

**SEASONALITY IN TOURISM AND ITS EFFECTS ON THE KENYAN TOURISM
INDUSTRY: THE CASE OF NAIROBI NATIONAL PARK, NAIROBI**

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ABSTRACT

Seasonality presents a number of issues that require special attention and strategies. In particular, seasonality affects the number of tourists to a region and therefore can threaten the viability of businesses in a region. Being ubiquitous, all tourism enterprises and regions are impacted by seasonality whether severely or mildly. Seasonality causes the fluctuation in tourists and visitor numbers to a destination. Therefore, some destinations at certain times have more tourists and visitors than they are able to accommodate, while at other times, there are too few tourists and visitors to the region. Kenyan tourism industry has in recent months suffered low tourist receipts especially at the coast. This research examined seasonality and its effects at Nairobi National Park. The park was chosen because it is the only protected area in the capital of Kenya and located not far from the city hence easily accessible by tourists and seasonality can be a huge defect on it. The research general objective was; to establish seasonality and its effects on the tourism industry. The method of data collection was by use of questionnaires, the target population was managers and tour guides and the sample size was 3 managers and 1 tour guides. Data analysis and presentation was by use of statistical package for social science and tables frequencies and excel was used. The findings depicted that during the period of the study, Nairobi National Park was not very much affected due to its proximity from the capital and therefore received a lot of Domestic tourists who seemed to be affected by the loud announced insecurity.

KEYWORDS: Tourism, Seasonality, Effects, Mitigation.

INTRODUCTION

This chapter presents the introductory part of the study, the background, statement of the problem and the objectives.

1.0 BACKGROUND INFORMATION

1.0.1 Definition of tourism

According to World Tourism Organization (1991) tourism is travel to and stay out of places outside ones usual environment for more than 24 hours but less than one consecutive year for leisure, business or other purpose.

1.0.2 Definition of seasonality

According to R.W Buttler (1994), seasonality is a temporal imbalance in the phenomenon of tourism which may be expressed in terms of dimensions of such elements as numbers of visitors, expenditure, and traffic on high ways and other forms of transportations, employment and admissions of attractions. According to Ministry of Tourism report (MOT, 2012), Kenya recorded the highest number of tourists' arrivals on 31st December, 2010 ever being 1,095,945. This was a 15% growth compared to 952,481 of 2009. It also surpassed the 2007 record by 4.5%. According to the researcher the figure might be higher because the Kenya Bureau Statistics excluded the cross border tourist arrivals which could add up to approximately 500,000.

All tourism enterprises and regions are impacted by seasonality whether severely or mildly. Seasonality causes the fluctuation in tourists and visitor numbers to a destination. Therefore some destinations at certain times have more tourists than they can be able to accommodate, while at other times, there are too few tourists and visitors to the region. Seasonality has been studied in a number of ways; however, the concept relating to tourism activities is largely a temporal and spatial issue. According to Jang (2004), in the context of tourism, it is usually expressed in both monetary terms (social and capital costs) and visitor (or customer) numbers.

Buttler and Mao (1997), look the factors influencing seasonality in tourism. Their work is supported by other researchers who identify a number of similar dimensions of seasonality and present a variety of prescriptions for alleviating the negative impacts of seasonality. Although, seasonality is widely perceived in a negative light because of its effects which are linked with a reduction of tourist dollars, not all effects of tourism are negative. In particular, this project provides a range of strategies that have been used at the destination and enterprise levels to ameliorate the effects of seasonality. In addition, this project also draws attention to other factors that need to be considered before any strategies can be adopted and applied successfully.

According to Ministry of Tourism report (2012), Kenya recorded the highest number of tourists' arrivals ever at 1,095,945 tourists as at 31st December, 2010. This was a 15% growth compared to the 952,481 experienced in 2009, but despite Kenya having all these tourists visiting the country seasonality tends to be such a huge crisis affecting the tourism industry as a whole. Problems still exist in identifying the basic causes of seasonality and the reason for its persistence. This is why this research dwelt on the causes of seasonality, its effects and strategies to mitigate it.

