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EXPLORING THE PREDICTORS OF DOMESTIC TOURISTS' VISIT INTENTION AND BEHAVIOR IN HISTORICAL HERITAGE SITES IN KENYA COAST TOURISM CIRCUIT

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1. RESEARCH BACKGROUND AND OBJECTIVES

This chapter gives the background of this study and its objectives.

1.1. Background of the study

Tourism is one of the world's largest and strongest pillars of the modern economy, and a cornerstone of economic development for many developing countries (Ndlovu, Nyakunu & Heath, 2011). The benefits of tourism are both directly through gross domestic product (GDP) and employment and indirectly through supply chain linkages to other sectors. Generally, tourism is categorized as either domestic tourism or foreign tourism. Domestic tourism still dominates the industry and is a key driver of local economic expansion. However, countries are habitually disposed to emphasizing on foreign tourism because it serves as an invisible export (WTTC, 2018). This is because foreign tourism contributes to their direly needed foreign exchange (Kihima, 2015). Considering the international travel challenges recently posed by the Corona Virus Disease 2019 (COVID-19), it is worth appreciating that this is perhaps the best time to emphasize more on domestic tourism.

The United Nations World Tourism Organization (UNWTO) defines "domestic tourism" as tourism that comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip (UNWTO, 2010). This form of tourism is a combination of all tourism activities that are undertaken by people in their own country of permanent residence (Acha-Anyi, 2020). Before the COVID-19 outbreak, the globally domestic tourism average was impressively over 75% of the global tourism market (Demunter & Dimitrakopoulou, 2011; Ghimire, 2013; Yap & Allen, 2011). The expanding or already sizeable middle-class population, accounts for the increase in domestic tourism in recent years, especially in developing countries, thanks to the rise in spending power among domestic consumers (WTTC, 2018). There are strong arguments supporting the development of domestic tourism especially in developing countries, most of which corresponding to the advantages associated with international tourism (Hudson & Ritchie, 2002; Manono & Rotich, 2013).

Being recognized as an important industry in Africa, tourism contributed 8.5 % (or USD 194.2 billon) of the continent's Gross Domestic Product (GDP) in 2018 (WTTC, 2020). Congruently, countries on the continent are formulating and implementing domestic tourism strategies (Ndlovu et al., 2011), with mixed fortunes of fluctuating performance (Republic of South Africa, 2018). Kenya like the rest of the East African countries is yet to realize full potential for tourism with research output on the country's domestic tourism remaining scanty (Kihima, 2015; Kieti, Okello & Wishitemi, 2014). The comparatively dismal performance of domestic tourism and the apparent overdependence on international tourism has led to a sharp drop in tourism performance following recurrent travel advisories and global economic crisis (Kwoba, 2018). Since the year 2000, there have been significant fluctuations in the amount spent on domestic tourism in the country, which culminated in a 5.9% decline in 2019 (Knoema, 2022). Additionally, skewness in product consumption is evident with cultural heritage tourism remaining quite insignificant despite the country having unique cultural heritage resources.

Heritage tourism is tourism that involves cultural traditions, places and values (Halewood & Hannam, 2001) and is based on both manmade and natural treasures of tourist destinations (Kebete. 2022). Although the economic development of most of the matured tourist destinations has been underpinned by heritage tourism (Jimura, 2011), this form of tourism has received less attention in developing destinations such as Kenya, Ethiopia and South Africa, despite its contribution for the overall development of tourism (Dong, 2017). Kenya is endowed with diverse cultural resources, which include pre-historical and historical sites (Ndivo, Waudo & Waswa, 2012; Irandu & Shah, 2016). Some of which have been designated National Heritage status and UNESCO World Heritage status (National Museums of Kenya - NMK, 2020). However, a comparatively small number of tourists, both domestic and foreign usually visit these historical sites for heritage tourism when compared to those who visit other types attraction sites (Table 1 and Table 2).

Table 1. Comparing visitor numbers to national wildlife parks* and to heritage sites** in Kenya 2014-2019 (000)

Category of attractions	2014	2015	2016	2017	2018	2019
National wildlife parks	2,164.6	1,952.8	2 ,284.7	2 ,385.2	2 ,868.9	2 ,975.2
National heritage sites	690.9	797.5	923.5	782.0	1,006.3	990.2

* National wildlife parks include national parks and game reserves

**Heritage sites include national museums, snake parks and historical sites

Source: KNBS, 2019, 2021

This dismal performance of heritage-based tourism compared to other forms of tourism in Kenya begs answers to the following questions:

1. In what perspective do tourists, particularly domestic tourists, regard historical heritage attractions in Kenya?
2. Which factors could help predict domestic tourists' intentions and visit behaviors to historical heritage attractions?

The right answers to these questions could be sort by finding out the relationship between perceptual factors and visit intentions of domestic tourists towards historical heritage sites. For the current study, the researcher sought to move away from mere demographic segmentation and factual recall, (which previous studies on domestic tourism in Kenya had over-emphasized) towards psychographic segmentation and values. The outcome of this study would therefore go a long way in establishing a basis for this. Eventually, it could inform future developmental and promotional strategies devised to make Kenya's heritage-based domestic tourism more vibrant.

Table 2. Number of visitors to Museums and historical sites in Kenya coast 2014-2019 (in '000s)

Name of site/Museum	**Year**					
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Fort Jesus	113.4	121.3	150.2	130.5	213.9	195.7
Gede	47.5	39.9	55.6	62.6	89	92.4
Lamu Museum	1.7	1.5	2.7	2.9	4.0	3.9
Jumba La Mtwana	5.7	4.3	7.3	7.3	9.8	11.3

Malindi	21	14.7	31.8	22.1	37.5	37.1
Kilifi Mnarani	2.5	1.2	0.8	1.9	3.3	2.5
Swahili House	0.3	0	0.1	0.2	0.3	0.2
German Post	0.1	0	0	0	0	0
Takwa Ruins	0.6	0.2	0.4	1.4	0.7	0.8
Rabai		2.4			4.5	5.0
Lamu Fort			0.4	0.9	0.6	1.6
Total	**192.8**	**185.5**	**249.3**	**229.8**	**363.6**	**350.5**

Source: KNBS, 2020

Review of literature has indicated that domestic tourism is given comparatively little attention in research globally, Kenya included. Heritage tourism is a comparatively novel research field, having started catching global researchers' attention in early 1980s. Many areas of heritage tourism remain uncovered, calling for more focused and diverse coverage. Domestic heritage tourism is even least studied and narrowly understood in Kenya. Generally, previous studies on heritage tourism and visitor behavior basing on TPB have only used a narrow range of antecedent: either motivation, attitude, perception, or satisfaction, individually without considering them as a whole. Therefore, there lacks a comprehensive understanding, especially of the complex interplay of the psychographics of the existing and potential heritage tourism demand. A gap is evident, calling for studies that deviated from previous models of study on domestic tourism and heritage tourism, and instead, apply robust approaches. The current study therefore, investigated a wider range of hypothesized predictors of visit intention and visit behavior to HHS to establish the role and relative strengths of each predictor.

Domestic heritage-based tourism in Kenya remains comparatively low. This situation is compounded by the fact that tourism promotional efforts have, in the past, appeared to emphasize international tourism, with traditional wildlife products and beach holiday products being accorded pre-eminence (4S – safari, sun, sand and sea) (Mutinda & Mayaka (2012); Okello et al. (2012). On the same note, research conducted earlier on local tourism in Kenya have apparently inclined towards investigating a narrow range of themes whereby the subjects of factors influencing choice of products and destinations, marketing strategies, status of attractions and destinations, and efficacy of tourism appeal enhancers featured prominently in the limited extant literature (Osiako & Szente, 2021). To the best knowledge of the researcher, sufficient studies are yet to be conducted to better explain the behavior of domestic tourists especially to historical heritage sites. This is in spite of Kenya having a great potential for this form of tourism: hundreds of unique and diverse heritage features, and a growing middle-class population that can afford local tourism, and that is increasingly appreciating the need for recreational pursuits.

