THE EFFECT OF ELECTIONEERING PERIOD ON BED OCCUPANCY OF HOTELS IN NAIROBI COUNTY, KENYA

BY

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A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF MANAGEMENT AND LEADERSHIP IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP OF THE MANAGEMENT UNIVERSITY OF AFRICA

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university

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Declaration by the Supervisor

This research project has been submitted for examination with my approval as the University Supervisor.

Signature …………………………………..       Date…………………………

Mr. Tom Kawino
The Management University of Africa
DEDICATION

This research project is dedicated to my late mother, Rhoda Murando for her undying support and encouragement, but unfortunately passed on before she could see the completion of my course. May her soul rest in peace.
ACKNOWLEDGEMENT

My special thanks go to God for giving me good health and strength throughout my research period. I also wish to acknowledge The Management University of Africa for allowing me to study in their institution. I also take this opportunity to acknowledge the professional efforts of my supervisor Mr. Tom Kawino who guided me in writing this research project. Lastly I cannot forget to thank the management of the various Nairobi Hotel for their support throughout my research project exercise.
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<tr>
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<tr>
<td>CBD</td>
<td>Central Business District</td>
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<tr>
<td>NPFL</td>
<td>National Patriotic Front of Liberia</td>
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<td>RUF</td>
<td>Revolutionary United Front of Sierra Leone</td>
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ABSTRACT

The main purpose of this study was to establish the effect of the electioneering on bed occupancy in Hotels in Nairobi. The specific objectives of the study were: To find out the effect of increased political activities on Hotel bed occupancy in Nairobi, to examine the effect of negative media publicity on Hotel bed occupancy in Nairobi, to establish the effect of post-election violence on Hotel bed occupancy in Nairobi and to assess the effect of travel advisories on Hotel bed occupancy in Nairobi. The study adopted Resource-Based Theory. The target population comprised various employees of in Nairobi County. The study was guided by the data collected and analyzed from Hotel which was taken as the target population in this particular study. Purposive sampling was used to identify 56 employees who were operating at the time of the study. The study adopted a census; all the 56 respondents participated in the study. Data collection was from primary and secondary sources. The data collected was first scrutinized to ensure completeness and accuracy before entering it into the Statistical Package for Social Scientists (SPSS) version 21. The first objective established that (80%) of the respondents indicated that Increased political activities enhance Negative Hotel bed occupancy. The second objective established that 80.25% of the respondents indicated that Negative media publicity affects Hotel bed occupancy. The Third objective showed that (84.5%) of the respondents agreed to the statements that Post-election violence did not affect Hotel bed occupancy. The fourth objective showed that (84.5%) of the respondents agreed to the statements that Travel advisory does not affect Hotel bed occupancy. The first objective concluded that Increased political activities enhance Negative Hotel bed occupancy and increased political activities was not good for the Hotel Industry. The second objective concluded that Negative media publicity affected Hotel bed occupancy and that Negative media publicity should be discouraged. The Third objective concluded that Post-election violence did not affect Hotel bed occupancy with regard to foreign clients although bred ethnicity in local clients which affected Hotel bed occupancy. The fourth objective concluded that travel advisory affected Hotel bed occupancy and that Travel advisory should be issued by government. The first objective recommended that, the Government should translate the electoral policy into law by establishing a legal regime to charter implementation of the electoral policy. The study recommended on the second objective that, Media monitoring be instituted as an effective tool in gauging elections but it should not just occur in the pre-election and voting period as is most often the case, but in the post-election period as well Notions of professionalization should be probed and normative assumptions of journalists being ‘balanced watchdogs’ should be avoided. Understanding the ideology of journalists is essential to understanding the media and political systems. The study recommended on the third objective that, government should closely monitor political activities during pre-election and post-election periods. The fourth objective recommended that, various policy and strategies that can be undertaken by the government and other stakeholders in order to circumvent travel advisory on Hotel bed occupancy. The researcher’s point of departure is that future research studies should be done to investigate the effect of a monitoring and evaluation framework on electioneering and bed occupancy in Nairobi County.
CHAPTER ONE
INTRODUCTION

1.0 Introduction
This chapter presented the background information on the influence of political campaigns on Hotel bed occupancy in Nairobi. It also included the statement of the research problem and use, the purpose of the study. The research objectives, research questions, justification of the study, importance of the study and scope are also discussed.

1.1 Background of the study
Most world democracies strive to have periodic elections in conformity to their constitutional expectations. Kenya, as one of the prominent democracies in East Africa is no exception. This means that in every five years during the electioneering period in Kenya is characterized by country wide political campaigns. It is worth noting that between 1963 and 2017 Kenya has experienced several electioneering cycles. According to world reports, the economy is more likely to slow down during the electioneering period (Mulungeta, 2014). For example, in the first three election years of multi-party era, Kenya’s economy slowed to a virtual standstill shrinking to 0.8% in 1992 and inclining downward by 0.5% in 1997 and 2002. In 2007 and 2013 the plunge did not improve owing to the electoral reforms. In 2007 the economy grew by 7% - only to change in 2008- to growth rate of 0.25%.

Electioneering periods are characterized by political uncertainty, reduced food supply, increased spending by politicians, and reduced spending by locals and both local and foreign tourist as they watch where the uncertainty leads them to (Nyandoro, 2001). In some cases, it is considered to be hurting the economy (Mutinda, 2014). This state of affairs is manifest in various ways. To begin with, foreign countries in some cases give travel advisories to their citizens due to the perception of insecurity during the election period (Muli 2012). This negatively impacts on key sectors such as tourism, the stock market, Hotel, and transport, wholesale and retail sectors (Njue 2015). In addition, the periodic outbreaks of violence compound the problem by making the uncertainties seem
real. This has a negative effect on the shilling in an environment where the economic fundamentals underpinning the currency. The vitrol from the political candidates and propaganda, sometimes even targeting business enterprises, adds to the problem. This keeps current and would-be investors watching these campaigns very closely (Muli 2012).

This scenario no doubt also affects the consumer’s behavior. In some cases, consumers may postpone buying products, or even shift their preference of certain products. For example, Nairobi City is considered a hot spot of Kenya’s election campaigns and it is not strange therefore to find consumers avoiding Hotel in Nairobi, preferring those at the outskirts which are considered to be ‘safe’ (Christopher, 2015). Alternatively, the Hotel industry experiences a shift in clientele. From the ‘usual clients’ who frequent their premises, to ‘new clients’ usually engaged in the political campaigns.

