EFFECT OF PERCEIVED RISKS ON REVISIT INTENTIONS OF INTERNATIONAL TOURISTS IN MOMBASA COUNTY, KENYA

BY

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DECLARATION

Declaration by Candidate

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DEDICATION

To God almighty for his grace upon my life

To my mum, Mrs. Anne Kimaiyo who went to be with the Lord in 2020. You always wanted the best for me. I will always treasure the time I shared with you. May your soul rest in peace.

To my loving family, my dad Mr. William Manyim, my brothers and sisters, thank you for your support. God bless you all.

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Throughout my academic career, the drafting of this thesis has been a fantastic learning experience. It has been both beneficial and challenging. The successful completion of my thesis marks a fresh beginning and a progression in my academic career.

First and foremost, I want to express my gratitude to God for enabling me in all of my pursuits, including this study. For the Lord's wisdom, kindness, and knowledge, I am grateful.

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ABSTRACT

Tourists' perceptions of risk on travel destinations are thought to be one of the key determinants of their decision to revisit a destination. To manage demand in the tourism and travel industry, it is imperative that the possible effect of the risk factors associated with a destination is understood and how it influences tourists' choice. The purpose of this study was to examine the effect of perceived risks on revisit intentions of international tourists in Mombasa County, Kenya. The specific objectives were to: establish the challenges faced by international tourists visiting Mombasa County; determine the effect of political, terrorism and health risks on the revisit intention of international tourists in Mombasa County. Anchored on the Expectation-Confirmation theory, the study adopted convergent parallel mixed method research design. Using Taro Yamane Table, a sample size of 400 foreign tourists was selected from a target population of 1.46 million international tourists visiting Mombasa County annually. The study established that crime, political unrest, natural disasters, and disease outbreaks were the major risks perceived by international tourists visiting Mombasa County, though to a minimal level (mean 2.6). Concerning the nature of association between the study variables, the findings indicates that perceived political risks had a negative relationship with revisit intention, though insignificant (β= -.135, p = 0.067) while terrorism related risks and tourists' intention to revisit had a significant negative relationship (β= -.512, p = 0.001). In regards to the effect of health risks on tourist's revisit intentions, the findings revealed a significant negative relationship (β= -.841, p = 0.001) between the two variables. The coefficient of determination (R^2=0.506) computed meant that the overall perceived risks cause an impact of approximately 50% of tourist's intention to revisit. The study concluded that both political and terrorism risk have a negative, but insignificant effect on the international tourists' revisit intention in Mombasa county. Additionally, the health risk has a negative and significant effect on tourists' revisit intention in Mombasa County. The study recommends that tourism operators, national and county government officials should take necessary actions to control future incidences of political, terrorism and health risks in the county since it results in reduced tourist arrivals in the county. It is hoped that the findings of this study will form part of the action plans that will help the Mombasa County to be innovative in order to gain competitive advantage over its competitors as they would be able to make informed decisions on issues that will boost their international visitors, base.

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ABBREVIATIONS AND ACRONYMS

AMISOM	-	African Union Mission in Somalia
ECT	-	Expectation-Confirmation Theory
GoK	-	Government of Kenya
WHO	-	World Health Organization
WOM	-	Word of Mouth
WTO	-	World Tourism Organization

OPERATIONAL DEFINITION OF TERMS

Destination Image – This is perception or mental representation that tourists have of a specific travel destination or tourist attraction. It encompasses the ideas, beliefs, and feelings that potential tourists associate with a place.

International Tourist – an individual who visits Mombasa from another country for the purpose of leisure, recreation, or any other non-business-related activities and would stay temporarily, for a defined period

Perceived Risks – This represents the uncertainty and consequences inherent in a particular location and perceived by tourists that will influence their decision to visit a given destination.

Revisit Intention - This represents a likelihood of a tourist to return to a particular destination due to the treatment that he/she got during the last visit to the destination and willingness to recommend it to others.

Risk- This refers to how tourists perceive safety concerns associated with visiting a specific place.

Tourist Destination – This is a place, city, region, or country that attracts tourists for various reasons, including cultural, historical, natural, or recreational attractions.

Word of Mouth - **S**preading knowledge about a product or service to others, usually because you perceive it's valuable and want to encourage others to try it.

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter reviews the study's background information, the problem statement for the research, and the study's objectives. Discussions in this chapter also include the study's scope, goals, hypotheses, and rationale.

1.1 Background of the Study

International tourism has grown to be one of the biggest and most significant economic sectors in the world economy, generating enormous contribution in transport sector in regard to people and goods. It also continues to contribute significantly to many nations' ability to earn foreign revenue. Due to its role, the level of competition in the international tourism circuit has continued to increase with new tourism destination being established (Benur & Bramwell, 2015). However, the popularity of a tourist destination is dependent upon different factors that will influence the behavioral intention of choosing a particular tourist destination.

One of the five worldwide drivers that propel tourism in the new century is safety and security. Tourists' perceptions of a destination's safety and security play a big part in their decision to travel there or not (Rittichainuwat & Chakraborty, 2009). More than any other economic activity, the success or failure of a tourist destination is determined on its capacity to provide a safe and secure environment for tourists (Leiper, 2010). Numerous visitors to any place might be at risk of robbery, assault, rape, and theft. According to Pizam (1999), a new crime or attack against tourists is perpetrated every minute at any given location. In order to enhance its reputation, every site must guarantee the safety of visitors at all times (Bassey & Dokubo, 2011).

A tourist destination should be safe and secure to not only attract new visitors, but to also influence their future intention to revisit a destination. Lee, Pennington-Gray and Kim, (2019) while seeking to explore spatial patterns of safety in a tourism destination highlight that the terrorist attacks on the World Trade Center in New York City and the Pentagon in Washington, D.C., resulted in a significant loss of life and had a profound impact on international travel and security in America to the extent that the travel visit to country reduced by one-quarter in 2012 as compared to 2010. Haddad, et al. (2015) arrived at the same conclusion by stating that the Bali of 2005 in Indonesia had a significant negative effect on tourist arrival in the country to the extent that it took more than six years for the country to recover as a tourist destination of choice, as well as USD 1.25 Billion of marketing expenditure. According to Beck (2006), the term "risk" society describes the modern world as one that is increasingly filled with uncertainty and insecurity as a result of global events. As a result, the word "risk" is now often employed in ordinary speech, academic writing, and the media (Lupton, 2013; Yang, Khoo-Lattimore, &Arcodia, 2017).

Similar circumstances may be seen in the growing body of studies on tourist risk. Its expansion became especially apparent following the terrorist assault on September 11, 2001, which was followed by a number of catastrophic local and international events. SARS and COVID 19 outbreaks, the Indian Ocean tsunami of December 26, 2004, the Arab Spring upheavals of December 17, 2010, the Paris assaults of November 13, 2015, and the attack on the Istanbul Atatürk airport on June 28, 2016 are a few examples of such occurrences. All of these events had a negative impact on local and international tourism (Kovari&Zimanyi, 2011; Avraham, 2015; Mullen, 2016).

Tourism sector is more susceptible to how visitors perceive about risk than other sectors because of several of its distinctive traits (intangibility, variety, inseparability,

and perishability). Along with these traits, the tourist industry is also endangered by outside factors including bad weather, unwelcoming locals, airline employee strikes, political upheaval, diseases, natural catastrophes, and terrorism, among other external dangers. These variables together raise the perceived risk level for tourism (Fuchs & Reichel, 2006).

Tourists are allowed to choose other locations if they believe that a trip will be less enjoyable as a result of real or imagined hazards (Green et al., 2013). To help prospective visitors choose their destinations, governments, travel agencies, and the news media regularly provide security updates regarding the dangers associated with a certain tourist destination. This is due to the fact that, as noted by Santana-Gallego and Fourie (2022) in a study to explored how insecurity affects African tourism highlights that, a tourist's impressions and emotions of safety have a bigger impact on their decision to avoid a location than their chance of visiting there. Marrakech Cafe Bombing (2011) in Morocco, whereby a popular cafe in Marrakech killed tourists and locals, raising security concerns in Morocco and Bardo National Museum Attack (2015) in Tunisia where armed gunmen attacked the Bardo National Museum in Tunis, targeting tourists are some of the instances that has negatively affected . This event led to a decline in tourism to TunisiaAs a form of protective behavior, travelers alter their preferences for where they want to go, alter the way they travel, or, if they choose to proceed with their plans, educate themselves about terrorism, political unrest, serious crime, and health risks. This suggests that a tourist's decision to visit or return to a particular location is influenced by their perception of risk.

There are significant problems and difficulties in Kenya that have an impact on the nation's degree of competitiveness and sustainability as a tourism destination. Past terrorist attacks like the 1998 U.S. embassies in Nairobi, Kenya, and Dar es Salaam,

Tanzania, killed hundreds of people, including tourists. The attacks had a chilling effect on tourism in the region. These resulted in significant drop in tourist arrivals in the country despite the country being rich in plenty of natural and human resources,. (GoK, 2012). In the course of the past three decades, the tourism industry in Kenya has been confronted with a number of obstacles, such as a prolonged period of lackluster performance in the 1990s, a post-election period of civil unrest in 2008, and the global economic crisis in 2009, which made doing business in the inbound international tourism sector more challenging. More recently, the terrorism threat has affected different regions in Kenya including Nairobi, like the terrorist attack at the Westgate Shopping Mall in Nairobi that resulted in the deaths of many shoppers, including tourists. It had a negative impact on tourism in Kenya and tourist attraction sites along the coastal strip which has made foreign countries issue travel advisories against visiting such regions (Mayaka & Akama, 2011). According to Kenya Hoteliers Association (2017), it is estimated that during the 2007/2008 clashes, the revenue from the hotel industry in Mombasa dropped by over 92%, while in the 2012 -2014 period when Al-Shabaab militia attacked several parts of the coastal region, no significant international tourist arrivals was witnessed.

The Ebola epidemic in West African nations in 2014 resulted in a 15-20% decline in tourist numbers, according to the Kenya Tourist Federation. Due to the assumption that "Ebola is in Africa, hence Africa has Ebola," the Ebola pandemic had an effect on tourism in nations thousands of kilometers distant from Africa. The COVID-19 epidemic has almost brought the whole planet to a stop. In November 2019, the coronavirus epidemic began in Wuhan City, Hubei Province, China, and quickly spread like a wildfire over the whole globe. With international flights canceled and

travel restrictions in place in numerous countries, including Kenya, Covid-19 undoubtedly put a stop to the travel and tourist industry.

Notwithstanding these dangers, the worldwide tourist sector has been expanding quickly. The World Tourism Organization (UNWTO, 2011) estimates that 935 million individuals contributed to the global tourism industry in 2008, and that figure increased by 7% in 2009. Prior to the COVID 19 epidemic, the UNWTO had predicted that by the end of 2020, there will be 1.6 billion foreign travelers worldwide. Around half of all visitors to a certain site are repeat visitors (Wang, 2004).

1.2 Problem Statement

A visit by a tourist to a particular destination is expected to be adventurous, enjoyable, unforgettable, and free from any significant form of risk to a tourist. This calls for the investors in the tourism industry to provide a conducive and safe destination – not only to achieve a repeat tourist in the location but also to achieve higher ranking in the local and global ranking. As tourism is one of the more fragile businesses, where demand and supply are vulnerable to severe events like terrorism or political violence, effective tourism management is necessary if visitor retention is to be maintained. Making sure visitors feel comfortable both before and throughout their stay may be essential to attracting new or returning visitors. Perceived risks can have a significant impact on international tourists visiting a destination. These perceived risks can be related to various factors, including safety, health, and cultural differences and thus governments throughout the globe have committed significant resources to attempting to lower perceived levels of risk in an effort to recognize the significance of security to the tourist sector.

However, in Mombasa County and the Kenya's coastal strip tourist sites, insecurity has been aggravated by the Al-shabaab terrorists who having been pressed by the AMISOM (African Union Mission in Somalia) forces in Somalia resorted to operating in the Kenya – Somali border. In addition, the health risk is a potent risk with Mombasa region facing Malaria and Cholera which in the second half of 2017 affected many people in Mombasa with over 63 persons losing their life's and hundreds hospitalized in coastal towns of Mombasa, Kilifi and Lamu.. Concerns about infectious diseases, such as malaria or tropical illnesses, can affect tourist decisions that may take preventive measures or choose destinations with lower health risks. The devolution of government services and the long drawn health providers strike has compounded the challenge of disease prevention and control in Mombasa County, a situation that may impact on tourist numbers. Worries about food and water quality can lead to cautious behavior, such as avoiding street food or consuming bottled water. It can also affect overall satisfaction with the trip. The other challenge that has faced the coastal town of Mombasa and its environs as a tourist destination is that in the previous years, there has been difference in political affiliation between the local leaders in the County and the National government which has resulted in a clash of ideologies between the two groups of leaders. Since risk is a matter of perception, the difference in political position and the continued grandstanding by the leaders has led to an increase in crime due to a lack of proper coordination by the two levels of government. Though these risks are perceived to influence tourist safety in a destination, the unanswered question is whether the risk incidences and perception in Mombasa affects the tourist revisit intention.

According to Tarlow (2011), the tourist business has no established norm or predicted risk. Instead, risks related to tourism are dynamic in nature and vary from one site to

another over time. In order to properly manage demand in the tourist and travel industry, it is essential to have a solid understanding of the possible repercussions that might arise from the risk factors associated with the various places. Previous studies have shown that tourist destination's perceived risk determines tourists revisit intentions. However, there exists a noticeable gap in the current understanding of how these perceived risks specifically impact the intention of international tourists to revisit Mombasa County. Despite the global recognition of the importance of addressing tourist safety and risk perception, there is limited research that focuses on the unique challenges and dynamics in Mombasa County, where factors like terrorism, health issues, and political differences may contribute to tourists' concerns.

This study sought to address this research gap by delving into the nuanced interplay between perceived risks and the revisit intentions of international tourists in Mombasa County. By conducting a comprehensive investigation, it aims to provide valuable insights and recommendations for local authorities, policymakers, and stakeholders in the tourism industry to enhance visitor safety and promote Mombasa County as a desirable and secure destination for international tourists. As such, the study aimed to provide a response to the question; what is the effect of perceived risks on revisit intentions of international tourists in Mombasa County, Kenya?