1.2. Objectives and Hypotheses of The Study

The need for theoretical and empirical evidence of the antecedents of the visit behaviors of tourist and how they affect visit intentions and re-visit intentions to a destination have earlier on been indicated by Um and Crompton (1992) and Chang et al. (2014). It is in this spirit that the current study was undertaken with the aim of exploring the predictors of domestic tourists' visit intentions and behavior in historical heritage sites in the Kenya Coast region. The researcher sought to

examine the perspectives held by domestic tourists on historical heritage sites and how these related to visit intentions and visit behavior in that destination. To achieve the above-mentioned aim, the study specifically sought:

i) To investigate the behavioral intention of domestic tourists towards visiting historical heritage sites in Kenya coast tourism circuit.
ii) To assess the factors influencing domestic tourists' intentions to visit historical heritage sites in Kenya coast tourism circuit.
iii) To validate the TPB in the context of domestic heritage tourism.
iv) To expand the TPB and test the expanded model in the context of domestic heritage tourism.
v) To examine the travel behavior of domestic tourists visiting historical heritage sites in Kenya coast tourism circuit.

Ajzen's (1991) Theory of Planned Behavior (TPB) was the model used in this study to predict domestic visitors' visit intention and behavior at HHS. Basing in this theory, individual's intention to adopt a conduct or to act in a certain way is the key component that affects his or her actual behavior. Tourist's intention to visit a destination is thus the immediate antecedent of an HHS visit behavior. The intention construct, according to Ajzen (1991), consists of motivating factors that have a direct, strong, and positive influence on a certain behavior.

The researcher applied this theory in studying domestic heritage tourism in Kenya coast tourism circuit. The study eventually revealed the existing relationships between the variables from the TPB (attitude, subjective norm and PBC) and the intention to visit coastal HHS; and the relationships between intention to visit HHS and the actual visit behavior. Furthermore, in extending the theory, the researcher chose to add two variables to this model (motivation and perceived safety and security). The researcher was of the view that, an individual with positive attitudes about visiting HHS, who perceives social approval for engaging in such tours from the important others and who is persuaded that he or she could effectively take on such tours, would likely have strong intention to take such tours. Moreover, if the individual had strong motivation for visiting HHS and perceived the HHS to be safe and secure, the intention to visit them would be even stronger. This led to formulation of the following six hypotheses:

Hypothesis 1: There is a relationship between domestic tourists' intention to visit HHS and their actual visit behavior.

Hypothesis 2a: There is a relationship between domestic tourists' attitude towards visiting HHS and their intention to visit HHS.

Hypothesis 3a: There is a relationship between subjective norms coming from domestic tourists' referent groups and their intention to visit HHS.

Hypothesis 4a: There is a relationship between domestic tourists perceived behavioral control and their intention to visit HHS.

H2b – In the new expanded model, domestic tourists' attitude towards visiting historical heritage sites will positively influence visit intention for historical heritage sites

H3b – In the new expanded model, domestic tourists' normative belief as relates to visiting historical heritage sites will positively influence visit intention for historical heritage sites.

H4b – In the new expanded model, domestic tourists' perceptions of behavioral control as relates to visiting historical heritage sites will positively influence visit intention for historical heritage sites.

Hypothesis 5: There is a relationship between domestic tourists' motivations and their intention to visit HHS.

Hypothesis 6: There is a relationship between domestic tourists' perceived safety and security and their intention to visit HHS.

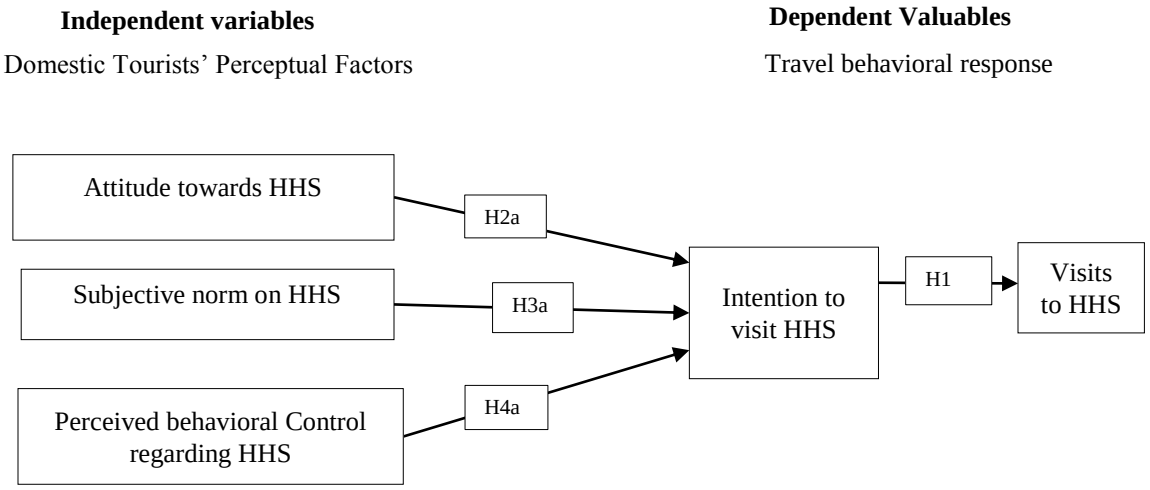

Figure 1. Proposed TPB framework for determining the predictors of visit intention and behavior to HHS
Adapted from Ajzen (1991)

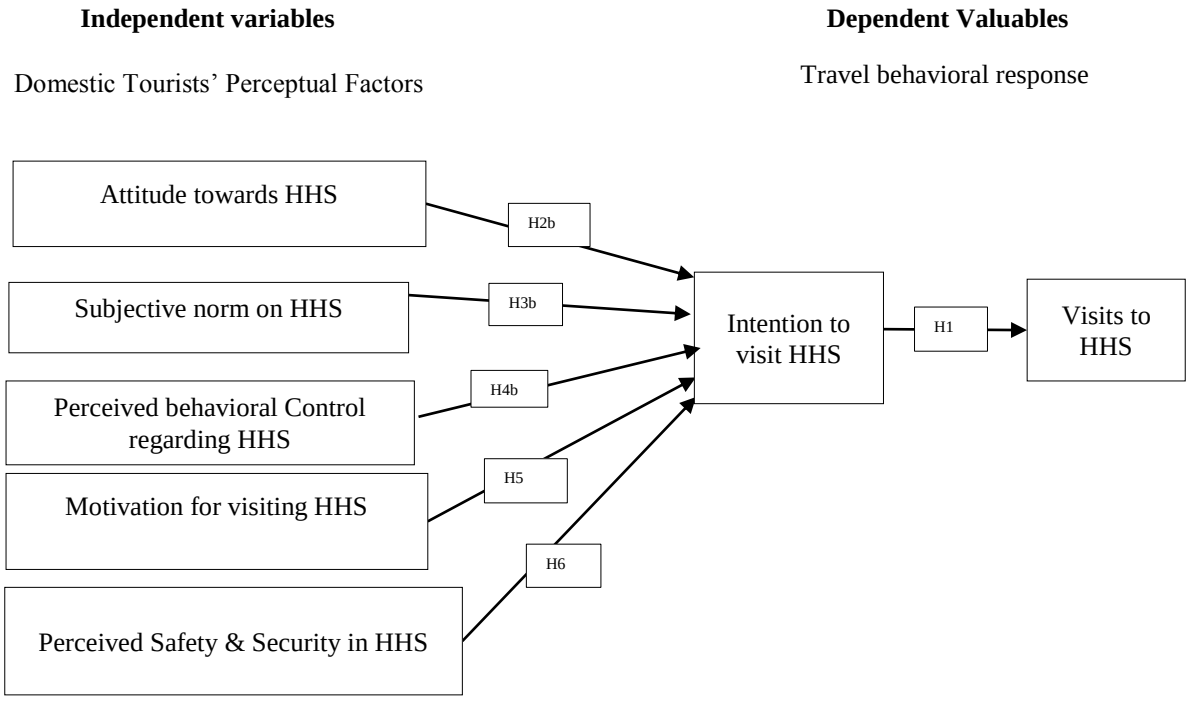

Figure 2. Proposed expanded TPB framework for determining the predictors of visit intention and behavior to HHS

(Researcher, 2023)

This test revealed tourists' level of intent in relation to these five predictors. The researcher then sought to explain the implications of the ways in which these five predictors related to visit intention and how the visit intention ultimately related to visit behaviour in the manner it did.