1.2 Statement of the Problem

The hospitality industry is delicate, and therefore the need to ensure the right conditions is realized for it to thrive. Political activities and more so political stability greatly affect its performance. During the electioneering period in Kenya and most developing countries, some foreign countries give travel advisories to their citizens due to the perception of insecurity. The periodic outbreaks of violence, vitrol and propaganda from the political candidates compound the problem by making the uncertainties seem real. This has a negative effect on many sectors in the economy and more so the hospitality industry. This is occasioned by the consumer reaction that is brought about by negative publicity of the political situation, which leads to a considerable reduction in demand of hospitality products by international, regional and even local consumers. Due to this, Hotel businesses greatly register losses or even total closure (Nderitu, 2002). In some cases, Hotel workers are laid off in order to enable the Hotel to survive the difficult period. In essence, players in the hospitality industry ought to develop strategies to cushion the impact of the electioneering period on their businesses. Kenya has experienced political violence associated with elections. The election violence in Nairobi County since multi-party elections of (1992) had been viewed as a phenomenon that was
due to grievance and other factors. Incumbent governments have failed to take control of election violence situations, even as they command the security resources and institutions at their disposal. Election politics have significantly reduced the economic progress of the country. This study was necessary so that different stakeholders could understand the effect of electioneering period on bed occupancy in Kenya. Quite a number of studies have been done on the effect of political activities and stability on tourism and the hospitality industry in Europe and Asia (Aresh & Sripta, 2012) However, not many have been done on the East African region, and specifically in Nairobi. This study sought to establish the effect of electioneering period on bed occupancy of Hotels in Nairobi County, Kenya.

1.3 Objectives of the Study

1.3.1 General Objective
The main purpose of this study was to establish the effect of electioneering period on bed occupancy of Hotels in Nairobi County, Kenya

1.3.2 Specific Objectives
The specific objectives of the study were:

i. To find out the effect of increased political activities on Hotel bed occupancy in Nairobi County.

ii. To examine the effect of negative media publicity on Hotel bed occupancy in Nairobi County.

iii. To establish the effect of post-election violence on Hotel bed occupancy in Nairobi County.

iv. To assess the effect of travel advisory on Hotel bed occupancy in Nairobi County.

1.4 Research Questions
i. What is the effect of increased political activities on Hotel bed occupancy in Nairobi County?

ii. What is the effect of negative media publicity on Hotel bed occupancy in Nairobi County?

iii. What is the effect of post-election violence on Hotel bed occupancy in Hotel,
Nairobi County?

iv. What is the effect of travel advisory on Hotel bed occupancy in Hotel in Nairobi County?

1.5 Significance of the Study

1.5.1 Management of Hotels in Nairobi County
This study sought to establish the influence of political campaigns on Hotel bed occupancy in Nairobi County. The findings of the study would enable the management of Hotels, to come up with strategies to mitigate the challenges faced in the Hotel industry during the electioneering period.

1.5.2 Other Researchers
Other people undertaking research would learn more on the influence of political campaigns on Hotel bed occupancy. Therefore, the study would serve as literature review material to enable them to carry out similar research in this area.

1.5.3 Other players in the Hospitality Industry
The results of this study would be beneficial to other Hotels and business owners in the hospitality industry since they can identify the shortcomings of the electioneering period on their businesses and thus to come up with strategies to mitigate the challenges faced during the electioneering period.

1.6 Scope of the Study
The study was confined to Hotels in Nairobi County. It was conducted between the months of February 2018 to April 2018. It sought to establish the influence of political campaigns on Hotel bed occupancy in Nairobi. The target population of the study was 56 employees from the selected Hotels, who were used as the study sample.
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction
This Chapter presented the review of pertinent literature. It covered both theoretical and empirical literature. Theoretical literature focused on the effect of the electioneering on bed occupancy in hotels in Nairobi. On the other hand, empirical literature laid emphasis on findings of empirical studies on the bed occupancy of hotels in Nairobi.

2.2 Theoretical Foundation
This study reviewed the following theories; a key aspect of concern to all Hotels is to competitively provide services to clients. This study was guided by resource based theory.

2.2.1 Resource Based Theory
The Resource-Based Theory emphasizes that firm’s resources as the major determinants of its competitive advantage and performance. This model assumes that firms within an industry (or within a strategic group) may be diverse with respect to the bundle of resources that they control. It further assumes that resource diversity may persist over time because the resources used to implement firms’ strategies are not perfectly mobile across firms (i.e., some of the resources cannot be traded in factor markets and are difficult to accumulate and imitate). The uniqueness of firm’s resources will greatly contribute to its due advantage over the other competitors in that particular industry. The argument goes “If all firms in a market have the same stock of resources, no strategy is available to one firm that would not also be available to all other firms in the market” (Cool, Almeida Costa and Dierickx, 2012). According to Barney (2012), a firm resource must, in addition, be valuable, rare, and imperfectly imitable and substitutable in order to be source of a sustained competitive advantage. The four conditions that will determine the firms sustained competitive advantage over others are: superior resources (heterogeneity within an industry), ex post limit to competition, imperfect resource mobility and ex ante limits to competition. Peteraf and Barney (2003) make clear that Barney’s (1991) and Peteraf’s (1993) frameworks are consistent once some terms are
unambiguously defined. The Resource based theory has developed very interesting contributions, among others, with regard to imitation with the concepts of isolating mechanisms (Rumelt, 2004). Recently, much resource-based research has focused on intangible assets, which include information (Sampler, 2008), dynamic capabilities (Teece, Pisano and Shuen, 2007), and knowledge (Spender, 2006).

2.3 Empirical Literature Review

A useful conceptual distinction in understanding the motivation behind violence is what lies between greed and grievance, (Collier, 1999). He argued that the key to understanding why such wars erupt lay in greed and the quest for loot by rebel actors. The likelihood of greed-driven conflicts breaking out was particularly high. Further, he suggested that, a country that relied heavily on surplus of young unemployed and poorly educated men, experiencing a period of rapid economic decline are likely to engage in violence. The issue of unemployed youth being used in perpetuation of electoral violence is rampant in Nakuru Municipality as this is due to their vulnerability. The implication is that countries with various forms of deprivation are prone to violence. He emphasizes that the real cause of most rebellions is not the loud discourse of grievance but the silent voice of greed. However, it is difficult to rule out greed even if the grievances are present and therefore, our study examined the possibility of this link to election violence.

Issues dealing with comprehensive land adjudication were not accorded adequate consideration in the dialogues for Kenya’s independence from Britain. (Furedi 1989). The former White Highlands in the Rift Valley attracted the attention of both the European settlers and Africans. Among the Africans, the Maasai and the Kalenjin were apprehensive of massive migration of larger ethnic groups like the Agikuyu into the Rift Valley region, which they considered to have been illegally snatched from them by the Colonizers (British). Therefore, Furedi reports that the strains over land issues in Nakuru County led to ethnic clashes in Nakuru Town in January 1961.

Despite the elites having often amassed considerable personal wealth; they have frequently presided over states that lack the means for effective and disciplined counter rebellion (Keen, 2000). In these circumstances, and particularly in Africa, we have seen
them mobilizing civilians into unpaid or underpaid armed armies or militias. Such recruitment has typically, but not always, been along ethnic lines. Some combination of fear, need, and greed creates willingness among the civilians to be mobilized for violence to the elites ‘perceived’ enemies. Keen’s contributions were considered for interrogation in Nakuru municipality where organized gangs had been mobilized to cause mayhem in every election year. Further, he argues that civil violence in most developing countries should not be written off as simply “irrational.” For him, they constitute more than a breakdown of social order.

