

**THE ECONOMIC IMPACT OF INTERNATIONAL
TOURISM ON THE KENYAN ECONOMY:
A CASE STUDY OF LAKE VICTORIA REGION**

By

**Achieng' Bertha Othoche
BA (Hons)**

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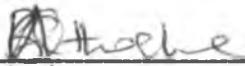
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1999

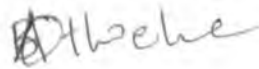


DECLARATION

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



Achieng' Bertha Othoche



This thesis has been submitted for submission with my approval as the University supervisor.



Dr. E. M. Irandu



DEDICATION

This piece of work is dedicated to my parents,(Mrs. Monica Chiama Wamola and to Mr. Eliakim Sonye Othoche), for the great sacrifices they made towards my education; to my spouse Joel for much input he made on the work from the very beginning to the end; to my brother David Owira Sonye,University of Nairobi for his continuous support which enabled me to go through my course, and to my late sister and brother, Hellen Awino Sonye formerly of Rang'ala Girls High School and Peter Onyango Sonye respectively. It is my belief that the work will motivate the young ones such as Ronnie Victor, Tom Kenvy, Eddie Roy, Don Kennedy, Holroyd Hellon, Frankline Boy, Nancy, Tonney and Dennis.

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This thesis is the result of the efforts made by myself and assistance given to me by my Supervisor, Chairman of Geography Department and officials from both public and private offices. However, apart from the contributions given to me by these special individuals. I take entire responsibility for the ultimate errors and omissions.

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ABSTRACT

Tourism is the phenomena arising out of the journeys and temporary stays of people travelling for leisure and/or recreation purposes, for business and those attending conferences. Tourists on the other hand are visitors or travellers to an area staying for at least twenty four hours or more for various purposes. International tourism which is the main purpose for this study involves international travel and contrasts with domestic tourism involving travel within a country by its own residents.

The present study aims at assessing the economic impact of international tourism on Lake Victoria Region of Kenya. This area covers Western and Nyanza Provinces and certain districts in the Rift Valley Province namely Uasin Gishu, Trans Nzoia, Nandi, Kericho and Narok districts. The area has not been in the front line in terms of touristic activities. However, in the future, it is likely to become one of the leading tourist circuit to compete for visitors with other traditional tourist areas such as National Parks and Reserves and the coastal beaches, once the region is given the required attention by both Government and private sector.

Tourism in general has been identified by both developed and developing countries for playing a major role in national economies to the extent that the sector has attracted both government and private funding and investment. Economic, socio-cultural, physical and/or environmental impacts of tourism have been identified. Whether these impacts are positive or negative depends on how the industry is managed thereby calling for sound management policies to promote the positive impacts while minimising the negative ones. For this reason, various researches have been carried out in various parts of the world on issues related to tourism. Most of the previous researches on tourism in Kenya have been at the national level and within resort enclaves. An assessment of tourism on a regional

scale such as this one is important since it acts as a bridge between the micro-scale studies and the large scale ones. Because of the positive and negative impacts tourism may have in a region, this study is set to establish the extent to which international tourism in particular has negatively or positively made impacts in the region. The major objectives therefore are:

- (a) To establish the touristic potentials of Lake Victoria Region;
- (b) To assess the tourist infrastructure in the region;
- (c) To analyse the structure of tourism in the region;
- (d) To assess the contribution of international tourism in Lake Victoria Region; and
- (e) To assess the environmental cost(s) of the tourism industry in Lake Victoria Region.

The hypotheses for the study are:

H₀: Most of the economic activities related to international tourism in the region are not carried out by the local people

H₁: Most of the economic activities related to international tourism in the region are carried out by the local people

H₀: There is no significant relationship between tourism and economic development in Lake Victoria Region

H₁: There is a significant relationship between tourism and economic development in Lake Victoria Region

H₀: Lake Victoria Region's tourism is not highly localised

H₁: Lake Victoria Region's tourism is highly localised

In order to achieve the above objectives and to accept or reject either the null or the alternative hypotheses, a nine-month field work session was undertaken which involved travel to the various tourist sites, interviews with key players in tourism such as hoteliers, formal and informal employees among others, and interviews with government officials in the industry. Apart from direct field observations the study made use of secondary data from various institutions.

The statistical techniques used in the study include simple tables, location quotient, coefficient of localization and localisation curves. The location quotient shows that tourism is much concentrated in Nairobi and Mombasa and not in the Lake Victoria Region. The coefficient of localization shows that tourism activities are not evenly distributed in the country. Some provinces and major towns have a greater share of tourism activities as per the location quotient, coefficient of localization values and the localization curve.

The results from the study provide vital information concerning tourism and may act as a useful guide for the management of the industry in Lake Victoria Region. Recommendations made are meant to promote this industry in the region. They are aimed at opening the region for greater tourist activity and therefore include developing the tourist sites and infrastructure accompanied with aggressive marketing. This is to go hand in hand with the education of the local people and their empowerment so that they take up the opportunities in the industry within the region. The study gives areas for further research such as the domestic tourism sector in Lake Victoria Region.

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CNN:	Cable Network News
LBDA:	Lake Basin Development Authority
KTDC:	Kenya Tourism Development Corporation
KTB:	Kenya Tourist Board
KWS:	Kenya Wildlife Service
JICA:	Japanese International Corporation Agency
LDCs:	Less Developed Countries
ADMADE:	Administrative Management Design for Game Management Areas
EATTA:	East African Tourist Travel Association
KRC:	Kenya Railways Corporation

WCED:	World Commission on Environment and Development
KTDA:	Kenya Tourist Development Authority
CBS:	Central Bureau of Statistics
CAMPFIRE:	Community Areas Management Programme for Indigenous Resources
NGOs:	Non-Governmental Organisations
KATO:	Kenya Association of Tour Operators
TIM:	Tourist Income Multiplier
DDCs:	District Development Committees
ATH:	Africans Tours and Hotels
HRA:	Hotels and Restaurants Authority
ICAO:	International Civil Aviation Organisation
KARI:	Kenya Agricultural Research Institute
CITES:	Convention on Trade in Endangered Species of World Fauna and Flora
PAWS:	Protected Areas and Wildlife Services
IDA:	International Development Agency

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CHAPTER ONE

1.0 INTRODUCTION

1.1. STATEMENT OF THE RESEARCH PROBLEM

The present study aims at examining tourism in Lake Victoria Region of Kenya. In particular the study tries to establish the economic impact of international tourism on the region's economy realising that international tourism has grown over the years even in developing countries and regions thereby influencing the economies of such areas. The study finds it important to assess the economic impact of this industry in the region in order to come up with suggestions for appropriate policies in the region. Meanwhile, attention is hereby focussed on tourism in general and international tourism over the years for both developing and developed countries.

