

Association between Hotel Employees' Sociodemographic Characteristics and Employee Place Identity: Preliminary Findings from Nakuru Town, Kenya

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Abstract

Over the last few years, there have been concerns about rapid urbanization caused by the proliferation of hotels, which in turn poses a huge threat on sustainability in the hospitality industry. Urban planners postulate that hotel employees' sense of place is critical to the sustainability of hotels, with implications on the overall urban sustainability; however, there is paucity of research that has investigated this phenomenon amongst hotel employees in Kenya, especially in Nakuru County. This research paper informed by place identity theory, presents preliminary findings on sociodemographic characteristics associated with employee place identity in selected hotels in Nakuru town. The study used cross-sectional survey to collect data from 16 hotel employees. Data were collected using a questionnaire with closed ended questions. Place identity was operationalized using validated urban-related Identity measures. Place identify is a multidimensional construct which comprises employee's external evaluation, general attachment, continuity with personal past, perception of familiarity, and commitment. Descriptive statistics were used to summarize data from the sample. Association between sociodemographic characteristics associated with employee place identity were assessed using Chi-Square tests. An independent T-Test was conducted to examine statistically significant differences on employee place identity by gender. The mean for males was 3.17 (SD = 0.73), while the mean for females was 3.50 (SD = 0.56). Although females had a higher value for place identity compared to males, the differences were not statistically significant ($t = -.98, p = 0.14$). The mean for employees aged 30 years and below was 2.80 (SD = .64), while the mean for employees aged 31 years or older were 3.50 (SD = 0.58). Differences in employee place identify by age were statistically significant $t = -2.25, p = 0.04$). Differences in employee place identify by highest level education attained were statistically significant, $t = -3.01, p = 0.01$). These findings have implications that employers who recognize employees who have attained higher education level, contribute positively towards their demonstration of greater stewardship towards environmental conservation.

Keywords: Sustainable development; sustainable hospitality, hotels, place identity; Nakuru town, Kenya

1.0 Introduction

The hospitality industry has experienced tremendous growth in the recent past and is linked to economic growth of the economies around the world because of the Gross Domestic Product (GDP) to the world. This has led to creation of employment opportunities which has translated to socio-economic growth and development. The growth in the hospitality industry globally has been linked to environmental degradation because of large consumption of resources such as food, water and energy translating to increased waste production into the environment affecting the environment negatively (Abdou et al., 2020). Statistics reveals that on average a hotel release approximately 160 to 200 kgs of carbon dioxide per meter square per annum, a guest consumes approximately 170 to 440 litres in a five star hotel, and a guest contributes about one kilogram of waste per night (Murimi, 2020).

The hospitality industry is challenged to address the unsustainable practices by minimizing the consumption of resources such as food, water, and energy to reduce the output waste to the environment (Jamaludin & Yusof, 2013). Hotels should be at the fore front in addressing environmental management challenges through the implementation of sustainable development goals (SDGs) more so, SDGs linked to SDG 6 focuses on safe drinking water and sanitation, SDG 7 focuses on access to affordable and clean energy, and SDG 12 focus on conscious consumption and production to address SDG 13 on climate action (Abdou et al., 2020).

Employee placement identity that involves emotional and symbolic identification with a place; combines awareness and subconscious perceptions influences employees' attitudes and behaviours within that place (Parsa & Torabi, 2015). Previous studies by Kuo et al., (2021) revealed that there is statistically significant positive and direct influence of place identity on environmentally responsible behaviour. This means that place identity of employees increases best practices of hotels and help solve problems related to unsustainable environmental practices. Previous studies reviewed revealed that there exists gaps in relation to the target population in the sense that the studies by (Robert and Rosaline (2018); Rollero and De Piccoli (2010); Tournois and Rollero (2020); Belanche et al., (2021); and Anton and Lawrence (2014)) targeted residents of different countries and not employees.

