$. The model accounted for 25.5% of variation on destination loyalty. This means that the composite elements of contextual factors namely; political, economic, technological and socio-cultural factors significantly moderates the interaction between travel motivation and loyalty behaviour of domestic tourists. The null hypotheses were tested and rejected. The study recommends need for destinations and service providers to engage more on digital marketing and deploy technology during marketing initiatives and product development to capture niche segments since majority of the respondents were youth travelers.

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INTRODUCTION

Most tourism researchers have concentrated their focus on who, when and how tourists make travel decisions while the critical question on why tourists travel remain scantily answered. In attempt to answer this fundamental question, different theories on travel motivation studies have been developed over time in an effort to explain travel psychology among tourists. Key among these are the renowned Hierarchy of needs based on Maslow theory (1943), Push and pull factors by Dann (1977) and Motivators of travel theory by Hudman and Hawkins (1989).

Conversely, several visitor typologies have been developed in tourism studies and key among these typologies were by Cohen (1972) and Plog (1974). Cohen's typology noted that most tourist prefer to explore destinations from a familiar base while Plog's typology considers the inherent personalities of travelers. Cohen (1972) classification of tourists is based on the theory that tourists combines the curiosity to seek out new experiences with the need for safety and security thus exploring destinations from a familiar base.

While the two typologies attempt to explain the underlying travel motivation, it is hard to encompass the complex patterns of travel behavior with just a few typologies especially in today's dynamic market, which postulates sophistication and experiential nature of which the line between the typologies may not be clear. Despite the notable contributions of these theories, the fundamental question why domestic

tourists travel as depicted by their needs and associated characteristics remains unanswered.

In tourism literature, it is also important to conduct extensive research on destination loyalty owing to the fact that many tourist attractions and destinations are heavily reliant on repeat visitations (Opperman, 2000). This is especially due to the rising global competition faced by destinations rendering most of them less sustainable (Mair et al., 2016). As a result, destinations need to understand the concept of loyalty to create the behavior of repeat visits for long-term sustainability. For instance, (Hallak et al., 2018) noticed that loyalty creation is less costly than acquiring new customers. Reichheld (1996) noted that if loyalty is improved by 5% it enhances growth in profit in the tourism sector by 25% to 95%. Thus, loyal tourists have a higher likelihood of a product repurchase.

Most destinations in Africa are grappling with the post COVID-19 effects which has hampered the growth and development of tourism sector. It is worth noting that even before COVID-19 pandemic; Africa was already fragile and vulnerable as expressed by economic, social and political problems. The confidence levels among travelers, loss of revenue among industry investors and entrepreneurs, loss of jobs among employees, and xenophobia have adversely affected tourists flow to different destinations in Africa (United Nations World Tourism Organization - UNWTO, 2020). Different researchers are for the opinion that domestic

tourism presents itself as the singular strategy of revamping the industry in developing countries (Ministry of Tourism and Wildlife - MoTW, 2020).

Due to the heterogeneous nature of tourism industry, it is imperative to note that tourists purchasing behaviour does not only affect the economic activity of a tourist destination but also the socio-cultural and environmental sphere (Dowling et al., 2002). This implies that investigating purchasing behaviour of tourists leads to identifying buyers behaviour motives, factors affecting their behaviours, and discovering the ways and reasons for making their purchasing decisions (Slivar et al., 2019).

Purchase behaviour of tourists is a dynamic process, implying that it is imperative to understand tourists profile, the motives that influence their decision-making, the way they make their decisions, the factors determining tourists as individual buyers and the factors influencing the level of their satisfaction are all essential in predicting purchasing behaviour of tourists (Tasci, 2017). Previous studies revealed that contextual factors as expressed by economic, political, social, technological and legal factors influences travel decisions of tourists (Buhalis & Foerste, 2015).

Although Kenya possesses diverse touristic resources, it has not achieved its potential share of the domestic receipts. This concurs with the fact that, though the domestic tourism market is earmarked as the future of Kenya's tourism industry, its immense potential is yet to be realized (Government of Kenya - GOK, 2017). This implies that Kenya as a destination is yet to fully address the strategic potential of domestic tourism in comparison with the international market (GOK, 2017). This has led to skewness whereby most marketing and promotional initiatives are geared towards the international market at the expense of the domestic one (Kihima, 2015).

In Kenya, the tourism industry has both product and market based issues with the latter being more pronounced (GOK, 2018; MOTW, 2020).