They are an economic exploitation by segments of the elite whose aspiration has been obstructed by competing elites. Most rebel movements in Africa – the National Patriotic Front of Liberia (NPFL) and the Revolutionary United Front of Sierra Leone (RUF) have no clear political agenda, as their leaders are more business executives than political leaders. (Kaplan 2000). This border on greed as the main contributor in economic exploitation. The political leaders will engage in patronage politics by diverting resources meant for public benefit to reward their loyalists and supporters.

Since political and bureaucratic leaders may also appeal to ethnic identities to fulfill their ambitions, the practice of politicizing ethnic identities becomes one cause among many causes of ethno-political violence. Many political leaders, under the cover of African cultures, apply principles of manipulation and predation to serve their own interests. The consequence of using these methodologies is that ethnic groups are trained to acquire an attitude of concentrating on winning favors and fighting for the limited national resources. Their engagement in development activities is reduced to a game of advocating ethnic interests rather than building structures that can guarantee equal participation, justice, and development for all. The study concentrated in interrogating such linkages. Gurr (1970) says that the civil war in Sierra Leone cannot really be understood without comprehending the deep sense of anger at lack of good government and educational opportunities (the significance of the latter suggesting a problem with taking lack of education as a proxy for grievance).

In this overall context of grievance - greed and other factors have undoubtedly played a
role. The failure of the state to provide economic security was matched by a failure to provide physical security. In this case, appropriate economic guidelines and policies were non-existent. However, this coupled with wide spread insecurity in almost all the sectors brought the civil war to the climax. But it is not clear whether the idea of relative deprivation has been used either to measure fairness, inequality, social justice, or to explain grievance, social hostility or aggression.

The conceptions of ‘ethnic group’ in the post-colonial period have been changed by the former colonial policies, formal education and politicization of tribes. Ethnicity is not bad in itself, because it is the recognition of a people’s right to be different from others. However, when such recognition is accompanied by exclusion of everybody else from that group and a view that anybody who does not belong to that group is culturally inferior (Musau, 2007), there is cause for concern. Allen’s explanation on issues of ethnicity did not bring out clearly how ethnicity has contributed to election violence and especially in Nakuru Municipality, Allen (1994).

Since 1992 Kenya general elections have been characterized by sporadic violence and ethnic conflicts. He says that there were no free and fair elections in Kenya as there were manipulations from all quarters struggling to ensure political dominance. However, he fails to relate the failure on any government institution or clearly highlight on the root cause of such terminal conflicts. Machira failed to clarify whether the electoral violence was due to grievance or other factors. Advances that, in identity conflict, individuals in opposing factions seek out communal alliance based on ethnicity, language, religion and tribal alliance in pursuit of access to natural resources, territory, security and ultimately to political power Machira (2010).

On the same, other scholars such as (Bardhan, 1997) suggest that from a general perspective international experience has shown that in situations where (ethnic) groups distrust each other and are afraid of being victimized, this fear might drive them to resort to violence first in a preemptive move to minimize damage. One of the ways of weakening political opposition is by deflecting the discontent of one ethnic group by turning their frustrations against another ethnic group. Nevertheless, they did not specify
how the power of grievance or other factors contributing to violence covertly influenced ethnicity, Lederach (1997).

Further, Bardhan puts forward that ethnic conflicts are often the result of the decline of mediating institutions such as political parties as a forum of democratic negotiations and the lack of pre-existing credible commitments across groups. Therefore, this study was used to evaluate how the failures of such institutions have been used to perpetuate violence while hiding behind the cover of ethnic grievance. Contemporary African states, ethnicity mainly exists as the mechanism for accumulating wealth and political power. In this sense, control of the state is core to political competition because it means access to and disposal of resources and patronage through which ethnic elites can remain in power. Because of the ethnic competition for the scarce economic resources and political power, each ethnic group will employ any necessary strategy to have a president from their group. It will make them feel ‘closer to power’ hence an easy access to state resources and privileges. In other words, the president is not for the state, but his ethnic group. This is the root cause of the struggle to control the state. Ethnic strategies are often connected with the resources of modern economy, such as in gaining employment, education, securing loans, and seizing appointments for lucrative offices. The competition for the limited economic resources within the state today, to a certain extent, has changed the meaning of ethnic identities. Election violence in Nakuru municipality was interrogated along these facts, Bayart (1999).

Holloway and Stedman (2002) posit that one approach to violence is the underlying Economic conditions, which create the risk of violence. Some societies will have repeated conflicts, not because of the cumulative legacy of the desire for vengeance but because out of the conflicts they find quick gains. Economic factors are particularly acute when they are associated with patterns of discrimination between groups. The perception by some groups that there are strong unequal economic opportunities and access to resources, as well as vast differences in standards of living between groups, will contribute to a sense of grievance. However, Holloway’s argument on recurring conflicts did not come up with the modalities for averting the repeated conflicts, which might have
been caused by many factors.

The former Kenyan anticorruption tsar, John Githongo, (2006), identifies land, power and access asymmetries planted by colonialists and perpetuated by decades of unscrupulous and myopic political leadership, as the roots of societal and inter-ethnic tension. However, he vests the actual perpetrators of violence with little agency. The citizens who engaged in the violent episodes are projected almost as automatons responding to the social (power) arrangements they have inherited in the course of history. Githongo gives an account of the main cause of this trend in relation to election and violence. His article was used to trace the existence of this colonial bias on land and power as having set unfortunate precedence in Nakuru Municipality.

Actors using violence for political purpose are those in power or their agents and that state instigated violence is aimed at preventing changes in the status quo. He further says that the strategy of instigators of state sponsored violence is to inspire the target population with terror by means of random acts of violence. Moreover, a government that lacks a popular mandate tends to resort to violence in an attempt to bolster support. Frey did not justify how the Government alone is solely to blame for violence as it must have opposing forces and therefore left out other actors, Frey (1991).

Once a group takes over a state power, it organizes itself and society in such a way as to perpetuate its control of power and use it to pursue its group’s interest. To a large extent it is perceived that ethnic sentiments and identity were manipulated for political ends in the ethnic violence in Kenya. However, Nnoli’s study was used for further interrogation and provision of useful information on the study on election conflict, Nnoli (1989).

Conflict, Intervention, and Resolution undertook an ambitious project to explain the genesis and prevalence of such kind of violence. He concludes with a warning that poor governance, under autocratic states with massive regional imbalances and corrupt leadership is a sure recipe for civil wars. However, Misra does not come out clearly to state whether this violence is due to grievance or other factors and therefore, our study examined the possibility of this link, Misra Amalendu (2008).
The risk of conflict is lower in both well-established democracies and autocracies perhaps because of greater state capacity. This may be attributed to the existence of the two extremes in terms of freedom in all senses on one side and tyranny and dictatorship on the other. However, this claim therefore, gave some direction to this study as it was used to form some basis whether the weak social contract contributed to the continued growth of electoral violence. Nevertheless, Hegre failed to address the situation of the countries which do not belong to either of the two categories, Kenya being an example, Hegre et.al. (2001).