It has been observed that throughout history, people have often travelled far and wide for a variety of reasons. Explorers and adventurers have often tried to visit new places to observe the various wonders of the world. However, only since 1950's has tourism come of age as an important international economic activity largely as a result of sustained prosperity, development of efficient mass air transport which is fast and easy and a large increase in leisure time. It means that greater wealth and higher standards of living enabled many people to be able to afford holiday travel away from home during holiday periods. However, transport is not cheap and only in the developed countries can a large population afford to travel overseas. In developing countries, travel is largely limited to movements undertaken for work or study.

During the last thirty years, mass tourism has replaced the traditional more individual ways of travelling. A complex tourism industry has developed to respond to consumer demands. Functioning primarily as an intermediary, the tourism industry closes the gap between the tourist, the consumer in economic terms and

the international destination, the producer of goods and services sought by consumers.

International tourism is, however, a relatively recent development. The industry comprises of a wide range of individual enterprises supporting the mass movement of people across regional or international borders, including a multifunctional and geographically dispersed system of wholesale and retail travel agents, airline companies, tour operators, advertising agencies and other related enterprises. The product offered by international tourism destinations is different from those sold by other economic sectors. It is an export item made up of a series of services. Unlike other exports, International tourism is produced and consumed within the destination even though it is sold in the external market place. Tourism is thus an invisible export; few physical goods leave the area of production as the product is consumed locally by the foreign visitor.

The number of international tourist arrivals has grown tremendously and it has become the second largest international trade item in the world only surpassed by oil (Irandu, 1993). By the year 2010 about a billion tourists will be travelling the world over bringing in \$1,550 billion in revenue. However, the major share of international tourism arrivals and earnings are generated and captured by developed countries particularly Europe and North America. Even so, developing countries are fully aware of the potential benefits to be derived from this activity and most of them with suitable tourism resources are on their way to exploiting them. In the context of small and comparatively less diversified economies, even a modest tourism industry can have a significant impact in that tourism can be a major catalyst for economic and social development though it also has significant social, economic and environmental costs.

Tourism has widely been accepted as a vehicle for economic development by most of the developed and developing countries. The important aspects of travel be it domestic or international is the effect it has on the destination, that is, the expenditure pattern of the travellers. The power to spend held by travellers is what has made the industry become so much cherished by destinations all over the world. The industry earns greater revenue to destinations where it is well developed. From Tables 1.1 and 1. 2 below we can observe the increased number of travellers and earnings for the various continents. The role of tourism in these economies can therefore be appreciated.

Table 1.1: World Tourist Arrivals by Continent (1990-94)('000s)

CONTINENTS	1990	1991	1992	1993	1994
Africa	15,090	15,999	17,782	18,376	19,008
America	93,722	96,916	103,707	104,243	125,092
Asia	56,266	58,195	66,252	73,047	83,807
Europe	283,157	285,040	306,554	308,191	493,845
Middle East	7,577	6,991	8,643	8,666	8,800
Total	455,812	463,141	502,938	512,523	730,552

Source: World Tourism Organization, Statistical Bulletin, 1994

Table 1.2: World Tourism Earnings by Continent (1990-93)in million US \$

CONTINENTS	1990	1991	1992	1993
Africa	5,237	4,957	5,940	5,541
America	69,461	76,726	84,478	90,317
Asia	40,796	42,108	48,692	53,894
Europe	140,413	139,448	160,511	153,147
Middle East	5,107	4,280	5,400	4,172
Total	261,014	267,519	305,021	307,371

Source: World Tourism Organization, Statistical Bulletin, 1994

Studies have shown that most developing countries, Kenya included, regard tourism as an important sector in economic development strategies and have tried to promote its growth. Local governments have planned for the development of their regions as tourist sites. It has become an attractive option for countries that

are constrained by limited resource bases and facing international marketing problems. Kenya possesses this source of wealth and she is now developing it to the full. Her national parks, game reserves, magnificent scenery and sunny climate are important attractions. Tourism has developed as the biggest foreign exchange earner exceeding coffee and tea. The Kenyan government has opened offices in a number of world capital cities such as London and New York. Because the government has realised that the industry depends on good infrastructure it has encouraged investment in infrastructure, skilled labour, qualified technicians and engineers, wider markets and increased investment in other related fields. Nairobi, the capital city of Kenya became the centre for tourism in East Africa and served as a base for visitors to Tanzania and Uganda.

The enormous diversity in landscape and wildlife combined with over forty traditional African tribes and the relatively stable economic and political climate have all contributed to this. Kenya's economy, however, just like that of other developing countries is dominated by primary products. Export earnings have heavily depended on agricultural products. That is to say agriculture has been the backbone of the country's economy for a long time. Even agricultural exports have concentrated on only a few products like coffee and tea. Due to such a narrow base, world market fluctuations or unbalanced trend in the international arena greatly impeded the growth of the country's economy and that of other developing countries in similar situations. However, since 1987 tourism has become the leading foreign exchange earner for the country having bypassed coffee and tea (Irindu, 1993). Tables 1.3 and 1.4 below confirm this.

Table 1.3: Kenya's Tourism Earnings (1985-96)

Year	Kf Millions	Kshs. Millions	US \$ Millions
1985	196.65	3,933	241
1986	247.95	4,959	310
1987	292.05	5,841	354
1988	349.30	6,986	376
1989	432.05	8,640	420
1990	533.00	10,660	466
1991	594.00	11,880	433
1992	713.00	14,260	442
1993	1,222.00	24,440	413
1994	1,405.00	28,100	508
1995	1,250.00	25,000	447
1996	1,280.00	25,600	448

Source: CBS (Economic Survey and Statistical Abstracts) – (1985-1996)

Table 1.4: Comparison of Earnings from Coffee, Tea and Tourism (1985-95)

Year	Coffee	%	Tea	%	Tourism	%	Total Exports (Kf millions)
1985	230.7	17.6	191.4	14.6	196.7	15.0	1,311.8
1986	388.5	25.1	172.8	11.2	248.0	16.0	1,546.7
1987	194.6	12.8	163.4	11.4	292.1	20.4	1,430.4
1988	244.8	10.2	185.4	9.7	349.3	18.3	1,682.7
1989	203.8	8.6	272.9	13.7	432.1	21.7	1,990.0
1990	221.0	7.2	314.5	12.3	533.0	20.8	2,558.8
1991	218.5	7.2	381.7	12.6	594.6	19.6	3,034.4
1992	230.0	6.6	485.0	14.0	713.0	20.6	3,464.4
1993	271.0	15.8	971.0	26.9	1222.0	33.9	3,607.0
1994	652.9	14.6	844.0	19.7	1405.0	32.8	4,282.1
1995	722.2	14.8	899.5	18.5	1250.0	25.7	4,867.0

Source: Central Bureau of Statistics (Economic Survey and Statistical Abstracts) – (1985-1995)

Tourism earnings in Kenya have grown steadily though there have been some fluctuations in certain periods, for example, increased growth was observed between 1988 to 1990 when revenue from tourism grew from 25% of the value of the merchandise exports and 15% of total exports in 1985 to 46% of the value of the merchandise exports and 21% of total exports in 1990 (Economic Survey, 1991). This was a significant growth within a short period of time. Tourism netted for the country Kshs.1.25 billion in 1995 and Kshs.21.4 billion in 1996. It accounted for 13% of all government revenue. The accuracy of tourism forecasts is important

as this has a direct impact on the marketing decisions of tourism related firms as well as the local government.

