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ABSTRACT

The focus of this research was to investigate on the strategic partnerships that can effectively market the country as a tourist destination. The study also sought to determine the moderating effect of government regulations on the relationship between strategic partnerships and international tourism demand in Kenya. The researcher used cross sectional research design where both qualitative and quantitative approaches were applied. The study adopted a structured questionnaire to collect data from a total of 250 respondents consisting of tourists leaving the country from Jomo Kenyatta international airport. Descriptive and inferential Analysis was carried out. The study found out that strategic partnership had a positive and significant influence on international tourism demand in Kenya. Results further revealed that government regulations moderated the relationship between strategic partnerships and international tourism demand in Kenya. The study recommended that the government should ensure that international tour operators selling destination Kenya should be given an equal chance to participate in the International Trade shows and Exhibitions organized by Kenya in order to better familiarize themselves with the Kenyan tourism product.

Key Words: *Strategic Partnerships, Government Regulations, Tourism in Kenya*

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INTRODUCTION

The in-depth analysis and review of marketing strategies is a prerequisite for the efficient performance of any organization. Many organizations still lack the understanding and the know-how of strategic marketing programs and use their marketing funds in an inefficient manner (Koutoulas, 2006). According to Okpoko (2006), tourism flourishes heavily on customer demand, which can be created depending on marketing strategies that could place the area or region ahead of other competing destinations. Based on this premise, tourism businesses or organizations are enjoined to develop a clearly defined strategic marketing plan inorder to achieve market target objectives in a cost-effective manner.

Rudrappan (2010) presents tourism marketing as comprising all the activities and processes used to bring buyers and sellers together, including: creating, promoting and distributing, pricing and innovating ideas to facilitate satisfying exchange of relationship in a dynamic environment. It involves creating products and services with the sole aim of satisfying market needs and demand through planning and coordinating of all the elements of the marketing mix (product, place, price and promotion), and most importantly, the formulation of appropriate strategies.

According to Kotler and Keller (2009), the marketing process consists of various unique steps; analyzing marketing opportunities, developing marketing strategies, planning marketing programs, and managing the marketing effort. Successful marketing strategies can influence a potential visitor's destination choice, itinerary planning process and choices, culminating to a positive performance of the tourism of the country (Buhalis & Zoge, 2007). These strategies serve as a connection between the tourists and the experience they are seeking. Some of these strategies have propelled tourists' flow into the Kenyan destination thereby transforming, developing and adding value to the tourism potential (Mutinda & Mayaka, 2012).

International tourism is a traded service and is important to countries as it contributes foreign exchange earnings, employment, and economic growth. According to estimates from World Tourism Organisation (WTO, 2013), international tourism accounts for 6% of the global Gross Domestic Product (GDP) and 5% of the global employment. Tourism is one of the top five exports and a main source of foreign income for 38% of countries. As a result, tourism is predominantly highly regarded by both developed and less-prosperous countries alike. Given the significant contribution of this industry and the highly competitive nature of the global tourism market, many countries invest a large amount of scarce resources into tourism marketing in order to increase their market shares.

Tourism sector in Kenya plays an important role in the national economy and has been identified as one of the six priority sectors in vision 2030 meant to drive the economy to attain 10 percent economic growth. In the last decade, the sector contributed directly to about 2.6% of total GDP and 2.4% of total employment (WTTC, 2013). However, International tourism demand for Kenya currently lags behind other African countries like Egypt, Morocco, Tunisia and South Africa. Furthermore, the number of tourists' arrival to Kenya from different world regions does not increase constantly but have experienced cyclical fluctuations over the years. The international demand for tourism is still high because of the rich and diverse products. With such resilience in demand and an ability to generate high employment, the importance of strategic planning for tourism marketing is clear.

Competition for tourist market shares globally and even in Africa has intensified. In recent years, Botswana, South Africa, Tanzania, Zambia and Namibia, among others, have increased competitive pressure on Kenya in the area of safari and wildlife viewing. For beach tourism, Kenya competes with countries like Zanzibar, Mozambique, Mauritius and

Seychelles who have focused on developing mid-to high-end products that combine access to exclusive beaches and recreational experiences such as diving and sport fishing (World Bank, 2010).