1.2 PURPOSE OF STUDY

The purpose of this study was to determine the causes, impacts of seasonality and the various strategies that can be put in place to help mitigate the issue of seasonality.

1.3 OBJECTIVES

1.3.1 General objective

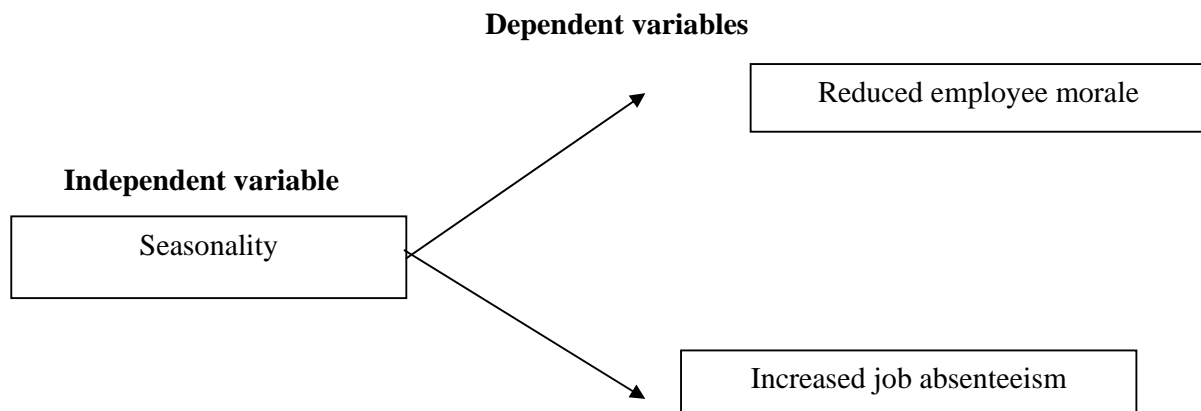
To establish the effects of seasonality on the tourism industry.

1.3.2 Specific objectives

- i. To identify what seasonality is.
- ii. To examine the effects of seasonality
- iii. To identify strategies to mitigate the impacts of seasonality

1.6 CONCEPTUAL FRAMEWORK

This study was based on a Conceptual Framework in integrating its variables of study as shown in figure below:



1.7 SCOPE OF THE STUDY

This research was conducted in Nairobi National Park in Nairobi County from July to September 2014 by the use of questionnaires which was conducted with the employees of the park.

2.0 LITERATURE REVIEW

This chapter is a review of various aspects of seasonality and the encompassing causes and impacts. This chapter reviews seasonality, its causes, impacts and strategies that may be put in place to counter the situation at hand.

2.1 SEASONALITY

Seasonality refers to temporal fluctuations in the volume of tourism. They involve tourist numbers and phenomena related to such fluctuations in receipts, visitation numbers, occupancy rates and bed nights (Baron, 2004). According to R.W Buttler (2001), seasonality is a temporal imbalance in the phenomenon of tourism which may be expressed in terms of dimensions of such elements as number of visitors, expenditure, traffic on highways, and other forms of transportations, employment and admissions of attractions. Bar-on R.V (1975), came up with measuring of seasonality and wrote that it can be measured using the number of visitor arrivals, departures, and number of visitors staying.

2.2 FORMS OF SEASONALITY

According to Bar-on (1975) and Hartmann (1986), seasonality can be categorized into two primary types: Natural and Institutional. Natural category involves regular temporal variations in natural phenomena particularly those associated with climate and the true seasons of the year. According to Barry and Perry (1973) and Boucher (1975), typical variables in the natural category include patterns of differences in temperature, rainfall and snowfall, sunlight and daylight.

Smith (1973), Budyko (1974) and Mauss and Beuchat (1979) add that seasonal differences increase with distance from the equator and thus are more marked in high latitudes than in equatorial locations and consequently have varying impacts upon human activity.

Institutional form of seasonality is caused by human actions and policies. It varies much more widely and with much less consistency than the natural one. It is the result of religious cultural ethnic and social factors of humans. This is according to Osborn (1992).