In addition, there are limited studies on place identity that have been conducted in developing countries as literature has revealed that (Hansen (2014); Katsamagka (2013); Robert and Rosaline (2018); Rollero and De Piccoli (2010); Schmitt (2004); Various studies such as Tournois and Rollero (2020); Anton and Lawrence (2014) and Hallak et al. (2015) were all conducted in developed countries. This therefore presents a gap in knowledge on socio-demographic factors influence on place identity in developing countries. There also exists methodological gap on previous studies on place identity; (Hansen (2014); Robert and Rosaline (2018); Rollero and De Piccoli (2010); Tournois and Rollero (2020); Belanche et al. (2021); Bernardo and Palma-Oliveira (2013); and Hallak et al. (2015) used survey research design. However, Katsamagka (2013) used quasi-experimental research design. In addition, quite a number of previous studies were not informed by any theory (Hansen (2014); Belanche et al. (2021); and Anton and Lawrence (2014)). Kenya is one of the countries that has experienced tremendous growth in the number of hotels and the growth in the number of hotels has been linked to excessive consumption of resources and increased water waste outputs. This preliminary study conducted in Nakuru town examined the influence of gender in hotel employees on placement identity, the influence of the age of hotel employees on placement identity, and the influence of education level of hotel employees on place identity.

2.0 Literature Review

Theoretical Review

This research paper was informed by place identity theory. The theory was developed in 1983 by Proshansky, Fabian, and Kaminoff (Hallak et al., 2015). The theory posits that there is a mental link between an individual and the physical surroundings. These connections to a physical setting are linked to an individual's memories, conceptions, interpretations, ideas and feelings about a place. Place identity is complex because it's more than place attachment and is a sub-structure of individual's self-identification (Hallak et al., 2015). These linkages are linked to complicated conscious and unconscious ideas, beliefs, preferences, sentiments, values, aspirations, and environmental behavioural tendencies and skills (Parsa & Torabi, 2015). Identity develops gradually as an individual grows and starts to differentiate oneself from others but relate with the physical environment. The lens that is used to assess and identify places is developed through the development of social and environmental abilities. Over the course of a person's life, their sense of place evolves (Qazimi, 2014). Place identity theory is relevant to the research paper in the sense that it helps us understand how hotel employee's cognitions, beliefs, perceptions or thoughts have been invested in Nakuru town and how socio-demographic characteristics influence their identity to Nakuru town. Increased place identity of hotel employees will influence their environmental responsible behaviour (Kuo et al., 2021).

Empirical Review

Gender and Employee Placement Identity

Robert and Rosaline (2018) examined people's place relationships for insight on developing geo-visualizations with coastal places in Canada. The findings of the study revealed that females are more likely to include land recreation and wood debris than males. The findings linked females to be more likely linked to placement identity than men. The study was however conducted in a developed country and the findings might not reflect the situation in Nakuru County which is a developing country, and the socialization of males and females might be different compared to socialization of developed countries.

Similarly, Hansen (2014) assessed place attachment and residential mobility amongst young people with different gender in North Denmark region. The study findings revealed that young men (71) are more attached to a place compared to women (64). The findings of the study revealed that there is gender differences in place attachment and the explanation given is that the gender that is attached to traditional ideologies is more likely to feel attached to a place compared to the gender that do not adhere to the traditions. These findings of Hansen (2014) are inconsistent with the findings of Robert and Rosaline (2018) in that Hansen's (2014) study revealed that women are more associated to placement identity whereas Robert and Rosaline (2018) revealed that young men are more linked to placement identity compared to women. The differences might be linked to different contexts; coastal places and rural areas.

In addition, Rollero and De Piccoli (2010) examined North Italy City residents' views on place attachment, identification, and environment. The study findings revealed gender statistically significant influence local area identification ($\beta=0.16$) and this relationship highly contributes to place attachment ($\beta=0.21$). The study was conducted in Turin a town linked to history of Italy; first capital city of Italy. This might influence the findings on gender association with placement identity because majority of the residents would like to be

associated with the city. The findings of this study might not reflect the situation in Nakuru County which is not the capital city of Kenya.

Further, Tournois and Rollero (2020) assessed individual factors influencing placement attachment and identity amongst Belgrade's residents. The study findings indicated that there is statistically insignificant influence of gender on placement attachment and identity. These findings are inconsistent with the findings of Rollero and De Piccoli (2010) and thus need to conduct more studies to examine the role of gender in placement identity and attachment.

Age and Employee Placement Identity

Tournois and Rollero (2020) examined personal attributes influencing attachment, identity, and commitment amongst Belgrade's residents. The study findings indicated that age had a statistically significant influence on placement attachment. Elderly people were more attached to the place compared to the young people. This study was conducted in Germany; a developed country compared to Kenya and findings might not reflect the situation in Kenya.