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study was to examine the effect of perceived risks on revisit intention of international tourists in Mombasa County, Kenya.

1.3.2 Specific Objectives

1. To establish the challenges faced by international tourists visiting Mombasa County;
2. To determine the effect of perceived political risk on the revisit intention of international tourists in Mombasa County;
3. To establish the effect of perceived terrorism risk on the revisit intention of international tourists in Mombasa County;
4. To examine the effect of perceived health risk on the revisit intention of international tourists in Mombasa County.

1.4 Hypotheses

1. H_o : There is no significant relationship between political risk and international tourists intention to revisit Mombasa county
2. H_o : There is no significant relationship between terrorism risk and international tourist revisit to Mombasa County
3. Ho : There is no significant relationship between health risk and international tourists revisit to Mombasa County

1.5 Justification and Significance of the Study

This study's objective was to ascertain how dangers were perceived by international visitors to Mombasa County, one of Kenya's top tourist attractions, and how they affected their willingness to return. The results of this research are anticipated to be useful to academia, tourism marketers, and tourism managers.

The findings of this research will contribute to knowledge of tourist consumer behavior. By 2025, 1.6 billion individuals will travel internationally, according to UNWTO predictions. More than half of all visitors to a specific place are repeat

travelers. An economic analysis of repeat travel is essential for the tourist industry. It is less expensive to draw in current clients than to acquire new ones. Hence, returning tourists play a big role in boosting income for tourist sites and saving money on marketing. A thorough investigation of the risk factors that affect repeat tourists may provide the foundation for bettering the Mombasa tourism industry.

The findings of this research may be consulted by future academics as a source of reference. To make inferences about the many ways an institution might react to competitive pressures in the environment, the study's results can be compared with those from other industries. For academics, this research has established the framework for future relevant and repeatable investigations. Also, the study's conclusions will be used to guide the Mombasa County's action plans, which will enable it to be creative and outperform its competitors by being better educated to make judgments that would increase their clientele.

1.6 Scope of the Study

The aim of this research was to investigate the dangers that foreign visitors to Mombasa county, a well-known tourist destination in Kenya, felt while there and to ascertain how these risks affected their plans to return. It concentrated on finding the hazards that visitors felt and narrowed down on three aspects of health, political, and terrorist concerns and their impact on foreign tourists' intentions to return. The study's time frame was from October 2020 to March 2021.

In this study, a convergent parallel mixed method research design was adopted, and both qualitative and quantitative research methodologies were used. It employed both primary and secondary sources of data. The 1.46 million foreign tourists that traveled to Mombasa County were the focus of the research project's demographic analysis. A

random sample approach was used to choose the characteristics of the population that would be used in the study. A questionnaire and an interviewing technique were administered to a sample of 400 visitors in order to obtain data.

1.7 Limitations of the Study

This research examined how perceived risks affected foreign visitors' intentions to return to Mombasa County, Kenya. This meant that study was limited to Mombasa County, making it unnecessary to generalize the results to all other areas of the nation. For more generalized results, future research should think about broadening their reach to include other counties or the whole nation. Also, the limited sample of 400 visitors could not accurately reflect the opinions of all visitors to Mombasa county.

Additionally, the study was limited to three dimensions of perceived risks herein considered as independent variables. To further establish whether the variables considered statistically predicts tourists revisit intention, future studies should consider other variables and maybe intervening variables such as country of origin or advertisement.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter evaluated literary material that was pertinent to the research. In this part, the theoretical framework and other important aspects of the literature were highlighted. The study also placed the impact of risk on revisit intentions, conceptual framework, empirical studies, and research gaps into perspective.

2.1 Tourist Destination, Perceived Risk and Revisit Intention

2.1.1 Tourist Destination

According to the World Tourism Organization (2013), a destination is a physical area where tourists spend at least one night and is made up of tourism resources, such as support services and attractions, as well as tourism products. The management, branding, and perceptions of a destination are determined by its physical and administrative boundaries. A tourist location faces intense competition since the options available to prospective visitors to pick from the set are only available for a short period of time, and choosing a destination is still one of the first and most crucial choices made by travelers (Crouch, 2011).

Chew and Jahari (2014) contend that a location must guarantee that its overall appeal and the tourist experience are superior than the visitor's alternate destinations in order to remain competitive. Consequently, a destination's ability to compete depends on the quality of its tourist experiences.

2.1.2 Perceived Risk

The word "risk" has etymological origins that date back to the time when Homers Odyssey was written. The phrase, according to Niklas Luhmann, is a neologism. The

phrase is said to have originated from the ancient Greek word "Rhiza," which referred to the danger of sailing near to sea rocks. The seventeenth century saw the introduction of the term risk as a marine notion. The word "risiko" was first used in German in the seventeenth century (Soydemir, 2011). The Italian term "risco" is derived from the word "rhiza," which means to remember danger (Erel, 2008). It was originally written "riziko" in Turkish, but it has since changed to "risk." It shows the likelihood that an event may occur that might result in loss or harm (Turkish language association, 2010). The Oxford English Dictionary's fundamental definition of risk is "the possibility of harm or loss."

Risk in tourism is defined as an event that a visitor encounters and perceives when making purchases and using services at a place (Tsaur, Tseng, & Wang, 1997). Consumer choices and travel behavior are strongly tied to the idea of risk and perceived danger. According to Tarlow (2011), the tourist business has no established norm or predicted risk. Instead, risks related to tourism are dynamic in nature and vary from one site to another over time. Violence, natural catastrophes like hurricanes, public health problems including disease breakouts, political upheaval, and terrorist operations are some of the risks associated with tourism (Reichel, Fuchs & Uriely, 2007).

A tourist's decision-making process for traveling is heavily influenced by their perception of risk, which affects their choice of travel method, duration of their trip, expense of their trip, organization of their trip, and location (Adam, 2015). Tourists' destination choices are shaped by the level of risk in a particular destination and previous studies have shown that indeed perceived risk has been found to be a stronger determinant of risk than objective risk in determining a tourist destination choice (Maser & Weiermair, 1998; Fuchs & Reichel, 2004). In addition, a negative

publicity about terrorism in country lead to a decrease in hotel booking in hotels, not only in that country, but in the whole region due to the spillover effect. Every step of the decision-making process for a tourist trip requires the consideration of travel information, especially when it comes to risk.

Depending on the objective and local authorities, the issue of risk-taking by visitors may be treated from several perspectives. Nevertheless, two basic viewpoints dominate: a behavioral approach that considers how visitors perceive risk and a supply approach that looks at potential incidents and conditions that can endanger tourists. From a behavioral standpoint, perception of risk is both situational and individual, and in the literature, it is classified by kind and intensity (Reisinger & Mavondo, 2015). It has been discovered that each tourist consumer's culture, lifestyle, socio-cultural background, and prior experiences all influence how they perceive danger while traveling (Pizam, Jeong, & Reichel, 2014).

By pointing out that risk variables like terrorism have the potential to endanger tourists' physical safety, Sharifpour, Walters, and Ritche (2014) highlight the significance of physical risk in the decision-making process when choosing a location. Nevertheless, they point out that the frequent coverage of terrorism in the media may further skew perceptions of risk and fatality reasons.

2.1.3 Revisit Intention

When seen from the perspective of the consumption process, tourist behavior may be divided into three stages: pre-visit, during visiting, and post-visit (Rayan 2002, William & Buswell, 2003). According to Chen and Tesai (2007), tourist behavior encompasses the choice of where to go, how the individual would feel after the experience, and their plans for the future. The subsequent evaluations will focus on

the traveler's perceptions of the value of their experience while traveling as well as the overall pleasure they derive from their trip. The evaluations of the visitor's potential future behaviors will focus on their likelihood of returning to the same location as well as their desire to recommend it to others. For tourist sites that are becoming older, the idea of repeat visitors is crucial since their persistence is a crucial component in a destination's ability to stay competitive (Alegre & Cladera, 2006; Huang & Hsu, 2009).

Studies (Oppermann, 2000; Baker & Crompton, 2000; Petrik et al., 2001; Kozak, 2001; Jang & Feng, 2007; Alexandris et al., 2006; Chi & Qu, 2008) have shown that the desire to return is significantly influenced by the degree of pleasure with the travel experience (Gotlieb et al., 1994). Um et al. (2006) found that tourists from Europe and North America's willingness to return to Hong Kong was unaffected by their level of happiness. Beigne et al. (2009) claim that in a competitive market, even content consumers may switch to a rival owing to the possibility of better results. According to a different viewpoint, Cronin et al. suggest that perceived value may predict repurchase intention more accurately than either contentment or quality (2000).

According to Shanka et al. (2002), word-of-mouth recommendations have a favorable impact on destination choice. One of the most popular pieces of information sought after by those who are interested in traveling is recommendation from others (Chi & Qu, 2008, p. 625). In the promotion of tourism, word-of-mouth referrals are crucial since they are considered to be the most reliable and, as a result, one of the most sought-after information sources for potential tourists (Yoon & Uysal, 2005). Similar to this, Wong & Kwong (2004) noted that returning visitors have an impact on prospective visitors' word-of-mouth and other referral impacts. Hui et al. (2007)

argued that that tourist that felt satisfied with a destination were more willing to visit again in future and also recommend for others.

2.1.4 The Concept of Perceived Risk in Tourism

The term "risk" was first used in marketing by Bauer in 1960. He noted that consumer behavior entails risk since each decision made by a customer may have unintended repercussions, some of which may be unfavorable. Risk perception is the way that customers perceive uncertainty and the possible negative outcomes of their activities, according to researchers (Sohn et al., 2016).

Perceived risk according to Bauer (1960) is a concept that refers to the uncertainties and potential negative outcomes associated with a particular decision or activity. In the context of tourism, perceived risk can be defined as the degree of uncertainty and apprehension that tourists feel when making travel-related decisions. Fesenmaier (1992) argued that perceived risk can arise from various factors such as safety concerns, health risks, financial loss, and the possibility of a negative travel experience.

In regard to Casidy and Wyme (2016), one of the key drivers of perceived risk in tourism is safety and security concerns. Tourists may feel apprehensive about traveling to certain destinations due to the perceived risk of crime, terrorism, natural disasters, or political instability (Cetinsoz & Ege, 2013). Similarly, tourists may be concerned about their health and safety while traveling, especially in countries where the standard of medical care is lower than what they are used to. These safety concerns can influence tourists' decision-making and may lead them to cancel or postpone their travel plans.

Another factor that can contribute to perceived risk in tourism is financial loss. Tourists may worry about losing their money if they are scammed or if they need to cancel their trip due to unforeseen circumstances (Chew & Jahari, 2014). This can be particularly problematic for tourists who have invested significant amounts of money in their travel plans (Fuchs & Reichel, 2006).

Perceived risk can also be influenced by the quality of the travel experience. Tourists may be concerned about the quality of accommodation, food, and other services that they will receive while on their trip. They may worry about being disappointed with their travel experience, which could lead to negative reviews and damage to the tourism industry's reputation (Cetinsoz & Ege, 2013). Casidy and Wyme (2016) suggested that in order to manage perceived risk, tourism businesses must provide accurate information about potential risks and take steps to mitigate those risks. For example, hotels and tour operators can provide information on safety measures that they have in place and highlight the steps that they are taking to ensure the health and well-being of their guests. Providing transparent and detailed information can help to build trust with tourists and reduce the perceived risk associated with travel.

2.2 Risk Dimensions associated with Tourism Process and Activities

External problems that might affect the tourism industry include crime, political upheaval, severe weather, natural catastrophes, disease outbreaks like Covid 19, terrorism, hostile locals, airport workers on strike, and unhealthy local cuisine. These elements often alter visitors' perceptions of danger when they prepare to go to a specific location or engage in tourism-related activities (Fuchs & Reichel, 2011). Risks are categorized in various ways by different tourism researchers. Moutinhno (1987) identified five variables that are related to the traveller’s sense of danger. He

argued that a traveller's sense of danger is influenced by physical, functional, economical, psychological, and social aspects.

All risk variables were grouped by Tsaur et al. (1997) into two categories: physical risk, which includes illness and injury as well as the potential harm to one's health. Then there is the risk associated with equipment failure, which includes risks like dangerous transportation. Nevertheless, other studies defined these elements independently, pointing to each one's unique name and characteristics. Fuchs & Reichel (2011) classified crime, terrorism, political unrest, and congestion as human-induced threats, in opposition to Hu (2011). Li (2010) distinguished between personal risk and health risk, but Cetinsoz and Ege (2013) defined physical risk as both of them taken together. Rittichainuwat and Chakrabarty (2009) included new risk factors in their research that had not been covered by other studies, such as a lack of novelty, difficulty traveling, and deterioration of tourist sites. The literature identifies five potential risk factors that might compromise consumer satisfaction and safety when the supply method is used. Terrorism, natural disasters, instability caused by politics and security, crime, and health are some factors that might increase risk (Pendergast, & Leggat 2006). These generators are not uniform and are susceptible to varying degrees of harshness and intensity. Though researchers have approached the concept of risk perception in their studies in somewhat different ways, the components of risk perception are consistently described in both the consumer behavior and tourism literature (An et al., 2010). As the number of risk perception dimensions increased, researchers have worked to define these dimensions from various tourist-related activities because particular risk factors are connected to the distinctive tourism products and activities. A strolling tourist may not face the same kinds of hazard concerns that an adventure traveller did due to differences in characteristics. The risks

associated with terrorism, politics, and health will be defined in this research along with how it affects the desire to return to a destination.

2.2.1 Political Risk

Politics, according to Fortes and Evans-Pritchard (2015), is an activity in which individuals work to defend and amend the fundamental laws that govern their lives while also communicating the importance of protecting the populace from internal or external threats and sustaining their general welfare. Nonetheless, tourism is a significant component of the political economy and is not just a continuation of politics, claims Edgell (2010).

Political risk often arises when a government has been overthrown, when it is dominated by factions after a coup, or when the fundamentals required to administer and preserve social order are unstable and frequently disrupted. In an unstable political environment, individuals operating beyond the confines of the political system may question the political legitimacy of the conditions and norms of government and the rule of law.

