

# **THE CONCEPT OF ALL – INCLUSIVE HOLIDAYS IN KENYA: A BASELINE SURVEY OF SELECTED ESTABLISHMENTS AT THE KENYA COAST**

**Kazungu, C.M., Sagwe, J., Kuloba, R. and Otieno W.O.**

**Research and Corporate Planning Division  
Kenya Utalii College  
P.O. Box 31052-00600  
Nairobi, Kenya**

## **Abstract**

---

In this paper the application of the concept of all –inclusive holidays and its attendant implications in relation to characteristics of establishments offering all-inclusive packages and perceptions of stakeholders were investigated. Qualitative and quantitative approaches were adopted using questionnaires, in-depth interviews and observations. Using descriptive statistics and content analysis, motivating factors, business performance, source markets, client’s characteristics and perceptions of various stakeholders were analysed. Desperation for occupancy and tour operators are the prime motivations for the adoption of the concept with tour agencies as the principal initiators. Despite boosts in occupancy rates, the concept negatively impacts on business performance and staff motivation. Middle aged couples and families are the major clients with leading source markets being Germany, Britain, Switzerland and France. With its tendency to encourage competition based on rates rather than quality of service and product differentiation, the concept has acquired a dubious image in Kenya.

---

**Keywords:** All-inclusive packages, Mass tourism, Prime destination, multiplier effect, vertical integration