The emergence of political pluralism has engendered the polarization of particularistic groupings as political parties crystallize, mostly on the basis of ethnic and regional interests rather than common ideology or political principles. Nevertheless, Kenya had previously maintained a remarkable modicum of peace and stability despite changes in its political system and recurrent crises in neighboring countries. Therefore, as much as Dreyton’s argument had some truth, it was just an escape for greedy politicians surviving under the blame of political pluralism, Dreyton (1995).

Gerard Prunier concentrates on the history of the 1994 Rwanda genocide. He argues that the genocide militias ‘Interahamwe’ and ‘Impuzamugambi’ were recruited from low-class and middle class young people. The interpretation here is that it is easier to manipulate these groups of people into violence, as they are very vulnerable and ready to be hired even at small fee. Did these militias have a cultural setting? Prunier’s work looks at a politically instigated violence that involves one ethnic group but two social classes which over history have developed their differences to arrive at ethnic hatred that took place in Rwanda. One of the ways of weakening political opposition is by deflecting the discontent of one ethnic group by turning their frustrations against another ethnic group (Keen, 2000).

The phenomenon of electoral and political conflicts in Africa has traditionally been explained in terms of inter-ethnic hatred, their causes lie elsewhere. They suggest that they are caused by contest over state resources in context that is devoid of effective
political institutions. Political competition and division in Africa tend to assume vertical rather than horizontal dimensions leading to the apparent high rate of political conflicts in the continent. Therefore, skewed approaches to resource allocation in the face of low levels of political institutionalization constitute the paradigm within which political conflicts in Kenya may be explained Okoth and Ogot (2008).

2.4 Conceptual Framework
Conceptual Framework is a diagrammatic explanation of the research problem hence an explanation of the relationship among several factors that have been identified as important to the study (Ngechu, 2006). The diagram in Figure 2.2 represents a conceptual framework:

**Figure 1**: A Conceptual Framework on the effect of electioneering period on bed occupancy of Hotels in Nairobi County, Kenya

**Source**: Author (2018)

In the Conceptual Framework in Figure 2.2, Political Activities, Negative Media, Publicity, Post- Election Violence and Travel Advisory affected the bed occupancy of Hotel in Nairobi County however political instability would greatly affect bed occupancy.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction
This chapter highlighted on the research design that was used, population of the study, data collection, validity and reliability and data analysis.

3.2 Research Design
The researcher employed descriptive survey. Descriptive survey sought to uncover the nature of factors involved in a given situation, the degree in which it exists and the relationship between them (Bell, 1993). Descriptive study was undertaken in order to ascertain, and describe the characteristics of the variables of interest in a situation (Uma, 2003). Descriptive survey was employed because it allowed the researcher to adopt a holistic approach to the study. The other reason for adopting descriptive survey was due to the fact that data was collected from a large number of respondents.

3.3 Target Population
The target population comprised various employees of Hotels in Nairobi County. The study was guided by the data collected and analyzed from Hotels which was taken as the target population in this particular study.

3.4 Description of the Sample and Sampling Procedures
Purposive sampling was used to identify 56 employees who were operating at the time of the study. Stratified random sampling was done within each cluster to sample a total of 56 Hotel employees who were the units of analysis. This ensured that all employees in each cluster were given equal opportunity to be included in the study and that data collected was representative. Sampling procedure or technique can further be divided into “two broad categories, probability and non-probability samples “(Ghauri and Gronhaug, 2010, p. 139). According to Sekaran and Bougie, 2013), “in probability sampling, the elements in the population have some known, nonzero chance or probability of being
selected as sample subjects. In non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects” (p. 245). This study used stratified random sampling technique which is a type of probability sampling (Ghauri and Gronhaug, 2010). This technique refers to the “probability sampling that includes elements from each of the mutually exclusive strata within a population “(Cooper and Schindler, 2014, p. 667).

In stratified random sampling, “the parent population is divided into a mutually exclusive and exhaustive subset and a simple random sample of units is chosen independently from each subset “(Ghauri and Gronhaug, 2010, p. 143). The study grouped the population into different strata according to the departments. Dividing the population into subsets whose members have more or less similar characteristics is important and is done based on existing information (Zikmund, et al., 2010). In this study, the subsets of the strata were pooled to form a random sample hence producing characteristics in the sample that are proportionate to the overall population. This is an advantageous method to use as it helps to trace the differences in parameters of the various subgroups of a population (Sekaran and Bougie, 2013). According to Zikmund, et al., (2010), the method also produces a more efficient sample as well as ensuring that the sample accurately reflects the population based on the criterion that is used for stratifying. The sample was arrived at based on the number of Hotels selected for the study in this case three star Hotels within Nairobi were selected to participate, the Number of three star Hotels was provided by Kenya Tourism Board.

3.4.3 Sample Size
A sample is defined as a subset or subgroup of the population and therefore comprises some members who are selected from it (Sekaran and Bougie, 2013). According to Quinlan (2011), decisions as to “whether to work with an entire population or a sample of the population are made based on the size of the population, the time available for the research, and the requirements of the research” (p. 208). If the researcher decides to use a sample, it is important that the sample selected and the sampling method that is used are clearly described (Quinlan). The study adopted a census; all the 56 respondents participated in the study. The strata were three star Hotels in Nairobi County.
3.4.1 Sampling Frame
A sampling frame is “a list of elements from which a sample may be drawn, also called a working population” (Zikmund, et al., 2010). Quinlan (2011) describes a sampling frame as a chart or complete list of all the individuals, case or unit within the given population. In this study, the sampling frame consisted of 56 employees from various departments at the Hotel obtained from the human resource department at the Hotel.

3.5 Data Collection Instruments and Procedures
3.5.1 Description of Research Instruments
Data collection was from primary and secondary sources. In using Primary sources data was collected from selected respondents with the help of trained enumerators. Primary data was gathered using Interview Guides and Questionnaires. Secondary sources included relevant documents and reports. Secondary data was collected by reviewing available literature or publication in relation to electioneering periods in Kenya. The researcher employed the technique to pick information that was available from these reports. It involved both qualitative and quantitative approaches. The use of the two approaches at the same time in basic research was recommended by (Gay, 1996) as the best way to get sufficient results.

Structured questionnaire were the main instrument of the study to be administered to the respondents. The researcher preferred to use this method because of its ability to solicit information from respondents within a short time as supported by (Gupta, 1999). Moreover, respondents were given time to consult records so that sensitive questions could be truthfully answered as supported by (Floyd et.al 2003).

Likert scale questionnaires were administered, this was because they are easier to analyze since they are in an immediate usable form. The researcher prefers to use this method because of its ability to solicit information from respondents within a short time as supported by Gupta (1999).

Interview Guides were used to generate information from the respondents. The researcher
conducted a face to face interview with key respondents to the study. This allowed respondents to share their, experiences and opinions, thus enabling the researcher to capture a wider perspective of the study from the respondents view (Uma, 2003).