Statement of the Problem

International tourism remains the world's largest and fastest growing sector accounting for close to a third of the world's services exports and about 6% of the overall exports of goods and services (UNWTO, 2013). The increasing importance of tourism as a global industry in the 21st century has caught the attention of researchers and scholars from varied disciplines, and as a result, numerous studies have been conducted in both national and international scenarios. However, studies on international tourism demand have focused on tourism demand in developed countries while Africa has received very little attention (Rogerson, 2007; Xiao & Smith, 2006). Andreas and Perry (2000) research on national marketing strategies emphasized on promotional and distribution strategies in New Zealand but gave little research emphasis on other marketing strategies. Joaquin (2006) did an empirical investigation on only pricing strategies of British and German tour operators. Many studies have also been carried out evaluating the strategic measures to promote 'Brand India' (Kanwal & Sheeba, 2009; Renganathan, 2004; Tarannum, 2007).

According to World Bank reports, Kenya lags behind other African countries such as Zimbabwe, Botswana, Swaziland, Tanzania and Uganda in terms of the international tourism demand (World Bank, 2010). Moreover, there has been a notable surge in tourist arrivals to Kenya as well as tourism earnings since the year 2011 (KTB, 2016). This is despite the fact that Kenya is bestowed with diverse and unique tourist attractions in addition to numerous finances been injected into various marketing campaigns (KTB, 2016). This clearly shows that there is a problem in the marketing strategies to effectively sell the diverse products and services.

According to Akama and Kieti (2003) study on the evolution and development of tourism in Kenya, marketing is not only a major part of the problem of tourism decline, but it is also an integral part of the solution. Kumar (2013) research study established that a large proportion of Kenya's tourism marketing centers on only three major tourism products; safari tourism, coastal tourism and Business/conference travel success, clearly leading to the problem remarkably low and high tourism seasons. Another study by (Mutinda & Mayaka, 2012) established that much of Kenya's enchanting product dimensions still remained unexposed and recommended the need of well-designed marketing strategies in addition to effective product development. These studies did not however identify strategic partnerships and their role in stimulating international tourism demand. The study attempted to fill this gap by examining the influence of strategic partnerships in promoting international tourism demand in Kenya.

Objectives of the Study

The main objective of this study was to examine the influence of the strategic partnerships on the international tourism demand in Kenya. The specific objectives were:-

- To examine the influence of Strategic partnerships on the international tourism demand in Kenya.
- To determine the moderating effect of government regulation on the relationship between marketing strategies and international tourism demand in Kenya

Study Hypothesis

H_{01} There is no significant relationship between strategic partnership strategies and international tourism demand in Kenya

H_{02} Government regulation does not moderate the relationship between strategic partnership strategies and international tourism demand in Kenya

LITERATURE REVIEW

Theoretical Framework

Utility Maximization Theory

Utility maximization theory by Von Neumann and Morgestern (1944) postulates a utility function which measures the degree to which an individual's aggregate goals are achieved as a result of their actions. According to Cateora and Graham (2007), the choice of where to allocate scarce resources among competing choices depends upon an individual's underlying utility function. Utility refers to the perceived value of a good and the central assumption on which the theory of consumer behaviour and demand is built; and an individual makes choices so as to maximize his utility (Simon, 2001). The consumer attempts to allocate his limited money income among available goods and services so as to maximize his satisfaction. Simon (2001) asserts that the objects of consumer choice are consumption bundles. The consumer is assumed to be rational and has full information of the available commodities, their prices and his income. In order to attain this objective, the consumer must be able to compare the utility of the various 'baskets of good' which he can buy with his income (Koutsoyiannis, 1991)

The utility functions take different forms depending on whether the goods are perfect substitutes, perfect complements or imperfect substitutes (Lindenberg & Frey,1993). According to Grewal and Levy (2010) demand is determined by many factors; traditionally the most important determinants of the market demand are considered to be the price of the commodity in question, the prices of other commodities, consumer's income and tastes. An increase in price (ceteris paribus) will result in an increase in demand for its substitute goods and a decrease for a complementary good. Demand is also affected by numerous other factors, such as the distribution of income, total population and its composition, wealth, credit availability, stocks and habits(Cateora & Graham, (2007).