The most common form of institutionalized seasonality is the formal holiday by schools and industries according to Netherlands (1991). Such breaks from work are normally of short duration and occur at similar but not exact times each year. Of more significance to tourism are the long holidays which reflect more recent institutional decisions and subsequent legislation. The two major ones are school holidays now enshrined in the concept of holidays with pay in most industrialized countries. In some urban areas in some countries, some industries close for a pattern of two weeks period. All activities stop accompanied by a mass migration to a seaside resort. This is according to Pattison (1969).

2.3 SEASONALITY OF TOURISM IN KENYA

According to the Ministry of Tourism report (2012), tourism is Kenya's third largest foreign exchange earner after tea and horticulture, and a major employer, accounting for 9% of the total wage employment. It contributes about 11% of the gross domestic product (GDP). According to Mogaka and Barrow (2007), Kenya's tourism greatly depends on its wilderness and wildlife, which are all under threat from global climate change. The main tourist attractions are photo safaris through the 19 national parks and game reserves. Other attractions include the mosques in Mombasa, renowned scenery of the Great Rift Valley, coffee plantations at Thika, view of Mt. Kilimanjaro across the border into Tanzania and its beaches along the Indian Ocean.

According to statistics of World Tourism Organization (2008), a less number of tourists come to Kenya compared to South Africa. According to the researcher, there are enormous inefficiencies in the industry still to be fixed including archaic hotels, mismanagement of tourism in national parks and shoddy airports because it will be difficult for Kenya to manage growth while tourism remains so open to opportunism and corruption. Similarly tourists heading for the Kenyan coast want at least the illusion of a pristine beach.

Kenya Tourism Board describes Kenya as having 13hrs of daylight and consistently warm temperatures year round hence most visitors avoid visiting during the long rainy season in April and May when heavy downpours occur. Kenya tourism Board also reports that January and February are mostly warm and are good months to visit and come up with; High

season being June to September, Low season from April to May, November to December, Shoulder season from January to march, October.

According to the Kenya national bureau of statistics (2013), Kenya's tourist arrivals increased towards the end of 2012 after a decline that followed the end of august peak season. The number of tourists arriving at the two main international airports during the period rose by about 5%, from 103,465. The increase that happened at the beginning of the last quarter of 2012 followed a slump in tourist arrivals which occurred after the end of July-August high season. Also the number of tourists arriving through Jomo Kenyatta international airport and international airport increased by 5.2% from 103,465 persons recorded in September to 108,853 persons in October. This is according to the Kenya national bureau of statistics (2013), on the East African nation's economic indicators.

The summer months tend to be the most crowded due to the high volume of vacationing tourists from around the world. This is also the time for the great wildebeest migration, when 2million wildebeests and zebras migrate north from Tanzania into the Maasai Mara. The low season is usually characterized by lowered Tariffs for accommodation road transport and airlines meaning if you don't want to spend a lot or you are on a tight budget this is a much desired time to take the vacation. Most hotels and lodges have special offers/discounts which are usually very appealing. The seasonality phenomena of tourism affects all aspects of supply-demand activities including pricing, occupancy, human resource, supplies volume, offered activities and available attractions etc. (Butler 1994).

2.4 CAUSES OF SEASONALITY

Bar-on (1975) and Hartmann (1986), classify 2 basic causes of seasonality as being; Natural, institutionalised causes

2.4.1 Natural causes

- i. Weather (e.g. access problems due to snow blocking roads, rain affecting beach activities)
- ii. Climate (hours of daylight, temperature in destination area)
- iii. Geographic location – coastal, alpine, urban, peripheral regions

On the other hand, Baum and Hagen (1997), argue that although natural factors are reported to have an effect on the destination perception in terms of its attractiveness to particular markets, they are not the sole reason for variations in tourism demand.