Pizam (2012) found that political instability diminishes the level of tourism in a country and that in the case of terrorism risk, a decline in tourist arrival will only be registered if it is combined with political instability, otherwise the small lull in tourist arrival will adjust itself in the short-term. Islam (2009) makes the case that when forces for change are not satisfied inside a current political system, they often turn to illegitimate methods of bringing about change, such as unauthorized rallies, violence, or even a war. Consequently, the political system destabilizes. In an unstable political environment, tourism is affected because tourist expects predictability of peace in the destinations they visit during their stay and thereafter. In Kenya for example, the

prolonged electioneering period that sometimes borders on violence might affect the tourism sector because of the uncertainty in the political process after the presidential elections.

A research by Alvarez and Campo (2014) on the impact of political disputes on country image and desire to visit in relation to Israel's image highlights the importance of a people's past hostility towards a nation, which impacts their emotive component instead of their cognitive one. The results of the study demonstrate how a political dispute between two countries greatly harms the emotional component of the national image and increases the level of already held hostility between the two populations. The findings of this research support a finding by Kazak et al. (2007) about the influence of risk linked to nationality background, which demonstrates that nationalities vary not only in relation to risk kinds but also in the estimate of how probable and severe an event involving safety or security would occur. The same conclusion is supported by results from Morakabati's (2013) examination of secondary data on Middle Eastern tourist flows, which demonstrate that political turmoil and security-related events have a greater impact on tourism than intraregional violence.

According to Akama and Kieti (2003), Kenya's political stability, as opposed to its neighbors in East Africa who were dealing with political unrest and civil disorder, was a crucial factor in the quick growth and expansion of the tourist industry. In the eyes of many people on the African continent, Kenya was seen as an island of economic and political stability.

2.2.2 Terrorism Risk

"Terrorism" and "Tourism" are two concepts that "stand at opposite ends of a spectrum of quality of life. Although terrorism usually repeats sentiments of death, devastation, fear, and panic, tourism stands for relaxation and pleasure (O'Connor et al. 2008). The rise in terrorist acts is one of the issues our society is now dealing with. The World Economic Forum (2019) claims that there has been a sharp rise in terrorism over the last 15 years, which has resulted in a five-fold increase in the number of terrorist-related fatalities since 2000. Since the 9/11 assault, at least 40 terrorist strikes on tourism-related targets have been documented (Paraskevas & Arendell:2007).

Terrorist attacks on tourist destinations have considerably grown worldwide. A bomb brought down a Russian passenger jet carrying 224 passengers on October 31, 2005 in Egypt's Sinai Peninsula. On the evening of November 13, 2015, gunmen and suicide bombers launched a series of synchronized assaults in Paris that nearly simultaneously attacked a restaurant, major stadium, a music venue, and bars, killing 130 people and injuring hundreds more. Again, coordinated terrorist assaults against Brussels' major airport and metro station resulted in 31 deaths and 300 injuries. According to Baker and Coulter (2009), the terror attack on October 12, 2002, in Katu, Bali, which left about 202 people dead, crippled the travel and tourism sector, causing it to experience a "decline of 23,45% in tourists visiting Bali." It is therefore abundantly clear that, as my thesis topic suggests, terrorism has the capacity and propensity to terrorize tourism.

There have been a number of terror incidents in Kenya. In an assault on the luxury Westgate shopping mall in Nairobi, Kenya, on September 21, 2013, masked gunmen who were later identified as members of the terrorist organization Al-Shabab from

Somalia took hostages and killed at least 67 people (Blanchard 2013). This incident, which murdered over 200 people, including foreign nationals, includes renowned Ghanaian poet, educator, and former minister Professor Kofi Awoonor. It is the bloodiest since the 1998 American embassy bombing in Nairobi by Al Qaeda, which left hundreds of people dead (Blanchard 2013). The American embassy was the target of two simultaneous strikes by the Al Quaeda network on August 7, 1998, which were carried out in Tanzania and Kenya. Many Americans and more than 200 Kenyans died, while hundreds more were wounded (Kelley et al 2003).

Terrorists thought to be affiliated with Al Qaeda carried out a fatal bombing of the Paradise Hotel in Kikambala on Kenya's North Coast on Thursday, November 28, 2002. The terrorist device caused significant damage to the hotel owned by Israel. The hotel assault resulted in sixteen fatalities, three of them were suicide bombers. At the Moi International Airport in Mombasa, two rocket-propelled grenades were launched simultaneously against an Israeli airplane. The airplane was just barely missed by both missiles. The hospitality sector was shaken by these assaults, and tourism suffered as a result of a decline in the number of arriving visitors (Agutu, 2003). The assaults targeted Israeli tourists on Kenyan land in particular.

The World Tourism Organization (2001) asserts that the tourism industry needs a healthy economic environment to flourish and in order for this happen, it requires that appropriate policies be developed that stimulate efficiency and competitiveness. Terrorism poses a threat to the development or maintenance of such a setting because it influences how visitors behave while visiting 'risky' locations (Hartz, 2009).

Terrorism also influences tourists to maintain a low profile, dress modestly, and refrain from ostentatious spending. Researchers agree that terrorists stand to benefit

much from attacking tourists (Sonmez, Apostolopoulos, and Tarlow, 1999; Lepp and Gibson, 2003). The political importance of international travel has been frequently and cruelly conveyed by terrorists; terrorism that targets travel may be devastating, and the events that follow can cause a significant tourist crisis (Sonmez, Apostolopoulos, and Tarlow, 1999).

Tourists are rational consumers who assess advantages and costs when making decisions, according to Mansfield (2008), who claimed that the threat of terrorism leads them to choose safer destinations instead of more dangerous ones. Terrorist risk raises visitors' perceived hazards to a higher degree and raises the expense of the experience, which causes them to choose a place they believe to be safe instead.

Indeed, Sandler and Parise (2002) documented how the Arab-Israeli wars caused tourists to migrate from the less stable "inner ring" of Israel, Egypt, Jordan, Syria and Lebanon to the more stable "outer ring" of Turkey Cyprus, and Greece. They also discovered a connection between a nation's volume of tourists and its degree of participation in security issues. Tarlow (2014) observed that terrorists seek new tourism targets and lately moved their terrorist activities from the fringe, small scale targets to the mainstream targets of a nation’s institution to create the most impact and publicity.

Ritchie and Crouch (2013) contend that there is evidence that, until the situation in the target region has settled down, visitors prefer to reroute their trip to other, considered safer locations following a terrorist incident. Although leisure travelers are likely to reroute their travel plans to safer locations, business travelers and persons visiting friends and family are likely to keep their travel arrangements the same. Pizam and Smith (2010) assert that in some cases, following a terrorist attack, there is always a

relocation of mobile tourist facilities such as traveling shows, airlines and cruise ships to safer destinations. In addition, airlines and cruise lines may also change their routes to different locations that do not appear to be threatened by terrorist activities. The more flexibly airlines and tour operators position themselves, the more competitive they are, argue under an environment of political instability. In addition, tour operators are also known to move away from risky destinations and add safer destinations to their itineraries

2.2.3 Health Risk

Depending on the qualities of the traveler and the place, international travel might provide a variety of health hazards. Altitude, humidity, bacteria, and temperature variations may occur suddenly and significantly for travelers, which can be unhealthy. Moreover, communities with subpar housing, insufficient hygiene and sanitation, underdeveloped medical facilities, and a lack of clean water may pose major health hazards (WHO, 2000).

Researchers in the health sciences as well as those who specialize in tourism have looked at the connections between health risk and travel. As a result, during the last ten years, research with a health emphasis have concentrated on the connections between travel behavior, travel patterns, and health hazards. Visitors to places where malaria is prevalent were studied by Laver, Wetzels, and Behrens (2011) for their prophylactic behavior and understanding of malaria prevention. For their part, Hamer and Connor Bradley (2014) examined how Americans who were traveling abroad evaluated the health hazards involved in travel and how they made preparations for it.

Earlier studies looked at how certain illness outbreaks affected travel. For instance, Kuo et al. (2008) look at how infectious illnesses like avian flu and severe acute

respiratory syndrome (SARS) affect the number of foreign tourists entering Asian nations. According to their findings, nations afflicted by SARS are significantly impacted by the number of affected cases, but not those affected by the avian flu. In a similar vein, McAleer et al. (2010) investigated the effects of these two viruses on foreign tourists arriving in Asia and found that SARS had a greater impact than Avian Flu. Cooper (2006) examined how the SARS outbreak affected the Japanese travel business, whereas Zeng et al. (2005) looked at how it affected China. According to Blake et al. (2003), the foot and mouth disease (FMD) epidemic considerably decreased UK tourist spending relative to other forms of infections. Although being narrowly focused on a single nation or location, past research generally found a connection between infectious diseases and tourism.

Infectious disease outbreaks, including Covid 19, are expected to have a serious consequence in the international tourism with resultant negative consequence on the economic development of many nations (Yang, Zhang, & Chen 2020). For a tourist using the jet travel, it is possible for an individual incubating an infectious disease to board a plane and not get detected by the health official nor the immigration officials and consequently spread the disease among other travelers at the source and destination alike. In destinations that attract cruise tourism, the Covid disease spread among many cruise ships and passengers since the start of the disease and since the nature of tourisms is a human-to-human interaction, the disease curtailed tourists' movement and therefore affect the activities in destinations that depend on tourism for livelihood (Farzanegan, et al. 2021).

Due to the fact that everyone has a different degree of risk tolerance, customers often take actions that will assist them minimize the risks associated with the purchase of a product or service. When this threshold is reached, the customer may either give up

on the buying process or participate in risk-reduction behavior, which might lessen the effect of the perceived risk, according to Mitchell et al. Consumers may try to lessen the uncertainty or effects of a poor purchasing selection by engaging in health risk management.

2.3 Perceived Risks and Revisit Intention: Empirical review

The growth of literature on the repeat visitor phenomenon coincides with the significance of repeat visitors to the tourist sector. According to a review of the relevant literature, there are now much more papers discussing the perspectives of returning visitors. Understanding what led visitors to return to a site was the main goal of the majority of the research (etinsöz, 2011). Several authors (Sönmez & Gaefe, 1998a; Sönmez & Graefe, 1998b; Qi et al, 2009; George, 2011; Maritz et al., 2013; etinsöz & Ege, 2013; Lee & Chi, 2014; Chew & Jahari, 2014) have investigated the effect of perceived risks on the decision to purchase and the intention to return to a destination in the future.

According to a Maritz et al. (2013) research on 274 tourists who visited Taiwan's National Park, the perception of danger had a partial impact on visitors' intentions to return. Similar findings were made by Etinsöz and Ege (2013) in a study they did in 2010 on 559 tourists who visited Alanya, Turkey. They discovered that perceived physical, satisfaction, and time risk were significant factors in deciding whether or not visitors were likely to return. On the other hand, some researchers came to the conclusion that the likelihood of returning had little bearing on performance and socio-psychological risks. In a study that was released in 2011, George looked at how passengers' willingness to return to South Africa after the 2010 FIFA World Cup was impacted by perceived crime risk.

According to the research, the estimated danger of crime had no impact on respondents' intentions to return. Lee and Chi (2014) conducted a research with visitors to Taiwan's Taroko National Park. The authors looked at whether visitors' intentions to return would be affected by their perception of the danger of falling rocks. The research came to the conclusion that, although it did have an indirect effect, the risk perception of falling pebbles did not directly affect the desire to return.

Research on repeat visits to a place, as those by Fuch and Reichel (2015) on Israeli tourists, demonstrate that first-time visitors place a larger priority on threats like terrorism than do repeat visitors. A previous research by Seabra, Dolnicar, Abrantes, and Kastenholz (2013), which finds that first-time and return visitors to the location in Thailand perceive risks differently in just one area, the health risk, but not in other categories like the terrorist risk, supports this assertion. The information obtained from general travel might transform a tourist from a layman to a considered expert on the real risk situation in a place, which can be ascribed to the shift in tourist risk behavior and, subsequently, destination return. In fact, Sharifpour et al. (2014) demonstrate that the perception of danger is adversely correlated with a tourist's belief in a place. The more often a tourist travels abroad, the more probable it is that they may encounter unsafe scenarios, develop suitable coping mechanisms, and ultimately react differently to a risky situation that arises in a location.

In a survey of 500 international tourists, Sonmez and Graefe (2008) found that perceived danger was a greater indicator of avoiding a certain location than of desiring to visit one. Those who considered terrorism to be a problem were more likely to avoid traveling to the Middle East, for example, while persons who had been abroad before were more likely to perceive less danger. According to Elsrud (2001), the formation of the backpacker identity revolves around danger and adventure, and

the feeling of risk rises with the level of novelty attached to a certain location. She also discovered that although some travelers were equally repellent by the same notion of danger, others were drawn to a region because of the risk connected with it.

It has also been shown that perceptions of danger related to international travel differ by country. Travel agencies from six Western European nations showed varying degrees of perceived danger, according to Seddighi, Nuttall, and Theocharous' (2011) research. This debate proposes that in order to fully comprehend how foreign visitors perceive danger, it is important to take into account factors such as tourist role, prior travel experience, age, gender, and nationality.

Chew and Jahari (2014) examined the position of destination image as a mediator between perceived risks and revisit intention using the case of post-disaster Japan. Their results demonstrate that perceived socio-psychological and financial worries had a substantial impact on both cognitive and emotional destination visions. They observe that perceived physical danger did not significantly affect destination image, despite having a direct effect on return intention. Moreover, the association between perceived socio-psychological and financial hazards and revisit intention was considerably influenced by destination image. In line with Gray and Wilson (2009) study that identified 17 risk hazards, they demonstrate that risk factors such as terrorism and health are strong factors that affect tourist revisit as compared to risk-factors emanating from emotional well-being such as social risk. This conclusion is consistent with Fuchs and Reichel's (2004) findings, which looked at how a tourist's country and cultural background affected how they perceived certain dangers. Their findings showed a very significant relationship between nationalities and financial and human-induced risks.