Moreover, Belanche et al. (2021) assessed the influence of communities residents (rural and urban) on local place identity considering age as the moderating variable. The study findings indicated that age significantly moderates the influence of community residents (urban versus rural) on place identity. However, this study was conducted in a community set up and findings might not reflect the situation in organizational set up (hotels). Although this study examined age as a moderating factor, there is consistency in findings with Tournois and Rollero's (2020) study that age has a significant influence on place identity.

Similarly, the authors Anton and Lawrence (2014) examined the influence of place of residence on attachment of place and participation of the community in South-West Australia. The study findings indicated that age significantly correlated with place attachment. Further, the findings of the study indicated that there is statistically insignificant influence of age on place attachment. These findings are inconsistent with the findings of Tournois and Rollero (2020) and Belanche et al. (2021) hence need for further studies to establish if age predicts place identity of employees.

Education and Employee Placement Identity

Rollero and De Piccoli (2010) assessed perception of the people to the physical surroundings, attachment and identification to place amongst people living in the city of North Italy. The study findings indicated that the level of education had a direct influence on attachment to a place and identification to a place. Persons with low education level are more attached to their town and their residents. This could be because of the various social groups with which they identify. However, individuals with higher education levels might classify themselves in the dominant groups and less likely to associate themselves with social groups. The findings of this study might not reflect the situation in Nakuru town because North Italy city is in a developed country compared to Nakuru town which is located in a developing country.

Similarly, Katsamagka (2013) explored the role of outdoor education in fostering a sense of place attachment to the school's surroundings amongst teenagers from Swedish primary school. The findings of the study revealed that outdoor education influenced placement attachment amongst female students. This indicates that outdoor education- attachment to my local natural landscape increases the attachment to a place amongst the pupils. The findings of this study might not reflect the situation in Nakuru County because this study was conducted amongst school pupils and the current study was conducted amongst hotel employees.

In addition, Tournois and Rollero (2020) examined personal attributes influencing attachment, identity, and commitment amongst Belgrade's residents. The study findings indicated that there is insignificant influence of level of education on place attachment. Further, the findings revealed that there is statistically significant influence of level of education and place identification. It was noted that people with lower education have higher place identification than people with higher education levels. These findings are consistent with the findings of Rollero and De Piccoli (2010) that indicated that the lower the education levels, the more the place identification. However, the findings do not agree in relation to placement identity.

4.0 Research Methodology

The study followed a cross-sectional design. Data were collected using a closed-ended questionnaire was used to collect data from employees from 16 hotels in Nakuru town. The hotels included a mix of small, medium, large hotels. Data collected included socio-demographic information: gender, age, and education level, and employee place identity. Employee place identity was operationalized using modified Lalli's Urban related identity scale (Hallak et al., 2015). This scale is a more specific level of place identity and is used to examine residents place identity for a particular town. Place identity is a multidimensional construct that is composed of external evaluation, general attachment, continuity with personal past, perception of familiarity, and commitment. Likert Scale statements that were on a five point scale 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree (Hallak et al., 2015). Reliability test for the 16 statements using Cronbach's alpha produced a value of .87.

Data were analysed using descriptive statistics, that is, percent frequencies, mean and standard deviation. In addition, cross-tabulation was used to examine association between individual place identity statements and the various independent variables. The researcher generated a composite from the 16 statements and proceeded to use the composite generated to conduct independent T-tests to examine influence of gender, age, and education level on employee place identity.

5.0 Results and Discussion

Table 1: Description of the Sample

Variable	Category	Percent
Gender	Male	62.5%
	Female	37.5%
Age Category	Below 30 years	31.3%
	Above 31 years old	68.8%
Education	Secondary	25.0%
	Tertiary	75.0%

Gender of Hotel Employees

The findings of the study revealed that there were more male hotel employees (62.5%) compared to female employees (37.5%). These findings are consistent with the findings by Robert and Rosaline (2018) which revealed that in the survey respondents, men representatives were slightly higher compared to females males (49.1%) and females (48.1%). In addition the findings were similar to the findings of Hansen (2014) which

revealed that there were more boys (175) compared to girls (167). The findings might suggest that there are more male employees working in the hotel sector compared to female employees.