2.4.2 Institutional/Cultural causes

Baum and Hagen (1997), link Institutional seasonality to the following three factors: holidays (school/university and public/religious) and the availability of leisure time; travel habits and motivations which are affected by changing tastes, social pressure and fashion, and hosting of events. They dominate people to travel or not. They include;

- i. Holidays (School holidays)
- ii. Public/religious events (Christmas, Easter)
- iii. Availability of leisure time
- iv. Health of the economy affecting travel expenditure
- v. Changing travel habits, tastes, motivations (often due to tradition, inertia, social pressure, fashion)
- vi. Need for maintenance of resources or rejuvenation of the environment
- vii. Sporting season (e.g. snow skiing or surfing)
- viii. Proximity to capitals cities
- ix. Competition from other sectors
- x. Physical attractions
- xi. Licensing restrictions

2.5 IMPACTS OF SEASONALITY

Seasonality is viewed as a concern in many areas of the industry because it results in an uneven loading of facilities. The causes of seasonality are often out of the control of tourism operators, although this is not always the case (Witt & Moutinho 1995; Butler 2001). Most elements of the tourism infrastructure have to be large enough to accommodate peak numbers and are therefore unused and unproductive for large periods of the year. In two respects seasonality can be viewed as a beneficial feature or a negative one, in the case of the environment, the non-tourist season allows for vegetation and wildlife to recover from the demands of tourism use. In the case of the residents of destinations the periods without tourists allow them a 'normal' life for the better part of the year. Jeffrey and Hubbard (1988), Pearce (1989) and Muir and Chester (1993) came up with the following impacts;

2.5.1 Negative impacts

- i. Increased prices during peak season (placing pressure on goods and transport in the area and increasing supply costs for the enterprise)

- ii. The under- or over-utilization of resources.
- iii. Pressures on transport system and other infrastructure during peak periods
- iv. Crowding makes it hard to obtain quality and satisfaction.
- v. Peak crowds may increase vulnerability to safety and threats.
- vi. Crowding in peak season causing environmental pollution and increase risk of terrorism.
- vii. Demand for labour affects the retention and development of employees resulting in loss of skill and experience and lack of training and career opportunities.

2.5.2 Positive impacts

Flongteldt (1988) and Ball (1989) view seasonality in a positive way.

- i. Seasonal work provides needed casual and part-time work which is additional income) to locals and others
- ii. Gives environmental resources a post-season recovery
- iii. Employment in remote areas complements traditional patterns of employment rather than compete with them.

Shaw and Williams (1994) supported them too by providing evidence of employment in Scilly isles.

2.6 STRATEGIES FOR ADDRESSING SEASONALITY IMPACTS

As there is an element of predictability associated with seasonality it is always advisable for managers to implement strategies to adjust to any negative effects (Getz & Nilsson 2004). Bar-on (1975), provides a comprehensive and methods of improving the seasonal aspects of tourism. Some of the strategies include:

- i. Introduction of seasonal(promotional) pricing e.g. discount or free offers, group booking offers to increase visitation in low periods, increase length of stay, increase yield and high prices to decrease congestion in peak season
- ii. Financial planning and budgeting to manage fluctuating operational costs (employees and other resources) based on cyclical trends. This is meant to address the inability to control fluctuating seasonal costs.
- iii. Closure of business in off peak season to reduce operational costs
- iv. Introduction of festivals and events e.g. Bull fighting in the western region and the annual Lamu festivals at the coast, structural development (e.g. public transport, public amenities) in a bid to increase visitation in low periods.

- v. Offering complementary services or themed offers e.g. combining tourist facilities with local amenities-motel with coffee shops or retail outlets in order to expand operational season and reduce seasonal closures.
- vi. Provision of loans or subsidies by government to develop product or local services and improve business or destination to increase tourism
- vii. Provision of tax concession e.g. on the price of fuel to encourage travel to remote areas.
- viii. Development of local business networks and partnerships to provide greater marketing resources and support for infrastructure development. As the causes of seasonality vary from location to the other it's the response by managers and tourism agencies to these causes that is the key focus of strategy development.