Essentially, strategic market communications and information is particularly crucial during the planning and travel decision process of tourists (Rahmawati et al., 2019). The role of marketing should precede development of the prerequisite products and services (Matura, 2018). Inadequate essential market information about a destination leads to reactive and erratic measures being advanced especially during tourism product development, marketing and promotional efforts, resulting in a marginal performance of the target market (Rahmawati et al., 2019).

In conclusion, tourism marketing involves finding out what tourists want through marketing research and developing suitable offering by developing appropriate tourists products, conducting marketing and promotions initiatives by providing relevant market information (Basera & Baipai, 2018). In order to realize the full potential of the domestic market it is imperative to understand the details of the market based on tourists travel needs, expectations and experiences. It is worth noting that tourism in Kenya does not exist in isolation but intermingles with the external environment such as political, economic, socio-cultural and legal factors, which may influence travel motives and repurchase intentions of tourists. Thus, the specific objective of the study was; to assess the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast region of Kenya.

LITERATURE REVIEW

Contextual factors significantly influence tourists travel decisions and it encompasses aspects such as political, economic, social, legal and environmental factors (Gnanapala, 2015). According to Yang (2016), contextual factors are factors surpassing the individual tourists attributes and have a role in influencing travel behaviour. Weber (2017), noted that contextual factors include factors such as; facilities, social disparity, environmental attributes and governance. Contextual factors may also consist of situational attributes such as appropriate package tours and

political stability in a certain region (Song et al., 2016).

Buhalis and Foerste (2015) proposed a social context mobile (SoCoMo) marketing model for tourism. The study focused on contextual-based marketing in the tourism sector. From the discussion, contextual factors were categorized into two; internal and external factors which extensively affect the tourism industry. The contextual factors that were external to the sector included environment, political factors, social factors, technological factors and legal factors. The internal contextual factors included location of a destination, seasonality of the sector. However, the study did not assess how the contextual factors influenced travel motivation, a gap that this study addressed.

For the case of technology, Lithuanian rural destinations had not adopted modern technology and were therefore less competitive thus impacting motivation for tourists negatively. Additionally, Generation Y (Millennials) are the statistical cohort born between the early 1980s to the early 2000s, whereas Era Z (iGeneration) born after 2000. Generation Y and Era Z are in homogeneous groups. They are the makers and early adopters of modern patterns, utilized to modern advances, idealistic, non-linear masterminds and imaginative (Scott et al., 2008).

They tend to share their occasion involvement on social media in genuine time, whereas they compose reviews with a time slack. They are dependent on the Web and versatile devices in all stages of traveling, for instance data browsing, booking, communicating and substance sharing on social media amid and after their ventures (Starcevic & Konjikusic, 2018). They depend on different travel apps such as TripAdvisor, Yelp, Expedia, Google Maps, Hotels.com, etc. Millennials have caused the greatest shift in tourist marketing, especially because they grew up with digital technologies, which transformed the specificities of demand and supply on the tourist market (Mellinas & Reino., 2018).

Marketers and organizations on the tourist market should offer millennials; unique experience because their motivation is related to exploration, learning, leisure and socializing (Schiopu et al., 2016). Most importantly, it is imperative to offer them several distinctive options, within their budget. Concerning technological advancement, digital/mobile is becoming a necessary precondition for communication with millennials. They actively participate in various tourists activities while visiting a destination and best ambassadors of electronic word-of-mouth (Dimitrovski et al., 2021).

By understanding the characteristics of tourists (their cultural background, the demographic factors, their social influences, value systems, attitudes, experiences etc.), the social, cultural and environmental contacts can be adequately managed in order to improve the overall satisfaction of tourists, reduce complaints, improve the relations with tourists and influence the total experience of the tourist destination they are visiting (Pearce & Schott., 2011). It is more than ever needed to make the tourists satisfied considering the overall experience of the travel, since they are ready to share their experience both offline and online. The younger generations, e.g. millennials and post-millennials, are even more open, social and used to new technologies and ready to share publicly their experiences (Nouri et al., 2018).

