DETERMINANTS OF INTERNATIONAL TOURISM FLOWS INTO KENYA:
CASE STUDY OF THE UNITED KINGDOM (UK)

MAROA NANCY WANSATO
X75/27518/2009

RESEARCH PAPER SUBMITTED TO THE SCHOOL OF ECONOMICS, UNIVERSITY OF NAIROBI IN PARTIAL FULFILLMENT OF BACHELOR DEGREE IN ECONOMICS AND STATISTICS

NOVEMBER 2012
ABSTRACT

This study basically entails an assessment of the determinants of international tourism demand in Kenya.

First, the study covers the background of the study, statement of the problem, the main objectives, as well as significance.

In the next section, our study analyzes past studies regarding the determinants of international tourism demand in Kenya. The study mainly captures tourists’ inflows from the UK. We built our analysis on past empirical studies.

Our study also contains the research methodology employed for analyzing the data. This entails the model specification and description of the variables, data and data sources.

The fourth chapter is based on data analysis and interpretation of the empirical results. This section elicits the influence of each variable on the number of UK tourist flows in Kenya. The final chapter presents the conclusions and emerging policy implications.