In applying the utility maximization theory to international tourism demand, the assumption is that the individuals' decisions are made in a two-stage process (Buhalis, 2003). In the first stage of the decision making, the tourist decides on the amount of consumption of tourism goods in conjunction with other goods and services. Once consumers have chosen to travel, they face another decision of whether to travel overseas, and if so, to where. The numbers of substitute destinations are nearly infinite, and will appeal to different individuals for different reasons. In relation to consumer maximization theory individuals will choose destinations based on optimization of utility. Faced with income and budgetary limitations, consumers choose between competing destinations. However, unlike most other goods, tourism must be consumed at the point of supply, further complicating the consumer choice problem. According to Buhalis and Zoge (2007) the classical utility maximizing model can be inadequate in explaining tourist choice due to separability and discreteness in choice structures.

Conceptual Framework

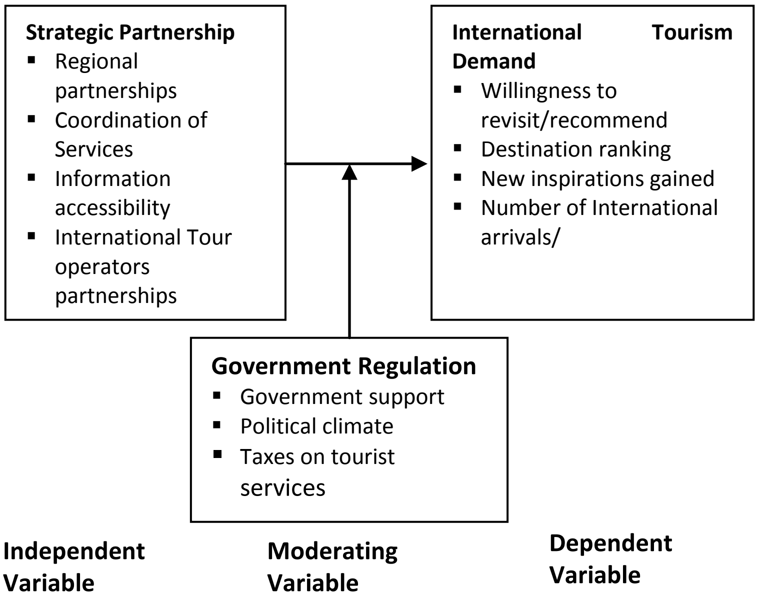

Figure 1: Conceptual Framework

Source: Authors (2019)

Review of Literature of Variables

Strategic Partnership

The development and management of long-term strategic partnerships and alliances is a critical strategic requirement in travel, tourism and hospitality (Lather & Vikas, 2008). A strategic alliance is when two or more businesses join together for a set period of time. The businesses, usually, are not in direct competition, but have similar products or services that are directed toward the same target audience (Dussauge, Garrette &Mitchell, 2000). Baiba, Dainora and Berzina's (2008) define cooperation as a process that manifests in all fields of business operations and invites attention to networks and partnerships amongst the market players of tourism industry. Their article on "Cooperation – The Form of Sustainable Tourism Industry in Latvia" lists out the ways and forms of cooperation that are of choice for every entrepreneur-formal and informal, vertical and horizontal, centralised and decentralised and others.

A strategic partnership is a cooperative arrangement between firms whereby resources, capabilities and core competencies are combined to pursue mutual interests on the one hand and on the other hand each party bears a financial or commercial risk and shares in the rewards (Das & Teng, 1996). The reasoning to enter into alliances by industry players is that they represent a quintessential win-win situation with a trickle – down effect to customers. The words strategic alliances, relationships, strategic partnerships, and joint ventures all describe the coming together of two firms into a deliberate association that has some synergistic strategic value (Hagedoorn, 1993).

In tourism, alliances help in marketing products and services better, increasing visibility and garnering mind share (March, 2000). They can be co-branded product and code-sharing which is demanding on resources, or a time-bound tactical promotion (Buhalis, 2008). The most profitable alliances are the ones that present the most attractive combination of market synergies, product complementarities and operational compatibility. The supplier-distributor relationship between airlines and retail travel agents is one such example.