2. MATERIALS AND METHODS

This chapter gives details of the processes followed to conduct the study and the tools used.

2.1. Design and setting

To a large extent this study adopted descriptive cross-sectional survey design, employing a quantitative approach. Self-administered, paper and pen, semi-structured questionnaires were utilised in the collection of quantitative data from domestic tourists who visited HHS in the Kenyan coast tourism circuit. The study was conducted in Kenya's coastal tourism circuit. The country is divided into eight regions commonly referred to as tourism circuits. Tourism circuits group together attractions and destinations that are in the same region for easy sequential conducting of tours. Thus, research was conducted in three counties of the Kenya coast region comprising of Mombasa County, Kilifi County, and Lamu county (see map of Kenya, Figure 3).

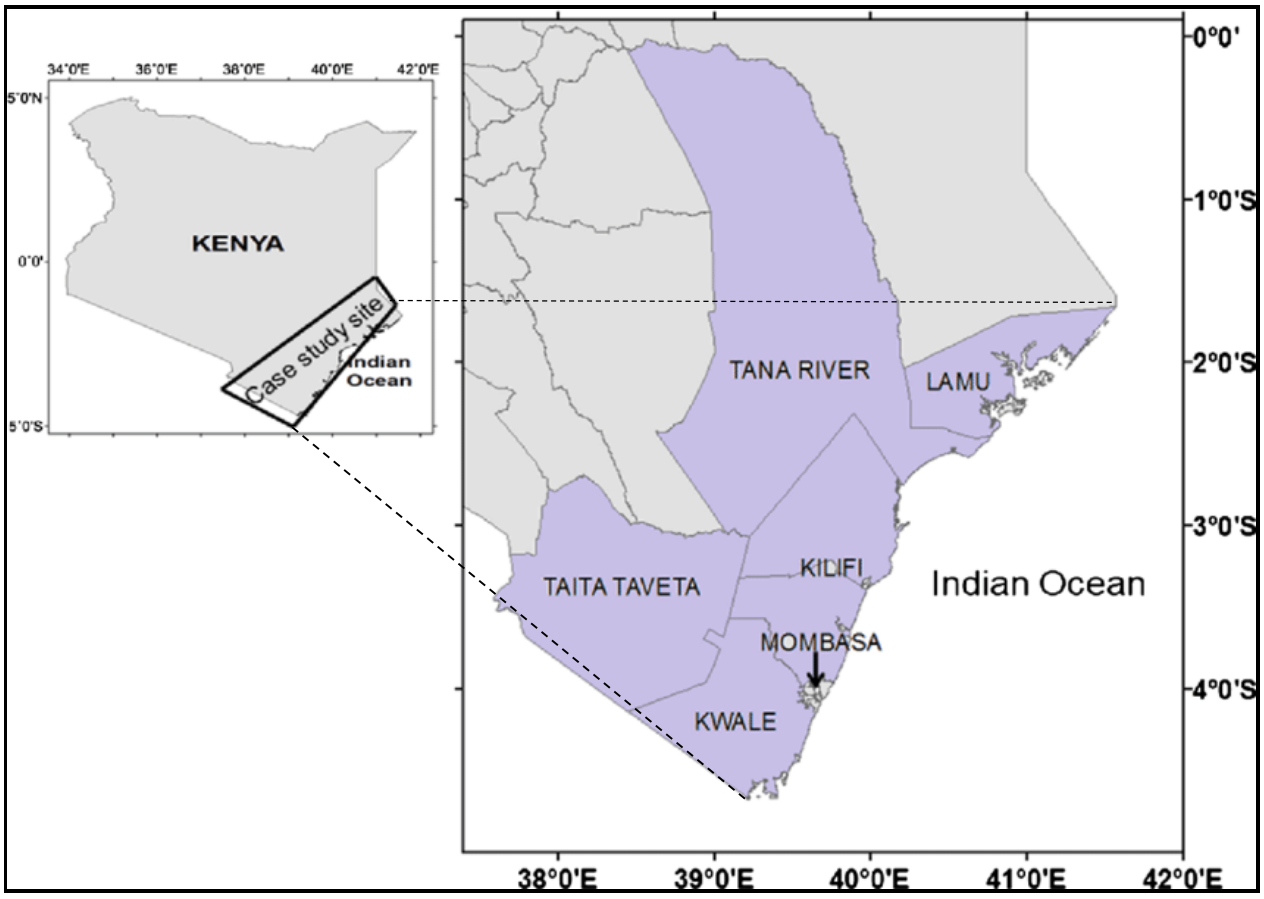

Figure 3. Map showing Kenya Coast Tourist Circuit
Source: https://www.google.com/search?q=kenya+map+coast+provinceandclient=

2.2. Target population and sampling procedure

This study targeted domestic tourists visiting the listed heritage sites found on the Kenyan coast tourism circuit. The number of targeted domestic tourist population was calculated basing on the total number of domestic tourists who visited the Kenya coast region in the year 2019 (KNBS, 2019 p. 193). The number was 1,811,300 domestic tourists.

Table 3. List of significant historical sites and museums in KCTC visited by tourists

No.	Name of historical site/monument	Locality	County
1	Fort Jesus	Mombasa Old town	Mombasa
2	Gede Ruins	Watamu	Kilifi
3	Lamu Museum	Lamu	Lamu
4	Jumba La Mtwana	Mtwapa	Kilifi
5	Malindi Heritage Complex	Malindi	Kilifi
6	Kilifi Mnarani	Kilifi	Kilifi
7	Swahili House	Lamu	Lamu
8	German Post	Lamu	Lamu
9	Takwa Ruins	Lamu	Lamu
10	Rabai Museum	Rabai	Kilifi
11	Lamu Fort	Lamu	Lamu

Source: Extracted from KNBS, 2020

The criteria for sample selection for this study involved those historical heritage sites that were both managed by the NMK and significant to tourism in terms of visitor numbers. According to the KNBS (2019), there were 11 sites managed by NMK and significant to tourism in the KCTC. The survey was restricted to those domestic tourists who visited these sampled HHS in the region (Table 3). Sampling enabled the researcher to come up with an accessible representative portion of the population for quantitative inquiry. The KCTC recorded a total of 1,811,300 bed-nights occupied by Kenyans (domestic tourists) in the year 2018 (KNBS, 2019 p. 193). In this study, the researcher considered this figure to be the total number of domestic tourists who actually visit the KCTC per year. The domestic tourists' sample size for this study was therefore, calculated from this total number using the Yamane's Formula (Yamane, 1967) as follows:

Thus:

$$N = \frac{N}{1+N(e)^2}$$

Where n is the sample size needed, N is the population size, and *e* is the level of confidence and p, assuming a 95% confidence level, is 0.05 (5%).

Hence:

$$n=\frac{1811300}{1+1811300\ (0.05)^2}$$

$$= 399.911 = 400 \text{ respondents}$$

The resultant sample size was therefore four hundred (400) domestic tourists. Two steps sampling was applied in order to achieve this. First, purposive sampling was applied to determine the coastal-based historical heritage sites that received significant numbers of tourists in the preceding years up to the year 2019. Then, respondents from the selected sites were conveniently sampled from the

domestic tourists visiting the listed HHS (Table 4), such that every adult domestic visitor accessing the HHS in each of the listed locations was requested to take part in the survey.

Table 4. Summary of the study sampling framework and sampling methodology

Target Population	Population Size	Sample size	Selection Criteria	Sampling Procedure
Domestic tourists visiting the CTC	1811300	400	Kenyan residents visiting attraction sites at the KCTC	Two steps sampling

Source: Researcher

2.3. Measurement and analysis

Measurement items were developed based on an extensive literature review and previous studies that applied the TPB. For the attitude, subjective norm, perceived behavioral control, and behavioral intention items, the TPB model was employed mainly basing on Fishbein and Ajzen (2011) suggestion. As for motivation and perceived safety and security, the respective items were developed following previous conceptualizations and studies in the context of leisure tourism, and modified as relates to the area under study. All these items were measured using a seven-point Likert scale while the visit behavior construct was measured on a 7-point ratio scale. In total, the final survey included 31 items. Self-administered paper questionnaires were randomly distributed by the researcher to domestic tourists visiting each of the ten survey sites during the three months period of study (December 2021 to March, 2022). The collected data was analyzed using the IBM SPSS Statistics for Windows, version 23.0 (IBM Corp., Armonk, N.Y., USA) software to determine descriptive statistics: percentages, frequencies, standard deviations and measures of central tendency. Thereafter, hypotheses testing using SPSS Amos for Windows was done to establish the association between the five hypothesized predictors and the intention to visit historic heritage sites.