2.4 Summary of Literature and Research Gap

In the preceding sections, we reviewed and synthesized the research on the impact of risk perception on tourist return. The direction and significance of different hazards on tourists' intentions to return have been the subject of conflicting results in the literature. Many research has been discovered to support the connection between visitors' perceptions of risks and their intentions to return in various tourism and sociocultural situations, with a negative association between visitors' perceptions of risk and their intentions to return being established. Yet, research indicated that tourists that revisit a destination have such intensions despite the prevailing risks, in contrast to earlier results that suggested individuals prefer to keep off from unsafe destinations.

Different regions experience unique types of risks and tourists from different destinations and this means that the influence on these risks on the tourist revisit intention also differ. It is imperative that the effect of risks from the perspective of a developing country, like Kenya is undertaken so that its findings can be compared with similar studies from the different jurisdictions and by so doing filling in the existing gap.

Moreover, quantitative surveys were used in all of the earlier investigations to gather data. This research is distinctive in that it makes use of a mixed methodology and incorporates both quantitative and qualitative information gathered via interviewing. The combination of the two revealed additional information about how tourists perceive danger and if they plan to return

2.5 Theoretical Framework: Expectation – Confirmation Theory, 1980

The Expectation-Confirmation Theory (ECT) is a psychological model that explains how individuals form and evaluate their post-consumption or post-experience satisfaction and, consequently, their intentions to revisit or continue using a product, service, or destination. The theory was advanced by Oliver (1980)'s and assert that individuals have certain expectations before they engage in a product, service, or destination experience which determine their future intentions based on their satisfaction with a prior experience, served as the foundation. After individuals engage with the product, service, or experience, they have an actual consumption phase or experiential phase. During this phase, they interact with the offering and have a real-life experience (Hsu and Lin (2015). According to ECT theory, confirmation represents the difference between the actual experience and the prior expectations, while expectation is thought to represent a set of pre-exposure beliefs about a service or product. According to Michalco, Simonsen, and Hornbaek (2015), the actual experience of tourists will be influenced by how risky they perceive the situation to be.

There are two types of confirmation: positive confirmation, which is the result of better than anticipated results, that occurs when the actual experience aligns with or exceeds their initial expectations, and thus leads to a confirmation of their pre-consumption beliefs. Their expectations are affirmed or validated. However, if the actual experience falls short of their expectations, it results in a disconfirmation of their initial beliefs (Hsu & Lin, 2015). This disconfirmation can be positive (better than expected) or negative (worse than expected) Tourists will therefore be happy if they receive a positive confirmation and unhappy if they receive a negative confirmation. Hsu and Lin (2015) further explains that a visitor's actual experience is

anticipated to affect their future intentions regarding a destination and serve as a mediator between the variables that affect how they perceive risk and those intentions.

The expectation-confirmation theory essentially contends that a person's motivation to act will depend on their expectation that their actions will lead to and be followed by a particular outcome as well as how desirable they find that outcome to be (Robbins, 2014). During their actual visit to a particular location, tourists' satisfaction or dissatisfaction becomes apparent (confirmed). Lee and Bai (2016), argue that on the basis of ECT, perceived risks can be evaluated from both internal and external factors that might influence a tourist's perceived risk.

The ECT is relevant in the present study because it provides a framework for understanding how tourists' initial safety expectations, their actual safety experiences, and their post-trip evaluations shape their intention to revisit a destination. Before traveling to a destination, tourists often have expectations about safety and security, with these expectations influenced by factors such as travel advisories, media reports, online reviews, and word of mouth. Some tourists may expect a high level of safety, while others may have concerns based on the destination's reputation. When tourists arrive at their destination and have their actual experience, they compare it to their initial safety expectations such that if their perception of safety aligns with or exceeds their expectations, it can lead to the confirmation of their pre-trip beliefs. Conversely, if tourists feel less safe than expected due to factors like safety incidents, environmental risks, or personal experiences, it can result in disconfirmation of their safety expectations. Managing and meeting tourists' safety expectations is crucial for destination management organizations and tourism businesses to foster positive perceptions, enhance satisfaction, and encourage repeat visits. Conversely, failing to meet safety expectations can lead to negative word of mouth and a decline in revisit

intention. ECT suggests that satisfaction, including satisfaction with safety, positively influences tourists' intentions to revisit a destination. If tourists perceive the destination as safe and have a satisfying experience, they are more likely to express an intention to revisit. Further, Positive safety experiences and satisfaction are often shared through word of mouth, online reviews, and social media. This word-of-mouth communication can influence others' perceptions of the destination and their own intention to visit.

2.6 Conceptual Framework

The schematic diagrams below served as a guide for the research as well as an illustration of the relationships between the main research variables (Fig. 2.1). The variables in the research are assumed to have a linear inverse (negative) relationship. The values of the variables vary in opposing directions when there is an inverse or negative link.

The model on the effect of perceived risks on the tourist revisit intention as represented in Figure 2.1 is expected to exhibit a negative relationship. Political risks can have a significant impact on tourists' revisit intentions. These risks can include political instability, social unrest, government policies, and other political factors that can affect the safety, security, and overall experience of tourists in a destination. Political risk was operationalized by selecting the attributes of violent riots, unauthorized protests, and tribal clashes and associated police brutality while quelling the protests. A negative relationship is expected to prevail between political risks and the tourists revisit intention. Tourists prioritize their safety when choosing a travel destination. Political instability, protests, and civil unrest can create an unsafe environment for tourists. High levels of crime or violence associated with political unrest can deter tourists from returning to a destination. Media coverage and travel

advisories can shape tourists' perceptions of a destination, leading them to believe that it is riskier than it actually is.

Terrorism risks can have a profound and lasting impact on tourists' revisit intentions for a destination. The fear and uncertainty associated with terrorism can significantly influence travelers' decisions. Terrorism is a global challenge and despite of this, no tourist will wish to visit an area with increased cases of terrorist attack. Terrorism events, even if isolated, can create a sense of insecurity among tourists. Perceptions of risk and fear for personal safety can deter tourists from revisiting a destination; especially if they believe it remains vulnerable to future attacks.

Western countries through their respective foreign ministries have continually advised their nationals not to visit a certain region. Travel advisories have been associated with decline in tourist visit in a region and this is compounded by presence of militia groups such as the Al-shabaab. Similarly, it is expected that an inverse relationship exists between terrorism and the tourists' revisits intention. High-profile terrorist incidents can lead to immediate cancellations of bookings and travel plans. Even if travelers don't cancel, they may be hesitant to return to a destination associated with past attacks. Similarly, terrorism can have a lasting psychological impact on individuals such that tourists who have experienced or witnessed a terrorist event may have post-traumatic stress or other psychological issues that deter them from revisiting the destination.

Health risks, such as infectious disease outbreaks or public health emergencies, can have a significant impact on tourists' revisit intentions for a destination since they can affect tourists' perceptions of safety, health, and overall travel experience. Government agencies and international organizations may issue travel advisories or

warnings in response to health crises. These advisories can influence tourists' decisions by highlighting health risks associated with specific destinations. Diseases have become of concern due to the epidemic nature that can spread to various regions through human–human contact. When health risks escalate, tourists may cancel their bookings and postpone or redirect their trips. Even if travelers don't cancel, they may be less inclined to return to a destination associated with health concerns. Prevalence of diseases such as Covid-19, poor hygiene and environmental conditions in a place might dissuade a tourist from visiting a destination and therefore health risk is expected to be a determinant. The local authorities have an important role to play in maintaining health working and tourist destination to reduce instances of such diseases as cholera and food borne diseases.

Apart from the perceived risks, other antecedent factors might impact tourist revisit intention with or without risks. The experience of a tourist during the visit is expected to impact on future visits. Satisfaction with services offered in a destination and value derived from the visit is expected to influence future visits. Conceptually, satisfaction in the tourism industry has been defined as the level of overall happiness or the tourist's emotional condition after the trip. Tourists' intentions to make more purchases are positively impacted by good satisfaction. But, in a market where there is competition, even a pleased consumer could decide to do business with a competitor due to the possibility of getting better outcomes. As a result, there must be value for money when a tourist travels to a certain location, since perceived value may be a greater indicator of intent to make another purchase than contentment or quality. When the link between the primary components of a destination and behavioral intentions is investigated, it is discovered that the destination's qualities

influence perceived quality, which in turn influences satisfaction, which eventually results in the desire to return.

According to the concept, service providers at a location will have control over service quality up to the level of visitor expectations, total satisfaction attained, and customers' perception of value for money.

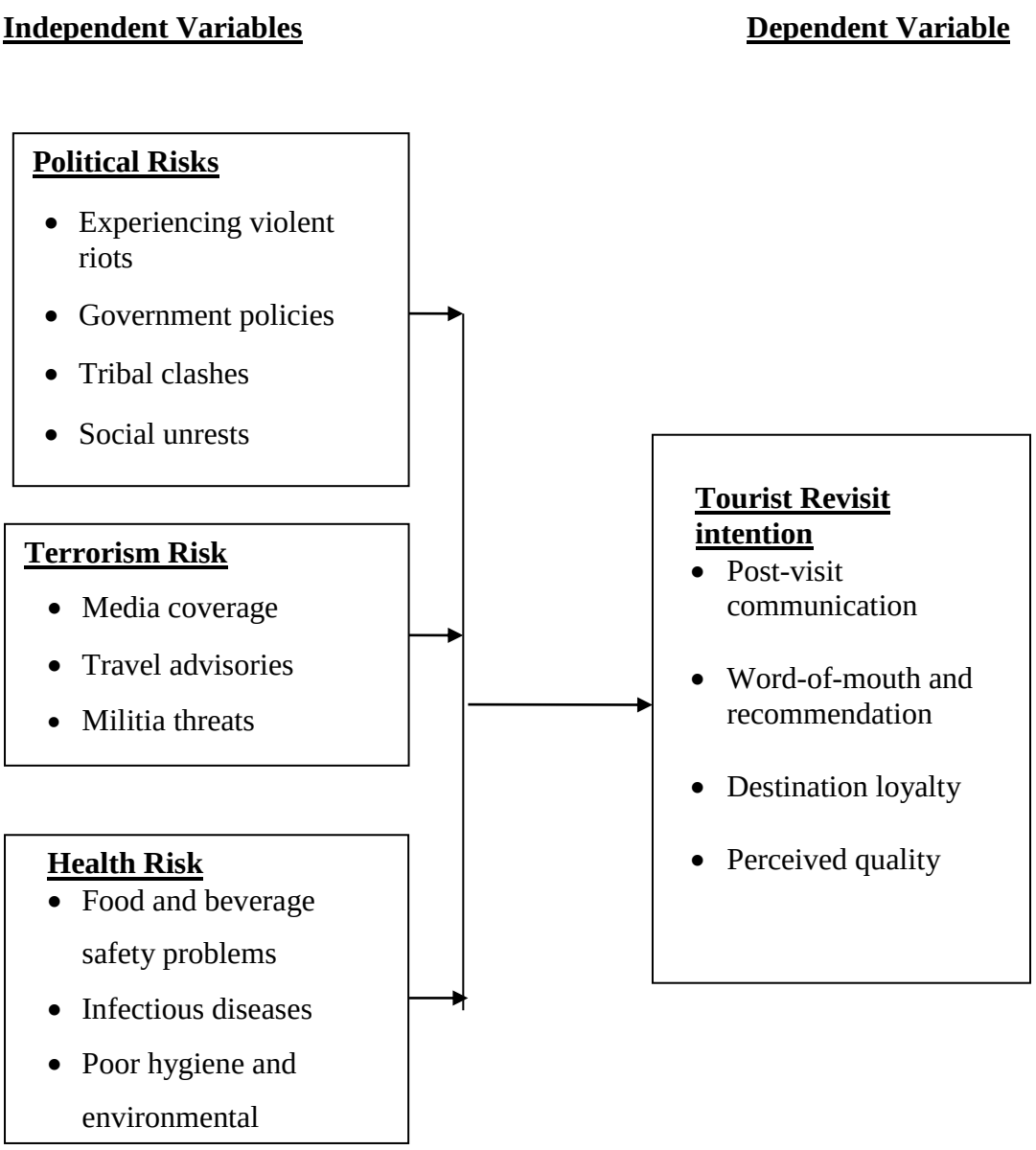

Figure 2.1: Conceptual Framework
Source: Author (2021)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Overview

This chapter focused on the research design technique used in this study. This includes things like characterizing the study region, choosing a suitable research design for the study, defining the target population, and selecting a representative sample using proper sampling methodologies. The section also discusses data sources, data gathering techniques, data processing, and interpretation, as well as ethical considerations and research tools.

3.1 Study Area

Mombasa County is located in the former Coast Province in the southeast of Kenya, with a coastline that borders the Indian Ocean. The primary economic activity, responsible for 68% of wage employment, is tourism. According to the Kenya's Ministry of Tourism report (2018), 72% of the international tourist that visited Kenya in 2017 ended up sampling the tourism attraction sites in Mombasa County apart from the surrounding game parks. In addition, Mombasa County has international airport which attracts direct flights both scheduled and charter from various regions and this has increased the diversity of tourists that visit Mombasa.

Due to Mombasa's status as an urban city county, both the native and immigrant populations are substantial. According to the County Government of Mombasa, Mombasa city is one of the biggest cities in Kenya with a population of 1.2 million. The city serves as a well-established logistical center for East Africa and Kenya in relation to the rest of the globe. With a capability to handle more than 20 million tonnes and 1 million containers annually, the County is home to the biggest Port in

East Africa. Mombasa, an established center for industry and logistics, has a strong economy and fantastic leisure options. Mombasa is a fantastic city to live and work because of its amenities. Together with a variety of cultural landmarks and beautiful beaches, there are also shopping centers, movie theaters, and restaurants.