There are a number of other positive economic aspects of tourism that have been identified and that have encouraged increased investment in the industry. Already it has been noted that the industry contributes to increased government revenue which is then used to promote economic and social welfare of the respective nations. The industry is further capable of creating higher levels of intermediate demand, that is the so called Tourist Income Multiplier (TIM) thereby stimulating regional growth through inter-linkages to other sectors. The industry is also assumed to be labour intensive thereby creating many job opportunities especially in developing countries currently experiencing greater unemployment problems. The industry can also help in diversifying the structure of an economy and especially in economies with narrow bases and assist in balancing out regional disparities in income and employment (Milne, 1990). The industry also uses natural resources which are readily available in these countries.

Even though tourism and in particular international tourism plays a major role in the development of various economies, there are a number of negative aspects which have been highlighted. These result when one refocuses the concept of development from a purely growth oriented economic development towards more sustainable forms of development (Brookfield 1988). The new paradigm of sustainable development requires programmes that limit the negative effects of economic behaviour on local environments and cultures and proposes the link between economy, culture and ecology in what is termed eco-development (Irlandu, 1993). International tourism is criticised because it does not measure to the expectations of eco-development and/or sustainable development. Any economic activity is required to ease poverty especially in developing countries but

such development must not impair the environment for future generations. Studies have shown that international mass tourism may not help developing countries in alleviating poverty and encourages environmental degradation. This is mainly because tourists activities are concentrated in certain areas and are run by few people mostly foreigners and their urban counterparts. The local people do not benefit very much as such. The industry creates problems for some of the most environmentally sensitive regions. Tourism's voracious appetite for basic resources (land, water and energy) has meant that the industry is increasingly finding itself opposed over land and water rights by the people.

International mass tourism is further accused of creating negative impacts on the cultures and social lives of various communities. It results into disintegration of traditional values and the breakdown of family and social structures. The relative wealth of tourists leads to increases in personal crimes, prostitution of women and children, the narcotics trade and drug addiction. The large number of outsiders results into loss of identity for some local communities and suspicion and conflict between the 'Us and Them'. In short culture and society are on sale for profit without concern for its long-term impacts. The core problem is that tourism and tourists are symbols of modern western values which are seen as better.

Even though there exists negative aspects of international mass tourism and tourism in general, sound management practices could reduce the negative aspects while promoting the positive ones. This means that the way the industry is managed will determine whether it brings about development or not.

International tourism and tourism in general in Kenya has been highly recognised as noted above and its sound management will ensure increased returns for the coming decades. The nation's and regional policies concerning tourism and wildlife are in this regard geared towards greater development of

tourism and wildlife in general. At the national level, the government has pursued an active policy of involvement in all aspects of the tourism industry including planning, formulation of policy, setting up of hotel standards, provision of infrastructure and promotion of Kenyanisation as well as trying to maximise net returns from tourism activities and giving due considerations to possible negative economic, social, cultural and environmental implications.

Emphasis on tourism development has been laid on the promotion of domestic tourism through the Ministry of Tourism and Wildlife and its associated parastatal organisations such as Kenya Tourism Development Corporation (KTDC), a body charged with promoting the country's tourism overseas and other regional development authorities such as Lake Basin Development Authority's (LBDA) tourism section. The LBDA is a body established in 1979 by an act of parliament with the sole objective of planning, coordinating and implementing development progress in Lake Victoria Region. For the case of wildlife, the overall goal in conservation is stated in the Sessional Paper No. 3 of 1975 and the Wildlife Act Chapter 376 to optimise the returns from this resource taking into account returns from other sectors or forms of land use. The returns here include economic gains from tourism, from consumptive uses of wildlife and the intangible things such as the aesthetic, cultural and sacrifice gains from conservation of habitats and fauna within them.

It is noted here that on 7.6% of Kenya's land area exclusive wildlife use promises the highest returns by supporting the tourist industry, an important foreign exchange earner, and by maintaining examples of the main type of habitats found in this country. That is why the government declares such areas as national parks, reserves, sanctuaries or supports the creation of county council national reserves and also it allocates funds and personnel necessary to ensure constant returns. At

the regional level, the regional policy is to establish a firm basis in terms of both provision of basic infrastructure and general reputation for the regions to become major tourism areas in Kenya. The government policy is to ensure that a wider range of representatives of the fauna and flora are included within the National Park/Reserve System. The trend is the consideration for inclusion of more areas in the system.

Kenya's Development Plan of 1997-2001 recognises that a statistical flow of tourists will contribute to the industry's development through generation of foreign exchange, creation of income earning opportunities, expansion of markets for industrial goods, induced investments in supporting physical infrastructure and related services and development of entrepreneurship. The development plan also recognises the constraints to the growth of the industry as inadequate tourism promotion and marketing efforts, insufficient and weak institutional and regulatory support framework, attrition of the country's image as a travel destination for foreign and domestic tourists, insufficient data and information. On the socio-economic impacts of tourism, deterioration of the country's tourist infrastructure is recognized.

The plan spells out issues to be addressed such as improvement of the conservation of natural and cultural resources which are attractions, diversification of tourism products promotion of the country as a travel destination for foreign and domestic tourists and the provision of high service standards for tourists. Strategies that the plan suggests to address the above issues include strengthening of the Kenya Tourism Board (KTB), a statutory body formed to co-ordinate policy issues affecting the tourism sector and to market Kenya as a tourist destination to become fully operational. There is also need for the intensification of efforts towards diversification of tourist products and market segments, supporting and

encouraging community participation in tourism activities and intensifying public relations services to restore the country's image as a travel destination.

In summary, the plan stresses the need for improved utilisation of wildlife resources, that is, Kenya Wildlife Service (KWS) to harmonise wildlife policy and legislation to remove policies, laws and regulations that may hinder wildlife utilisation by 1998. Investment in wildlife infrastructure, manning of personnel and education as a means to capacity building among wildlife associations is a necessity. User rights for various districts are also to be developed to reduce KWS-local community conflicts. Investigations on the promotion of land preservation orders and legislation to protect areas important for wildlife should be carried out.