In Kenya, the Ministry of Tourism and the State Tourism Board (KTB) have played a critical role as facilitators and promulgators of tourism avenues, leading indirectly to alliances to attract inbound and domestic travelers. KTB has enservicesged integrated development of tourism circuits as well as vigorously championing for remote destinations such Lamu, Rusinga, and Shimba Hills (KTB, 2016). The state funded board has agreements with several tourist source countries to promote and market Kenya to domestic and overseas tourists, along with marketing their hotel chains. KTB has also entered into a strategic partnership with four East African countries (Uganda, Rwanda, Burudi and Sudan) for joint promotion and development of tourism and associated facilities in the four countries. The states have also aligned with the respective airlines and the railways so as to leverage traffic both nationally and internationally and as a result benefit customers and bring out economic benefits to the states.

Government Regulation

The tourism industry operates within a developed legal and regulatory framework which the players in this industry need to adhere to in the course of offering their services (Cateora & Graham, (2007). The Authority strives to deepen and broaden tourism by developing and implementing a regulatory framework that ensures fairness, orderliness and high quality service in the industry. The regulatory framework of the Authority comprises the following: the tourism act 2011 and the tourism regulatory authority regulations 2014.The Tourism Act No. 28 of 2011 was enacted to provide for the development, management, marketing and regulation of sustainable tourism and tourism related and services and for connected services. Pursuant to Section 122 of the Tourism Act 2011, Tourism Regulatory Authority Regulations 2014 were formulated and gazette to prescribe matters related to regulation of the tourism sector and operations of the Authority.

According to Ashley (2006) many governments in Eastern and Southern Africa have declared their policy to harness tourism for poverty reduction. The impacts of tourism on the poor depend very much on the behaviour of private companies and individual tourists. Yet these are strongly influenced by Government, through its policies, regulations, public investment, expectations, and actions, not only in tourism but in other sectors too.

Vujko and Tamara (2014) also conducted a study on the government policy impact on economic development of tourism. The study argued that that tycoons and politicians are the main players of tourism in most parts of the world, and they often use tourism as a tool for gaining economic and political power, and creating a positive, albeit propagandized, image of their country. The conclusion was that there is a direct positive relationship between residents' perceptions of the benefits of tourism and their political support

International Tourism Demand

An understanding of tourism demand is a starting point for the analysis of why tourism develops, who patronizes specific destinations and what appeals to the client market (Hall & Page, 2002). According to Okpoko (2006), tourism demand can be created depending on marketing strategies that could place the area or region ahead by other competing destinations. Further, Cooper *et al.* (2008) explains that the tourism consumer decision process can be viewed as a system made up of four basic elements namely energizers of demand, effectors of demand, roles and decision-making process and determinants of demand. The energisers of demand include forces such as motivation which lead the tourist to carry out action. Even though motivation may exist, demand is filtered through economic, sociological or other psychological factors. Moreover, the individual's decisions are affected by the image of a destination and information collected. The family members involved in the different stages of the purchase process also play an important role.

Song and Li (2008) noted that identifying the determinants of tourism demand and estimating magnitudes of their influence on tourism performance are of great interest to decision makers in tourist destinations. Empirical studies on international tourism demand have mainly considered the economic factors affecting tourism demand ignoring the non-economic factors due to unavailability of data. However, Eilat and Einav (2004) and Naude and Saayman (2005) noted that when modelling international tourism demand in Africa, both economic and non-economic factors such as the destination characteristics should be taken into consideration since tourism demand is affected by both factors.

Empirical Review

Studies that have been carried out to identify and measure the main determinants of international tourism demand for a country have used various dependent variables and indicators. Munoz (2006) carried out a study on the demand of inbound international tourism to Canary Islands for the period 1992 to 2002. The dependent variable was measured by tourist arrivals per Capita from country of origin. Ibrahim (2011) carried out a study aimed at establishing the main determinants of the tourism industry performance in Egypt using annual panel data set for the period 1990 to 2008. The Performance variable was measured using the number of tourists arriving to Egypt from eight origin countries. Independent variables used were income, trade openness, marketing strategy and special factors. The marketing strategy indicators in this study were the four marketing mix components of Price, Place, Product and promotion. The Marketing strategy had positive and significant effect on tourism performance.