3.5.2 Description of the Data Collection Procedures

Primary Data: Primary sources are original sources from which the researcher directly collects data, which is first-hand information collected through various methods such as, observation, interviews and questionnaires, Kothari (2004). Questionnaires were employed as primary methods of data collection. In this study questionnaires were used to collect the necessary data from respondents in the survey. The questionnaire contained three sections to correspond with specific research objectives to enable collection of relevant data.

Secondary Data: These are sources containing data that has been collected and complied for another purpose. It is readily available and the researcher has no original control over collection and classification. This was gleaned from already published sources on annual reports, journals, publications and any other relevant reliable source of data.

3.6 Reliability and Validity of Data Collection

In order for research data to be of value and use, it must be both reliable and valid. Reliability is the consistency of a measurement under the same condition, with the same subjects. Data is said to be reliable when it is sufficiently complete and error free, to be convincing for its purpose and context. To test reliability, the data instruments were administered twice over a period of time, and measurements compared. The questionnaire that was deployed in this study which is the main instrument was piloted to test its Reliability.

Validity refers to the accuracy or truthfulness of a measurement. Cook and Campbell (1979), define validity as the best available approximation to the truth of a given inference. It is the process of ensuring that data input in the system is correct, meaningful and secure. All assessments of validity are subjective opinions that were based on the judgment of the researcher.
A pilot study was conducted at Weston Hotel using the questionnaire to assess its practicality and its weaknesses on data collection. Potential challenges with the instrument were noted and rectified before proceeding. Results of the preliminary study were included in the final data for presentation. The researcher ensured that the questionnaire was not too long and hard to fill with the objective ensuring that, the respondents fill the form without resistance because the form is too long.

Two research assistants were hired to assist in collecting data by use of questionnaire. After the data collection exercise, all questionnaires were compiled and collated into a compendium. Data was edited, analyzed and any redundancies and irrelevant data eliminated.

3.7 Description of Data Analysis Procedures
According to Cooper and Schindler (2006), data analysis usually involves reducing accumulated data to a manageable size, developing summaries, looking for patterns and applying statistical techniques. It can also be described as a measure that allows the researcher to inspect, transform and model data with the goal of highlighting useful information, suggesting conclusions and supporting decision making. The data collected was first scrutinized to ensure completeness and accuracy before entering it into the Statistical Package for Social Scientists (SPSS) version 21. Using this package the researcher derived measures of central tendency, frequency distributions, measures of association and measures of dispersion. The researcher then used descriptive analysis to describe the study objective. In the case where the data was quantitative, tables and figures were used in data presentation.

3.8 Ethical Considerations in Data Collection
There are a number of ethical issues that must be considered when planning any kind of data collection. This is essentially because data collection costs the respondents valuable time and energy in giving responses or filling questionnaires. Before data collection commences it is important firstly to get approval from the authorities in order to administer instruments of data collection. Common cause of ethical challenges in research arises from conflicts of interest between the researcher and the respondent.
Emphasis was put to consider whether the research procedures were likely to cause any physical or emotional harm to the respondent.

In conducting this research, the participants’ consent was sought individually and also through their organization before conducting this research. This also means that the respondents were made to know exactly what they were being asked and that they were free to respond. There was no pressure for individuals to take part in this study. In general no incentive was given to encourage participation. Individual autonomy was respected. Respondents who felt after filling the questionnaire that their views should not be incorporated had their wish granted. In addition anonymity and confidentiality of the respondents was maintained by ensuring that the respondents name was not indicated on the instrument of data collection.
CHAPTER FOUR
RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction
This chapter of the study systematically presents the results that were obtained from the research that was conducted. The results are quantitatively and qualitatively presented. The analysis and interpretation follows tabular presentation at some stages and the qualitative results from the respondents are also presented to supplement the quantitative presentation derived from the questionnaires.

The presentation of the study was guided by the research objectives that guide the study. The bio data of the respondents however is also presented. Hence forth, the presentation is divided into two sections where section one presents the bio data of the respondents, section two, represents the results of the study according to the research objectives that guided collection. The presentation of the data follows in the following discussion.

4.2 Questionnaire Return Rate
During the research study the researcher distributed 50 questionnaires which reflected 100% questionnaires, of which 42(84%) were returned fully answered however 8(16%) of the questionnaires were returned not fully answered thus not being able to be used for analysis in the research study.

Table 4. 1: Response Rate Analysis

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questionnaires distributed</td>
<td>50</td>
</tr>
<tr>
<td>Questionnaires returned answered</td>
<td>42</td>
</tr>
<tr>
<td>Questionnaires returned not fully answered</td>
<td>8</td>
</tr>
</tbody>
</table>

Field Survey (2018)
The researcher established that questionnaires returned unanswered because the respondents were not available to participate in the research. The number of interviewed
respondents included 6 respondents who were Departmental managers and 50 staff members selected for the study. The study therefore engaged 42 active respondents.

4.3 Demographic Characteristics of the Respondents

The current section presents the bio data of the respondents. The researcher felt this information was important because the respondents, age, level of education, number of years having worked in the study organization determined the ability of the respondents to possess the required information.

4.3.1 Distribution of respondents by Gender

On the respondents, gender distributions the researcher established the situation as presented in Table 4.2

Table 4.2: Gender Distribution of the respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30</td>
<td>71</td>
</tr>
<tr>
<td>Female</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Field Survey (2018)

As can be observed from table 4.2, the gender distribution depicts (71%) of the respondents as male and the other (29%) of the respondents females. The results indicate that during the survey, both genders were accessible however the researcher had more contact with males than females.

During the interviews one of the respondents stated that “majority of the Hotel staff were predominantly male more than female”, this assertion supported the stated difference on accessibility.

4.3.2 Distribution of Respondents by Level of Education

The researcher endeavored to explore the level of education of all the respondents. This variable was deemed worth establishing by the researcher because the education level of the individual determined his or her ability to possess adequate information and interaction with the data collecting tools. The results on the level of education of the respondents are presented in Table. (4.3)
Table 4.3: The distribution of respondents by their level of education

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Total No. of respondents</th>
<th>Male</th>
<th>Female</th>
<th>Total Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masters</td>
<td>8</td>
<td>5</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>Degree</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>24</td>
</tr>
<tr>
<td>Diploma</td>
<td>24</td>
<td>17</td>
<td>5</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42</strong></td>
<td><strong>30</strong></td>
<td><strong>12</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Field Survey (2018)**

The findings on table 4.3 shows the respondents’ education background and depicted that (19%) were postgraduate holders, (24%) graduates. Those with diploma certificates were (57%). The above results indicated that there were more diploma holders than degree and masters. There was equally considerable gap between the male and female respondents as demonstrated by the table 4.3.

The study established that all the respondents were literate, thus they could interpret the data collection tools without enumerators. However the researcher engaged the services of enumerators in order to facilitate and make the data collection sessions fast and flexible.