The steps involved in the promotion of tourism in the whole country include liberalisation, diversification of markets and products and the formulation of eco-tourism policies to enhance the conservation and sustenance of Kenya's wildlife. Also, the government has to ensure that peace and stability prevails. That is, creating an enabling environment for the industry.

The present study aims at examining the economic impact of international tourism in Lake Victoria Region and as noted above this is one of the many concerns of Kenya Development plan of the year 1997-2001 to promote regional tourism. The study confirms whether the steps spelt out in the development plans have been carried out in Lake Victoria Region.

As already stated, the Lake Victoria Region's tourism is still lagging behind and there is need to develop it and provide alternative sights for the tourism industry if the country is to continue attracting visitors. It is important to examine the impact of any industry in a region's economy in order to justify its establishment, existence and further investment in it. The study assesses the contribution international tourism has made to the Lake Victoria Region's economy in regard to

theories of regional development which recognise the importance of an economic activity that stimulates the growth to a whole region rather than concentrating it thereby creating a multiplier effect. The study establishes whether tourism can play such a role in order to induce regional development and the extent to which it has done so in Lake Victoria Region's economy. Tourism is a service industry and as such its contribution to regional development is evaluated in terms of:

- (i) How international tourism relates to the economy of the region. Assessment is made on how the industry uses the available raw materials and services. This is clearly shown by the use of simple tables which show how tourism related activities like hotels make use of local products.
- (ii) How the industry helps to meet the objectives of economic development programmes such as creating jobs for the local people thereby reducing unemployment and in return helping to alleviate the problem of rural-urban migration.
- (iii) How the industry can help spread growth and development impulses to wider regions rather than concentrating development to certain points only resulting into a developed centre and a "desert" periphery.

The importance of tourism is evaluated in terms of its expected potential to fulfil the above conditions in Lake Victoria Region. It is expected that tourism is able to stimulate other economic activities and result in increased investment and development of growth inducing activities such as infrastructure, employment, and development of trained manpower in the region. It is with this expectation that the government through the LBDA has taken measures to develop the industry within the region.

Pertinent are; Is Lake Victoria Region having enough touristic potential to warrant a call for increased investment? Who owns most facilities used by

international tourists? Is it possible for the local people to get involved in activities related to international tourism so as to benefit? It has already been stated above that tourism is a service industry but just like manufacturing industries, there must be some factors to be considered before its establishment and further development. Industrial location schools such as the "Least cost", "Market area", "Marginal", "Behavioural" and "Structural" have identified factors for the location of manufacturing industries, some of which apply to service industries such as tourism. These factors may broadly be grouped as: Physical, Economic, Socio-cultural, Political, Administrative and Human as indicated in Table 1.5.

Table 1.5: Factors for the Establishment of Tourism Industry in Lake Victoria Region

Physical Natural Environmental Ecological Factors	Socio-cultural Political and Administrative Factors	Economic Factors
<ul style="list-style-type: none"> - Topography - Geology - Climate - Ecology 	<ul style="list-style-type: none"> - Demography - The System and Role of Government - Cultural Practices 	<ul style="list-style-type: none"> - Economic and Social Infrastructure (these include: transport system, education, health facilities, information exchange and security). - Tourist sites and/or attractions - Labour supply and managerial skills - Capital - Landuse structure in the region - Taxation

Source: E.M. Irandu, 1993.

The existence of tourism in Lake Victoria Region confirms that there must be at least some factors which favoured its development. The existence and state of these factors is to become clear in the later chapters. These factors help in justifying the existence of the industry and support the call for further investment in it. The role of the industry in the region at the moment is also exposed. The study

found it necessary to look at tourism on a sectoral basis so as to establish measures necessary for the sector concerned after identifying the benefits accruing from it and possible avenues for development.

In summary, international tourism can benefit a region if it is well managed. The present study seeks to establish how the local people are benefiting from international tourism in particular. That is, it seeks to establish whether the principles and practices of eco-tourism are adhered to in the region of study. In order to do so, the following research questions are addressed:

- (i) What is the touristic potential of Lake Victoria Region? How can it be effectively exploited?
- (ii) Is there adequate infrastructure in the region to promote the industry?
- (iii) What is the structure of tourism industry in Lake Victoria Region?
- (iv) Does the industry promote economic growth and regional development?
- (v) What are the environmental costs of tourism industry in Lake Victoria Region? How can they be mitigated?

1.2 LITERATURE REVIEW

1.2.1 Significance of Literature Review

It is important to review the existing literature related to the present study. A summary of both theoretical and empirical assessment is given in this section. The main aims of reviewing the existing literature are:

- (a) To ground the theoretical aspects of the present study.
- (b) To evaluate the contribution which has already been made by other scholars with an aim of identifying gaps/loopholes or weaknesses so that the study can try to fill such gaps, rectify the weaknesses and/or contribute to new knowledge.

1.2.2 Theoretical Bases

This section reviews existing development theories within tourism literature with respect to their implications to the spatio-temporal development of tourism particularly within developing countries. They are all found to be inadequate in explaining the spatial occurrence and temporal development of tourism in these countries. This is largely due to a lack of sectoral differentiation of tourism activity into different sectors. In response, the proposed model of tourist space (also discussed below) acknowledges the influence of the existing social and economic structures in these countries at all stages of tourism development, differentiates the tourism industry's two sectors and recognises the spatial segregation and different economic impacts of the sectors.

1.2.2.1 Theories of Tourism Development

Theoretical aspects of tourism development have seldom been addressed in tourism literature. Most tourist research is concerned with case studies of economic, cultural or social impacts (Mitchell and Smith, 1969, Smith, 1982). A few studies, however, do discuss aspects of tourism development over time and space. Most of these can be assigned to development theories that have originated outside the specific field of tourism studies. Hence among the existing theoretical tourism studies, one can distinguish those belonging to the "diffusion paradigm" and those belonging to the world system or dependency paradigm (Britton, 1982). Most of these themes are general enough to include developing countries and some specifically address them. However, they often ignore important aspects such as the existence of two different sectors within the tourism industry, that is, the formal and the informal sectors. The theories discussed here, therefore, belong to the diffusion paradigm and dependency schools. However, a model of tourist space

which is considered to be much more applicable to developing countries is also discussed.

(a) Diffusion Paradigm Theories

Two of the mainstream theories of the diffusion paradigm are development stage and diffusion theory.