Despite numerous theories, contributing significantly to empirical knowledge in understanding tourism markets there is still need to advance knowledge to capture specific undifferentiated market segments such as the domestic tourism market, which exhibit diverse travel needs and characteristics. In most developing countries, Kenya included the domestic tourism market seems invisible in comparison with the international market. In most cases, the international tourism market is characterized by refined policies and strategies unlike domestic market. Few studies concentrate on the domestic market despite the clear indication of its potential. This implies that the

travel needs or expectations of domestic tourists are scantily understood. Therefore, the study looked at the intricate details characterizing the domestic tourism market based on the study variables specifically its interaction with contextual factors in the light of travel motives and repurchase intentions. Thus, in consideration of this the following hypotheses were proposed.

H₀₁ There exists no significant relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

H₀₂ Contextual factors do not have a moderating effect on the relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

METHODOLOGY

The study area was the Coast Region of Kenya which has a coastline of approximately 600km long extending from the Kenya-Tanzania border in the South to the Kenya-Somalia border in the North; between latitudes 1°40'S and 4°25'S and longitudes 41°34'E and 39°17'E. The landward geographical scope of coastal Kenya is determined by the administrative boundaries of Coastal counties namely: Kwale, Mombasa, Kilifi, Tana River, Lamu, and Taita-Taveta counties (GOK, 2018). Coastal Kenya is endowed with a variety of natural resources and biologically rich ecosystems and landscapes of both national and international importance. These ecosystems include:- rangelands, woodlands, terrestrial forests, mangroves, mudflats, coral reefs, beaches, sand dunes, rivers, lakes, wetlands, cultural and natural heritage sites. The forests are highly recognized as having retained and still hold a lot of forest biodiversity. Specific areas of interest include forest reserves and national reserves (e.g. Shimba Hills ecosystem, Buda Complex, Arabuko-Sokoke, Dodori, Boni, and Lungu); biodiversity-rich and sacred Kaya forests designated as a UNESCO World Heritage Sites (GOK, 2018).

The study adopted a descriptive cross-sectional survey design since it involves an in-depth explanation of a situation (Siedlecki, 2020).

Further, on-site destination survey was adopted in attractions along Kenyan Coast, comprising North and South Coast since 42.1 % of tourists visit those sites (GOK, 2019). The sampled attractions were; Haller Park, Fort Jesus, Gede Ruins, Jumba la Mtwana, Malindi museum, Mnarani Monuments and Watamu, Mombasa, Kisite Mpunguti, and Malindi Marine National parks.

Three sets of target populations were adopted in this study namely; domestic tourists, destination managers and experts along the Kenyan Coast. The reasons for involving domestic tourists as key respondents in the study is that they were perceived as the end-users of the available tourists product and services. Destination managers and experts were considered key informants since they play a vital role as suppliers and opinion leaders within the tourism value chain.

The study adopted simple random sampling to select the touristic attraction sites. From the selected touristic attraction sites, stratified sampling was used to identify the domestic and international tourists. The domestic tourists were proportionately sampled by use of destination exit survey technique allocated to each tourist attraction site to meet the desired sample size. Invariably, 400 domestic tourists, 10 destination managers and 5 tourism experts were selected. Structured self-administered questionnaires were deployed to collect data from domestic tourists while structured personal interviews were used to gather data from destination managers and experts as the key informants in the study area based on the study variables.

The questionnaire was formulated into several sections guided by the study objectives. It is a useful tool to elicit the feelings, experiences, perceptions, beliefs or attitudes of some samples of individuals (Dubey & Kothari, 2022). The questionnaire captured socio-demographic, travel characteristics, travel preferences, travel frequency, travel motivation, and destination loyalty, satisfaction and contextual factors. Additionally, interview schedule was used to

gather information based on domestic tourism market characteristics, practices and applicability from experts perspectives.

RESULTS AND DISCUSSION

Prior to examining the influence of moderating effect, descriptive analysis was done based on the concept of travel motivation aspects which was operationalized by destination attributes and socio-psychological factors. Destination attributes or 'Pull factors', are the forces that attract tourists to choose specific tourism products or services and are aroused by the destination. The results indicated that the most outstanding features associated with destination attributes were; it was a good place to visit since it's safe and secure (87.7%), an enjoyable destination with diverse recreational activities (83%), a pleasing destination with buildings and places of historical or archaeological relevance (81.1%), a real holiday adventure with outstanding sceneries and beaches (78.1%), and a family-oriented destination (71.5%). The one-sample t-test results on destination attributes were significantly agreed upon at 5% level since the p-values were all less than 0.0001. Such destination attributes were crucial indicators since they represented the perception and views of domestic tourists visiting the Coast Region of Kenya. In essence, it means that due to the high rating in most of the features associated with the destination attributes such aspects are vital while selecting and choosing a destination to visit during the travel decision process.