A more recent research international tourism demand was carried out by Ajake (2015) on the influence of marketing strategies on tourists' choice of destination area in cross river state, Nigeria. The study observed that marketing strategies can greatly help to assist the destination management to level out peaks and valleys resulting from seasonality of demand as well as creation of awareness and interest in the destination and the attractions; persuade tourists to visit the destination and increase length of stay in the destination.

Various scholarly studies have been carried out on the benefits and contributions of strategic partnerships and cooperation. Baiba, Dainora and Berzina's (2008) recommended networks and partnerships amongst the market players of tourism industry in Latvia and suggested stages when to compete and when to cooperate.

Grönroos (1994) conceptual paper discusses the nature and sometimes negative consequences of the dominating marketing mix paradigm, and furthermore discusses that another approach to marketing is required. The author suggests that evolving trends in the tourism business have proved that strategic partnership, relationship marketing based on relationship building and management is the emerging new marketing paradigm of the future. He argues that the simplicity of the marketing mix paradigm, with its Four P model, has often fostered a strained thinking rather than an awareness that marketing is a multi-faceted social process, and notes that marketing theory and customers are the victims of today's mainstream marketing thinking.

RESEARCH METHODOLOGY

Cross-sectional survey design was adopted for the study. Olsen and George (2004) pointed out that in this type of research design, either the entire population or a subset thereof is selected, and from these individuals, data is collected to help answer research questions of interest. Since this study aimed to investigate the response of tourists leaving the country, a cross sectional survey was able to present the researcher with the opportunity of questioning them about their perception and knowledge about Kenya's tourism marketing campaigns. The research target population was tourists departing from Kenya for a period of three months. According to KTF (2016), the number of tourists arriving to Kenya by air in the year 2015 was 689,686 (Appendix IV). KNBS (2016) records 778,603 tourists arriving Kenya in the last twelve months since March 2016. The target population for the study was therefore 778,603 tourists leaving Kenya per year.

Secondary data from Government Tourism Organisations (GTOs) was also considered in this study. These bodies are KTB, KICC, TRA and Brand Kenya. Key information from the top management personnel of these bodies included the CEOs and Marketing Directors as well as the regional and international Marketing officers because they are always in charge of strategic decision-making. Purposive sampling technique was used to choose members of population to participate in the study. Purposive sampling is a non-probability sampling method in which elements selected for the sample are chosen by the judgment of the researcher (Saunders & Thorn hill, 2012). This study adopted a questionnaire as the main data collection method for primary data.

Primary data was collected through two structured questionnaires with both open ended and closed ended questionnaires that were administered through self-administration method with the assistance of research assistants.

RESULTS

Strategic Partnership

The objective of the study was to examine the influence of strategic partnership on the international tourism demand in Kenya. A strategic partnership is a cooperative arrangement between firms whereby resources, capabilities and core competencies are combined to pursue mutual interests on the one hand and on the other hand each party bears a financial or commercial risk and shares in the rewards (Das & Teng, 1996). Strategic partnerships and joint ventures help in marketing products and services better, increasing visibility and garnering mind share (March, 2000). The development and management of strategic partnerships and alliances is a critical strategic requirement for enhancing demand for international tourism.

The study adopted a likert scale of 1-5 (1= Strongly Disagree, 2 = Disagree, 3 =Neutral, 4 = Agree, 5 = Strongly Agree). The key indicators for strategic partnerships was the level of international and local tour operator cooperation, partnership local service providers, collaborative effort East Africa stakeholders, Kenya government collective efforts to disseminate travel information. Results were presented in form of percentage.