(i) Development Stage Theory

The main concept underlying the development stage theory is the notion of unilinear change. This theory is based on Euro-American point of view and implies that the less developed countries are in an "earlier phase" of the development process, but will eventually repeat the Euro-American development experience. The most familiar theory belonging to this perspective is Rostow's 1960 "Stages of Growth".

Rostow, 1960 suggests five successive stages of economic development these include: the traditional society, pre-conditions for take-off, take-off, drive to maturity and stage of high mass consumption. However, among the evolutionary models in tourism studies a range of tourism development stages have been suggested. Most of these models confine their analyses to increase in tourism volume and change in tourist types.

According to a 1976 study carried out by Miossec, at the initial stages of tourism development, there is a lack of knowledge or activity related to tourism. The development of tourism starts with a pioneer resort. Multiplication of resorts is then followed by organization of the holiday space of each resort and this further leads to the establishment of a hierarchy and a specialisation of resorts. Hierarchy and specialisation is then followed by saturation and in the last stage tourism resorts are distributed almost evenly across the country. Transport system also develops. At first there is great isolation followed by opening up, increase of

transport links between resorts and then excursion circuits are formed before the connectivity of the resorts with respect to transportation linkages reaches its maximum. Associated with the functional change of the resorts is a change in its clientele. Originally popular resorts lose attractiveness and the tourists search for different and new places.

The hierarchy of the resorts has to disintegrate since new resorts grow to replace the older ones. Concerning the decision making and the population of receiving countries, at first there is total refusal followed by observation then tourism infrastructure is slowly constructed after which there is segregation and demonstration effect. This is followed by total acceptance of tourism where development plans related to tourism are released and ecological safeguards taken.

The models of tourism development have been developed almost independently. However, some general themes do emerge. These include the notion of spatial interaction, the concept of distance decay, reciprocity, and spatial hierarchy. The models, however, have some limitations due to the fact that they have not undergone much empirical testing. This is because of the general nature of the tourist research, recency of many of the models, limited distribution of the publications in which many have appeared together with the logic and soundness of the models and concepts. There is as yet no comprehensive, all embracing model of tourism. However, the various models complement rather than conflict with one another.

Kenya and most developing countries may not have reached the last stage of Miossec's model. This is because tourist resorts are not yet distributed across these countries. However, some aspects of Miossec's model can be identified. Most resorts in Kenya, for example, are now losing their attractiveness due to

monotony to the extent that the government is developing alternative sites and activities to attract and retain tourists. Also, the major tourist resorts in the country are well connected by road and air networks. Even though there is no maximum connectivity countrywide there is a move towards this end.

Tourism may occur and rapidly develop in a region since it is a dynamic activity. However, the argument that tourism occurs in stages according to the development theory and that it follows a unilinear path has been criticised. Pearce, (1989b) notes one deficiency in Miossec's model. He observes that tourism occurs within an existing socio-economic state where some form of urban hierarchy and transportation network already exists and not in an empty space. Miossec also does not incorporate the view that tourism development in developing countries often occurs in the form of isolated resorts, which do not form a highly interconnected hierarchical structure. Thus, the transportation linkages between the resorts remain sparse. It has been suggested that air transportation has brought about the concentration of tourist activities in specific areas in developing countries. The unilinear theory according to which development takes place along successive stages is also criticised in that it is Euro-Centric and that there exists many ways or paths to development. However, the development stage theory gives clues on how tourism activities may change in an area and this is important for planning purposes in that they enable planners to allocate resources to different sectors of an economy at different times or stages. The theory has, therefore, proved inadequate for developing countries.

(ii) Diffusion Theory

The main idea of diffusion theory is that at one point of the development process there will be a "spread", a "filtering" or a "diffusion" of development and growth impulses from the most developed to the less developed area. This "spread",

"filtering" or "diffusion" will lead eventually to an adjustment of the regional disparities after initial polarisation (Hirschman, 1958). The theoretical framework underlying the theories of regional development is based on the works of (Perroux, 1955; Myrdal, 1957; Hirschman, 1958; and Friedmann, 1966). All these theories are developed in the developed countries. However, Ogendo (1980) has offered interesting views on development induced by industries from the point of view of East Africa.

To understand diffusion paradigm theory, it is important to briefly look at some of the contributors. Perroux, (1955) developed his work around the concept of "growth poles" which he defined in relation to economic space. He described economic space as consisting of centres or poles to which centripetal forces are attracted. He reckons that each centre has attraction and repulsion and has its proper field which is set into the fields of other centres. The forces which he conceives are essentially economic and the generators of those forces are basically firms and industries. His main interest is to observe the rate of growth among sectors of the economy or firms and industries and their interrelationships. He goes further to explain that development does not occur everywhere at once but at points (poles) with variable intensity and then spreads through different channels to other sectors of the economy. He further notes that the most innovative activities take place in large economic units, which are able to dominate their environments by nature of their size, strength and nature of operation. The close correlation between scale of operation, dominance and impulses to innovate are the crucial features of Perroux's theory, which leads to the concept of propulsive firms and industries. According to Perroux, the major characteristics of dynamic propulsive firms include their relatively large sizes, ability to generate significant growth impulses and to innovate and finally its association with adjacent growth centres.

For the leading propulsive industry, it is supposed to be new with advanced technology and high-income elasticity of the products. The industry also has to exert considerable influence on its environment through linkages. Perroux failed to include the geographic space in his growth pole theory and a number of studies came up to re-orientate the scope of the original growth pole idea. These studies include those of Myrdal, Hirschman, Boudeville and Friedmann.

Myrdal, (1957) and Hirschmann, (1958) tried to integrate a theory of geographical incidence of growth with a hypothesis of the mechanism of the geographical transmission of development impulses. Both start from the premise that development is necessarily geographically unbalanced. Hirschmann, (1958) argues that we must take it for granted that economic progress does not appear everywhere at once or at the same time and that once it has appeared, powerful forces make for spatial concentration of economic growth. He asserts that for an economy to raise itself to higher income levels it must and will first develop within itself certain sectors or regions.

Myrdal, (1957) notes that once growth has been initiated, once regional inequalities have emerged because of some initial advantage, some regions which may have had the play of market forces tend to increase rather than decrease inequalities. This takes place through a process which Myrdal calls "Circular and Cumulative Causation". That is; development makes an area attractive for further development and the operation of backwash effects emerges. For example, when growth has began in a particular region, capital, labour and commodities tend to flow to these regions from other less developed regions. He insists that the mechanisms of required growth operate through "spread effects" or forces that extend growth in the opposite direction.

Hirschmann further recognizes the role of the backwash effects which he calls "polarisation effects in inducing regional disparities in economic growth and trickling down effects, the equivalent of Myrdal's spread effects, whereby growth is extended outwards from the core to the less developed regions. Like Myrdal, Hirschmann sees possibilities in continued investment into these initial growth poles. However, he believes that the government's economic policy can counterbalance the polarization effects thereby reducing regional inequalities.