Age of Hotel Employees

The results of the study revealed that employees with 31 years and above were more represented (68.8%) compared to employees with 30 years and below (31.3%). These findings are consistent with the findings of Tournois and Rollero (2020) which revealed that residents between 18-44 years were (65.4%) whereas those between 45-65 years were (34.6%). In addition, these findings were similar to those of Belanche et al., (2021) which revealed that residents between 25-44 years were (62.4%) whereas residents between 45-64 years were (37.6%). However, the study by Tournois and Rollero (2020) and Belanche et al. (2021) represented age of community members and not employees in hotels. The findings revealed that there are high chances that employees working in hotels were young in age because they needed energetic employees to run the daily operations of the hotel.

Education of Hotel Employees

The findings of the study revealed that majority of hotel employees were learned because it was established that hotel employees with college and university education both had the highest representation of (37.5%) and employees with secondary education were (25%). There were no employees with none, elementary education, and primary education. This revealed that employees had acquired basic and higher level of education. These findings are inconsistent with the findings of Tournois and Rollero (2020) that revealed that there was high representation of Belgrade's residents with basic education (284) compared to those with higher education (182). However, the study of (Tournois & Rollero, 2020) was conducted among residents of Belgrade's and not employees. The findings of this study revealed that hotel employees had acquired higher education, and this is expected as the employers seek for employees with high level of education because of the competence acquired in skills and know how.

Gender and Hotel Employee Place Identity

The first objective of the study was to examine the influence of gender of hotel employee on hotel employee place identity. To examine this objective, cross tabulations was computed for gender and hotel employee place identity (decoded into a new variable with 3 categories; 1=Disagree, 2=Neutral, and 3=Agree) as indicated in table 2 below.

Table 2: Cross tabulations for Gender and Hotel Employee Place Identity

Statement	Gender	Key: 1=Disagree, 2=Neutral, and 3=Agree			X ² Test P-Value
		1 %	2 %	3 %	
1. Green practices adopted by this hotel increase native feelings for Nakuru town	Male	30.0	10.0	60.0	0.89
	Female	33.3	16.7	50.0	
2. Green practices adopted in this hotel makes me feel at home in Nakuru town	Male	40.0	0.0	60.0	0.69
	Female	50.0	0.0	50.0	
3. Green practices in this hotel in Nakuru county has made me feel like the town is part of myself	Male	20.0	10.0	70.0	0.50
	Female	16.7	33.3	50.0	
4. Hotels embracing green practices in Nakuru makes me proud of this town	Male	50.0	30.0	20.0	0.16
	Female	16.7	16.7	66.7	
5. Green practices adopted by hotels in Nakuru reminds me of my past	Male	50.0	20.0	30.0	0.31
	Female	16.7	16.7	66.7	
6. I cannot imagine living in another town where green practices have not been adopted in hotels because I would give up too much of myself	Male	60.0	20.0	20.0	0.04*
	Female	0.0	33.3	66.7	
7. I have had so many experiences on green practices adopted by this hotel that I have become very attached	Male	50.0	0.0	50.0	0.38
	Female	33.3	16.7	50.0	
8. I am so familiar with hotel as a green practicing hotel that I would easily recognize any photos of it	Male	60.0	10.0	30.0	0.44
	Female	33.3	33.3	33.3	
9. When I walk around Nakuru town I feel very strongly that I belong here due to hotels that have adopted green practices	Male	40.0	20.0	40.0	0.50
	Female	50.0	0.0	50.0	
10. Nakuru town is very familiar to me indeed because of the green practices adopted by hotels	Male	40.0	10.0	50.0	0.61
	Female	16.7	16.7	66.7	
11. My daily life revolves around Nakuru town because of the green practices adopted by hotels	Male	20.0	40.0	40.0	0.41
	Female	50.0	16.7	33.3	
12. I experience Nakuru town very intensively every day because of the green practices adopted by hotels	Male	40.0	30.0	30.0	0.70
	Female	33.3	16.7	50.0	
13. I would like to stay in Nakuru town for as long as possible due to the green practices adopted in hotels	Male	50.0	0.0	50.0	0.51
	Female	33.3	0.0	66.7	
14. I am looking forward to witnessing Nakuru town future developments on green practices adoption in hotels	Male	40.0	0.0	60.0	0.41
	Female	33.3	16.7	50.0	
15. Nakuru town plays and important role in my future plans because of green practices adopted in hotels	Male	80.0	0.0	20.0	0.21
	Female	50.0	0.0	50.0	
16. My personal future is closely tied up with Nakuru town because of green practices adopted in hotels	Male	30.0	0.0	70.0	0.88
	Female	33.3	0.0	66.7	