2.7. NAIROBI NATIONAL PARK

According to Richard Bagine (2003), Nairobi National Park was gazetted in 1946. It was the first Park to be gazetted not only in Kenya but also in East Africa. Daphne Sheldrick's report (2010), says that at the end of 1800s a handful of white immigrants who were adventurers prospectors traders and hunters happened to camped around the swamp known by the Maasai as Nairobi meaning cold. The animals were staying with people at that time and they would be killed anyhow. The first world war of 1914, German East Africa campaign called forth all the limited resources and manpower the Tanganyika country would master and the thought of a national park came up. The park wasn't real until after the Second World War when there was peace and hence gazetted in 1946

2.7.1. Attractions in Nairobi National Park

According to Kenya Wildlife Service, Nairobi National Park is the Kenya's oldest national park and the first to be established in East Africa. It has a variety of attractions teaming up of a natural wilderness, wildlife and a home for over 400 species of birds.

2.7.2.1 Lion-gold plains, dappled shade and cool valleys and Wildlife

It has long sloping plains of black cotton soil scoured by deep river valleys and gorges. It has diverse habitats which include rolling grassy, river line woodland, dense thickets, rocky gorges, dry upland forest and manmade dams and pools.

On the western end of the park right near the main entrance is where most of the woodlands is concentrated making it a good location to spot giraffes and leopards. The various manmade

dams and ponds draw concentration of animals especially during the dry season ranging from zebra, Maasai giraffe, buffalo, antelope etc. the lions prefer the open country while cheetah families can be spotted sunbathing on top of directional signs. The leopard is spotted occasionally at dawn.

2.7.2.3 A thriving rhino sanctuary

The park is one of Kenyans most successful rhino sanctuaries and has received wide acclaim all over the world. The park has the highest density of black rhino in the country and is also a home of white rhino.

2.7.2.4 An ornithological paradise

The parks exceptional birdlife records a remarkable 400 species; their numbers swell up in march-may when a host of European migrants make the park their home.

2.7.2.5 Pick of picnic and events sites

Impala observation point

High on a hill just minutes from the main gate this site offers a stone-built rondavel with panoramic views and a picnic area.

The ivory burning site:

Famous as the place where 12 tonnes of ivory were burnt by former president Moi in 1989 to show Kenya's commitment to the conservation of elephants.

Kingfisher picnic site:

A green shaded area with picnic tables, ideal for early morning bush breakfast

Mokoiyet picnic site:

An open cliff top site with shaded tables, latrines and extensive parking. Close by is leopard cliff observation point, looking down into the mbagathi river gorge below.

3.0: RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research design and data collection methods used in this study. It highlights and justifies aspects such as research design, target population, sample size, sampling techniques, data collection instruments, data collection procedure and introduction to data analysis procedures.

3.2 Research design

Research design is a blue print for the collection measurement and analysis of data. A survey research design was used to obtain data for this study. Survey assisted me to obtain information on seasonality at the park and way forward.

3.3 Target population & Sample Size

The target population of this research were 5 the managers and 20 tour guides of the park. A sample size of 3 managers and 14 tour guides was taken.

Management	3
Tour guides	14

3.4: Samples and sampling procedure

Sampling is used when it is not possible to study the entire population. In this case the researcher was not able to conduct a research on the whole population due to time constraint and thus the use of sampling was justified. This study sampled 3 managers and 15 tour guides from the park. The study used simple random sampling technique whereby each target in the population had an equal and independent chance of participating in the research.

3.5 Data Collection Method

In this study, questionnaires were used. This method was an appropriate measuring tool for this study. Questionnaires are also the most economical way of data collection compared to others in the sense that it can be used to collect data from a large population within a small period of time available. Use of questionnaires also makes the response rate higher because respondents can attend to the questionnaires at their free time. The questionnaire had both open-ended and closed questions. 17 self-administered questionnaires were distributed equally in every department. The questionnaires were hand delivered and picked after a period of 2 weeks.

3.6 Data Analysis and Presentation

Data was coded and entered in Microsoft office excel, computed and analyzed using Statistical Package for Social Science (SPSS). The descriptive statistic involved measures of frequencies presented using tables, pie charts and bar graphs.

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter analyses and interprets data based on the following objectives of the study:

- To identify what seasonality is.
- To establish the effects of seasonality in Nairobi National Park
- To identify strategies to mitigate the negative impacts of seasonality.