Boudeville, (1966) came up with a modified model which emphasizes the regional characteristics of the economic space. In his formulation, economic space becomes the application of the economic variables on or in geographic space with its associated hinterland. He defines growth poles as a set of propulsive industries (large scale industrial complexes) located in an urban area capable of inducing increased development throughout their zones of influence. He has tried to give a geographical agglomeration of activities rather than a complex system of sectors different from the national matrix. He has also observed that growth poles will appear as towns possessing a complex of propulsive industries. Boudeville is criticised for his inability to rid his theory with non-spatial characteristics, which apparently represents the theory's biggest handicap.

In a study of the Venezuelan regional development, Friedmann, 1966 uses the core-periphery model in which he argues that development originates in a small number of urban centres which he termed cores. He observes that economic growth takes place in a matrix of urban centres or cores around which are areas lagging behind in levels of economic activities and development called periphery. The process of development is said to involve the economic and social integration of the periphery and the core. The periphery is dependent on the core and its development is largely determined by institutions in the core. Later, he observed

that development occurs through a discontinuous but cumulative process of innovation diffusion from the cores to the periphery and leads to modernization of the peripheral areas, Friedmann, (1972). The rate of diffusion is a function of the potential interaction between the core and the periphery. The cores are located in a nested hierarchy of spatial systems, which range from the provincial to the world level. The spatial system is derived from the fact that decision-making process is confined to a core, which may also exert some influence over the surrounding areas. Peripheral regions are in a dependency relation because of supply and market relations as well as administrative organization.

Ogendo, (1980) came up with centrifugal model for regional development. The model aims at facilitating the ploughing back of development funds into the rural areas from where the raw materials sustaining industries are derived. In order to avoid possible leakages, Ogendo suggests that there be temporary provision of a selective "semi-closed system" at least during the youthful stages of an area's development. This should provide the area with protection from outside competition including the "black market" operations. He emphasizes that the selective semi-closed system should be maintained until the concerned area is strong enough to compete with external market forces within the area's own markets. On the other hand, the area itself should be capable of competing with the other national areas in their own internal markets as well as in the international markets. It is at such a time that the selective semi-closed system could be replaced by the normal open system.

So, according to these scholars, to effectively eradicate backwardness, it is necessary to establish growth poles. These can either be whole cities or just an economic sector with a high connectivity with other industries and which is thought to have a high multiplier effect (Friedmann 1966; Myrdal 1959; Perroux 1955).

Tourism gives the economically underdeveloped regions a chance to develop themselves for these very regions are of interest to the tourists. Friedmann recommended tourism as a development option for particularly problematic regions that have otherwise little development potential. "Spatial problem regions belong to category of areas that because of the peculiarity of their resources or location demands a specialised development approach. They will include regions along national borders, water sources development regions, regions suited to intensive development of tourism and fisheries and military zones. Programmes for resource development should in such regions be guided by the evolving demand for specific resources or resource related services such as tourism. Thought may be given to the possibility of incorporating within these areas the regions set aside for national forests or parks and all regions of low economic potential" Friedmann (1966).

Tourism was considered by the above scholars to have a positive influence on an economy as well as being seen as an "instrument" in the development of peripheral regions. It was considered to have multiplier effects because of its association with other industries (e.g. agriculture, fishery, forestry, building, and handicrafts) since consumption occurs at the place of production. The multiplier effect has for a long time been thought to be very high in tourism.

To what extent tourism is an agent for diffusion in the process of development remains to be examined. Most studies indicate that tourism is largely concentrated in the capital, economic centres and the coast. For example, Opperman, (1992b), illustrates in a study on tourism in Malaysia that tourism is least important in peripheral regions while the economic and political centres of Malaysia have a more than average share in tourism industry. Similar results were obtained in the Philippines, Morocco, Mexico, Sri Lanka.

The already addressed immobility of international tourists in developing countries leads to a selected development of tourism resorts in the vicinity of existing international airports and therefore often close to the capital (Pearce, 1987). Only through opening of new international airports can tourist flows be directed towards other regions. Since most pleasure tourists belong to the "Sand, Sun and Sea" category, such a development is, however, likely to occur along the coast. If the coast is productive, tourism will create land use conflicts. If it is barren tourism will develop no backward linkages since the necessary goods will be imported and thus, the multiplier effect is lost from the local economy. Low multiplier effects are one of the reasons for the low regional distributive effects of tourism in peripheral regions. Tourism generates low multiplier effects because a considerable percentage of the spending of the peripheral regions is drawn away in two ways namely: on a national level towards overseas and on a regional level towards the metropolises.

According to "diffusion paradigm" theories, therefore, tourism activities may develop in stages or in particular points after which development impulses may be felt in peripheral areas. Tourism may be considered a "growth pole" and perhaps established in a growth centre according to the theories of development. It is expected that once tourism has been established it should generate "spread effects" and thus accelerate regional development. To strengthen the "growth pole" and "growth centre" theories, Ogendo's model should be incorporated in order to reduce leakages. The incorporation of the centrifugal model would ensure that polarization effects are minimised while spread effects are strengthened. Once the whole region is developed, the open system could be adopted again where all the regions would participate equally in the economic activities of the whole country. Therefore, the concepts could be applied to developing countries with some

modifications. However, when used alone the growth pole concept may not be appropriate for developing countries because they have less developed urban, transportation and communication system.

Theories of regional development have been criticised by a number of scholars. The high technology, which Perroux talks about, is out of reach of the developing countries and is also inappropriate in terms of factor inputs. Perroux, 1955 talks of a leading industry with strong inter-industry linkages but fails to identify how such an industry is located. Perroux is also criticised for advocating himself with economic space in its abstract form. The theory proposed by Myrdal and Hirschman is essentially non-geographical since the latter hardly says anything about the geographical manifestations of such centres. Friedman's work concerning local and international centre periphery model has been criticized for taking it for granted that development will always originate from some urban centres and should the centre be integrated with the periphery, their innovations are likely to diffuse down towards the relatively poorer areas. However, it is noted here that mere presence of an urban centre even when it occurs in a spatial system of other urban centres, does not constitute a basis for the development of its hinterland or periphery. There are many other factors, which come into play regarding the development of the periphery. Examples of such factors include climate, agricultural potential of an area, manpower, and government policy others. However, Myrdal and Hirschman are credited with having identified the basic reasons why development is likely to be localised in space, and exposing the nature and mechanisms through which development impulses are propagated from a limited set of urbanized regions to the rest of the economy.

The growth pole concept is Euro-Centric and was developed in economies which were advanced than our country. These countries had well-established

economic systems with a fair network of urban centres. The urban centres acted as growth centres where growth poles could be established. It means, therefore, that the concept can be applied to our country with some modifications.