The findings of the study indicated that females agreed more with the statements on employee place identity compared to men. The scores revealed that females agreed more with 10 out of 16 statements (statements 4, 5, 6, 8, 9, 10, 12, 13, 15, and 16) compared to men who agreed more with 5 out of 16 statements (statements 1, 2, 3, 11 and 14). In addition, the findings revealed that there was neutral agreement for both males and females with statement 7 as they both scored 50%. Moreover, the findings revealed that there is statistically

significant difference on responses between males and females on statement 6, $p < 0.05$. These findings are as indicated by table 2 above.

An independent T-Test was conducted to examine statistically significant differences on employee place identity by gender. The mean for males were 3.17 ($SD = 0.73$), while the mean for females were 3.50 ($SD = 0.56$). Although females had a higher value for place identity compared to males, the differences were not statistically significant ($t = -.98, p = 0.14$). The findings of the study revealed that there is statistically insignificant influence of gender on employee place identity. These findings are consistent with the study of Tournois and Rollero (2020) that revealed that there is statistically insignificant influence of gender and placement identity. However, this study findings are inconsistent with the findings of Rollero and De Piccoli (2010) which indicated that there is statistically significant influence of gender on place identity. The studies by Tournois and Rollero (2020) and Rollero and De Piccoli (2010) were conducted amongst residents (North Italy City and Belgrade's) whereas the current study was conducted amongst hotel employed. Previous literature links gender differences to place identity because of the different gender roles and territorial mobility. In addition, women are more social compared to men because they are more engaged in social activities such as dropping children to schools and engaging in local sports. Moreover, women were traditionally restricted in terms of mobility (Tournois & Rollero, 2020). The explanation to the findings might be on the fact that women empowerment campaign is on the risen and they are no longer restricted by traditions to be attached to a place on basis of their social roles, also the study was conducted in Nakuru town where traditions are not mainly adhered to thus insignificant influence of gender on place identity of employees.

Age and Hotel Employee Place Identity

The second objective of this study was to assess the influence of age of hotel employees on hotel employee placement identity. To analyse this objective age was recorded into two categories. The lowest age was 23 years and the oldest age was 35 years. Two categories of age were developed; below 30 years was young age and above 31 years was old age. Employee place identity was recorded into 3 categories from the initial 5 categories. Cross tabulations were conducted to examine the influence of age on hotel employee place identity as indicated in table 3 below.

Table 3: Cross Tabulations for Age and Hotel Employee Place Identity

Key: 1=Disagree, 2=Neutral, and 3=Agree					
Statement	Age	1 %	2 %	3 %	X ² Test P-Value
1. Green practices adopted by this hotel increase native feelings for Nakuru town	Young Old	60.0 18.2	20.0 9.1	20.0 72.7	0.13
2. Green practices adopted in this hotel makes me feel at home in Nakuru town	Young Old	80.0 27.3	0.0 0.0	20.0 72.7	0.04*
3. Green practices in this hotel in Nakuru county has made me feel like the town is part of myself	Young Old	40.0 9.1	0.0 27.3	60.0 63.6	0.21
4. Hotels embracing green practices in Nakuru makes me proud of this town	Young Old	60.0 27.3	20.0 27.3	20.0 45.5	0.43
5. Green practices adopted by hotels in Nakuru reminds me of my past	Young Old	60.0 27.3	40.0 9.1	0.0 63.6	0.05*
6. I cannot imagine living in another town where green practices have not been adopted in hotels	Young Old	40.0 36.4	40.0 18.2	20.0 45.5	0.53