Mombasa's main economic engine is tourism. Old Town and Fort Jesus are popular tourist destinations. North of the city are the beaches of Nyali, Bamburi, and Shanzu. There are many luxury hotels on these beaches, while the more affordable ones are further away. The hospitality industry at Mombasa has not reached its optimal yet and this is usually experienced during the festive season whereby most of the hotels are fully booked in advance leaving last-minute tourists stranded and without alternative options. The County Government of Mombasa had hoped to revive the industry in the 2016–2017 fiscal year and had set a goal of 1.4 million incoming visitors and 94.6 billion shillings in income as a consequence. (See the Study Area Map Appendix IV)

3.2 Research Design

By outlining in precise, exact detail an occasion, a relationship, or any other environment, a study design aims to reveal demographic features (Zikmund, 2003). This research used qualitative data in a convergent parallel mixed method design. The underlying assumption is that the research approach, allowed for a more thorough and synergetic usage of data. Research that is descriptive identifies and describes how something is (Cooper and Schindler, 2007). Finding conclusions or causal connections is its goal. Explanatory research focuses on providing a thorough explanation of the study's components. However, this study was largely qualitative data complementing on the issues not addressed by quantitative data.

3.3 Target Population

A population is a complete set of individuals, instances, or objects that have certain common traits that can be observed (Mugenda and Mugenda 2003). A population frame, according to Denscombe (2007), is a list of the population that is impartial and from which the researcher may choose a sample for study.

The target population of this study was all the international tourists visiting Mombasa County during the research period between October 2020 and March 2021. According to the Kenya Tourist Board, through the Tourism Sector Performance report 2019, 2.025 million foreign tourists visited Kenya; of which 1.46m visited Mombasa County – of which this study used as the target population. According to the Kenya Tourism Fedration, during the period of the study, 512,845 international tourist visited Mombasa County. This formed the population of the study.

3.4 Sample Technique and Size

Cooper and Schindler (2000) define a sampling design as the target population that is being studied using sampling methods. This study used a sample size of 400 tourists by using Taro Yamane Tables (Appendix III). This table is used in situation where the population of the study is not determined easily, ranges between certain levels and can take a large sample that is greater than 100,000. From the table, since the number of tourists that visit Mombasa (1.46M) is greater than 100,000, then the corresponding sample at 5% significance level is 400. Random sampling was used to select the 400 tourists to fill in the questionnaire while purposive sampling was used to select tourists to be interviwed. The researcher interviewed 40 tourists from among the 400 tourists picked as the sample. The sample size was picked from tourists staying in all classified hotels in Mombasa county ranking from one star to five star hotels.

According to Kenya Tourism Regulatory Authority 2019, there are 18, one to five star hotels in the county of Mombasa.

3.5 Data Collection Instruments and Procedures

The research included both primary and secondary data. While questionnaires were used to gather main quantitative data, an interview guide was used to get qualitative data. Libraries, business papers and journals, the internet, and articles published in the tourist industry that were pertinent to the research all served as secondary sources of data for the study.

A questionnaire was employed since it was sent either online or through the drop and pick technique, making it more convenient for both the researcher and the responder. A questionnaire was selected as the primary data collecting tool because it is simple to create and administer and offers a clear and concise method for examining attitudes, values, beliefs, and motivations (Robson, 2002).

There were three sections in the questionnaire. The respondent's demographic data were addressed in Section one of the questionnaire. Section two helped identify the various risk components affecting destination choice of Mombasa County. This section had three subsections with each subsection answering each objective. The subsection had closed ended questions adopting a Likert scale format whereby 5 represented a strong positive response and 1 a weak response. Section three covered the statements regarding intention to revisit.

3.6 Validity of the Data Collection Instrument

The researcher evaluated the Likert scale's validity and reliability as well as that of the questionnaire to determine the veracity of the study's metrics. The degree to which the scores properly depict the factors they are intended to is known as validity. It also has

to do with how accurate the research tool is. The researcher did a thorough assessment of the literature to make sure that all conceivable views of the subject were represented in the indicators and variables. In order to streamline the research instrument and practice its administration and to identify areas that need improvement, a pilot study was also carried out in Nairobi. Ten postgraduate students each received an initial draft of the questionnaires. After participant input, the questionnaire was improved to enhance comprehension.

3.7 Reliabi1ity of the Instruments

The consistency of a research tool is what determines its reliability, and consistency may be measured using a variety of techniques, including test-retest reliability, internal consistency, and inter-rater reliability. By assessing the degree of agreement or correspondence among key informants, reliability for content analysis may be guaranteed. A measure is given to a group of people once, then it is given to the same group of people again later, and the results are compared to determine test-retest reliability.

A statistical technique for assessing data in an inferential setting is reliability analysis. When the perceived risk element of a specific research study was tested for dependability, the outcome was a Cronbach Alpha Coefficient of 0.918. This value exceeded the standard threshold of 0.80, which is commonly accepted in social sciences research, indicating that the scale used in the study was highly reliable (Kontin et al., 2009).

3.8 Data Analysis

Descriptive measures, percentages, and frequency distribution tables were utilized to classify, tabulate, and summarize the collected data. Qualitative data underwent

content analysis, with inferences drawn from the analysis. Answers to closed-ended questions on the questionnaire were analyzed using descriptive measures.

The analysis of regression for quantitative data was conducted using SPSS. First, the data were coded based on socio-demographic and travel-related factors. Pearson correlation analysis was used to determine a relationship between the desire to return and perceived hazards. The influence of risk dimensions on the desire to return was also examined using multi-variable linear regression analysis.

The relationship was represented by the following model.

$$\mathbf{Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon}$$

Where

Y = Intention to revisit

$\boldsymbol{\beta_0}$ = Constant (Co-efficient of intercept)

$\mathbf{X_1}$ = Political Risk

$\mathbf{X_2}$ = Terrorism Risk

$\mathbf{X_3}$ = Health Risk

ε= Error Term

$\mathbf{B_1}$ …$\mathbf{B_3}$= Regression co-efficient of three variables

The F-test was used to evaluate the significance of the regression, and the coefficient of determination, R2, was used to discover how much variance in Y is explained by X. This research was done at a 95% level of significance. In order to determine the direction of the association between risk perception and visitor desire to return, correlation analysis was also carried out. Tables and percentages were used to show the data.

3.9 Ethical Considerations

The researcher made sure that all data was collected in the strictest of confidence and solely for academic reasons. The data gathering procedure followed strict moral and legal guidelines that respected the opinions and degrees of participation of the target respondents. Prior to data collection, the respondents were properly informed of the study's goals and whether accruing benefits were present or not.

The whole data collection process was conducted via formal procedures and channels of communication. To do this, it was necessary to get permission from the National Council for Science, Technology, and Innovation (NACOSTI) to collect data from hotels. At each hotel, the hotel managers were the ones who granted the go-ahead to interview travelers by handing out questionnaires.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Overview

The Chapter presents study findings and interpretation of data collected from international tourists visiting Mombasa County during the research period between October 2020 and March 2021. The chapter also covers response rate, respondent information, risks that respondents are subjected to and the impact of risks on intention to visit.

To make the presentation of the topics under examination more understandable, the researcher carefully structured the data in accordance with the predetermined research goals that examined the influence of perceived risks on the desire to return among foreign tourists in Mombasa County, Kenya. This method made it possible to successfully answer the study's research questions.

4.2 Response Rate

While completion rates offer some useful information, response rates are more valuable in assessing the accuracy of the collected data. Response rate is defined by Cooper and Schindler (2000) as the percentage of respondents divided by the total population of the sample group. According to Collis and Hussey (2017), response rates are used to gauge a test's statistical power; a higher response rate indicates a test's statistical strength. In this study, the sample consisted of 400 international tourists who visited Mombasa during the specified time period. From the sample size, the researcher managed to collect 280 completely filled questionnaires, both through the online goggle form online platform and physical questionnaires. The physical questionnaires were distributed in the months of January to March 2021 while the

online questionnaires were emailed in the period of October to December 2020. The response rate result is presented in Table 4.1.

Table 4.1 Response Rate

Questionnaires	Number	Percentage
Filled and Returned	280	70.0
No-responded	120	30.0
Total	400	100

Source: Research Data (2021)

In regard to the filled and returned questionnaires, 78 of them was via the goggle forms while the 202 of the questionnaires were physical delivery to the respondents in Mombasa during the month of March 2021.

4.3 Tourists' General Information

The general information is structured into the following categories: respondents' gender, age, marital status, educational level, professional qualifications, nationality, whether the respondent had visited Kenya previously, and the number of times the respondent had visited Kenya.

4.3.1 Gender

The respondents were asked to specify their gender, and table 4.2 summarizes the results.

Table 4.2: Gender

	Category	Frequency	Percent	Cumulative Percent
Valid	Male	166	59.3	59.3
	Female	114	40.7	100.0
	Total	280	100.0	

The results show that majority of international tourists that visited Mombasa county over the study period were male (166(59.3%)). Although the difference was not significant enough, female tourists (114(40.7%)) were well represented. This is an implication that majority of tourists visiting the county are male and that female tourists are also present.

4.3.2 Age of the Respondent

The respondents were asked to specify their age bracket, which ranged from the lower limit of 20–30 years to more than 60 years, in a grouped data format. Table 4.3 provided the results' executive summary.

Table 4.3: Age of the Respondent

	Category	Frequency	Percent	Cumulative Percent
Valid	20-30	16	5.7	5.7
	31-40	36	12.9	18.6
	41-50	121	43.2	61.8
	51-60	79	28.2	90.0
	Above 60	28	10.0	100.0
	Total	280	100.0	

According to the findings, the majority of international tourists who visited Mombasa County during the study period (43.2%) were between the ages of 41 and 50. Moreover, the data suggest that 28.2% of respondents were between the ages of 51 and 60, while 12.9% were between the ages of 31 and 40. The youngest (20-30 years) and oldest (over 60 years) age groups made up 5.7% and 10% of the respondents, respectively. Over 80% of respondents were over 40 years old, implying that the majority of tourists visiting Mombasa county destination sites are over 40 years old.

4.3.3 Respondent's Marital Status

The researcher requested that the respondents provide their marital status using a structured format, which included options such as married, single, in a relationship, or divorced. The summarized results of the marital status data are presented in Table 4.4.

Table 4.4: Respondent's Marital Status

	Category	Frequency	Percent	Cumulative Percent
Valid	Married	110	39.3	39.3
	Single	88	31.4	70.7
	Courtship	66	23.6	94.3
	Divorced	16	5.7	100.0
	Total	280	100.0	

According to the study's results, the majority of respondents were married (39.3%), followed by singles (31.4%), while just 5.7% of respondents had filed for divorce. This implies that a variety of individuals with different marital status visit the popular tourist destinations in Mombasa county.

4.3.4 Respondents Level of Education

The education level of the respondent offers important information on the clarity of the questionnaire's questions and the accuracy of the data provided. Table 4.5 provided the results on the respondents' educational attainment.

Table 4.5 Respondents Level of Education

	Category	Frequency	Percent	Cumulative Percent
Valid	Tertiary-college level	60	21.4	21.4
	Undergraduate level	126	45.0	66.4
	Post graduate level	94	33.6	100.0
	Total	280	100.0	

From the findings, majority of the respondents (45.0%) had undergraduate qualifications, 33.6% had post graduate while 21.4% had acquired diploma or professional qualification from tertiary colleges. This implied that the respondents were highly educated and therefore understood adequately the items of the questionnaire.

4.3.5 Respondents Nationality

With the fact that the study focused on international tourists, it was an affirmation that they originate from different countries. The summary of Respondents country of origin is as shown in table 4.6.

Table 4.6 Respondents Nationality

	Country	Frequency	Percent	Cumulative Percent
Valid	German	68	24.3	24.3
	Netherlands	62	22.1	46.4
	UK	56	20.0	66.4
	USA	58	20.7	87.1
	Others	36	12.9	100.0
	Total	280	100.0	

The findings show that the respondents were spread across different countries; Germany (24.5%), Netherlands (22.1%), United Kingdom (20.0%), USA (20.7%) and other countries (12.9%). This is an implication that Tourists in Mombasa County cannot be inclined in one specific country but rather different countries.

4.3.6 Visited Kenya Before?

The respondents were requested to indicate whether they have visited Kenya before. The summarized response is shown in Table 4.7

Table 4.7 Visited Kenya Before?

	Category	Frequency	Percent	Cumulative Percent
Valid	Yes	208	74.3	74.3
	No	72	25.7	100.0
	Total	280	100.0	

The result shows that majority of the respondents, 74.3% had visited Kenya before while only 25.7% indicated that that was their first time as tourists in Kenya. This finding implied that Kenya, specifically tourists destination sites in Mombasa county, attracts many people and majority of them are willing to visit again.

4.3.7 Frequency of Visiting Kenya

The informants were also requested to indicate the number of times that they had visited Kenya before ranging from 0-3 times to over six times. Table 4.8 provides the summarized findings with regard to the frequency of visiting Kenya.

Table 4.8 Frequency of Visiting Kenya

	Category	Frequency	Percent	Cumulative Percent
Valid	Less than 3 times	72	25.7	25.7
	3-6 times	160	57.2	82.9
	Over 6 times	48	17.1	100.0
	Total	280	100.0	

From the findings, majority of the respondents (57.2%) indicated that they have visited Kenya for between three and six times while 25.7% indicated that they have never visited Kenya or have visited Kenya for less than three times. In addition, 17.1% of the informants indicated that they have visited Kenya for over six times. These findings imply that international tourists to Kenya and in particular Mombasa county tourists' destination sites are appealing and tourists from different countries have visited the sites more than once.

4.3.8 Risk Perception of Mombasa County by Tourists

The international tourists were asked about their risk perception of Mombasa county as a tourism destination and the finding reveals that majority of them were of the view that risk is no longer restricted to an individual locality but has become a global issue. They pointed out that what matters in the current dispensation are on the level of risk and if the risk perception is low, then it is worth taking the risk. In the case of Mombasa County, the UK and USA tourists were found to be more concerned about their security as compared to those from the other countries. These group of tourist indicated that any travel advisory about the county was taken seriously and affect their visits and in that case, they went ahead to arrange for their private security arrangement.

In regard to safety arrangement in Mombasa County, the results were mixed because some tourist indicated that they felt safe while other pointed out that terrorism and health risk came first in the ranking of the potential risk they face. One respondent pointed out that,

> "*in the face of Covid-19 challenge and the reality that Kenya has not started vaccinating its people, there is a risk that I might contract the disease around*"

The respondents pointed out that they were aware of the Kenyan coast towns proximity to Somalia and the terrorist risk danger present and therefore were always alive, while visiting the towns, of the danger "*lugging"* around the destinations. However, the political risk did not feature significantly as a major risk in Mombasa County.