**4.3.3 Distribution of the Respondents by Experience**

The researcher endeavored to explore the distribution of all the respondents experience with the Hotel. This variable was deemed worth establishing by the researcher because the respondents experience determined his or her ability to possess adequate information concerning the effect of the electioneering on bed occupancy in Hotel in Nairobi. The results on the distribution of the respondents work experience with the Hotel are presented in Table. (4.4)
Table 4.4: Distribution of the respondents work experience with Hotel

<table>
<thead>
<tr>
<th>Years of experience</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 years</td>
<td>22</td>
<td>52</td>
</tr>
<tr>
<td>4-7 years</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td>7-10 years</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Over 10 years</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Field Survey (2018)

The demographic data from the respondents revealed that the years of experience was between 1-10 years and above. As expressed by Table 4.4, the respondents experience with the Hotel was unevenly distributed. That is, (52%) had spent a period between 1-3 years as compared to (24%) who had spent 4-7 years. Those who had spent 7-10 years were (14%) of the total participants, (10%) of the respondents had worked for over 10 years. The study findings established that the respondents had varying experiences with the Hotel thus varied opinions could be generated.

Through the interviews one of the respondents opined that “the turnover in the Hotel industry was quite high and competitive”.

The study findings also established that the respondents who had stayed for a longer time had progressed within their profession. The majority of respondents therefore qualified for this study having worked for moderate time within the Hotel industry. In order to get answers to ascertain this research question, the researcher inquired from the respondents their profession; the results are presented on Table. 4.5

Table 4.5: The Respondents Profession

22
<table>
<thead>
<tr>
<th>Type of Profession</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Finance</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Marketing</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Hospitality</td>
<td>26</td>
<td>62</td>
</tr>
<tr>
<td>Front Office</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Procurement</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Human Resource</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Field Survey (2018)

Table 4.5 depicted findings on the respondents profession, (62%) of the respondents stated that they worked in the Hospitality Department, (10%) of the respondents stated that they were in the front office department, (7%) finance department and procurement. (5%) worked in the ICT, Marketing, and Human Resource. The study findings established that the staff from the Hospitality department had more respondents than the other departments.

Through the interviews one of the respondents opined that ‘*the Hospitality department are always in standby because most transactions were Hospitality dependent*’.

**4.4 Effect of increased political activities on Hotel bed occupancy**

*Increased political activities*

The first research question of this study was derived from the first research objective. The objective stated the effect of increased political activities on Hotel bed occupancy. Increased political activities, the respondent’s views on the statements are presented on Table 4.6.
<table>
<thead>
<tr>
<th>ICT Innovation on financial performance</th>
<th>Descriptive</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Mean</th>
<th>%</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased political activities enhance positive Hotel bed occupancy</td>
<td>Frequency</td>
<td>18</td>
<td>23</td>
<td>15</td>
<td>14</td>
<td>10</td>
<td>80</td>
<td>3.31</td>
<td>66.25</td>
<td>1.06</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>22.5</td>
<td>28.8</td>
<td>18.8</td>
<td>17.5</td>
<td>12.5</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased political activities enhance Negative Hotel bed occupancy</td>
<td>Frequency</td>
<td>30</td>
<td>33</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>80</td>
<td>4.00</td>
<td>80</td>
<td>1.83</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>37.5</td>
<td>41.3</td>
<td>10.0</td>
<td>6.3</td>
<td>5.0</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased political activities should be done in moderation to enhance positive Hotel bed occupancy</td>
<td>Frequency</td>
<td>25</td>
<td>35</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>80</td>
<td>3.89</td>
<td>77.75</td>
<td>1.87</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>31.3</td>
<td>43.8</td>
<td>12.5</td>
<td>7.5</td>
<td>5.0</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased political activities should encourage Hotel bed occupancy</td>
<td>Frequency</td>
<td>23</td>
<td>34</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td>80</td>
<td>3.75</td>
<td>75</td>
<td>1.55</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>28.8</td>
<td>42.5</td>
<td>11.3</td>
<td>10.0</td>
<td>7.5</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased political activities is not good for Hotel Industry</td>
<td>Frequency</td>
<td>31</td>
<td>38</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>80</td>
<td>4.15</td>
<td>83</td>
<td>2.72</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>38.8</td>
<td>47.5</td>
<td>6.3</td>
<td>5.0</td>
<td>2.5</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** (Field Data, 2018)

Key: 1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, and 5=Strongly Agree, SD=Standard Deviation

The view that Increased political activities enhance positive Hotel bed occupancy was reported by (66.25%) of the respondents and (mean=3.31, SD=1.06). Also, (80%) of the respondents indicated that Increased political activities enhance Negative Hotel bed occupancy (mean=4.00, SD=1.83). (77.75%) (mean=3.89, SD=1.87) were of the views
that Increased political activities should be done in moderation to enhance positive Hotel bed occupancy and (75%) of the respondents agreed to the statements that Increased political activities should encourage Hotel bed occupancy (mean=3.75, SD=1.55). Further analysis of the data showed that (83%) of the respondents reported that Increased political activities is not good for Hotel Industry, (see table 4.6).

During the interview session one respondent stated that “Increased political activities in Kenya are always characterized by demonstrations which potential hurt the Hotel Industry because our clients are always scared of carrying on their business in the CBD”

The above findings are in tandem with the argument that political and bureaucratic leaders may also appeal to ethnic identities to fulfill their ambitions; the practice of politicizing ethnic identities becomes one cause among many causes of ethno-political violence. By appealing to ethnic identities and loyalties political leaders urge people to keep allegiance to those who safeguard ethnic interests. The way of persuading people to support politicians tends to appeal to the traditional methodologies of supporting the traditional chiefs. Ordinary people feel that such politicians are about to restore the traditional political systems. However, a number of political leaders, under the cover of African cultures, apply principles of manipulation and predation to serve their own interests.

4.5 Effect of negative media publicity on Hotel bed occupancy

The second research question of this study was derived from the second research objective. The study sought to establish the effect of negative media publicity on Hotel bed occupancy, the results are presented on Table 4.7 the means of the responses was then calculated in order to find the corresponding percentage of the respondents who were in agreement with the responses provided. The findings were then presented. (See table 4.7 below):

| Table4. 7: Effect of negative media publicity on Hotel bed occupancy |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| ICT infrastructure on financial Performance | Descriptive | 5 | 4 | 3 | 2 | 1 | Total | Mean | % | SD |


Negative media publicity affects Hotel bed occupancy Frequency 33 29 8 6 4 80 Percentage 41.3 36.3 10.0 7.5 5.0 100 4.01 80.2 1.89
Negative media publicity does not Hotel bed occupancy Frequency 28 29 10 8 5 80 Percentage 35 36.3 12.5 10.0 6.3 100 3.84 76.7 1.02
Negative media publicity affects the economy Frequency 26 28 11 9 6 80 Percentage 32.5 35.0 13.8 11.3 7.5 100 3.74 74.7 0.71
Negative media publicity should be punishable Frequency 33 29 8 6 4 80 Percentage 41.3 36.3 10.0 7.5 5.0 100 4.01 80.2 1.39
Negative media publicity should be discouraged Frequency 32 38 4 4 2 80 Percentage 40 47.5 5.0 5.0 2.5 100 4.18 83.5 1.79

Source: (Field Data, 2018)

Key: 1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, and 5=Strongly Agree, SD=Standard Deviation

The analysis of the data showed that 80.25% of the respondents indicated that Negative media publicity affects Hotel bed occupancy (mean=4.01, SD=1.89). Also, 76.75% (mean=3.84, SD=1.02) of the respondents were of the view that Negative media publicity does not Hotel bed occupancy, 74.75% (mean=3.74, SD=0.71), were of the view that Negative media publicity affects the economy (see table 4.7). Further analysis also showed that Negative media publicity should be punishable (80.25%, mean=4.01, SD=1.39) Negative media publicity should be discouraged was opined by 83.5% of the respondents representing a (mean=4.18, SD=1.79).