Invariably, socio-psychological aspects or 'Push factors' describe the drive of an individual to participate in touristic activities or the internal "igniters" that propels tourists to travel outside of their native environment. The descriptive results indicated the most outstanding features associated with destination attributes were; visiting Kenyan Coast gives me great pleasure (86.5%), the choice to visit Kenyan Coast is fulfilling since I am doing things my own way (85.2%), visiting Kenyan Coast makes me experience a new and different lifestyle (84.9%), Kenyan Coast is a place where I always want to travel for exceptional experience

(82.2%) and Kenyan Coast enables me to acquire knowledge (81.9%). The one-sample t-test results on socio-psychological factors were significantly agreed upon at 5% level since p-values were all less than 0.0001. These finding clearly demonstrates that the Kenyan coast triggers; excitement, enables one to do things their way, relaxes body and mind, enhances socialization, enable one to acquire knowledge, rekindles good memories, and creates exceptional experiences among domestic tourists. In summary, both destination attributes and socio-psychological factors are significant components of travel motivation among domestic tourists visiting the coast region of Kenya.

In order to examine the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty among domestic tourists in the Coast region of Kenya, a hierarchical multiple regression was performed in two folds. First, analysis using multiple regression model approach without interaction term (Influence of travel motivation on destination loyalty). Secondly, analysis using hierarchical multiple regression model approach with interaction term (moderating effect of contextual factors on the relationship between travel motivation and destination loyalty). The two approaches were as follows:

Analysis using multiple regression model approach without interaction term: Influence of travel motivation on destination loyalty among domestic tourists in the Coast region of Kenya.

Since all the assumptions of multiple linear regression were fulfilled, the first regression analysis was simple linear regression model, which involved regression of dependent variable (destination loyalty) on the independent variables (travel motivation) hence taking the following form:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon \quad (1)$$

Equation (1) is a multiple regression relating to: Y is the Destination loyalty, X_1 is the Travel

motivation, β_0 is the Constant (model intercept), β_1 is the Coefficients Constant for travel motivation and ε is the error term.

The dependent variable being destination loyalty while independent variables were socio-psychological factors and destination attributes. The model summary results are as shown in Table 1.

Table 1: Regression Model Summary for the Influence of Travel Motivation on destination loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.439	.50831

Predictors: (Constant) Destination attributes, socio-psychological factors

Source: Research Data (2021)

The model summary in Table 1 indicates R-square = 0.442, meaning that destination attributes and socio-psychological factors explain 44.2% of destination loyalty. This indicates that 44.2% of the variation in destination loyalty is explained by destination attributes and socio-psychological factors. Therefore, 55.8% of the variation in

destination loyalty is still unexplained so adding other independent variables could improve the fit of the model.

To examine the influence of travel motivation on destination loyalty the results were analyzed using ANOVA as indicated in Table 2.

Table 2: ANOVA Results showing the influence of travel motivation on destination loyalty

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	75.187	2	37.594	145.499	.000 ^b
	Residual	95.083	368	.258		
	Total	170.270	370			

Dependent Variable: destination loyalty

Predictors: (Constant), destination attributes, socio-psychological factors

Source: Research Data (2021)

The ANOVA results in Table 2 shows that the simple linear regression model between travel motivation and destination loyalty is significant ($F_{2, 368} = 145.499$, $p\text{-value} < 0.0001$, which is less than 0.05 level of significance). The results show $p\text{-value} < 0.0001$, indicating that the model is significant in explaining the relationship between travel motivation and destination loyalty. This implies that tourists travel motivation is a significant predictor of destination loyalty.

Fan and Hsu (2014), using the push and pull framework, showed that motivation had a strong effect on behavioural intention. Thus, from a theoretical perspective it is worth noting that;

quality experience, perceived value, and satisfaction have vital roles in the formation of behavioral intention.

Thus, a destination manager should understand the tenets of tourists loyalty and ways of meeting and exceeding expectations as the basis of tailor making or modifying tourists product and services and at the same time embrace appropriate communication strategies.

In order to examine the significance of the various factors on destination loyalty a regression coefficients model was developed as shown in Table 3.