4.2 Background Information of Respondent

4.2.1 Gender

The respondents were asked about their gender. Gender is important in research because generally female are marginalized from tourism.

Table 4.1

Gender	Frequency	Percentage
Male	10	58.8
Female	7	41.2
Total	17	100

From the above table 4.1 it shows that 58.8% of respondents were male while 41.2% were female. This conforms to many researches which shows that male are usually highly represented than female in many sectors of development.

4.2.2 Education

The respondents were asked about their education levels. Literacy has propensity of the likelihood of obtaining employment in the park. The following was said;

Table 4.2

	Frequency	Percentage
Others	3	17.6
College	11	58.8
University	4	23.6
Total	17	100

From the above table 4.2 it shows that 23.6% of the respondents had a university education level, 58.8% had attained college level education and 17.6% had a secondary school education. Previous researchers have also shown that many employees in parks have

relatively high education attainment.

4.2.3 Age

The respondents were asked about their age brackets and the response was as follows:

Table 4.3

	Frequency	Percentage
20-25	3	17.6
26-30	8	47.1
31-39	4	23.5
40+	2	11.8

From the above table 4.3 we can see that most employees fell in between the age of 26 and thirty with only two people going above the 40years age bracket. This shows that majority of the employees in the park are youths fresh from college.

4.3 Seasonality

Familiarity with the term seasonality.

The respondents were asked about their familiarity with the term seasonality and the response was as follows;

Table 4.4

	Frequency	Percentage
Familiar	14	82.4
Not familiar	3	17.6

According to the information in table 4.4 it is obvious that almost every employee knew what seasonality meant except for a few ignorant ones.

4.4 Causes of seasonality

The respondents were asked about the causes of seasonality and the response was as follows;

Table 4.5

	Frequency	Percentage
Weather	3	17.7
Political Instability	6	35.3
Insecurity	8	47.0

The table reveals that most respondents blamed seasonality on insecurity signifying that terrorism attacks brought the industry down. Others blamed it on political instability in the country while a few blamed it on weather.

4.5 losses incurred during the low season

When the respondents were asked about what losses are incurred during the low season the response was as follows;

Table 4.6

	Frequency	Percentage
Increased absenteeism	10	58.8
Reduced morale	7	41.2

From the above table we can see that the employees have a tendency of being absent from work during the low season which is definitely brought about by reduced morale as a result of idleness. The management also pointed out that during the low season most employees lack commitment in their work hence bringing about service delivery inconsistency. It's during this period that the management should engage its employees in training programs for the improvement of their skills in service delivery.

4.6 Strategies put in place to counter seasonality in the park

Upon further enquiring I found out that the parks management has put across some measures to curb seasonality and make the low tourist season relatively productive. The table below shows the number of respondents who agreed with need for strategies and the number for respondents who did not see the need for strategies to counter seasonality.

Table 4.7

	Frequency	Percentage
Yes	15	88.2
No	2	11.8

The various responses are as follows:

- i.** Offering of season packages with friendly discounts
- ii.** Identifying and marching seasonal motivation with product/service or local attraction to attract a different market
- iii.** Offering support to off season community initiatives e.g local arts and festivals
- iv.** Aligning with tour operators or travel agents to sell products and services in a bid to increase business in low periods and improve market penetration.
- v.** Practicing service level differentiation where costs are reduced during the low season increasing the yield and meeting the customers' needs all at once.
- vi.** Good financial planning and budgeting to manage fluctuating operational costs based on cyclical trends.

Table 4.8

	Agree	Somehow Agree	Disagree
i. Offering of season packages with friendly discounts	12(70.6%)	5(29.4%)	0(0.0%)
ii. Identifying and marching seasonal motivation with product/service or local attraction to attract a different market	17(100.0%)	0(0.0%)	0(0.0%)
iii. Offering support to off season community initiatives e.g local arts and festivals	10(58.8%)	5(29.4%)	2(11.8%)
iv. Aligning with tour operators or travel agents to sell products and services in a bid to increase business in low periods and improve market penetration.	9(52.9%)	6(35.2%)	2(11.8%)
v. Practicing service level differentiation where costs are reduced during the low season increasing the yield and meeting the customers' needs all at once.	6(35.3%)	10(58.8%)	1(5.9%)
vi. Good financial planning and budgeting to manage fluctuating operational costs based on cyclical trends.	10(58.8%)	7(41.2%)	0(0.0)

The information shows that majority of the respondents saw the need for strategies to mitigate seasonality; a few were not sure while the least number did not agree with the strategies being put in place.

