

previous tourist destinations and eventually, tourist destinations can ensure that the packages they offer are of high quality and thus cannot be rivaled. This would go a long way in ensuring that there is the presence of repeat customers in Mombasa County.

9.2 Stakeholder participation

Specific stakeholders may have the financial or political basis to exercise more power over certain planning stages of a project, and provide more input when certain decisions are being made. Carefully planned developments are likely to experience a high rate of success in terms of tourist satisfaction levels, economical benefits, and minimal negative impacts on the local social, economic, and physical environments. Stakeholders, including the following in the latter; farmers, women, the unwaged, the unemployed, the retired, school teachers, shire employees and contractors, employees and owners of non-tourist businesses, and government officials are essential to the tourism sector in the County as deduced by the research. The benefits of community participation in tourism development can include greater project sustainability and social acceptability, greater resource mobilization, and more equitable distribution of project benefits. A level of transparency exists around projects that become a part of the local community, and this will help to mitigate negative effects by increasing awareness of the risks of development from the outset. It is thus clearly observable from the research that stakeholder participation is an important facet of tourism growth in Mombasa County.

9.3 Credit accessibility

Access to credit facilities enhances the services offered by Mombasa County tourist market players; this is according to the research. KTDC provides development funds for new start-up hotels, lodges and other facilities. Most properties enjoy an equity element to reduce the impacts on lending costs on their viability and sustainability. It also gives extension and modernizations loans. Currently, many tourism facilities require rehabilitation and addition of facilities to meet guest demands. KTDC has continuously provided such binds at concessional terms. In addition to the funds, the corporation provides business advisory services. Aviation, tours and travel loans are provided for

buying cars and working capital. Business loans are also given for production and working capital for curio shops and export of handicrafts. Lack of accessibility to finance is detrimental to the growth of the tourism sector in Mombasa County as the operational costs of the tourism sector players in the County will be greatly influenced negatively thus eventually resulting in a high tourism turnover in the County.

9.4 Training and Development

The research deduces that for the tourism sector in Mombasa County to flourish, there must be presence of highly qualified staff so as to ensure that the services offered to visitors are of impeccable reputation and standards. Training is a key part of a broader field of human resource development and theories on learning have emphasized the need for strategic leadership that communicates the organization vision and mission clearly to enable employees understand the organization objectives for optimum performance.

Opportunities for training and development are major factors in regards to people's career. Training factors are evaluated in recruitment process. Employees view training as an aspect that allow them to be better able to offer customer satisfaction since they are already satisfied them and will increase their performance levels. Training employees shows a strong commitment that an employer has with employees and demonstrate the value that an employer has on the employees. Thus it is essential to observe from the research that the growth of the Mombasa County tourism sector is thus highly dependent on the standard of services offered. This can be efficiently enhanced through ensuring that all the tourism sector's training and development needs are well catered for.

10. Correlation Analysis

A correlation is a number between -1 and +1 that measures the degree of association between two variables. A positive value for the correlation implies a positive. A negative value for the correlation implies a negative or inverse association.

Table 2: Correlation

| | | Growth of tourism | Customer retention | Stake holder's participation | Credit Accessibility | T & D |
|------------------------------|---------------------|-------------------|--------------------|------------------------------|----------------------|--------|
| Growth of tourism | Pearson Correlation | 1 | .216* | .039 | .657** | .433** |
| | Sig. (2-tailed) | | .042 | .717 | .000 | .000 |
| | N | 89 | 89 | 89 | 89 | 89 |
| Customer retention | Pearson Correlation | .216* | 1 | .451** | .208 | .229* |
| | Sig. (2-tailed) | .042 | | .000 | .051 | .031 |
| | N | 89 | 89 | 89 | 89 | 89 |
| Stake holders' participation | Pearson Correlation | .039 | .451** | 1 | .278** | .398** |
| | Sig. (2-tailed) | .717 | .000 | | .008 | .000 |
| | N | 89 | 89 | 89 | 89 | 89 |
| Credit Accessibility | Pearson Correlation | .657** | .208 | .278** | 1 | .383** |
| | Sig. (2-tailed) | .000 | .051 | .008 | | .000 |
| | N | 89 | 89 | 89 | 89 | 89 |
| Training & Development | Pearson Correlation | .433** | .229* | .398** | .383** | 1 |
| | Sig. (2-tailed) | .000 | .031 | .000 | .000 | |
| | N | 89 | 89 | 89 | 89 | 89 |

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

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

From the correlation analysis in the table below, the study found that there is a positive relationship between Customer retention and Growth of tourism, where the correlation coefficients was 0.216 and a p-value of 0.042. The study also found that Stakeholders' participation and the Growth of tourism correlate positively with correlation coefficients of 0.346. However, the relationship is not significant as the p-value (0.717) is greater than the significance level (0.05). The study further established that there is a positive significant relationship between Credit accessibility and Growth of tourism with a correlation coefficient of 0.657 and p-value of 0.000. Lastly, the study found that there is a positive significant relationship between Customer retention and Growth of tourism as shown by a correlation coefficient of 0.216 and a p-value 0.000.

This infers that Customer retention was influencing the growth of tourism in Mombasa County, followed by Stakeholder's participation and Credit accessibility. However, Training and development do not significantly influence the growth of tourism in Mombasa County.

11. Recommendations

In the light of this research and all the material which is being used to conduct this research and all the literature review we came to the decision that there should be Training and Development in every organization. Although we reviewed some disadvantages like high cost, the advantages outweigh the disadvantages which are briefly discussed in this study. We recommend that all organizations should provide training to their employees. We already discussed that training and development have advantages not only for the employees but the ultimate benefit is for the organization itself. If the performance of the employee is below par, the effect extends to whole organization.

In the light of all this research and all the material which is being used to conduct this research and all the literature review we came to the decision that there should also be stakeholder participation in all matters relating implementation of policies in the Mombasa County tourism sector.

We can also clearly observe that Mombasa County should strive, as a matter of priority, to ensure that all tourism market players in the County have access to the requisite finances needed so as to effectively compete with tourism players from other Counties.

Finally, it is the prerogative of Mombasa County to ensure that all training and development needs of the County tourism players are met so as to ensure high quality services in the County.

12. Future Scope of the Study

It would help to understand what factors tourist operators consider when recommending one destination to another and the extent of their influence on tourists' decisions to visit particular places. This kind of information gives a better

understanding of customer needs and preferences and is useful in the marketing of a destination.

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