2.4. Sample characteristics and data collection

The sample for this research comprised of domestic tourists who visited the 10 sampled historical heritage sites in the coastal region of Kenya during the three months' time of data collection. There characteristics were as indicated in Table 5.

Table 5. Respondents' socio-demographic profiles.

Socio-demographic variable		Frequency	Percent
Gender (N=693)	Male	378	54.5
	Female	304	43.9
	Other	11	1.6
Age in years (N=693)	18-25	245	35.4
	26-35	252	36.4
	36-45	105	15.2
	46-55	66	9.5
	56-65	19	2.7
	Over 65	6	0.9
Your income in KES (N=693)	10,000 and below	223	32.2
	10,001-25,000	162	23.4
	25,001-50,000	143	20.6

	50,001-100,000	98	14.1
	100,001-200,000	36	5.2
	over 200,000	31	4.5
Your marital status (N=693)	Not in Marriage	348	50.2
	Married Without Children	119	17.2
	Married With Child/ren	226	32.6
Highest educational level attained (N=693)	No formal Education	22	3.2
	Primary	29	4.2
	Secondary	134	19.3
	College/Bachelor's degree	389	56.1
	Post Graduate Degree	119	17.2
Region of origin in Kenya (N=651)	Coast	280	43
	Eastern	31	4.7
	North Rift Valley	31	4.7
	Nairobi	137	21
	Central	88	13.5
	South Rift Valley	13	2
	Western	25	3.8
	Nyanza	40	6
	North Eastern	6	0.9
Employment status (N=693)	Self Employed	154	22.2
	Employed Full Time	206	29.7
	Employed Part Time	57	8.2
	Seeking Opportunities	121	17.5
	Retired	21	3.0
	Student	109	15.7
	Home Maker	14	2.0
	Unable To Work	4	0.6
	Other	7	1.0

Source: Researchers' data analysis

3. RESULTS

The main results of the study survey are discussed in this chapter.

3.1. Descriptive analysis and t-statistic of variables

The seven variables in this study had positive bearing and significantly correlated with each other as indicate by their respective itemized statements, means scores, their resulting combined means, and order of ranking as represented in Table 6, 9 and 10.

Table 6. One-sample test for variables measures

Test Value = 4.00 (Neutral)							
				Significance		95% Confidence Interval of the Difference	
	t	*df*	Mean Difference	Two-Sided p	Effect size (Cohen's *d*)	Lower	Upper
Attitude	54.464	692	1.89346	<.001	2.069	1.8252	1.9617
Subjective norm	20.973	692	1.12362	<.001	0.797	1.0184	1.2288
Perceived BC	35.815	692	1.46056	<.001	1.360	1.3805	1.5406
Perceived SS	35.411	692	1.68206	<.001	1.345	1.5888	1.7753
Motivation	44.456	692	1.65392	<.001	1.689	1.5809	1.7270
Visit intention	56.611	692	2.00253	<.001	2.150	1.9331	2.0720

The strongest factor was attitude (d = 2.069, M = 5.89) followed by motivation (d = 1.689, M = 5.68), then perceived safety and security (d = 1.345, M = 5.65), perceived behavioural control (d = 1.360, M = 5.46), and finally subjective norm (d = 1, M = 5.13)

(Researcher, 2023)

3.2. Inferential analysis

To assess the dimensionality of the 31 items statements in the questionnaire relating to the variables under study, Exploratory Factor Analysis (EFA) was conducted. Further analysis established that the seven constructs under consideration were found to be valid and reliable.

3.2.1. Descriptive statistics of constructs

Descriptive analysis of the identified constructs yielded the statistics in Table 7.

Table 7. Descriptive Statistics of constructs (N=693)

	Mean		Std. Deviation	Skewness		Kurtosis	
Construct	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
ATT	5.8935	.03477	.91519	-.845	.093	.349	.185
INT	6.0025	.03537	.93120	-.757	.093	-.381	.185
PBC	5.2781	.04612	1.21398	-.493	.093	.025	.185
PSS	5.6821	.04750	1.25047	-.952	.093	.503	.185
SNM	5.1236	.05357	1.41033	-.627	.093	.045	.185
MOT	5.7225	.04122	1.08506	-1.011	.093	1.152	.185
VBH	4.1111	.05456	1.43624	.310	.093	-.675	.185

(Researcher's Data, 2023)

The values for skewness and kurtosis of between ± 1 and ± 2 respectively indicated that the data related to the constructs were normally distributed and thus allowed for parametric statistics.

3.2.2. Correlation analysis

A Pearson's correlation analysis revealed that all the seven constructs significantly correlated with each other (Table 8) while composite reliability (CR) and discriminant/divergent validity were both satisfied.

Table 8. Reliability, convergent, discriminant validity and correlations

	CV	DV		Reliability								
	AVE	MSV	ASV	CR	α	ATT	INT	PBC	PSS	SNM	MOT	VBH
ATT	.561	.166	.125	3.627	.845	**(.749)**						
INT	.590	.181	.127	2.602	.791	.381**	**(.768)**					
PBC	.577	.209	.138	2.691	.779	.314**	.425**	**(.759)**				
PSS	.757	.201	.130	1.728	.853	.419**	.365**	.448**	**(.870)**			
SNM	.768	.209	.153	1.695	.862	.370**	.389**	.457**	.399**	**(.876)**		
MOT	.598	.166	.111	2.205	.678	.408**	.352**	.333**	.297**	.403**	**(.768)**	
VBH	.500	.104	.051	1.583	.638	.164**	.183**	.323**	.170**	.311**	.119**	**(.707)**

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

Note: Bold values in brackets and diagonal represent square root estimates of AVE.

α – Cronbach alpha, ASV – Average shared variance, AVE – Average variance extracted, CV – Convergent validity, CR = Composite reliability, MSV – Maximum shared variance, ATT – Attitude, INT – Intention, PBC – Perceived behavioral control, PSS = Perceived Safety & Security, SNM – Subjective norm, MOT-Motivation, VBH – Visit behavior

(Research Data, 2023)

Table 9. Variable characteristics

VARIABLE	STATEMENT	Mean		Std. Deviation	Skew-ness	Kurtosis	Combined Mean	Level
		Statistic	Std. Error	Statistic				
ATTITUDE	Usefulness	6.05	.044	1.162	-.845	.349	5.89	Very positive
	Enjoyability	5.99	.046	1.212				
	Bad or good idea	5.98	.043	1.139				
	Pleasantness	5.91	.045	1.185				
	Desirability	5.82	.046	1.216				
	Rewarding or not rewarding	5.61	.053	1.401				
MOTIVATION	Particularly for recreation and enjoyment purposes	5.94	.049	1.283	-.817	.910	5.65	High
	For adventure purposes	5.88	.050	1.308				
	To enrich my education/personal knowledge	5.88	.050	1.327				
	For cultural purposes	5.67	.055	1.439				
	For socialization purposes	5.34	.060	1.584				
	For purposes of boosting my self-esteem	5.21	.070	1.844				
SUBJECTIVE NORM	People whose opinions I value would prefer that I visit HHS at the KC	5.28	.058	1.538	-.627	.045	5.13	High
	Most people who are important to me would want me to visit HHS at the KC	5.09	.060	1.584				
	Important people to me think that it is proper for me to visit HHS at KC	5.01	.063	1.659				
SAFETY	I feel safe and secure when visiting HHS at the Kenyan coast	5.87	.048	1.257	-.952	.503	5.68	High
	HHS at the Kenyan coast are safe and secure places to visit	5.81	.051	1.339				
	There are no risks when I am visiting HHS at the Kenyan coast	5.37	.064	1.683				
PBC*	I am confident that whenever I want, I can visit HHS at the Kenyan Coast	5.84	.054	1.411	-.493	.025	5.46	High
	Whether or not I visit HHS at the KC is completely up to me to decide	5.81	.056	1.465				
	I can access convenient means of transport to visit HHS at the Kenyan Coast	5.50	.057	1.514				
	I can easily spare time from my routine activities to visit HHS at the KC	5.41	.058	1.524				
	I have sufficient information about HHS at the KC to decide on visiting them	5.14	.059	1.555				
	I have financial resources to facilitate my visit to HHS at the Kenyan Coast	5.06	.064	1.677				
INTENTION	I am willing to recommend HHS at the KC to my family, friends and colleagues	6.36	.036	.959	-.757	-.381	6.00	Very high
	In future, I am likely to re-visit some HHS at the Kenyan Coast	5.97	.046	1.224				
	I will make an effort to visit some heritage attractions in the KC next one year	5.87	.047	1.237				
	I have the intention of visiting some HHS in the KC in the next one year	5.81	.050	1.315				
VISIT BEHAVIOR	Likelihood to be a frequent visitor to HHS attractions in the Kenya Coast region	4.97	.065	1.723	.021	-.494	4.4	Medium
	Number of HHS attractions you are likely to visit in the KC in next one year	4.43	.061	1.597				
	Number of visits you have made to HHS in the KC in the past one year	3.80	.067	1.753				