During the interview session one respondent stated that “Negative Media Publicity affected the Hotel industry in that during electioneering everyone was glued to their television sets as a source of information”.

These results are in support of a study done by scholars such as (Bardhan, 1997) suggest that from a general perspective international experience has shown that in situations where (ethnic) groups distrust each other and are afraid of being victimized, this fear
might drive them to resort to violence first in a preemptive move to minimize damage. One of the ways of weakening political opposition is by deflecting the discontent of one ethnic group by turning their frustrations against another ethnic group. Nevertheless, they did not specify how the power of grievance or other factors contributing to violence covertly influenced ethnicity.

Further, Bardhan puts forward that ethnic conflicts are often the result of the decline of meditating institutions such as political parties as a forum of democratic negotiations and the lack of pre-existing credible commitments across groups. Therefore, this study was used to evaluate how the failures of such institutions have been used to perpetuate violence while hiding behind the cover of ethnic grievance.

4.6 Effect of post-election violence on Hotel bed occupancy

The third research question of this study was derived from the third research objective. The objective stated that effect of post-election violence on Hotel bed Occupancy; the results are presented on Table 4.8

<table>
<thead>
<tr>
<th>ICT Training financial performance</th>
<th>Descriptive</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Mean</th>
<th>%</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-election violence affected Hotel bed occupancy</td>
<td>Frequency</td>
<td>24</td>
<td>29</td>
<td>15</td>
<td>8</td>
<td>4</td>
<td>80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>30</td>
<td>36.3</td>
<td>.8</td>
<td>.0</td>
<td>0</td>
<td>100</td>
<td>3.76</td>
<td>.3</td>
<td>1.48</td>
</tr>
<tr>
<td>Post-election violence did not affect Hotel bed occupancy</td>
<td>Frequency</td>
<td>36</td>
<td>31</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>45</td>
<td>38.8</td>
<td>.3</td>
<td>.8</td>
<td>3</td>
<td>100</td>
<td>4.23</td>
<td>.5</td>
<td>2.08</td>
</tr>
<tr>
<td>Post-election violence does</td>
<td>Frequency</td>
<td>7</td>
<td>9</td>
<td>11</td>
<td>29</td>
<td>24</td>
<td>80</td>
<td>2.33</td>
<td>46</td>
<td>1.80</td>
</tr>
</tbody>
</table>

Table 4.8: Effect of post-election violence on Hotel bed occupancy
not affect 1-3 star Hotel bed occupancy       Percentage 8. 13 36 30 100 .5
Post-election violence breeds ethnicity which affects Hotel bed occupancy       Frequency 28 27 16 5 4 80
                                      Percentage 35 33.8 .0 3 0 100 3.88 .5 1.01
Post-election violence should be handled by government Frequency 3 4 9 29 35 80
                                      Percentage 75 5.0 .3 .3 .8 100 1.89 .7 2.29

Source: (Field data, 2018)

Key: 1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, and 5=Strongly Agree, SD=Standard Deviation

The results showed that (75.25%) of the respondents were of the view that Post-election violence affected Hotel bed occupancy, mean=3.76, SD=1.48. (84.5%) of the respondents agreed to the statements that Post-election violence did not affect Hotel bed occupancy (mean=4.23, SD=2.08). Also, the analysis showed that (46.5%) of the respondents with a mean=2.33 and SD=1.80 indicated that Post-election violence does not affect 1-3 star Hotel bed occupancy while (77.5%) (mean=3.88, SD=1.01) said that Post-election violence breeds ethnicity which affects Hotel bed occupancy. Further analysis also revealed that (47.75%) of the respondents were of the thoughts that Post-election violence should be handled by government (mean=1.89, SD=2.29), see table 4.8.

During the interview session one respondent stated that “Post-election violence did not affect Hotel bed occupancy especially with foreign guests however with local guests we witnessed aspects of ethnicity and tribalism”

According to Machira (2010) postulates that since 1992 Kenya general elections have been characterized by sporadic violence and ethnic conflicts. He says that there were no free and fair elections in Kenya as there were manipulations from all quarters struggling to ensure political dominance. However, he fails to relate the failure on any government institution or clearly highlight on the root cause of such terminal conflicts. Machira failed to clarify whether the electoral violence was due to grievance or other factors.

4.7 Effect of travel advisory on Hotel bed occupancy
The fourth research question of this study was derived from the fourth research objective. The objective stated that effect of travel advisory on Hotel bed occupancy; the results are presented on Table 4.9.

**Table 4.9: Effect of travel advisory on Hotel bed occupancy**

<table>
<thead>
<tr>
<th>ICT Training financial performance</th>
<th>Descriptive</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Mean</th>
<th>%</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel advisory affects Hotel bed occupancy</td>
<td>Frequency</td>
<td>24</td>
<td>29</td>
<td>15</td>
<td>8</td>
<td>4</td>
<td>80</td>
<td>3.7</td>
<td>75</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>30</td>
<td>36</td>
<td>18</td>
<td>10</td>
<td>5</td>
<td>100</td>
<td>6.0</td>
<td>.3</td>
<td>8</td>
</tr>
<tr>
<td>Travel advisory does not affect Hotel bed occupancy</td>
<td>Frequency</td>
<td>36</td>
<td>31</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>80</td>
<td>4.2</td>
<td>84</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>45</td>
<td>38</td>
<td>11</td>
<td>3</td>
<td>3</td>
<td>100</td>
<td>3.0</td>
<td>.5</td>
<td>8</td>
</tr>
<tr>
<td>Travel advisory does not affect 1-3 stars Hotel bed occupancy</td>
<td>Frequency</td>
<td>7</td>
<td>21</td>
<td>15</td>
<td>8</td>
<td>1</td>
<td>80</td>
<td>2.3</td>
<td>46</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>.0</td>
<td>100</td>
<td>3.0</td>
<td>.5</td>
<td>0</td>
</tr>
<tr>
<td>Travel advisory should be issued by government</td>
<td>Frequency</td>
<td>28</td>
<td>27</td>
<td>16</td>
<td>5</td>
<td>4</td>
<td>80</td>
<td>3.8</td>
<td>77</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>35</td>
<td>33</td>
<td>20</td>
<td>5</td>
<td>.5</td>
<td>100</td>
<td>8.0</td>
<td>.5</td>
<td>1</td>
</tr>
<tr>
<td>Travel advisory is advisable and should be encouraged</td>
<td>Frequency</td>
<td>3</td>
<td>4</td>
<td>9</td>
<td>29</td>
<td>35</td>
<td>80</td>
<td>1.8</td>
<td>47</td>
<td>2.2</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>.8</td>
<td>100</td>
<td>9.0</td>
<td>.7</td>
<td>9</td>
</tr>
</tbody>
</table>