On the question of whether the tourists feel threatened during their stay in Mombasa, the results was mixed with some tourist indicating that they do not feel threatened and instead they found Mombasa as a wonderful place to stay and exlore. Apart from

what they consider as safety precautions, the tourists explained that, as long as they stay vigilant and avoid risky areas, they generally found Mombasa County to be relatively safe.

4.4 Tourists Risks

The study focused on three perceived tourists' risks that were considered as main determining factors of revisiting intention. These comprised of political risks, health risks and terrorism risks.

4.4.1 Political Risks

The study used a five point Linkert scale to assess the extent at which tourists are exposed to political risks in Mombasa County. The Linkert scale ranged between 1-strongly disagree to 5-strongly agree.

Table 4. 1 Political Risks

Statement	SA	A	N	D	SD	Mean	Std. Dev.
There are violent protests in Mombasa	0	0	0	68(24.3%)	212(75.7%)	1.24	.430
There is general break-down of law and order in the county	0	0	52(17.9%)	67(25.0%)	161(57.1%)	1.61	.773
There are tribal clashes in the county	0	0	140(50%)	85(32.1%)	55(17.9%)	2.32	.760
There are unauthorized political protests in the county	0	0	60(21.4%)	100(35.7%)	120(42.9%)	1.79	.774
There is police brutality in Mombasa	0	0	63(21.4%)	127(46.4%)	90(32.1%)	1.89	.725
There is abuse of human rights in Mombasa	0	0	20(7.1%)	150(53.6%)	110(39.3%)	1.68	.602
Valid N (listwise)	280						

The results indicate that some respondents disagreed (24.3%, 68) while others strongly disagreed (75.7%, 212) that there are violent protests in Mombasa. In

addition, majority of the respondents (57.1%, 160) strongly disagreed, 25% (70) disagreed while 17.9% (50) were not sure that there is general break-down of law and order in the county. Based on the findings on whether there are tribal clashes in the county, majority of the respondents (50%, 140) were not sure, 32.1 disagreed while 17.9% strongly disagreed.

Further, the study findings established the majority of the informants strongly disagreed (42.9%, 120), 35.7% (100) disagreed and 21.4% (60) were not sure whether there were unauthorized political protests in the county that will risk the lives of tourists in the region. In addition, majority of the respondents, according to the findings disagreed that there is police brutality in Mombasa (D=46.4%, SD=32.2%, NS=21.4%) and that there is no abuse of human rights in Mombasa.

A majority of respondents disagreed that there were political risks in the county that may have a negative influence on visitors' intentions to return, as shown by the low standard deviations, which suggested that the responses were leaned toward the mean of the responses.

4.4.2 Terrorism Risks

Table 4.10 Terrorism Risks

Statement	SA	A	N	D	SD	Mean	Std. Dev
There are terror actions in the County of Mombasa making me scale down visit to many sites in the region	0	0	108 (39.3%)	153 (53.6%)	19 (7.1%)	2.32	.602
There are travel advisories warning against travel to some or all parts of Mombasa county due to terrorism	0	0	70 (25.0%)	0	210 (75%)	1.50	.868
There are militia threats in Mombasa county	0	0	0	80(28.6 %)	200 (71.4%)	1.29	.453
There terror gangs and groups operating in Mombasa county	0	0	90 (32.1)	20 (7.1%)	170 (60.7%)	1.71	.922
Valid N (listwise)	280						

The results on terrorism risks shows that majority of the respondents (53.6%, 150) disagreed, 7.1% (20) strongly disagreed while 39.3% (110) were undecided that there are terror actions in the County of Mombasa making me scale down visit to many sites in the region. On whether there are travel advisories warning against travel to some or all parts of Mombasa County due to terrorism, three quarter of the respondents strongly disagreed while a quarter were not sure about availability of travel advisories.

In addition, the findings show that there are no militia threats in Mombasa County given the support of all the respondents and that on whether there were terror gangs and groups operating in Mombasa county, majority of the respondents (60.7%) strongly disagreed, 7.1% disagreed while 32.1% were undecided.

This is an implication that terrorism risks in the county were not witnessed during the study period since the means shows that there was disagreement among the respondents on the availability of terrorism risks. The standard deviations show that

the responses did not vary significantly implying that majority of the respondents had similar opinion of the statements regarding terrorism risks in the county.

4.4.3 Health Risks

Table 4.11 Health Risks

Statement	SA	A	N	D	SD	Mean	Std. Dev
There are contagious and infectious diseases in Mombasa	0	0	60 (21.4)	30 (10.5)	190 (67.9%)	1.54	.824
There are food and beverage safety problems in Mombasa	0	0	80 (28.6%)	40 (14.3%)	160 (57.1%)	1.71	.882
There is poor hygiene and deteriorating environmental conditions in Mombasa county	0	0	70 (25%)	40 (14.3%)	170 (60.7%)	1.64	.856
There is urban pollution in Mombasa county	0	0	110 (39.3%)	60 (21.4%)	110 (39.3%)	2.00	.888
Valid N (listwise)	280						

According to the study's findings regarding health risks, the majority of respondents disagreed (SD= 67.9%, D=10.5%) that contagious and infectious diseases exist in Mombasa, and 57.1% of them strongly disagreed while 14.3% disagreed with the statement that there are issues with food and beverage safety in Mombasa. In addition, based on availability of poor hygiene and deteriorating environmental conditions in Mombasa County, 60.7% of the respondents strongly disagreed while 14.3% disagreed and 25% were undecided. Additionally, 39.4% of the respondents were undecided, similar percentage strongly disagreed and 21.4% disagreed that there is urban pollution in Mombasa county. The findings imply therefore that the health of tourists visiting Mombasa county destination sites are not at risks since majority of them disagreed on availability of health risks in the county.

The reserahcer also sort to establish other challenges that the tourists faced while in Mombasa. Different challenegs was highlighted by the tourists but chief among them

was a lack of effective transportation options in Mombasa, whereby they faced hurdles to navigate the local public transportation system. Because of a lack of an efficient transportation system, the tourists ended up arranging alternative transportation through trusted sources. Power outages were also noted as a common occurences, more so in public places, but the hotels had back-up sources of power.

The other dominant challenge highlighted was communication challenges with the local community such that the local dialect, Kiswahili and English was English is widely spoken, but tourists might still encounter communication challenges in more remote areas where local languages are predominant. They however explained that during their stay, the learned afew Swahili phrases which turned out to be helpful. Tourists that visited Mombasa in the months of October and November explained that Mombasa County being in the tropics and thus experiencing high temperatures and humidity, they experienced hydration and skin burns was a common occurence. They however, noted that they had prepared for the same beforehand with heavy rains experienced in some periods.

4.5 Tourist Revisit Intention

Table 4.122 Tourist Revisit Intention

Statement	SA	A	N	D	SD	Mean	Std. Dev
If I come to Kenya again, my first choice will be Mombasa.	50 (17.9%)	130 (46.4%)	90 (32.1%)	10 (3.6%	0	3.79	.774
I plan to come to Mombasa again in the future	150 (53.6%)	70 (25.0%)	40 (14.3%)	20 (7.1%)	0	4.25	.951
The probability that I come to Mombasa again for holiday is high	50 (17.9%	100 (35.7%)	80 (28.6%	50 (17.9%	0	3.54	.983
I will recommend Mombasa to my friends, relatives and colleagues at work	80 (28.6%)	100 (35.7%)	80 (28.6%)	50 (17.9%)	0	3.82	.967
Valid N (listwise)	280						

The desire of visitors to return to the target places was the study's dependent variable, and it was predicted by political risks, health risks, and terrorist threats. Regarding political, health, and terrorism risks, all other variables remaining the same as during the study period, 46.4% of respondents agreed, 32.1% were unsure, 17.9% strongly agreed, and only 3.6% disagreed that if they returned to Kenya, their first choice would be Mombasa county destination sites. Also, about their intention to visit Mombasa again in the future, 53.6% of respondents highly agreed, 25% agreed, 14.3% were unsure, and 7.1 disapproved. According to the results, more over 60% of respondents said that they would suggest Mombasa to friends, family, and coworkers at work, with 17.9% strongly agreeing, 35.7% agreeing, 28.6% being unsure, and 17.9% disagreeing that they would return to Mombasa again for a vacation. This therefore imply that Mombasa County attracts tourists and that political risks, health risks and terrorism was not witnessed during the study period thus not threatening the lives of tourists. Availability of such risks may tarnish a negative image of a place and therefore tourists may avoid such places.

4.6 Correlation Analysis

In order to establish the nature of association between study variables, the dependent variable- tourists' intention to visit and independent variables-political, health and terrorism risks, a Pearson correlation analysis was computed.

Table 4. 133 Correlation analysis

		Intention to revisit	Political risk	Terrorism Risk	Health risk
Intention to revisit	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	280			
Political risk	Pearson Correlation	-.110	1		
	Sig. (2-tailed)	.067			
	N	280	280		
Terrorism Risk	Pearson Correlation	-.409**	.033	1	
	Sig. (2-tailed)	.000	.586		
	N	280	280	280	
Health risk	Pearson Correlation	-.706**	.039	.544**	1
	Sig. (2-tailed)	.000	.521	.000	
	N	280	280	280	

The results with regard to correlation analysis show that political risks and intension to visit has a correlation coefficient of 0.110. This is a weak negative correlation thus implying that an increase in political risks reduces the probability of intension to visit. Further, the study established that the Pearson correlation coefficient between terrorism risk and intension to visit was -0.409, showing a weak negative association between terrorism risks and tourists intention to revisit Mombasa county destination sites. Further, the study findings show that the Pearson coefficient correlation of -0.706 between health risk and intention to visit. This implies that there is significant moderate negative relationship between the variables.

4.7 Hypothesis Testing

Hypothesis testing is a scientific approach of determining whether a preposition at hand is valid or not based on data collected (Hoque, 2014). This involves accepting or rejecting the null hypothesis tested. The study used regression analysis in order to generate an ANOVA model to determine whether there is linear relationship between each independent variable and dependent variable at 5% significance level.

4.7.1 Analysis between political risk and revisit intention of international tourists to Mombasa County

Table 4.14 Model Summary of Political risk and Revisit Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.110[a]	.012	.008	.947

a. Predictors: (Constant), Political risk

Table 4.15 ANOVA Table of Political risk and Revisit Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.035	1	3.035	3.383	.067[a]
	Residual	249.465	278	.897		
	Total	252.500	279			

a. Predictors: (Constant), Political risk

b. Dependent Variable: Intention to visit

Table 4.164 Coefficients of Political risk and Revisit Intention

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.467	.131		34.157	.000
	Political risk	-.135	.073	-.110	-1.839	.067

a. Dependent Variable: Intention to revisit

To ascertain the connection between political risk and tourists' desire to return to the county's tourism attraction sites, a regression analysis was done. The model summary shown in table 4.14 demonstrates that the total desire of tourists to return is only 1.2% (R2=0.012) influenced by political risks. This suggests that other variables outside of the model account for 98.8% of the overall desire to return.

Table 4.15 presents the ANOVA model where it is evident that the significance of the model was established to be 0.067 which is slightly above the 5% alpha value.

Although the results show that the model can statistically predict the impact of political risks on tourists' revisit intention, the statistical result is not significant.

From the findings, the study established that there is a negative relationship between political risk and tourists revisit intention. With a coefficient of -0.135, it is evident that political risks alone negatively affect the tourists revisit intention. Drawing from the coefficient table, table 4.16, the linear regression model takes the form;

$Y=\beta_0 + \beta X_1 + \varepsilon_i$

This can also be presented as

$Y=4.467 - 0.135X_1 + 0.131$

Testing Hypothesis number 1; There is a statistically significant relationship between political risk and revisit intentions of international tourists in Mombasa county

Since the significance level was slightly above 5% alpha value, it therefore implies that we reject the null hypothesis and conclude that there is no significant relationship between political risks and revisit intention of international tourists to Mombasa County

4.7.2 Analysis between Terrorism Risk and Revisit Intention of international tourists to Mombasa County

Table 4.17 Model Summary of Terrorism Risk and Revisit Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409[a]	.167	.164	.870

a. Predictors: (Constant), Terrorism Risk

Table 4.185 ANOVA Table of Terrorism Risk and Revisit Intention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.256	1	42.256	55.874	.000[a]
	Residual	210.244	278	.756		
	Total	252.500	279			

a. Predictors: (Constant), Terrorism Risk

b. Dependent Variable: Intention to visit

Table 4. 196 Coefficients of Terrorism Risk and Revisit Intention

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	5.439	.167		32.502	.000
	Terrorism Risk	-.512	.069	-.409	-7.475	.000

a. Dependent Variable: Intention to revisit

The summary model presented in table 4.17 established that the R square coefficient between terrorism risk and revisit intention was 0.167. This therefore imply that terrorism risks alone explains 16.7% of the overall tourists' intention to revisit destination sites in Mombasa county.

The ANOVA table (table 4.18) shows that the F value of 55.874 has a significance value of 0.000 which is less than 5% alpha value. This imply that the data point with regard to terrorism risks and intention to revisit among the international tourists in Mombasa County are statistically modeled. In addition, it is evident from the research findings that terrorism risks statistically predict tourists revisit intention.

As shown in table 4.19, terrorism risks have a significant linear regression coefficient of negative 0.512 (p=0.00). As a result, there is a negative linear relation between terrorism risk and revisit intention thus meaning that addition of terrorism risks reduces the intention to revisit destination sites in Mombasa county by international tourists. The linear regression model therefore takes the form;

$Y=\beta_0 + \beta X_1 + \varepsilon_i$

This can also be presented as

$Y= 5.439 – 0.512X_1 + 0.167$

Testing Hypothesis number 2; There is a statistically significant relationship between terrorism risks and revisit intentions of international tourists in Mombasa county

According to study hypothesis number two, the results showed a fairly unfavorable correlation between the intention of tourists to return and acts of terrorism. We infer that there is a substantial linear association between terrorism-related threats and foreign visitors' inclinations to return to Mombasa county since the significance value obtained (0.000) is less than 5%.