Table 1: Strategic Partnership

Statement	SD	D	N	A	SA	Mean	Std.Dev
Cooperation between my International tour operator and the handling agent was important to me.	6.80	6.40	32.00	12.00	42.80	3.78	1.25
There was a smooth transition of the airlines companies	3.20	14.00	7.20	42.00	33.60	3.89	1.12
It was easy to access travel documents through of Kenya Embassies	8.80	3.60	12.40	53.60	21.60	3.76	1.11
I found it easy to pass through East Africa entry and exit point	3.60	16.80	12.00	18.40	49.20	3.93	1.27
Local service providers had a good coordination.	7.20	8.80	6.80	27.60	49.60	4.04	1.25
I was made aware of all vital Kenya government requirements	10.00	10. 80	9.20	48.40	21.60	3.61	1.22
Kenya has good collaboration with its counterparts to Market tourism.	10.80	18.00	13.20	43.60	14.40	3.33	1.23
Average						**3.76**	**1.21**

The results revealed that majority of the respondent who were 54.8% agreed with the statement that cooperation between their international tour operator and the local ground handling agent was important to them. The results also showed that majority of the respondent who were 75.6% agreed with the statement that there was a smooth transition of the airlines companies. The results also showed that majority of the respondent who were 75.2% agreed with the statement that it was easy to access travel documents and information through of Kenya embassies and Consulates abroad. The results also showed that majority of the respondent who were 67.6% agreed with the statement that they found it easy to pass through East Africa entry and exit point (i.e. borders, ports and airports).

In addition, the results also showed that majority of the respondent who were 67.2% agreed with the statement that Local service providers such hotels and lodges, domestic air travel companies had a good coordination. The results also showed that majority of the respondent who were 70.0% agreed with the statement that they were made aware of all vital Kenya government requirements such as services formalities and travel warnings. The results also showed that majority of the respondent who were 70.0% agreed with the statement that Kenya has good collaboration with its East African counterparts to Market tourism.

According to the findings, all the indicators of strategic partnerships were found to be significant and they corroborate with Baiba *et al.,* (2008) who affirmed that the formation of strategic partnerships is a key component that influence the demand of travel, tourism and hospitality services. In addition, the findings concur with Grönroos (1994) study that proved that strategic partnership, relationship marketing based on relationship building and management is the emerging new marketing paradigm of the future. He asserted that the new business mantra is to create long-term strategic partnerships and alliances. It is evident in this study that most airlines, local suppliers such as hotels and domestic airlines, and the travel agents are developing partnerships within their industries to form consortiums, in order to not only fight competition but also to survive the turbulent times anticipated ahead.

Tourism being an experiential product, seamlessness of the service contributes to overall satisfaction. Agreement with major airlines to provide direct flights from origin country to save on the safari cost and time is an example of Private-public partnership that was quoted. For processes to be seamless, coordinated effort among all the contributors of safari is important.

About two decades ago, Gray (1989) considered that promoting destinations requires a collective and collaborative effort of all the stakeholders in the destination. He referred to the collaborative process as shared decision making among all key stakeholders in a destination. This process is meant to promote destination through collective and collaborative marketing.

Correlation Results

The study sought to determine the correlation between strategic partnership and international tourism demand in Kenya. Results were presented in Table 2 below.

Table 2: Correlation between strategic partnership and International Tourism Demand

		International tourism demand	strategic partnership
International tourism demand	Pearson Correlation	1.000	
	Sig. (2-tailed)		
strategic partnership	Pearson Correlation	.434**	1.000
	Sig. (2-tailed)	0.000	

The correlation results shown in Table 2 indicated that there is a positive relationship between strategic partnership and international tourism demand as indicated by a correlation value of 0.434. This implied that a positive change in strategic partnership causes international tourism demand to change positively. The associated significance level of **0.000** which was less than the threshold of **0.05** indicated that the implied relationship is statistically significant. These findings agreed with that of Baiba *et al.*, (2008) who affirmed that the formation of strategic partnerships is a key component that influence the demand of travel, tourism and hospitality services

Scatter Plot

Figure 2: Strategic Partnership Scatter Plot

Figure 2 thus showed a scatter plot diagram of the correlation of promotional strategy versus international tourism demand. As presented in the figure, the entire plots cluster in a band running from the lower left and this implied that there is a strong positive correlation between promotional strategy factors versus international tourism demand for Kenya.

Regression Analysis

H_{01}: *There is no significant relationship between strategic partnerships against International Tourism demand in Kenya*

The study further carried out regression analysis to establish the significance of the relationship between Strategic Partnership and international tourism demand in Kenya. Table 3 presented the regression model on Strategic Partnership versus international tourism demand in Kenya.