**Source:** (Field data, 2018)

Key: 1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, and 5=Strongly Agree, SD=Standard Deviation

The results showed that (75.25%) of the respondents were of the view that Travel advisory affects Hotel bed occupancy, mean=3.76, SD=1.48. (84.5%) of the respondents agreed to the statements that Travel advisory does not affect Hotel bed occupancy (mean=4.23, SD=2.08). Also, the analysis showed that (46.5%) of the respondents with a mean=2.33 and SD=1.80 indicated that Travel advisory does not affect 1-3 stars Hotel
bed occupancy while (77.5%) (mean=3.88, SD=1.01) said that Travel advisory should be issued by government. Further analysis also revealed that (47.75%) of the respondents were of the thoughts that Travel advisory is advisable and should encouraged (mean=1.89, SD=2.29), see table 4.9.

During the interview session one respondent stated that “Travel advisory issued by foreign governments do affect hotel bed occupancy to a large extent however if the advisory was issued by Government then this would affect hotel bed occupancy to a large extent”.

According to Frey (1991) postulates that actors using violence for political purpose are those in power or their agents and that state instigated violence is aimed at preventing changes in the status quo. He further says that the strategy of instigators of state sponsored violence is to inspire the target population with terror by means of random acts of violence. Moreover, a government that lacks a popular mandate tends to resort to violence in an attempt to bolster support. Frey did not justify how the Government alone is solely to blame for violence as it must have opposing forces and therefore left out other actors. Holloway and Stedman (2002) posit that one approach to violence is the underlying economic conditions, which create the risk of violence. Some societies will have repeated conflicts, not because of the cumulative legacy of the desire for vengeance but because war is profitable for some groups. The perception by some groups that there are strong unequal economic opportunities and access to resources, as well as vast differences in standards of living between groups, will contribute to a sense of grievance. However, Holloway’s argument on recurring conflicts did not come up with the modalities for averting the repeated conflicts, which might have been caused by many factors.
CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
The current chapter of this study presents the discussion of the results derived from the data presented in Chapter Four, the discussion leads into varying conclusions and a number of recommendations are subsequently derived.

5.2 Summary of Findings
The following are the summaries on the findings based on the four objectives that guided the study. The first objective the study sought to find out the effect of increased political activities on Hotel bed occupancy in Nairobi County. (80%) of the respondents indicated that Increased political activities enhance Negative Hotel bed occupancy (mean=4.00, SD=1.83). Further analysis of the data showed that (83%) of the respondents reported that Increased political activities is not good for Hotel Industry.

The second objective sought to examine the effect of negative media publicity on Hotel bed occupancy in Nairobi County. The analysis of the data showed that 80.25% of the respondents indicated that Negative media publicity affects Hotel bed occupancy (mean=4.01, SD=1.89). Further analysis also showed that Negative media publicity should be punishable (80.25%, mean=4.01, SD=1.39) Negative media publicity should be discouraged was opined by 83.5% of the respondents representing a (mean=4.18, SD=1.79).

The Third objective sought to establish the effect of post-election violence on Hotel bed occupancy in Nairobi County. The results showed that (84.5%) of the respondents agreed to the statements that Post-election violence did not affect Hotel bed occupancy (mean=4.23, SD=2.08). Also, the analysis showed that (77.5%) (mean=3.88, SD=1.01) said that Post-election violence breeds ethnicity which affects Hotel bed occupancy.

The fourth objective sought to assess the effect of travel advisory on Hotel bed occupancy in Nairobi County. The results showed that (84.5%) of the respondents agreed to the statements that Travel advisory does not affect Hotel bed occupancy (mean=4.23,
SD=2.08). Also, the analysis showed that (77.5%) (mean=3.88, SD=1.01) said that Travel advisory should be issued by government.

Therefore the above findings can be grounded by the theory adopted for this study which was the Resource-Based Theory that emphasized the firm’s resources as the fundamental determinants of competitive advantage and performance. This model assumed that firms within an industry may be heterogeneous with respect to the bundle of resources that they control. It further assumes that resource heterogeneity may persist over time because the resources used to implement firms’ strategies are not perfectly mobile across firms (i.e., some of the resources cannot be traded in factor markets and are difficult to accumulate and imitate). Resource heterogeneity (or uniqueness) is considered a necessary condition for a resource bundle to contribute to a competitive advantage.

5.3 Conclusion
The study concluded that Increased political activities enhance Negative Hotel bed occupancy and increased political activities was not good for the Hotel Industry.

The study concluded that Negative media publicity affected Hotel bed occupancy and that Negative media publicity should be discouraged.

The study concluded that Post- election violence did not affect Hotel bed occupancy with regard to foreign clients although bred ethnicity in local clients which affected Hotel bed occupancy.

The study concluded that travel advisory affected Hotel bed occupancy and that Travel advisory should be issued by government.

5.4 Recommendations
The study recommended that, the Government should translate the electoral policy into law by establishing a legal regime to charter implementation of the electoral policy. This could be done by establishing an institutional framework through capacity building for electoral policy implementation and development of relevant institutions representative
of all stakeholders, including civil society.

The study recommended that, Media monitoring be instituted as an effective tool in gauging elections but it should not just occur in the pre-election and voting period as is most often the case, but in the post-election period as well Notions of professionalization should be probed and normative assumptions of journalists being ‘balanced watchdogs’ should be avoided. Understanding the ideology of journalists is essential to understanding the media and political systems.

The study recommended that, government should closely monitor political activities during pre-election and post- elections periods. The aim of the monitoring is to provide adequate security to all Kenyans irrespective of their political affiliation, tribal, ethnic or religious differences.

The study recommended that, various policy and strategies that can be undertaken by the government and other stakeholders in order to circumvent travel advisory on Hotel bed occupancy.

5.5 Suggestions for Further Research
The researcher’s point of departure is that the results of this study should be interpreted with its limitations in mind the generalization of the results might be compromised. However, given that the study context is fairly stringent and the empirical analysis provides very strong support of the theory adapted, the researcher suggest that future research studies should be done to investigate the effect of a monitoring and evaluation framework on electioneering and Hotel bed occupancy in Nairobi County.
REFERENCE


Krejcie and Morgan (1970) Research methods in Humanities and Education' by Kasomo, D, Eldoret: Zapf Chancery Consultants and publishers