4.7 Perceptions on seasonality

Table 4.9 Perceptions on seasonality

Statement	Agree	Not sure	Disagree
Low season makes my work easier	1(5.9%)	2(11.8%)	14(82.3%)
Resources are over utilized during the peak season	17(100.0%)	0(0.0%)	0(0.0%)
My future with the organization is uncertain especially during the low season	12(70.6%)	3(17.6%)	2(11.8%)

Employees were asked on their perceptions on seasonality majority of them made it clear that they weren't fans of the low season as it wasn't very much assuring on their future with the organization as they worked with fear of being laid off. Very few of them talked of work being easier during then with a good percentage of them citing the over utilization of resources during the peak season. The management mainly stressed on the overutilization of resources.

5.0 FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter contains research findings, conclusion made and suggested recommendations.

5.2 Findings

The study revealed that Nairobi national park being a unique product that is based on colonial history has been receiving many visitors internationally and nationally. Whether seasonality has negative effects may depend on the availability of other moderator variables such as the destinations location, characteristics of the tourists and the personal characteristics of the operator. Almost all the employees in the park knew what seasonality meant and were keen on the negative effects citing their worries on the security of their jobs. They however filled me in on the booming business that goes on during the peak season. It's obvious they enjoy doing what they do but it can be overwhelming during the high tourist season.

The study also revealed that seasonality does bring about various issues that require maximum attention. It has the ability to affect the number of tourists to a region and can therefore threaten the viability of destinations businesses. The management also responded that the marketing strategies being used are a little bit effective though not fully in the tourism industry. The employees also cited various issue the main one being the uncertainty of their future in the park due to the low season and the impacts it brings along. The management is however focused on engaging them in training programs to maintain consistency in service delivery.

5.3 Conclusion

The research wraps up that indeed seasonality does have enormous negative effects on the Kenyan tourism industry. The Kenyan tourist product is a very potential product and it contributes both to tourism development as well as diversifying the tourism product in Kenya. However, the study has brought awareness that enough effort is not being done to manage the various impacts brought about by seasonality. It is more accentuated in rural and remote regions and is less problematical in urban centres. Such destinations have more non seasonal attractions and more business travel and in many cases are less vulnerable to

climatic changes. As well many of their infrastructural features operate year round, particularly those relating to accessibility.. The reasons for current patterns of seasonality have been a little explored and may well relate more to the motivations and behavioural attributes of tourists than to innate climate or historical characteristics in destination areas.

This study is not limited to its findings therefore various stakeholders should collaborate to strategize on how they can manage the volume of tourism and ensure a perfect balance in all seasons for the exquisite development of the Kenyan tourism.

5.4 Recommendations

Following the findings, strategies can be adopted at the enterprise and destination level to address seasonality, this study recommends that in order to facilitate the balancing of tourist activities all year round the various sectors have to create effective marketing strategies for products and services in the tourism market and a better understanding of tourists who visit to the destinations is also necessary. This finding can be useful to the planners and marketers of tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. In addition, tourism planners may develop the special services and products that make tourists revisit. Seasonality can cause underutilization of resources especially in the remote areas when visitor numbers are low and an over increased demand for resources when too many visitors arrive in a short space of time .To address this, strategies can be used to attract more visitors ,such as events and festivals, promotion of destinations through incentives to travel by creating and developing new attractions for the destination.

5.5 Further Research

I recommend that further research should be done on the potential of the tourism industry to curb seasonality fully and make it a problem of the past. Development of communication technologies is necessary to improve transportation infrastructure in a bid to reduce travel time and the ability to use technology to monitor and analyze the movement of tourists.

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