4.7.3 Analysis between Health Risk and Revisit Intention of international tourists in Mombasa County

Table 4.20 Model Summary of Health Risk and Revisit Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706[a]	.498	.496	.675

a. Predictors: (Constant), Health risk

Table 4.21 ANOVA Table of Health Risk and Revisit Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.791	1	125.791	275.984	.000[a]
	Residual	126.709	278	.456		
	Total	252.500	279			

a. Predictors: (Constant), Health risk

b. Dependent Variable: Intention to visit

Table 4.22 Coefficients of Health Risk and Revisit Intention

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	5.799	.102		57.076	.000
	Health risk	-.868	.052	-.706	-16.613	.000

a. Dependent Variable: Intention to visit

The analysis between health risks and tourists revisit intention as demonstrated by the model summary (table 4.20) shows that health risks alone as a variable in the study is attributed to 49.8% (R square= 0.498) of the overall willingness of the tourists to revisit destination sites in Mombasa County.

Table 4.21 presents the ANOVA table where it is evident that the model is statistically significant as the p-value is less than the 5% alpha value. This imply that the regression model is a good fit and that health risks statistically predicts revisit intention of international tourists to Mombasa County destination sites.

From table 4.22, health contributes statistically significant (p-value =0.000) of negative 0.868. Using the coefficients obtained, linear regression coefficient takes the form;

$$Y=\beta_0 + \beta X_1 + \varepsilon_i$$

Which, when coefficients are replaced, is also presented as

$$Y= 5.799 – 0.868X_1 + 0.102$$

From the regression equation, an additional unit of risks affecting the health stability of tourists reduces the overall tourists revisit intention.

Testing Hypothesis number 3; There is a statistically significant relationship between health risk and revisit intention of international tourists to Mombasa county

Drawing from the research findings, it can be deduced that there is a negative relationship between health related risks and tourists revisit intention. In addition, the findings indicate that the relationship is statistically significant given a significance coefficient of 0.000 which is less than 5% alpha value.

4.8 Overall Regression Analysis

A linear regression analysis was conducted to determine the association between perceived risks and foreign visitors' intentions to return to Mombasa County, Kenya. The measures for the study were entered and ran using SPSS V 21.0, a statistical tool for social sciences. The coefficient of determination, also known as the proportion of variation in the outcome variable's variance that is explained by all the explanatory variables, assesses how effectively changes in the independent components account for variations in the result variable.

4.8.1 Model Summary for all the Variables

Table 4.23, which displays the adjusted R square, R square, and standard error of estimate, displays the model summary of regression results.

Table 4. 23 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711[a]	.506	.500	.672

a. Predictors: (Constant), Health risk, Political risk, Terrorism Risk

The model summary of the regressed research variables reveals a significant negative association between perceived hazards and tourists' intention to return to Mombasa

County, Kenya (R=0.711). The coefficient of determination reveals the extent to which the independent factors have an effect on the dependent variable (R^2). The absence of perceived risks is thought to account for 50.6% of international visitors' intention to return to Mombasa County, according to the R square value of 0.506.

4.8.2 Analysis of Variance for all the Variables

Analysis of variance was used to determine the model's significance. The F statistic value reveals the degree of variability in the data values. If the significance threshold is less than 0.05, the model is significant for predicting the outcome variable.

Table 4. 247 Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.718	3	42.573	94.164	.000[a]
	Residual	124.782	276	.452		
	Total	252.500	279			

a. Predictors: (Constant), Health risk, Political risk, Terrorism Risk

b. Dependent Variable: Intention to revisit

The model's significance value was determined to be 0.000, which is less than 0.05 (stated to three decimal places). This suggests that the model is statistically significant and that perceived hazards are a statistically significant predictor of whether international tourists would have a revisit intention to Mombasa County.

4.8.3 Regression Coefficients

The coefficients of regression show how each independent variable has an impact on the outcome variable (the dependent variable). It demonstrates the predictor and outcome variable's linear relationship.

Table 4.25 Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.013	.155		38.870	.000
	Political risk	-.101	.052	-.082	-1.941	.053
	Terrorism Risk	-.043	.063	-.034	-.677	.499
	Health risk	-.841	.062	-.684	-13.559	.000

a. Dependent Variable: Intention to visit

The regression analysis shows that without perceived risks in place, tourists' intention to revisit destination sites in Mombasa County will be positive with a significant coefficient of 6.013 units. The findings further established that a unit increase in health risk reduces tourists' intention to revisit destination sites in Mombasa county by -0.841 (p=0.000). A unit change on political risk results in -0.101 units (p=0.053) while a unit increase in terrorism risk results in a decrease of -0.043 in the tourist's revisit intention (p=0.499). This is an indication that perceived terrorism risk does not predict tourists' intention to revisit Mombasa county significantly given that the significance coefficient is greater than 5%. Hence the resultant regression equation is;

$$Y = 6.013 - 0.101X_1 - 0.043X_2 - 0.841X_3$$

From the findings, health risk is the significant form of risk because its $p \leq 0.05$. However political and terrorism are insignificant.

CHAPTER FIVE

DISCUSSION, SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

In chapter four, the study's results were reported. This chapter summarizes the results in light of the study's goal and offers related conclusions. It also discusses recommendations for practice and policy, and then offers suggestions for more study.

5.2 Discussion of the Findings

The study focused on examining the effect of perceived risks on revisit intention of international tourists in Mombasa County. The demographic analysis showed that the tourists visiting Mombasa County come from different countries of origin across the world. Further, the study incorporated three major risks that are commonly perceived by international tourists and is believed to influence the perceived image of a destination site. These perceived risks comprised of; perceived political risks, perceived terrorism risks and perceived health risks. In addition, the findings of the survey indicated that the hazards that are thought to be present by foreign visitors traveling to the county of Mombasa are rather low. It is possible to explain the low levels of perceived danger by the fact that 74% of the respondents had been to Kenya previously, and over 70% of them had been there more than three times (Table 4.7 & Table 4.8). It's possible that they came away from their last trip to Kenya with a favorable impression of the country. According to Perdue (2001), regular repeat visitors are more prone to believe their own knowledge, feelings, and reasoned assessments of a site than first-time visitors.

It is clear, based on the inferential statistics that were calculated, that perceived political risk has a negative influence on the intention of tourists to return to a destination. According to the findings of the research, there is a correlation between

the level of political influence in a county and a perceived decrease in the likelihood that tourists would return to that county. Despite the fact that the vast majority of respondents denied the existence of political interference in the county during the time period of the study, citing the fact that there were no instances of violent protests, tribal clashes, or abuse of human rights, the study found that in the event that such events did occur, there would be a low likelihood of tourists intending to return to Mombasa County. These research findings support earlier findings by Alvarez and Campo (2014) that a political conflict significantly damages the country image and therefore tourists will develop a negative attitude towards the country and therefore negatively influencing their revisit intention.

The second objective of the study was to establish the effect of risks relating to terror attacks on tourist's revisit intention in Mombasa County. The study findings revealed that although there were no terror attacks during the study period, emergence of such attacks exposes the lives of tourists in the county and therefore will result to low revisit intention. As a result, the study established that tourists perceived terror attacks negatively influence their revisit intention. The findings are in tandem with Ritchie and Crouch (2013) that there exists evidence that after a terrorist attack, tourists tend to redirect their travel intention to alternative destinations that are perceived safer, until the situation in the affected area has calmed down.

The third specific objective of the study was to establish the effect of tourists perceived health risks on revisit intention. The study discovered that despite the outbreak of contagious and infectious diseases i.e. Covid 19, most of the tourists felt safe and comfortable with the health protocols arranged by the hotels. Also the study discovered most of the tourist facilities were of good poor hygiene and deteriorating environmental conditions were not witnessed in Mombasa County. However, the

inferential statistics established that tourists perceived health risk has a negative impact on tourists' revisit intention. This finding is in conjunction with Blake *et al.* (2003) that diseases and other health hazards negatively affects tourists' intention to revisit a destination owing to the fact that they prefer visiting other places that are considered safe from safe from diseases and other health perils. The findings support the premises of the Expectation Confirmation theory in the sense that the findings suggest that upon arriving at a destination, tourists assess whether their initial expectations regarding safety and security are confirmed or disconfirmed based on their actual experiences. If tourists' experiences confirm their initial positive expectations regarding safety and security, they are more likely to have a positive overall experience. This positive experience can lead to a higher intention to revisit the destination in the future. Further, The ECT if tourists' experiences confirm their initial negative expectations or fears related to safety and security, it can result in a negative overall experience. In this case, tourists may be less inclined to revisit the destination, especially if they perceive the risks as ongoing or unmanageable. Therefore, the research finding supports the ECT hypothesis to explain tourists

An et al. (2010) expound that perceived risk variables had an influence on participants' repurchasing intention in their investigation of the effects of risk factors connected to repurchasing. In a similar vein, Sonmez and Graefe (1998a) found that consumers' perceptions of the dangers connected with tourism sites might influence their final purchases (e.g. cancellations or reservations). Rittichainuwat et al. (2003), Rittichainuwat and Chakraborty (2009), and Crompton (1992) have all demonstrated that acquiring or repurchasing may not be preferable for sites that are seen to have a high level of risk. The anxiety/risk reduction management theory, proposed by Gudykunst and Hammer, states that travelers are more inclined to see a location as

less secure and to flee from it when their anxiety and risk levels are high (and their confidence is low) (1988). This was shown to be the case when comparing destinations with increasing risk. Floyd et al. (2003) discovered that fundamental risk characteristics were significant estimators of patients' intentions to return.

This research adds to the current corpus of tourist information that has been accumulated. The findings of the study demonstrated that a correlation exists between perceived risk and the desire to return. The outcomes of this study provide credence to the assertions made in earlier research that there is a connection between perceived dangers and the inclination to return. As a result, authorities in charge of tourism should concentrate on finding methods to reduce the hazards that visitors perceive in order to encourage them to return.

5.3 Summary of the Findings

The study's primary goal was to determine how perceived risks affected foreign tourists' desire to return to Mombasa County, Kenya. The study was restricted to three specific goals: identifying the impact of perceived political risk on international tourists' intentions to return to Mombasa County; identifying the impact of perceived terrorism risk on international tourists' intentions to return to Mombasa County; and examining the impact of perceived health risk on international tourists' intentions to return to Mombasa County. To determine the demographics of tourists from abroad to Mombasa County, the research initially used descriptive data. The results of the demographic data showed that Mombasa County draws tourists from many different nations around the world. Also, the results showed that most tourists to Kenya had previously visited, indicating that they desire to return more than twice.

Based on the study findings with regard to inferential statistics between the study variables that assessed the nature of association, it was established that tourists perceived political risks negatively influence revisit intention. The study established that during the study period, the respondents disagreed that activities associated with political risks such as violent protests, general breakdown of law and order, tribal clashes, police brutality and abuse of human rights were witnessed. An indication that Mombasa County is safe from political risks that may cause discomfort to tourists stay. However, with increase in such cases, instability in the county will negatively affect the intention of tourists revisiting the destination sites in the county.

Further, in order to assess the relationship between the terrorism related risks and tourists perceived intention to revisit the destinations sites in Mombasa County, the study conducted regression analysis where the inferential statistics demonstrated that there is negative relationship between the two variables. Owing to the fact that terror attacks forces tourists to scale down their visits to restricted areas, they are not free and safe and this paints a negative image on the county in general. The study findings indicate that availability of terror attacks lowers the intention of tourists revisiting a destination.

The study findings with regard to the effect of health risks on tourists' revisit intention revealed that there is a negative relationship. An increase in health related risks reduces the number of tourists visiting the destination sites in the county since they prefer visiting destination sites that is safe health wise. However, the study revealed that during the study period, despite the outbreak of contagious and infectious diseases i.e. Covid 19, most of the tourists felt safe and comfortable with the health protocols arranged by the hotels. Also the study discovered most of the tourist facilities were of good poor hygiene and deteriorating environmental conditions were

not witnessed in Mombasa County. This therefore implied that the tourists felt safe and consequently were willing to revisit the destination sites again.

In general, the study findings drawn from the regression model specifically the coefficient of correlation (R), there is a strong relationship between tourists' perceived risks and destination revisit intention. The coefficient of determination (R^2) computed meant that the overall perceived risks cause an impact of approximately 50% of tourists' intention to visit. As a result, it is evident that other factors not considered in the study such as financial related variables might be considered as factors that jointly affects tourists' intention to visit destination sites in Mombasa County.

5.4 Conclusion

From the summary of the study findings, the study concluded that the risks perceived by the international tourists visiting county of Mombasa are minimal. However, the study concludes that perceived tourist's risks negatively influence the intention of tourists to revisit a given destination. Specifically, political related risks, health related risks and terrorism related risks negatively influences the intention to revisit destination sites. The study further concludes that various factors attributed to political risks such as violent protest, tribal clashes, government brutality and abuse of human rights were not witnessed during the study period. As a result, the study concluded that due to political stability, tourists were willing to revisit again Mombasa county destination sites and this is one of the factors contributing to revisiting of tourists who had earlier visited the area.

In addition, it is concluded further that health related risk factors for instance poor hygiene and deteriorating environmental, and urban pollution in Mombasa County were not witnessed by the tourists. This is appositive indicator of safe destination site

and therefore it was purported to attract the tourists again. The tourists further indicated that terror attacks in the county was not witnessed during the study period.

From the regression analysis, it is concluded that perceived risks; political, health and terrorism have a moderately strong relationship. This imply that any increase in such risks significantly affects the revisiting intention. With an overall contributing factor of 50%, there is generally a perception that increase in health, political and terrorism risks carry a higher percentage of tourists' willingness not to revisit Mombasa county.

In summary, the finding that international tourists who visit Mombasa County perceive minimal risks during their stay is a positive and significant outcome for Mombasa's tourism development. This is because safety and low risk are essential components in the growth and success of a destination. Moreover, this result has significant implications for destination managers, marketers, and tourism operators, as perceived risks have a crucial impact on tourists' intention to revisit. Therefore, it is crucial that tourism operators and local government officials take appropriate measures to maintain the low level of risk in Mombasa and ensure that it remains a safe and secure destination for tourists.