Table 3: Strategic Partnership Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.434a	0.188	0.185	0.7109

Table 3 thus presented the coefficient of determination R square was 0.413 and R was 0.188 at 0.05 significance level. The coefficient of determination thus indicated that 18.8% of the variation on international tourism demand is influenced by Strategic Partnership. This implied that there exists a strong positive relationship between Strategic Partnership and the international tourism demand in Kenya. These findings agreed with that of Baiba *et al.,* (2008) who affirmed that the formation of strategic partnerships is a key component that influence the demand of travel, tourism and hospitality services

Table 4: Strategic Partnership ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	29.077	1	29.077	57.54	.000
Residual	125.322	248	0.505		
Total	154.399	249			

Table 4 presented the results of Analysis of Variance (ANOVA) on Strategic Partnership versus international tourism demand in Kenya. The results indicated that the overall model was statistically significant as supported by a p value of 0.000 which was lesser than the critical p value of 0.05. This was supported by an F statistic of 57.54 which implied that pricing strategies is a good predictor of level of international tourism demand. These findings agreed with that of Baiba *et al.,* (2008) who affirmed that the formation of strategic partnerships is a key component that influence the demand of travel, tourism and hospitality services.

Table 5: Regression of Coefficients for strategic partnership

	B	Std. Error	t	Sig.
(Constant)	1.081	0.309	3.499	0.001
Strategic partnership	0.68	0.09	7.586	0.000

Further, regression analysis was carried out to determine the beta coefficients of strategic partnerships versus international tourism demand in Kenya. Table 5 presented that there is a positive significant relationship between strategic partnerships and international tourism demand in Kenya is positive (β=0.68, p=0.000). These findings agreed with that of Baiba *et al.,* (2008) who affirmed that the formation of strategic partnerships is a key component that influence the demand of travel, tourism and hospitality services.

Regression model

$Y= 1.081+ 0.68 X_4+\varepsilon$

Where Y is International Tourism demand while X_4 is strategic partnership

The hypothesis that stated that strategic partnership does not significantly influence on international tourism demand in Kenya was rejected. This is because the p value was less than

0.05 (p=0.000). The results also indicated that the t_{cal} (6.878) > $t_{critical}$ (1.96). Therefore the study concluded that strategic partnership significantly influences international tourism demand in Kenya. These findings agreed with that of Baiba *et al.*, (2008) who affirmed that the formation of strategic partnerships is a key component that influence the demand of travel, tourism and hospitality services.

Moderating effect of government regulation on the relationship between Strategic Partnership and international tourism demand

The study sought to determine the moderating effect of government regulation on the relationship between strategic partnership and international tourism demand in Kenya.

Table 6: Moderating effect of government regulation on the relationship between strategic partnership and international tourism demand in Kenya

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.650a	0.422	0.415	0.6023	
	Sum of Squares	df	Mean Square	F	Sig.
Regression	65.17	3	21.723	59.889	.000b
Residual	89.23	246	0.363		
Total	154.399	249			
	B	Std. Error	Beta	t	Sig.
(Constant)	-2.602	1.137		-2.29	0.023
Strategic Partnership	1.253	0.336	0.8	3.729	0.000
Government Regulation	1.407	0.371	1.309	3.791	0.000
X4.M	-0.259	0.108	-1.079	-2.402	0.017

The results revealed that the R squared of strategic partnership after moderation with government regulation was 42.2%. This implied that the R squared improved from 16.0 to 42.2 after moderation. In addition, the overall model was significant after moderation (p=0.000). This implied that government regulation fully moderates the relationship between strategic partnership and international tourism demand in Kenya.