*PBC - Perceived behavioral control

Table 10. EFA, reliability and validity tests for variables

	Mean	Factor Loading	Eigenvalue	Cronbach alpha	AVE (>0.5)	CR (>0.7)	p-value
Attitude	**5.89**		**7.455**	**.845**	**0.561**	**3.627**	
Bad or good idea		.704					.000
Desirability		.741					.000
Enjoyability		.758					.000
Pleasantness		.801					.000
Rewarding or not rewarding		.758					.000
Usefulness		.733					.000
Motivation	**5.72**		**1.226**	**.678**	**0.598**	**2.205**	
Education/personal		Dropped					
Recreation and enjoyment		.788					.000
Cultural purposes		Dropped					
Socialization purposes		.707					.000
Adventure purposes		.821					.000
Boosting my self-esteem		Dropped					
Subjective Norm	**5.12**		**1.405**	**.862**	**0.768**	**1.695**	
Most people who are		.874					.000
Most people who are		.890					.000
People whose opinions I value		.865					.000
Perceived Safety & Security	**5.68**		**1.543**	**.853**	**0.757**	**1.728**	
HHS are safe and secure		.893					.000
I feel safe and secure at HHS		.901					.000
There are no risks at HHS		.814					.000
PBC	**5.28**		**1.660**	**.779**	**0.577**	**2.691**	
Visiting HHS is my decision		Dropped					
Whenever I want, I visit HHS		Dropped					
I have financial resources		.742					.000
I can easily spare time		.746					.000
I have sufficient information		.791					.000
I can access convenient		.759					.000
Intention	**6.00**		**2.226**	**.791**	**0.590**	**2.602**	
I have the intention to visit		.741					.000
I will make an effort to visit		.811					.000
In future, I will re-visit		.778					.000
I am willing to recommend		.773					.000
Visit behavior	**4.11**		**1.067**	**.638**	**0.500**	**1.583**	
Previous 1-year visits to HHS		.860					.000
Likelihood to frequent HHS		Dropped					
Future 1-year visits to HHS		.823					.000

AVE – Average variance explained, CR – Composite Reliability

(Researcher's Data, 2023)

3.3. Regression between predictor variables and visit behavior variables

3.3.1. Objective 1 – Determining visit intention and behavior to HHS

To determine the relationship between domestic tourists' intention to visit HHS and their visit behavior, visit behavior was chosen as the dependent variable, while intention to visit HHS formed the independent variable. The independent variable, intention, made an important statistically significant contribution to the model with a *p*-value less than .001 (β =.183, $p < .001$). **This supported hypothesis H1** (domestic tourists' intention to visit HHS is significantly related to the visit behavior to these sites).

3.3.2. Objective 2 and 3: Predictors of visit intention

To meet the objective of finding out the factors influencing domestic tourists' intention to visit HHS in the Kenya coast tourism circuit, the researcher in the first step determined the extent to which the three TPB variables predicted domestic tourists' intention to visit HHS in the area of study. In this case intention to visit HHS was chosen as the dependent variable, while attitude, subjective norm, and perceived behavioral control formed the independent variables. All the three independent variables attitude, subjective norm, and PBC made an important statistically significant contribution to the model with *p*-values less than .001 (Table 11).

Table 11. Coefficient results for the proposed TPB (model 1)

Variable		Unstandardized coefficient		Standardized coefficient			
Dependent	Independent	B	Std Error	Beta (β)	t	Signifi	R^2
Intention	(Constant)	2.920	.211		13.88883	.000	.273
	ATT	.234	.036	.230***	6.462	.000	
	SNM	.119	.025	.180***	4.752	.000	
	PBC	.208	.028	.271***	7.301	.000	

*p<.05, **p<.01, ***p<.001

Regression Equation: INT = 2.920 + 0.243 (ATT) + 0.119 (SNM) + 0.208 (PBC) + ε

(Research Data, 2023)

The strongest predictor of the intention to visit HHS was PBC (β =.271, $p < .001$), followed by attitude (β =.230, $p < .001$) and the third significant predictor was Subjective Norm (β =.180, $p < .001$). Thus, domestic tourists' attitude and perceived behavioral control moderately determined the visit intention for HHS, whereas the effect of subjective norms associated with "significant others" on the visit intention was weak (Figure 4). **This supported hypotheses H2a, H3a, and H4a respectively**.

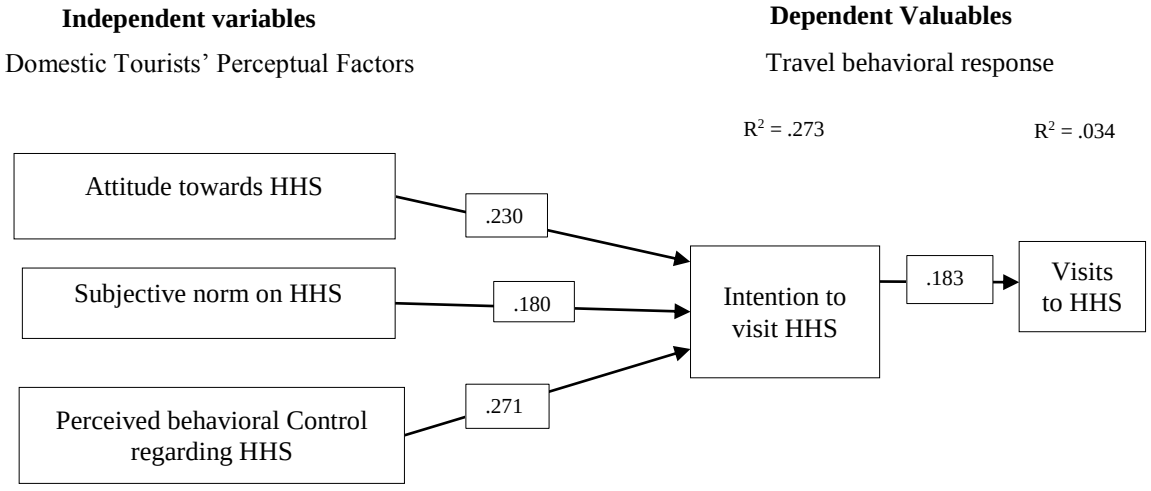

Figure 4. Output TPB framework model for determining the predictors of visit intention and behavior to HHS (Research Data, 2023)

3.3.3. Objective 4 – Expanding and testing the TPB

Apart from the three TPB variables, the researcher sought to find out the effect of adding two more variables (Motivation, and Perceived Safety and Security) in predicting domestic tourists' intention to visit HHS in the area of study.