5.5 Recommendations

The following recommendations were derived from the conclusions of the study's interpretation of the findings. To begin, there is still a relatively significant level of risk that is perceived by tourists in Mombasa County even though the county has a low rating for the perceived risks that exist there. Because of this, and taking into account the impact that perceived risks have on the image of a destination and the likelihood that visitors will return there, managers of destinations ought to take measures to reduce these perceptions by putting into action a more comprehensive

educational campaign that aims to reassure visitors of their safety. This might be accomplished by supplying travel agents with trustworthy information on the level of safety and security at the location, as well as by supporting familiarization tours for those agents.

That intention to revisit largely depends on safeness of a destination site. As a result, in order to attract the current tourists or other new tourists, the safety of the destination site need to be upheld to the latter. Risks relating to political instability should be avoided since violent protest, general breakdown of law and order, police brutality and abuse of human rights distracts the peaceful stay of tourists and therefore they will tend to avoid such places for better places in future.

In addition, destination sites and hotels for tourists stay during the visiting period should be safe from health related perils. Availability of diseases and unhealthy food makes it hard for tourists to enjoy their stay hence jeopardizing revisiting intention. Further, the county government together with the management of tourism board should ensure that destination sites are safe from terror attacks. Terrorism threatens the lives of local individuals as well the tourists thus affecting service delivery to the tourists and also safety measures that the management has put in place thus leading to avoidance of some destinations, an idea that will chase away tourists indirectly.

To minimize the perceived risks associated with tourist destinations, it is important to identify and define the potential risk factors. This enables marketers and suppliers to address concerns that tourists may have and reduce the perceived risk factors that act as barriers to visiting a destination. Additionally, businesses need to consider the corporate dimensions of risk. Risks may be characterized as disruptions, threats, and catastrophes that have the potential to have a negative influence on the

tourists' purpose of the visit, as stated by Law (2006). According to Sonmez and Graefe (1998a), professionals in the travel industry should have a better awareness of these variables in order to effectively develop and conduct marketing actions to combat them.

5.6 Recommendations for Future Studies

Studies on tourists' perceptions of risks often fall into one of two groups, according to the literature. Pre-buy perceived risks related to attractions that consumers think about before making a purchase are the topic of the first category. The second group looks at how previous encounters influence future purchase intent. This research is unique in that it examines the perceived risk of tourists on a return trip to Mombasa, combining factors of pre-purchase perceived risk and prior experiences with repurchase intention. This is the first research of perceived risk related to a Kenyan destination.

Further research is recommended to assess how tourists perceive risk while making purchases, looking at both the pre- and post-visit destination image. Studying perceived risk in tourism is significant for both risk-averse and risk-seeking travelers, as well as for both groups. Future research should identify "high-risk" travel sites and assess how they could affect tourism patterns in the future.

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APPENDICES

Appendix I: Letter of Introduction

Gideon Kimaiyo
Moi University, Eldoret
P.O Box 2222 -00630
Eldoret, Kenya.
Email – c.gidie@gmail.com

Dear Respondent,

REQUEST TO FILL IN THE QUESTIONNAIRE FOR RESEARCH PURPOSE

I am studying Master of Tourism Management at Moi University in Kenya as a final-year student. Research is one of the requirements of the course. The objective of this letter is to kindly request that you complete the survey that is attached for research purposes.

The study focuses on how perceived risks affect visitors' intentions to return to Mombasa County, Kenya. It will concentrate on identifying different dangers that travelers perceive and narrow down to looking at three aspects of health, political, and terrorist concerns and how these affect travelers' intentions to return.

The findings of this research will be made accessible for your use and reference, and the information that we want from you will be handled with the highest secrecy.

I eagerly anticipate your support.

With kind regards,

……..

Gideon Kimaiyo

Appendix II: Tourist Questionnaire

Section A: Demographic Characteristics of Respondents

1. Name of the tourist (Optional)…….

2. Gender:

Male ( )
Female ( )

3. Age .....

4. Marital status ……..

5. Level of Education ……

6. Profession …….

7. Nationality ……

8. Have you visited Kenya before?

Yes ( )
No ( )

9. How many times have you visited Kenya?

a) Less than 3 times ( )
b) 3 – 6 times ( )
c) Over 6 times ( )

SECTION B: Tourist Risks

Below are statements relating to the perception of tourists' risk and how they affect the County of Mombasa as a destination of Choice. You are required to indicate the extent to which you are agreeing with the statement. Use 1-Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree and 5-Strongly agree

1. **Political risk**

Statement	1	2	3	4	5
There are violent protests in Mombasa					
There is general break-down of law and order in the county					
There are tribal clashes in the county					
There are unauthorized political protests in the county					
There is police brutality in Mombasa					
There is abuse of human rights in Mombasa					

2. **Terrorism risk**

Statement	1	2	3	4	5
There are terror actions in the County of Mombasa making me scale down visit to many sites in the region					
There are travel advisories warning against travel to some or all parts of Mombasa county due to terrorism					
There are militia threats in Mombasa county					
There terror gangs and groups operating in Mombasa county					

3. **Health risk**

Statement	1	2	3	4	5
There are contagious and infectious diseases in Mombasa					
There are food and beverage safety problems in Mombasa					
There is poor hygiene and derroriating environmental conditions in Mombasa county					
There is urban pollution in Mombasa county					

SECTION C: Tourist Revisit Intention

Below are statements relating to how the risk exposure during your visit will influence your future revisit in Mombasa County. Please indicate the extent to which you agree with the following statements.

(Please mark your answer with an (X) using the scale 1-5, where 1=Strongly Disagree,2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

Statement	1	2	3	4	5
If I come to Kenya again, my first choice will be Mombasa.					
I plan to come to Mombasa again in the future					
The probability that I come to Mombasa again for holiday is high					
I will recommend Mombasa to my friends, relatives and colleagues at work					

Thank you for your time

Appendix III: Interview Guide

Below are questions relating to risks perceived by international tourists visiting Mombasa County and how they affect the County of Mombasa as a destination of Choice

(i) Have you encountered any problem during your stay in Mombasa?

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(ii) Do you feel threatened during your stay in Mombasa?

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(iii) Do you feel safe in Mombasa?

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Thank you for your time

Appendix IV: Map of Mombasa County

Source: Kenya Bureau of Statistics

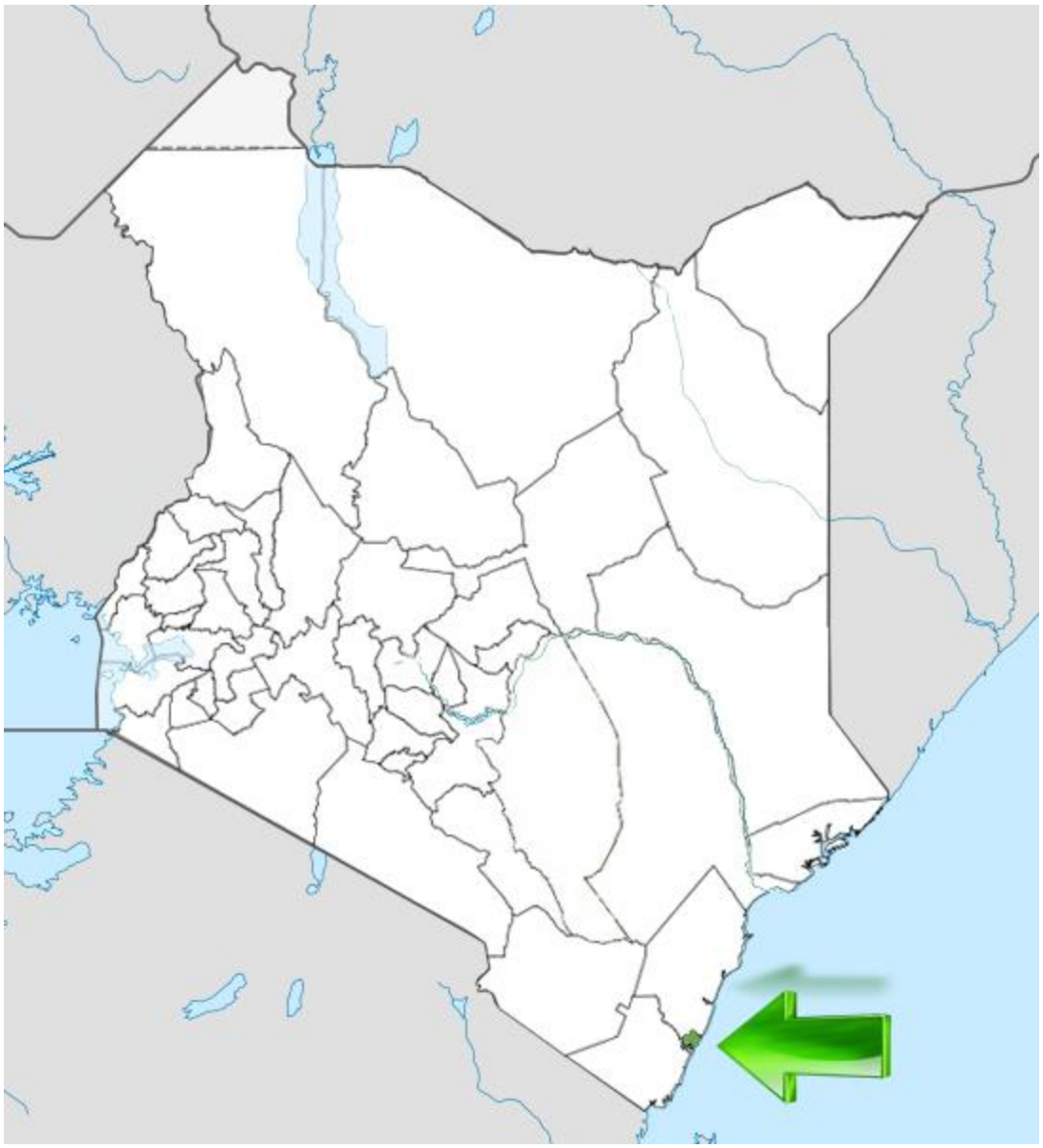
Appendix V: Taro Yamane Table 1

Sample Size for ±3%, ±5%, ±7%, and ±10% Precision Levels where Confidence Level Is 95% and P=.5.

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

Table 2. Sample Size for ±5%, ±7% and ±10% Precision Levels where Confidence Level Is 95% and P=.5.

Appendix VI: Map showing location of Mombasa County in Kenya



Appendix VII: Tourism Regulatory Authority Hotel Classification, Mombasa 2019

CLASSIFIED ESTABLISHMENTS-REGISTER

NO	ESTABLISHMENT	COUNTY	CAPACITY		RATING
			ROOMS	BEDS	
1	PrideInn Paradise	Mombasa	240	480	*****
2	Sarova White Sands Beach Resort and Spa	Mombasa	335	435	****
3	Voyager Beach Resort	Mombasa	236	472	****
4	Severin Sea Lodge	Mombasa	188	376	****
5	Serena Beach Resort and Spa	Mombasa	164	328	****
6	Marina English Point	Mombasa	26	28	****
7	Bahari Beach Hotel	Mombasa	105	212	***
8	Kenya Bay Beach Hotel	Mombasa	99	198	***
9	Royal Court Hotel	Mombasa	89	188	***
10	Isinya Resorts Limited	Mombasa	43	86	***
11	PrideInn Mombasa	Mombasa	40	96	***
12	Azul Margarita Beach Resort	Mombasa	35	98	***
13	JacyJoka Apartments	Mombasa	12	16	***
14	Bollywood Bites	Mombasa	24	18	***
15	Plaza Beach Hotel	Mombasa	88	176	**
16	Castle Royal Hotel	Mombasa	68	99	**
17	Midview Hotel	Mombasa	68	136	**
18	Gasaro Hotel Ltd	Mombasa	39	58	**

Appendix VIII: Authority to Collect Data Letter

MOI UNIVERSITY
OFFICE OF THE DEAN
SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT

Telephone: 0771-296270/020-8001263
Fax: (053) 43047
E-mail: deansthe@mu.ac.ke

Box 3900
ELDORET
Kenya

Ref: MU/STHE/SGS/23

29th September, 2020

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: GIDEON KIMAIYO - MTM/109/15

The above named is a bonafide student of Moi University, School of Tourism, Hospitality and Events Management. He is pursuing a Master of Tourism Management degree in the Department of Tourism & Tour Operations Management.

He has successfully completed his course work and has defended his proposal titled **"The effect of perceived risks on revisit intention of international tourists, the case of Mombasa County, Kenya."** Mr. Kimaiyo has been allowed to proceed to the field for data collection.

Any assistance accorded to him will be appreciated.

Yours faithfully,

DEAN
SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT
MOI UNIVERSITY

PROF. DAMIANNAH KIETI
DEAN, SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT

Appendix IX: NACOSTI Research Permit

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: 602837

Date of Issue: 05/October/2020

RESEARCH LICENSE

This is to Certify that Mr.. GIDEON KIMAIYO of Moi University, has been licensed to conduct research in Mombasa on the topic: EFFECT OF PERCEIVED RISKS ON REVISIT INTENTIONS OF INTERNATIONAL TOURISTS IN MOMBASA COUNTY, KENYA for the period ending : 05/October/2021.

License No: NACOSTI/P/20/6987

602837

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

Appendix X: Plagiarism Certificate

SR168

THESIS WRITING COURSE

PLAGIARISM AWARENESS CERTIFICATE

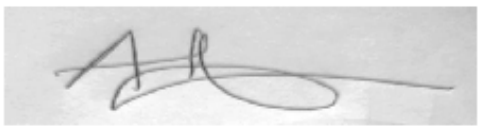
This certificate is awarded to

GIDEON KIMAIYO

MTM/109/15

In recognition for passing the University's plagiarism
Awareness test with a similarity index of 0% and
Striving to maintain academic integrity.

Awarded by:



Prof. Anne Syomwene Kisilu , CERM-ESA Project Leader

18th /04/2023