Lake Victoria Region is not in the forefront in development activities and perhaps tourism industry if well developed could stimulate the entire region's economy. Tourism can spur development within regions only if the positive effects from the industry are strengthened and the negative ones minimised. Lake Victoria Region's land is not barren. The rich hinterland supports extensive agricultural activities but the development of tourism need not interfere with land use in the region. There are areas in the region, which could do better in returns with tourist activities than they do under other land uses at present.

The theories therefore point to certain important issues for planning purposes in the Lake Region. Certain aspects of these theories could be borrowed and applied the Lake Victoria Region. For this region's economy to prosper, certain key centres and sectors such as tourism are to be identified and developed. Leakages are to be minimised by involving the local people to produce and provide tourism-related products and services. Infrastructure and manpower are to be developed to avoid the usage of expatriates. International airports must be established in such a region for a continuous flow of visitors directly to the region. The centrifugal model of Ogendo, (1980) should be applied so that the benefits of tourism are re-ploughed back into the region and the leakages to the metropolitan (Nairobi) is reduced.

For polarisation to be discouraged there is need to have well-developed infrastructural facilities and especially transportation system as has already been mentioned. In the case of Lake Victoria Region, good infrastructure will stimulate tourism-related activities and result into overall development. Multiplication of jobs

in the region is likely to help in curbing emigration thus retaining the much needed manpower for the region' development. In all, careful evaluation of land use is a must so that the development of tourism does not interfere with other activities.

(b) Dependency Theory

Dependency theory arose out of dissatisfaction with the diffusion paradigm theory. The theory maintains that "as a result of dependency, capitalist development in the core continuously creates and perpetuates underdevelopment in the periphery". The theory has found its way into tourism studies through a number of scholars. The central point or critique of tourism as a development agent was that most development projects related to tourism were not fulfilled. The popular assumption that tourism is labour intensive and capital extensive and therefore ideal for developing countries has been repeatedly questioned. The capital intensiveness of international tourism has been established in many places. The reasons for tourism's failure were seen in its organisation and its orientation towards international market. The necessary high initial investment costs in mass tourism are often too high for developing countries and therefore leads to dependency on foreign capital. Foreigners frequently take up the leading positions in tourism activities and companies in the developed countries market the destination. The paradox arises where tourism is being used as a tool for the development of the periphery but the entire organisation and control of the industry resides in the core region. This gives rise to what has been called "organising dependence on the core" in order to foster the development of the periphery. The spatial concentration of international tourism in developing countries combined with typical standardisation of the tourism products in mass tourism resulted in the establishment of enclavic resorts.

In physical, commercial and socio-psychological terms, tourism in a peripheral economy can be conceptualised as an enclave industry. Tourist arrival points in the periphery are typically the primary urban centres of ex-colonies now functioning as political and economic centres of independent countries. For example, if the tourists are on package tours, they will be transported from international transport terminals to hotels and resort enclaves. The transport tour organisation and accommodation phases of their itineraries will be confined largely to formal sector tourist companies. Tourists will then travel between resort clusters and return to the primary urban centres for departure (Britton, 1982). Thus, according to dependency theory, tourism is an industry, which is used by developed countries to perpetuate the dependency of the developing countries. Instead of reducing the existing socio-economic regional disparities within the developing countries tourism reinforces them through its enclavic structure and its orientation along traditional structures.

The present study assesses the structure of tourism in Lake Victoria Region and suggests ways in which the dependent nature of the industry could be minimised. For example, the government of Kenya could encourage local participation in tourism industry by providing the local people with financial capital to promote informal tourism. The number of international airports could also be increased and established in all regions if possible in order to diversify touristic attractions to other parts of the country rather than concentrating on a few airports which in turn encourage concentration. This will discourage the enclavic structure of the industry. It is possible that once tourists land directly in a region like Western Kenya, they will explore the region extensively before they go to other regions. Landing in a region will spark off economic activities such as tour and travel firms, curio shops private guides and hotels, lodges or resorts. The government can offer

advice and guidance and educate the people on the opportunities in the industry within this region so that the local people invest in it. This would in turn reduce leakages.

The dependency theory has been quite convincing. It could be true that the developed countries are using their financial or economic power to keep tourism industry in developing countries dependent on them. However, the theory has also met with a number of criticisms. Scholars have noted that not all accommodation chains are in the hands of developed countries. Some, even more important ones are in the hands of the local people and examples can be found in South East Asia. It is also noted that dependency theory analyses almost exclusively international mass tourism in developing countries. However, Britton, (1982) recognises the existence of a "subsistence sector" besides the formal. Dependency theory also ignored domestic tourism, which is very important in some countries. The contribution of domestic tourism is of much significance and it is also better distributed throughout a region. The theory also failed to formulate alternative prescriptions for tourism development in developing countries.

The diffusion paradigm and dependency theories are further criticised because they neglect drifter or budget and concentrate on mass tourists. The drifter tourists may still spend a lot of money since they stay longer and are better dispersed throughout the country thus helping in the distribution of tourist income throughout a region. Both theories also do not address the spatial distribution of both tourism sectors and differentiation of tourists. They ignore the informal sector and give prominence to the formal. A more valid perspective in the conceptualisation of the "tourist space" calls for the recognition of the influence of the existing spatial economic and social structures at all stages of tourism development, the differentiation of tourism industry into a formal and an informal

sector and the cognisance of the spatial segregation as well as the differing spatial economic impact of both sectors. Although it may prove somehow difficult to distinguish between formal and informal tourism sectors, attempts are needed to gain a better understanding of the spatial impacts of tourism development.

Both diffusion and dependency theories, however, point to certain planning implications. It is important to identify and invest in certain economic activities, which can bring benefits, but there is need to encourage local participation in order to minimise leakages. Provision of adequate infrastructure especially international airports is important if the enclavic structure of tourism is to be discouraged and if the benefits from the industry is to spread to the local people as already noted above. Use of the centrifugal model in the present area of study requires that the region be sufficient in tourist support services and this calls for increased investment in tourist infrastructure with a hope that the investment reaps good returns. The centrifugal model is necessary in the early stages of development when an economy is still young and is not in a position to compete favourably on a regional or international arena.

(c) The Tourist Space Model

This model has been proposed by Opperman, (1982). It is much more applicable to developing countries since it recognises the existing social and economic structures in these countries at all stages of tourism development. It recognises both formal and informal sectors and gives characteristics of each sector. The informal sector is characterised by high integration into the local economic structure that results into low leakages thereby generating higher multiplier effects. This is because, it generates higher income and employment for each dollar spent by tourists. It has low capital requirements (small accommodation, furniture, buildings, cheaper food items from domestic suppliers, and use of local cooks). The owners of

the simple businesses are better integrated into the local economic structure and thus buy their equipment and supplies from local sources and not from the national capital or overseas.