because I would give up too much of myself					
7. I have had so many experiences on green practices adopted by this hotel that I have become very attached	Young Old	100.0 18.2	0.0 9.1	0.0 72.7	0.01*
8. I am so familiar with hotel as a green practicing hotel that I would easily recognize any photos of it	Young Old	60.0 45.5	20.0 18.2	36.4 36.4	0.80
9. When I walk around Nakuru town I feel very strongly that I belong here due to hotels that have adopted green practices	Young Old	60.0 36.4	20.0 9.1	20.0 54.5	0.42
10. Nakuru town is very familiar to me indeed because of the green practices adopted by hotels	Young Old	60.0 18.2	0.0 18.2	40.0 63.6	0.20
11. My daily life revolves around Nakuru town because of the green practices adopted by hotels	Young Old	20.0 36.4	40.0 27.3	40.0 36.4	0.78
12. I experience Nakuru town very intensively every day because of the green practices adopted by hotels	Young Old	40.0 36.4	20.0 27.3	40.0 36.4	0.95
13. I would like to stay in Nakuru town for as long as possible due to the green practices adopted in hotels	Young Old	40.0 45.5	0.0 0.0	60.0 54.5	0.83
14. I am looking forward to witnessing Nakuru town future developments on green practices adoption in hotels	Young Old	80.0 18.2	0.0 9.1	20.0 72.7	0.05*
15. Nakuru town plays and important role in my future plans because of green practices adopted in hotels	Young Old	80.0 63.6	0.0 0.0	20.0 36.4	0.51
16. My personal future is closely tied up with Nakuru town because of green practices adopted in hotels	Young Old	60.0 18.2	0.0 0.0	40.0 81.8	0.09

Findings from the study as illustrated in table 3 above revealed that hotel employees with old age agreed more with statements on employee place identity compared to young employees. Old employees agreed more with 12 out of 16 statements (1,2, 3, 4, 5, 6, 7, 9, 10, 14, 15 and 16) whereas young employees agreed more with only 3 statements (11, 12 and 13). In addition, the findings revealed that both young and old hotel employees had same level of agreement with statement 8 at 36.4%. further, the findings of the study revealed that there was statistically significant difference in the responses on employee place identity statements 2, 5, 7 and 14, $p < 0.05$.

An independent T-Test was conducted to examine statistically significant differences on employee place identity by age. The mean for employees aged 30 years and below was 2.80 ($SD = .64$), while the mean for employees aged 31 years or older were 3.50 ($SD = 0.58$). The findings of the study revealed that differences in employee place identify by age were statistically significant $t = -2.25$, $p = 0.04$). The findings of this study are consistent with the findings of Tournois and Rollero (2020) and Belanche et al., (2021) that revealed that there is significant influence of age on place identity. However, this study findings are inconsistent with the findings of Anton and Lawrence (2014) which revealed that there is insignificant

influence of age on place identity of community members of South West Australia although they noted the study noted that there is significant correlation between age and place identity. Historical, social, political and economic factors might be considered as other factors moderating the influence of age of employees on place identity. Historical connections associated with a specific place, social attachment to a place and economic opportunities linked to a place might influence mobility decisions and place identity of employees to adjustment to changes in the changing world (Tournois & Rollero, 2020).

Education and Hotel Employees Place Identity

The third objective of the study was to establish the influence of education of hotel employees on employee’s place identity. To analyse this objective the highest level of education categories was recoded into new variables. This is because the first three categories (none, elementary education and primary education) had zero responses. The new categories were secondary education and tertiary education. Cross tabulations were conducted to attain the descriptive statistics for education and hotel employees place identity. The findings of the study revealed that hotel employees who had acquired tertiary education agreed more with all the statements on employee place identity compared to employees with secondary education. In addition, the findings revealed that there is statistically significant difference on responses as regards statements 1, 2, and 16 on employee place identity, $p < 0.05$ as indicated in table 4 below.

Table 4: Cross Tabulation for Education Category and Employee Place Identity

Key: 1=Disagree, 2=Neutral, and 3=Agree					
Statement	Education	1 %	2 %	3 %	X ² Test P-Value
1. Green practices adopted by this hotel increase native feelings for Nakuru town	Secondary	100.0	0.0	0.0	0.003*
	Tertiary	8.3	16.7	75.0	
2. Green practices adopted in this hotel makes me feel at home in Nakuru town	Secondary	100.0	0.0	0.0	0.009*
	Tertiary	25.0	0.0	75.0	
3. Green practices in this hotel in Nakuru county has made me feel like the town is part of myself	Secondary	25.0	50.0	25.0	0.129
	Tertiary	16.7	8.3	75.0	
4. Hotels embracing green practices in Nakuru makes me proud of this town	Secondary	75.0	0.0	25.0	0.169
	Tertiary	25.0	33.3	41.7	
5. Green practices adopted by hotels in Nakuru reminds me of my past	Secondary	50.0	25.0	25.0	0.683
	Tertiary	33.3	16.7	50.0	
6. I cannot imagine living in another town where green practices have not been adopted in hotels because I would give up too much of myself	Secondary	25.0	50.0	25.0	0.411
	Tertiary	41.7	16.7	41.7	
7. I have had so many experiences on green practices adopted by this hotel that I have become very attached	Secondary	75.0	0.0	25.0	0.334
	Tertiary	33.3	8.3	58.3	
8. I am so familiar with hotel as a green practicing hotel that I would easily recognize any photos of it	Secondary	50.0	25.0	25.0	0.915
	Tertiary	50.0	16.7	33.3	
9. When I walk around Nakuru town I feel very strongly that I belong here due to hotels that have adopted green practices	Secondary	75.0	0.0	25.0	0.319
	Tertiary	33.3	16.7	50.0	