Table 12. Coefficient results for the proposed extended TPB (model 2)

Variable		Unstandardized coefficient		Standardized coefficient			R^2
Dependent	Independent	B	Std Error	Beta (β)	t	Significance	
Intention	(Constant)	2.589	.222		11.649	.000	.293
	ATT	.170	.039	.167***	4.403	.000	
	SNM	.088	.026	.133**	3.406	.001	
	PBC	.171	.030	.223***	5.787	.000	
	MOT	.107	.032	.125**	3.360	.001	
	PSS	.079	.029	.105**	2.733	.006	

*p<.05, **p<.01, ***p<.001

Regression Equation: INT = 2.589 + 0.170 (ATT) + 0.088 (SNM) + 0.171 (PBC) + 0.107 (MOT) + 0.079 (PSS) + ε

(Research Data, 2023)

In this case intention to visit HHS was the dependent variable, while attitude, subjective norm, perceived behavioral control, motivation, and perceived safety and security formed the independent variables. The results of the multiple linear regression are presented in Table 25.

A significant regression equation was found [$F(5, 689) = 56.843$, $p < .001$], with an R^2 of .293.

Hence, attitude, subjective norm, and perceived behavioral control predicted intention to visit historical heritage sites by domestic tourists, $R^2 = .293$, $F(5, 689) = 56.843$, $p = .001$

All the five independent variables attitude, subjective norm, perceived behavioral control, motivation, and perceived safety and security made an important statistically significant contribution to the model with significant *p*-values (Table 24). The strongest predictor of the

intention to visit HHS was perceived behavioral control (β = .223, $p < .001$), followed by attitude (β = .167, p < .001) then subjective norm (β = .133, $p < .001$), motivation (β = .125, $p < .001$), and the fifth and last significant predictor was perceived safety and security (β = .105, $p < .01$). **This supported hypotheses H2b, H3b, H4b, H5, and H6 respectively.**

3.4 Structural model and hypotheses testing

The results of hypothesis testing are shown in Table 13. The first association tested was between intention to visit HHS and visit behavior, which was found to be positive and significant (β = .183, $p < .001$) with R-square value of .034. **Thus, H1 was supported**. The second set of associations tested was between the three TPB variables (predictors) and visit intention of domestic tourists. The outcome was: attitude (β = .230, $p < 0.001$), subjective norm (β = 0.18, $p < 0.001$), and perceived behavioral control (β = 0.271, $p < 0.001$). These three predictors explained 27% of the variance in visit intention. **Thus, H2a, H3a and H4a were supported**. The third model tested the effect of adding two more predictors (motivation, and safety and security perception) to the TPB variables in determining the intention to visit HHS. The outcome indicated a more powerful prediction of intention with 29% of variance in visit intention explained. All the five predictors yielded significant and positive contributions to the efficacy of the model as follows: attitude (β = .167, $p < 0.001$), subjective norm (β = .133, $p < 0.01$), perceived behavioral control (β = .233, $p < 0.001$), motivation (β = .125, $p < 0.01$) and perceived safety and security (β = .105, $p < 0.01$). **Thus, H2b, H3b, H4b, H5, and H6 were supported.**

Table 13. Summary of results of hypotheses

Model	Hypothesis	Relationship	Std β	Std Error	*t*-value	Decision
	H1	Intention → Visit behavior	.183***	.058	4.903	Supported
TPB Model	H2a	Attitude → Intention	.230***	.036	6.462	Supported
(R^2 = .273)	H3a	Subjective norm → Intention	.180**	.025	4.752	Supported
	H4a	PBC → Intention	.270***	.028	7.301	Supported
Expanded	H2b	Attitude → Intention	.167***	.039	4.403	Supported
TPB Model	H3b	Subjective norm → Intention	.133**	.026	3.406	Supported
(R^2 = .293)	H4b	PBC → Intention	.233***	.030	5.787	Supported
	H5	Motivation → Intention	.125**	.032	3.360	Supported
	H6	Perceived SS → Intention	.105**	.029	2.733	Supported

*p>.05, **p<.01, ***p<.001

(Research Data, 2023)

Evidently, the five variables were positively correlated to the intention to visit HHS, and the relationships were significant. The strongest predictor of visit intention was perceived behavioral control, followed by attitude, then subjective norm, motivation, and lastly safety and security perception. Meanwhile, H1 which tested the impact of visit intention on actual visit behavior was also significant (β = .183, $p < .001$), explaining 3.4% of the variance in visit behavior. The effect size of 0.26 for the two R^2 values in the two models determining visit intention are considered medium, based on Cohen (1988) and Chin (1998) criteria where effect size values of .020, .150, .350 indicate the predictor variable's low, medium, or large effect in the structural model. Further, the calculated effect size of 0.028 indicates that the five predictor latent variables had a medium effect at the structural level.

Notably, the respective beta (β) values associated with attitude, subjective norm and perceived behavioral control declined when the model was expanded by adding motivation, and perceived safety and security as predictors of visit intention. This could be an indication of the existence of a mediator or moderator effect of one or both of the two additional variables on these three. This effect needs to be investigated further in future studies.

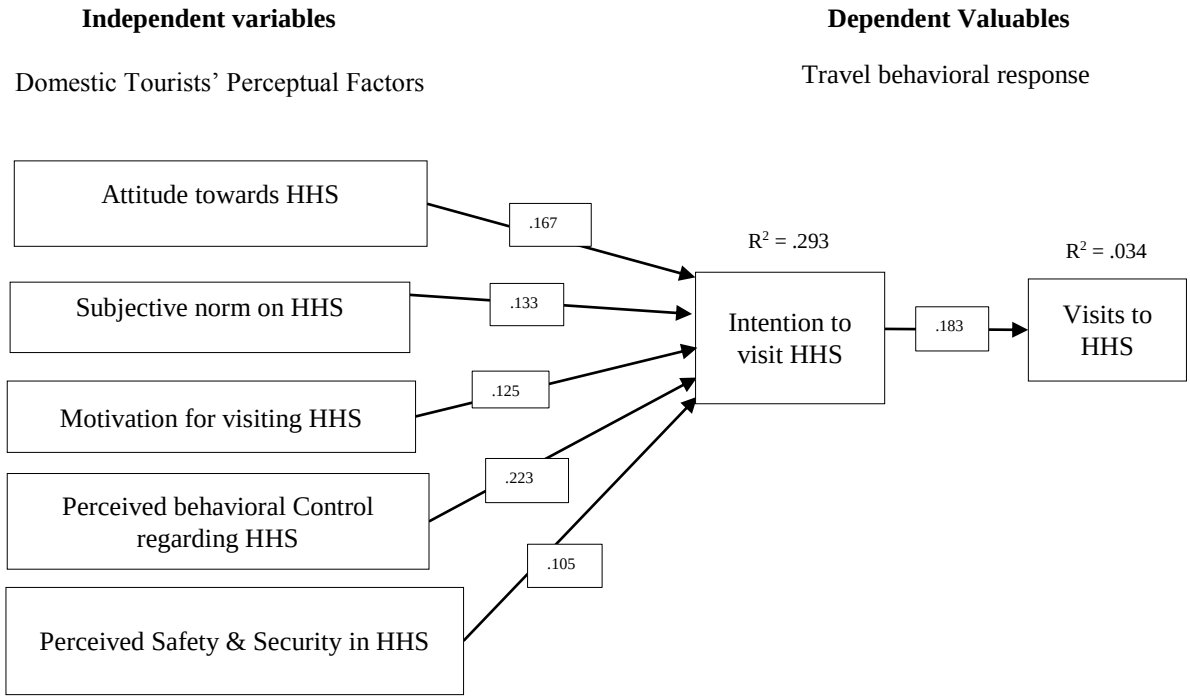

Figure 5. Output framework of the extended TPB model

(Research Data, 2023)

4. CONCLUSIONS

This study sought to explore the antecedents of behavioral intention and visit behavior of domestic tourists at HHS in KCTC basing on the TPB model and its expanded model. It was designed to achieve four objectives. First, the study established that the behavioral intention for domestic tourists towards visiting HHS was very high, and that it positively translated into actual travel behavior. Secondly, it was also established through this study that the factors that predict domestic tourists' intention to visit HHS, and their visit behavior include attitude, subjective norm, perceived behavioral control, motivation and perceived safety and security situation. Third, the actual travel behavior of domestic tourists with regard to HHS in the KCTC was examined and found to be at moderate level. It further emerged that participation in local tours was on "irregular" basis, the Kenya coast region being the most preferred tourist destination, "historical heritage and culture" was the most preferred category of attractions, and the tendency of domestic tourists being frequent visitors to HHS attractions in the Kenya Coast region was high. With respect to the fourth objective of the study, the TPB and its variables were found to be applicable and efficacious in directly predicting visit intention and indirectly predicting visit behavior to HHS in KCTC.