$Y=-2.602 + 1.253\, X_4 + 1.407\, M - 0.259\, X_4.M$

Where Y is level of international tourism demand, M is government regulation, X_3 is promotional strategies

Below is a figurative diagram for the moderating effect of government regulation on the relationship between strategic partnership and international tourism demand in Kenya. The results revealed that government regulation moderates the relationship between strategic partnership and international tourism demand in Kenya

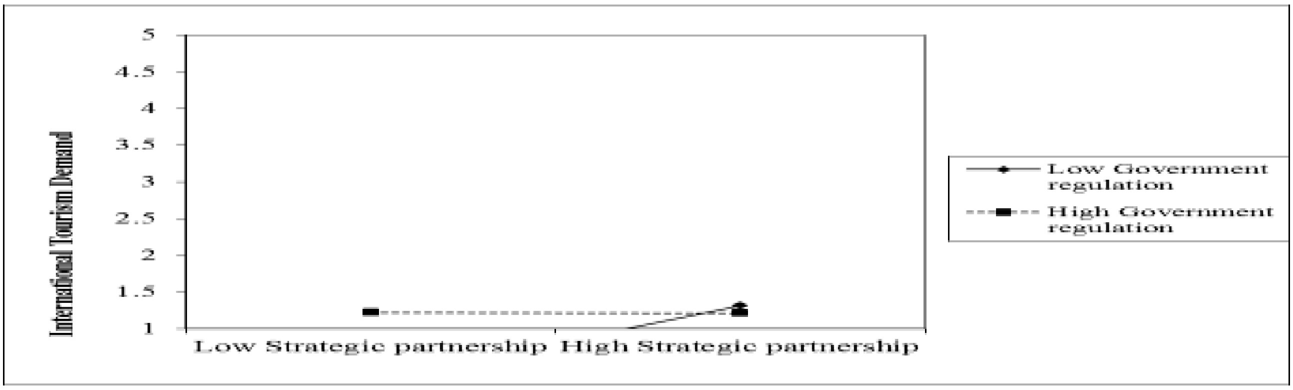

Figure 3: Strategic partnership

DISCUSSIONS

Strategic Partnership

Pearson correlation coefficient of Strategic partnership was 0.434 and this demonstrated that Strategic partnership has a positive correlation with tourism demand. Regression model on Strategic partnership versus international tourism demand in Kenya gave a coefficient of determination R square is 0.188 at 0.05 significance level. The coefficient of determination thus indicated that 18.8% of the variation on international tourism demand is influenced by Strategic Management. This implies that there exists a strong positive relationship between Strategic partnership and the international tourism demand in Kenya.

From the hypothesis results distribution strategies had a positive and significant influence on international tourism demand. The findings corroborate with scholarly studies by Baiba, Dainora and Berzina's (2008) who identified that good cooperation between international and local tour agents, airline companies, embassies, trans borders and East Africa community were important partnerships that could positively influence international tourists to come to Kenya.

Government Regulation

From regression results government regulation have a positive and significant relationship on international tourism demand in Kenya. From hypothesis results government regulation moderate the relationship between marketing strategies and international tourism demand in Kenya. These findings agreed with that of Ashley (2006) who found that tourism demand was strongly influenced by Government, through its policies, regulations, public investment, expectations, and actions, not only in tourism. The findings were also consistent with that of Vujko and Tamara (2014) who found that government policy have a positive impact on economic development of tourism.

CONCLUSION

The study concluded that strategic partnership has a positive and significant relationship on level of international tourism demand. In addition, cooperation between the tourist's international tour operator and the local ground handling agent was important to the tourists. The study also concluded that Kenya has good collaboration with its East African counterparts to Market tourism.

RECOMMENDATIONS

The study also found that the government should ensure that tourists participate in the International Trade shows and Exhibitions organized by Kenya. The tourist department in Kenya should also use online platform mostly in their advertisement. This is because most tourists used online platforms to choose their destinations. The tourists department should also follow their customers so as they can help them in bringing new clients. In addition, they should also ensure that their customers are fully satisfied.

The Kenyan government should make it easy for tourists to access travel documents and information through Kenya embassies and Consulates abroad. They should also make it easy for tourists to pass through East Africa entry and exit point (i.e. borders, ports and airports). This will boost the level of international tourism demand. Local service providers such hotels and lodges, domestic air travel companies should also be put in good coordination so as to attract more tourists and get more referrals from the tourists that come in.

Areas of Further Study

Other study should focus similar study in other African countries for the purpose of making a comparison of the findings with those of the current study.

Other studies should therefore focus on other marketing strategies variables that affect international tourism demand in Kenya.

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