10. Nakuru town is very familiar to me indeed because of the green practices adopted by hotels	Secondary Tertiary	75.0 16.7	0.0 16.7	25.0 66.7	0.088
11. My daily life revolves around Nakuru town because of the green practices adopted by hotels	Secondary Tertiary	75.0 16.7	25.0 33.3	0.0 50.0	0.069
12. I experience Nakuru town very intensively every day because of the green practices adopted by hotels	Secondary Tertiary	75.0 25.0	25.0 25.0	0.0 50.0	0.135
13. I would like to stay in Nakuru town for as long as possible due to the green practices adopted in hotels	Secondary Tertiary	75.0 33.3	0.0 0.0	25.0 66.7	0.146
14. I am looking forward to witnessing Nakuru town future developments on green practices adoption in hotels	Secondary Tertiary	75.0 25.0	0.0 8.3	25.0 66.7	0.196
15. Nakuru town plays an important role in my future plans because of green practices adopted in hotels	Secondary Tertiary	75.0 66.7	0.0 0.0	25.0 33.3	0.755
16. My personal future is closely tied up with Nakuru town because of green practices adopted in hotels	Secondary Tertiary	75.0 16.7	0.0 0.0	25.0 83.3	0.029*

An independent T-Test was conducted to examine statistically significant differences on employee place identity by highest level of education attained. The mean for employees who had attained secondary education was 2.58 ($SD = .30$), while the mean for employees who had attained tertiary education was 3.54 ($SD = 0.53$). The findings of the study revealed that differences in employee place identity by highest level education attained were statistically significant ($t = -3.01, p = 0.01$). This study findings were consistent with the findings of the study of Rollero and De Piccoli, (2010) and Katsamagka (2013) which indicated that there is significant influence of education on place identity. However, this findings were inconsistent with the findings of Tournois and Rollero (2020) which indicated that there is insignificant influence of education level on place identity. Previous studies have revealed that education plays a significant role in influencing place identity. Low education level is linked to lesser place attachment. Explanations given to this attachment is that low educated people are highly dependent, lack of other potential identifications, may have retired from jobs and are less mobile thus tend to highly identify with the local community (Tournois & Rollero, 2020). In this study however, employees with higher education seem to demonstrate high place identity. Plausible explanation is that employees with high educational accomplishment appreciate the contribution of green practices by hotels towards mitigating environmental degradation.

5.0 Study Limitations and Recommendations

This research paper examined the association between hotel employees' sociodemographic characteristics and employee place identity: preliminary findings from Nakuru county, Kenya. The findings of the study revealed that gender of hotel employees has insignificant influence on employee's place identity. In addition, the study revealed that there is statistically significant influence of age of hotel employees and education level on employee's place identity. Hotel employers and managers are encouraged to increase employees' trainings on green practices to increase their knowhow and skills of engaging in best practices of hotels that are environmentally friendly. In the long run, Nakuru town will

achieve the sustainable development goals linked to SDG 6 focuses on safe drinking water and sanitation, SDG 7 focuses on access to affordable and clean energy, and SDG 12 focus on conscious consumption and production to address SDG 13 on climate action, and this will increase the employee's placement identity to Nakuru town.

The study recommends that future studies should consider other towns to establish factors influencing place identity of employees in other towns. In addition, other studies should delve into examining not only the socio-demographic factors influencing place identity of employees to their towns. Further, future studies should consider using both quantitative and qualitative data collection and analysis methods to establish the emerging themes on factors influencing place identity. Moreover, future studies should expand on its target population scope to get the perspectives on factors influencing place identity from a larger group.

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