The model successfully explained an estimated 27% of visit intention, which fell at the substantial level on the Cohen (1988) and Hair et *al*. (2010) criteria. Extending this model by adding two more predictor variables (motivation, and perceived safety and security) improved it by 2% making it explain 29% of visit intention. Since a larger *R*-square value corresponds to a more precise model of predicting the response variable, it follows that expanding the TPB model by addition of these two variables significantly improved its predictive power.

In both the traditional TPB and its expanded model, PBC emerged as the strongest predictor of behavioral intention as relates to domestic tourists visiting heritage attractions in KCTC. It was followed by attitude, subjective norm, motivation, and lastly perceived safety and security respectively. This underscores the need to emphasize more on these five predictor factors in promotional campaigns and other marketing strategies aimed at increasing domestic tourist visits to historical heritage attractions. This theoretical knowledge is important for policy and practice in heritage tourism marketing and management where increased efforts and strategies should be aimed at increasing visit intention and visit behavior to tourist destinations.

Table 14. Conclusions from results of hypotheses testing

Hypothesis	Statement	Estimates and test statistics	Conclusion
1	There is a relationship between domestic tourists' intention to visit HHS and their actual visit behavior	t = 4.903 *p*-value < .05 β = .183	Visit intention determines visit behavior to HHS
2	There is a relationship between domestic tourists' attitude towards visiting HHS and their intention to visit HHS	t = 4.408 *p*-value < .05 β = .167	Attitude determines visit intention for HHS
3	There is a relationship between normative beliefs coming from domestic tourists' referent groups and their intention to visit HHS	t = 3.406 *p*-value < .05 β = .133	Subjective norms determine visit intention for HHS
4	There is a relationship between domestic tourists' perceived behavioral control and their intention to visit HHS	t = 5.787 *p*-value < .05 β = .223	PBC determines visit intention for HHS
5	There is a relationship between domestic tourists' travel motivations and their intention to visit HHS.	t = 3.360 *p*-value < .05 β = .125	Motivation determines visit intention for HHS
6	There is a relationship between domestic tourists' perceived safety and security and their intention to visit HHS	t = 2.733 *p*-value < .05 β = .105	PSS determines visit intention for HHS

(Researcher, 2023)

5. NEW SCIENTIFIC RESULTS

Despite not being the first publication to address domestic tourism in general, this dissertation is probably the first one to address domestic tourism in a heritage tourism context, in Africa, using the theory of planned behavior. Moreover, the novelty of this dissertation is found in the inclusion of motivation and safety/security perception as antecedents of travel intention and behavior. These factors are not considered in preceding studies on the same subject, not only in Kenya, but also beyond. The new scientific results of this study are hereby described.

1. This study revealed the (five) factors influencing domestic tourists' intentions to visit historical heritage sites in the Kenya Coast region. It further showed that including the motivation and perceived safety and security variables to expand the TPB model improves the predictability of the intention to visit HHS.
2. The study revealed the level of travel intentions of domestic tourists and their travel behavior to historical heritage sites in the Kenya Coast region.
3. It also validated the TPB and its expanded version in the context of domestic heritage tourism in Kenya by testing their efficacy. Hence, both versions were found to be valid and applicable in the heritage tourism context, specifically to domestic historical heritage tourism. The new model proved to be more efficacious than the traditional TPB model, such that the difference (effect size) of 0.26 for the two R^2 values in the two models that determined visit intention are considered "medium", based on Cohen (1988) and Chin (1998) criteria. Further, the calculated effect size of 0.028 indicates that the five predictor latent variables had a "medium" effect at the structural level. Therefore, in future studies that will endeavor to determine visit intentions to HHS, the new, broadened TPB model would constitute a more robust framework to apply as discovered by this study.
4. PBC was found to be the strongest predictor of behavioral intention as relates to domestic tourists' intention for visiting heritage attractions in KCTC. Additionally, the role of subjective norm was found to be significant in the domestic heritage tourism context contrary to what some earlier tourism studies had found. Sparks (2007) and Shen et al. (2009) had observed that subjective norms did not have significant impact on leisure-related visit intention.

6. RECOMMENDATIONS

This chapter gives details of the theoretical and practical suggestions for implementation.

6.1. Recommendations for policy and practice

1. A positive attitude towards HHS to be increased by enhancing the appeal of heritage tourism products and their quality and those of the related services. Heritage management, tourism promoters and destination managers could ensure this by carefully selecting what is communicated to their publics about HHS and communicating to the public in the most effective ways.
2. Significant people in the country's governmental, political, religious and social circles should be engaged (by heritage management, tourism promoters and destination managers) to actively participate in domestic heritage tourism and promoting heritage attractions e.g., cabinet ministers, chief executive officers, political leaders, religious, sports personalities and celebrities.
3. Roads and other accessibility facilities should be improved to facilitate domestic tourists' access to HHS as attractions of choice.

Table 152. Summary of objectives, conclusions and recommendations

Objective	Statement	Conclusion	Recommendation
1	To investigate the behavioral intention of domestic tourists towards visiting historical heritage sites in Kenya coast tourism circuit.	Visit intention determines visit behavior to HHS; Visit intentions are very high while actual behavior is medium	Domestic heritage tourism promoters to prioritise programmes and campaigns that enhance travel intention; Further research to investigate cause of discrepancy between levels of visit intention and actual visit behavior to HHS.
2	To assess the factors influencing domestic tourists' intentions to visit historical heritage sites in Kenya coast tourism circuit	Attitude, subjective norms, PBC, motivations, and PSS influence visit intention for DT to HHS	Since there is synergy in these five factors, domestic heritage tourism promoters should consider applying marketing communications that will positively influence these five psychographic areas of tourists.
3	To validate the TPB in the context of domestic heritage tourism	TPB is valid and applicable in the domestic heritage tourism context	Subjective norms are significant determinants of visit intention in HHS. Hence should be considered in the models
4	To expand the TPB and test the expanded model in the context of domestic heritage tourism	The expanded TPB is valid and applicable in the domestic heritage tourism context; It is more efficacious than the traditional TPB	Since PBC has the greatest influence on visit intention, promotional efforts and destination development should emphasize more on removing perceived obstacles to domestic heritage tourism; Future studies should endeavour to expand this model more.
5	To examine the travel behavior of domestic tourists visiting historical heritage sites in Kenya coast tourism circuit	KCTC is the most preferred domestic tourist destination for heritage tourists; Visits to HHS are done irregularly; Major attraction preferences for domestic tourists visiting HHS are culture, heritage and history.	Tourism promoters should note that there is enormous opportunity and leverage on the preference for KCTC by heritage tourists to invigorate tourism in the region; Promotional programs to be geared towards enhancing the frequency of visiting HHS; Tour guiding information and experiences at HHS to be customed towards emphasizing culture, heritage and history.

(Researcher, 2023)

4. Sign posts to be erected in prominent positions to indicate the direction and position of HHS to enhance knowledge about the position of HHS and what they offer
5. To enhance public knowledge about the geographical location of HHS and what they offer the quality and truthful information about them needs to be made readily present in all major digital platforms including strategic influential websites and promotional networks.
6. Incentive holidays – the government should offer incentives to ensure people holiday within the country and in heritage sites/destinations rather than only frequenting wildlife areas and beaches.

7. The government and other employers in the country should as much as possible make weekends to be non-working days for their employees so as to have free time to tour the country. Alternatively, they should deliberately allow them off-days, paid leave days and paid holidays as incentives for domestic heritage tourism.
8. Availability of financial resources was one of the perceived action control factors for heritage tourism visit. It follows that increasing the salaries and wages paid to employees in the country could go a long way in fostering domestic heritage tourism in Kenya.