Table 3: Regression Coefficients Model for the Influence of destination attributes and socio-psychological factors on Destination Loyalty

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.955	.187		5.104	.000
	Destination attributes	.389	.060	.367	6.471	.000
	Socio-psychological	.408	.066	.349	6.156	.000

Dependent Variable: Destination Loyalty

Source: Research Data (2021)

From these results in Table 3, destination attributes and socio-psychological factors were regressed against destination loyalty. The regression model shows that all the model coefficients are significant in predicting destination loyalty; all the p-value < 0.0001, which is, less than 0.05. This denotes that destination loyalty is significantly influenced by destination attributes and socio-psychological factors. The regression model is thus fitted as follows:

Destination loyalty = 0.955 + 0.389 Destination attributes + 0.408 Socio-psychological factors

From Table 3, the regression coefficient of travel motivation aspects; destination attributes and socio-psychological factors were 0.38 and 0.408 respectively, with a p-value < 0.0001 which is less than 0.05 level of significance. The null hypothesis was tested;

H₀₁ There exists no significant relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

This means that the regression coefficient of travel motivation is significant (p-value < 0.0001), therefore, the null hypothesis that travel motivation had no significant influence on destination loyalty was rejected. This implies that travel motivation has a significant influence on destination loyalty among domestic tourists in Kenya.

The findings agreed with Bayih and Singh (2020) who modeled the influence of motivation on loyalty in Ethiopia. From the findings push and pull motivation factors had a significant direct influence on intention to revisit and the will to

recommend. A study by Woyo and Slabbert (2020) which evaluated the relationship between travel motivation and loyalty of tourists visiting distressed locations in Zimbabwe found that motivation and loyalty had a significant relationship. The findings by Huang et al., (2015) on the relationship between loyalty and motivation demonstrated that motivation is a significant predictor of recommendation. It is worth noting, destination loyalty is not limited to tourists revisits but it can also mean that tourists may act as free advertising agents by referring the destination to their networks of families, friends, relatives, and other prospective visitors (Ragb et al., 2020). In order to foster long-term domestic visits to local tourist settings there is need to cultivate stable visits to local natural tourist settings. Therefore, an understanding of how to foster domestic tourists long-term relationships with these settings is paramount.

Analysis using Hierarchical Multiple Regression approach with interaction term: Hierarchical multiple regression analysis of moderating effect of contextual factors on the relationship between travel motivation and destination loyalty.

In order to examine the moderating effects of contextual factors on travel motivation, a hierarchical multiple regression was performed. Moderation analysis is a type of regression analysis, which explains the impact of independent variables on the dependent variable under the influence of a moderator variable (Hayes, 2018). In this study, the outcome variable of the analysis was destination loyalty while the predictor variable was travel motivation and eventually the moderating variable was contextual

factors. Additionally, the socio-demographic variables were controlled in the model.

The hierarchical multiple regression analysis of moderating effect of contextual factors on the relationship between travel motivation and destination loyalty was determined as follows;

$$Y = \beta_0 + \beta_1 X_1 + \beta_1 X_1 * Z + \varepsilon \quad (2)$$

Equation (2) is a multiple regression relating to: Y is the Destination loyalty, β_0 is the Constant (model intercept), X_1 is the Travel motivation, Z

is the Contextual factors (Moderator) and ε is the error term.

The socio-demographic variables were entered in block 1 while travel motivation were entered in block 2 and interaction term between travel motivation and contextual factors was entered in block 3. Thus, in determining the moderating effect of contextual factors on the relationship between travel motivation and destination loyalty of domestic tourists in the Coast region of Kenya, moderation analysis was carried out as depicted in Table 4.

Table 4: The moderation effect analysis

Variable	B	T	sr ²	R	R ²	ΔR ²
Step 1				0.128	0.0164	0.0164
Marital status	-.025	-1.282	0.023			
Gender	.063	1.504	0.082			
Income	.031	.105	0.021			
Age	-.012	-.750	0.035			
Education level	.023	2.605	0.062			
Step 2				0.419	0.176	0.01592
Marital status	-.065	-1.162	0.043			
Gender	.073	1.605	0.042			
Income	0.011	.203	0.011			
Age	-.056	-.730	0.035			
Travel Motivation	-.512	4.039	0.312			
Step 3				0.505	0.255	0.00958
Marital status	-.045	-1.342	0.011			
Gender	.093	1.705	0.092			
Income	.011	.205	0.011			
Age	-.046	-.830	0.045			
Travel Motivation	-.314	6.079	0.314			
TM*Contextual factors interaction term	.036	1.824	.094			

TM* Contextual factors interaction term = Travel motivation x contextual factors interaction term.

Source: Research Data (2021)

The socio-demographic variables entered in the first step accounted for 1.64% of variation on destination loyalty. This change was however not significant $\{R^2 = 0.0164, F(6, 371) = 12.31, p = 0.201\}$. Adding travel motivation to the model the change in R^2 went up from 0.0164 to 0.176. At step 2, the model therefore, accounted for 17.6% of destination loyalty. This change was significant $\{R^2 = 0.176, F(5, 371) = 19.05, p = 0.0001\}$.

The interaction term was added (Travel motivation versus contextual factors interaction term) at step 3 and the change in R^2 went up from

0.176 to 0.255. Effectively, at this stage, the model accounted for 25.5% of variation on destination loyalty. This change in R^2 was significant since $R^2 = 0.255$. Overall, the model was significant $\{R^2 = 0.255, F(7, 371) = 12.12, p = 0.0001\}$. These results suggest that contextual factors have a moderating effect on interaction between travel motivation and destination loyalty.

From these results it is also clear that after the interaction term was introduced $p\text{-value} < 0.0001$ which is less than 0.05 level of significance. The null hypothesis was tested;

H₀₂ Contextual factors do not have a moderating effect on the relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

This means that the regression coefficient of the interaction term is significant ($p\text{-value} < 0.0001$), therefore, the null hypothesis was rejected. This implies that contextual factors has a significant influence on relationship between travel motivation and destination loyalty among domestic tourists in Kenya.

In both approaches it was evident that the composite elements of contextual factors namely; political, economic, technological and socio-cultural factors significantly moderates the interaction between travel motivation and loyalty behaviour of domestic tourists. A strong domestic travel and tourism sector can help a country withstand shocks and demand fluctuations that may arise when crises affect external source markets.

Notably, previous studies operationalized contextual factors as economic factors (perceived cost), safety and security, infrastructure and natural environment such as weather (Khuong & Nguyen, 2017). Nouri et al., (2018) noted that social, economic and financial factors influenced satisfaction and destination loyalty with their influence being significant at 5% level. However, cultural factors had a $p\text{-value}$ of 0.469, implying that they did not have significant influence on satisfaction and destination loyalty.

Although general tourism awareness will assist in developing the domestic tourism market, domestic tourism development requires attention to; product improvement, broader marketing, distribution, information provision and possible social tourism programs. Marketing is aimed at improving awareness and access to information as well as the development of new and customized products that meet the needs and requirements of particular a market segment.

Tourism marketing will help create awareness, thereby sensitizing domestic tourists of the products being offered thus stimulating locals to

want to travel and visit places. This is especially relevant for destinations that are more dependent on tourism and for communities in rural areas.

Conclusions of the findings

The findings demonstrate that tourism at the Kenyan coast is influenced by government policies, laws, legislation, and government incentives programs. The findings demonstrate that the economic factors as spelt out by economic situation of the country, financial resources, entry regulations, physical infrastructure and non-financial support influences travel motivation. The findings demonstrate that the technological factors as denoted by use of new and innovative technology in the industry and adoption level of technology in accessing market and marketing tourism products and services, influences travel motivation among domestic tourists.

The findings demonstrate that the socio-cultural factors as spelt out by strong saving culture for holiday, accessibility of information, travel beliefs and orientation, attitude towards travel and strong travel culture influences travel motivation among domestic tourists. This means that the composite elements of contextual factors namely; political, economic, technological and socio-cultural factors significantly moderates the interaction between travel motivation and loyalty behaviour of domestic tourists. The research findings were an indication of the underlying fact that the domestic tourists market is heterogeneous as defined by their diverse travel needs.

Recommendations for Policy, Practice and Further Research

According to the study, there is need for destinations and service providers to engage more on digital marketing and deploy technology during marketing initiatives and product development to capture such segments since majority of the respondents were the youth travelers. Since the domestic tourism market is pivotal in the development and consumption of tourists product and services, there is need to regularly examine the ever-changing consumer behaviour of tourists. This is aimed at increasing

its scope and at the same time enhancing understanding of the unique characteristics associated with this dynamic and niche market segment.

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