6.2. Recommendation for further research

1. Decline in beta values of the three TPB variables in the second extended model suggested that the two variables added to the model could have had a moderating effect on the TPB variables with respect to determining visit intention. This moderating effect needs to be investigated.
2. A comparison of the level of behavioral intention to the actual behavior revealed a significant difference suggesting that not all intentions translate into actual behavior. Other factors, apart from visit intention could be responsible for actual visit to HHS. There is need for identifying them.
3. There is need for a study to establish the effect of moderators and mediators in the intention-behavior relationship with respect to tourist visits to HHS,
4. This study was purely quantitative because of limited time, a qualitative approach is needed for comparison of the findings
5. This study was only based in Kenya coast as a destination because of limited time. Other destinations with historical heritage attractions in the country need to be investigated too for comparison of the findings
6. This particular study used a sample of domestic tourists already visiting the sampled HHS. A study sample with prospective domestic tourists who are yet to embark on their tours could yield stronger predictive outcome.
7. This particular study used a sample of domestic tourists. A study sample with international tourists need to be investigated too for comparison of the findings.
8. Since foods and cuisine are part of cultural heritage, future research could as well focus on gastronomy tourism in Kenya, especially with respect to local traditional ethnic foods.
9. In light of the ever-growing consideration for sustainable development, future research should include determining carrying capacity of various heritage tourism destinations in Kenya, so as to avert the danger of over tourism commonly experienced in many developed destination countries.

7. PUBLICATIONS AND OTHER SCIENTIFIC OUTPUT

7.1. Publications relating to the topic of the dissertation

1. Osiako, P. O. & Szente, V. (2021). Research Trends and Perspectives on Domestic Tourism in Kenya: A Review. *African Journal of Hospitality, Tourism and Leisure*, *10*(1):288-301. DOI: https://doi.org/10.46222/ajhtl.19770720-101

2. Osiako, P. O., Kummitha, H. R., & Szente, V. (2022). MOTIVATIONAL DECISIONS, SATISFACTION, AND REVISIT BEHAVIOR OF DOMESTIC TOURISTS: AN EMPIRICAL ANALYSIS. *GeoJournal of Tourism and Geosites, 44*(4), 1442–1449. https://doi.org/10.30892/gtg.44432-964
3. Osiako, P. O., Raether, J., & Szente, V. (2022). THE INFLUENCE OF MARKETING COMMUNICATION CHANNELS ON THE MOTIVATIONS, CONSUMPTION BEHAVIOR, AND SATISFACTION OF DOMESTIC TOURISTS IN KENYA. *Regional and Business Studies, 14*(1), 17-31. https://doi.org/10.33568/rbs.3598
4. Osiako, P. O., Wikurendra E. A., Abdeljawad, N. S. (2022). Concept of green marketing in environment conservation: A literature review. *Environmental and Toxicology Management 2, 8-13.* https://doi.org/10.33086/etm.v2i2.3335

7.2 Publications not relating to the topic of the dissertation

1. Osiako, P. O & Kummitha, H. R. (2020). Environmental management practices among coastal beach hotels in Kenya. *African Journal of Hospitality, Tourism and Leisure, 9* (1) - (2020) ISSN: 2223-814X. https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_34_vol_9_1__2020_hungary.pdf
2. Kummitha, H. R., & Osiako, P. O. (2020). Factors Influencing the Involvement of Locals in CBT an a Migratory Birds' Sanctuary. *African Journal of Hospitality, Tourism and Leisure*, 9(1) - (2020) ISSN: 2223-814X. https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_80_9_1__2020_hungary.pdf
3. Szente, V., Osiako, P. O., Nagy, M. Z., Pintér, A., & Szigeti, O. (2021). Community Based Ecotourism in Hungary: Citizens' Perceptions towards the Roma Community. *GeoJournal of Tourism and Geosites, 34*(1), 233–239. https://doi.org/10.30892/gtg.34131-642
4. Osiako, P. O. (2022). Porter`s value chain - Dedan Kimathi University of Technology as a competitive university (DeKUT) In: Szilárd, BERKE; Katalin, SZABÓ; Beáta SZÜCS, Pató Gáborné (szerk.) Organizational behavior and Leadership Theory in Practice Kaposvár, Magyarország : Magyar Agrár- és Élettudományi Egyetem Kaposvári Campus (2022) pp. 81-86. , 6 p. ISBN: 9786155599927. https://www.researchgate.net/publication/358929502_ORGANIZATIONAL_behavior_AND_LEADERSHIP_THEORY_IN_PRACTICE?_sg%5B1%5D=

7.3 Publication in Conference Proceedings

1. Jebotip, J., Chege, W. P., & Osiako, O. P. (2019). Role of local foods in tourism promotion in Kenya. *Proceedings of the 4th Dekut International Conference on Science, Technology, Innovation & Entrepreneurship, Dedan Kimathi University of Technology,* pp 431-42.

7.4 Presentations and publication in Conference book of abstracts

1. Osiako, P. O. (2019a). *Sustainable Tour Operation Practices: A case of Let's Go Travel, Uniglobe – Kenya. A Positive Company Example:* International Conference on

Sustainable Economy and Agriculture - Kaposvár University – Kaposvár – Hungary - 14th November 2019, pp. 58

2. Osiako, P. O. (2019b). Environmental Management Practices among Beach Hotels in Kenya's South Coast: *IV. International Scientific Conference on Tourism and Security*, December 3rd, 2019 - University of Panninoa, Nagykanizsa Campus, pp 60.
3. Osiako, Peter Onyonje, Viktória Szente, Exploring The Predictors Of Behavioural Intention In Domestic Heritage Tourism In: Resperger, Richárd (Eds.) *Társadalom – Gazdaság – Természet: Szinergiák A Fenntartható Fejlődésben (Nemzetközi tudományos konferencia a Magyar Tudomány Ünnepe alkalmából*) - Programfüzet és előadáskivonatok Sopron, Hungary : University of Sopron Press (2022) 155 p. p. 95.
4. Osiako, P. O., Szente, V. (2022). Heritage tourism in the Kenya Coast Region: perceptions and visit behaviour of Domestic tourists In: S., n. Book of abstract. *The 6th DeKUT International Conference on Science, Technology, Innovation & Entrepreneurship* pp. 57-58. 2 p. Scientific.
5. Osiako, P. O., Szente, V. (2022). Mediatory Effect of Perceived Behavioural Control on the relationship between Visitor Intentions and Behavior in Domestic Heritage Tourism. In: Book of abstract, *The Kirinyaga University 6th International Conference on Research, Innovation & Technology for Sustainable Development,* pp. 58. 1 p. Scientific. On 22-23 March, 2023.
6. Osiako, P. O. & Szente, V. (2023). The influence of Socio-demography on motivations, consumption behaviour and satisfaction of domestic tourists In: Book of abstract, *Spring Wind Conference in Miskolc*, between 5-7th of May 2023.
7. Durbul, A. & Osiako, P. O. (2023). Does Social Media Marketing Increase the Sales of Organic Food? In: Book of abstract, *FEB Zagreb 2023 – 14th International Odyssey Conference on Economics and Business* – Poreč, Istria, Croatia, on May 10 -13, 2023.

7.5 Research seminar - on 2021/09/25

1. Topic presented - *Research Trends and Perspectives on Domestic Tourism in Kenya* (Research Seminar) on 2021/09/25. Hungarian University of Agriculture and Life Sciences, Doctoral School of Management and Organisational Sciences.

7.6 Guest Lecturing

1. Budapest Business University (BGE), 3rd Year BSc. Tourism Management Class. Theme of the Lecture: Role of *Protected Area and Tourism Development: An African Context.* On 13th October, 2022 at 1830 to 2000 hours.
2. Budapest Business University (BGE), 3rd Year BSc. Tourism Management Class. Theme of the Lecture: *Protected Area Management in the African Context.* On 29th March 2021 at 1700 to 1900 hours.
3. Budapest Business University (BGE), 3rd Year BSc. Tourism Management Class. Theme of the Lecture: *Ecotourism in the African Context: Cases Studies, Success and Challenges.* On 8th October 2021 at 1400 to 1600 hours.