The informal sector is symbolised by its 'open structure' instead of the 'enclavic' type of the formal sector. A high proportion of the formal sector expenditure is lost from local economy due to high leakages towards the national capital and overseas. The upper circuit operation entails high leakages in the form of profit transfers, large imports of foods and other items including furniture and decorations when international standard hotels are established. Also the initial high capital costs needed to start a business in the upper circuit leads to a high foreign participation and dependency, for example, through international hotel chains. Within developing countries, participation is restricted to the upper class who have the required funds and insights into the needs and wants of the international mass tourists.

Characteristics and Phases of the Tourist Space Model

Both formal and informal sectors of tourism are contrasted with each other with the help of some variables shown in Table 1.6:

Table 1.6 Characteristics of the Two Tourism Sectors

Characteristics	Formal Sector	Informal Sector
- Capital	- Abundant	- Limited
- Technology	- Capital intensive	- Labour intensive
- Organisation	- Bureaucratic	- Non-Bureaucratic
- Ownership	- Companies	- Individual family
- Prices	- Generally fixed	- Negotiable
- Inventories	- Large quantities	- Small quantities
- Fixed costs	- Substantial	- Limited
- Advertisement	- Necessary	- None
- Credit	- Institutional	- Non-Institutional
- Turnover	- Large	- Small
- Profit margin	- Small per unit	- Large per unit
- Education	- Skilled	- Unskilled
- Regular wages	- Prevalent	- Less prevalent
- Government aid	- Extensive	- None or almost none
- Dependence on foreign countries	- Great, externally oriented	- Small or none

Source: Opperman, (1992b)

Spatial Implications

The existence of formal and informal sectors in tourism results into tourism spaces of various kinds:

- (i) Resorts that feature both sectors
- (ii) Formal tourism resorts
- (iii) Informal tourism resorts
- (iv) Non-tourist space

The zones of tourist influence in LDCs are generally confined to a number of locations and the connecting corridors while the other areas are hardly visited by international tourists (Robinson, 1957). The actual balance of the economic impact of both sectors in the tourism industry in the LDCs is dependent on factors such as:

- (i) The relative number of tourists in both sectors
- (ii) The leakage rate in both sectors
- (iii) The length of stay and the per capita expenditure of the clientele from both sectors.

The Tourist Space: - Various Phases

Phase I: This is before the arrival of international mass tourism. The accommodation is centred in the capital city and other economic centres. These accommodate local businesspersons and government bureaucrats. Local people visit recreational areas near their homes.

Phase II: Pleasure tourists arrive. Use of local facilities increases and leakages are minimised. Increasing demand raises interest on government and tourist industry. International tourism is largely concentrated on the capital while other regions have only minor share in tourism. The distributive effects are relatively small.

- Phase III:** Additional supply of tourism facilities is provided in the capital. The drifters explore increasingly more of the country resulting into greater diffusion of tourism impact. Formal tourism sector discovers the country and establishes itself in the capital. New places with tourist infrastructure continue to be discovered. There are higher requirements of formal accommodation and leakages depending on a country's economic structure (level of technology, production of agricultural crops and education level of the local population).
- Phase IV:** Expansion of informal sector. Use and development of new resources, movement towards the coastal area or centre of cultural, historical or physical attraction. The capital has gained international exposure and profile and develops into established destination in the international package tourism.
- Phase V:** Formal sector expands to areas already discovered by informal sector. New resorts are established in isolated places and there is ribbon development outside established tourist destinations due to lack of space in the main tourism area. There is increased use of tourist facilities by local people.
- Phase VI:** Both formal and informal tourism sectors are established. A few places are solely visited by formal tourists and others only by international ones while other places are not visited at all.

According to this model, the capital city is seen to have a dominant role in the tourism industry especially during the early phases of tourism development. The dominant function is magnified when the only or main international airport is located close to it (the gateway effect). The capital later loses its dominance as

multiplication of resorts occurs. Domestic tourists participate in the formal or informal sector depending on their financial ability. In developing countries with a large middle and upper social classes the volume of domestic tourism is likely to be larger.

The tourist space model points to certain planning implications. It could be important for the developing countries, Kenya and the Lake Victoria region included, to invest much more in the informal sector since it is well integrated into the local economy and hence a wide range of benefits for the local people. Also it is important to empower the local people financially so that they can participate more in tourism activities. Investment in both formal and informal tourism should be controlled so that leakages are discouraged by producing goods and services that would otherwise be imported and training of local manpower to reduce the use of expatriates as stated above.

Having looked at the above three theories, we find that the first two can only be applied to developing countries with some modifications whereas the tourist space model is more appropriate to developing countries since it takes into account all sectors of tourism. Since the two sectors of tourism have been identified in developing countries, it is important to plan for them so that the industry benefits the local population.

The present study uses the tourist space model as a guiding tool. This is because Kenya is a developing country where tourism industry has not benefited a large percentage of the local economy. The main aim of this study was to determine how tourism industry benefits the local people.

1.2.3 Empirical Bases Related to the Research Topic

There is a lot of research material in the area of tourism. This section of the study, however, examines and discusses the empirical studies that are relevant to the

present work, that is, studies based on empirical findings on economic impact of tourism in regional or national development. Studies, which have been carried out in various parts of the world, may shed some light on what might be expected from tourism in the present area of study.

1.2.3.1 Studies Related to Economic Impact of Tourism

Mitchell, (1968) investigates the costs and benefits of tourism in Kenya. He notes that tourism is able to generate multiplier effects which result from the fact that incomes earned from the initial tourist expenditure will be re-spent partly on domestic factors of production and those receipts will be re-spent in turn in a particular region. By adding in successive spending on domestic factors of production such as labour, capital and land, it is possible to conclude that tourism has a much greater impact on national and government revenue than the first round earnings. He considered the regional distribution of the product generated by tourism and argues that even though tourist activities could be concentrated in certain regions only, the investment would, however, benefit other people in activities far away from the centre of concentration such as farmers, fishermen and manufacturers. He further states that if Kenya invests increasingly in the tourism industry, there can be increased urbanisation, which in turn can encourage domestic tourism resulting into increased government revenue. He also notes that many tourist investments are not specific to tourism and could be used for alternative purposes. For example, roads and airports support other economic activities. In case there is a drop in tourism, the high level manpower, the business organisational skills acquired in the industry can easily be transferred to all modern sectors of the economy. Even if the country had to develop other sectors such as the production of synthetic coffee, the income would not be as great as that from tourism. He notes some problems in tourism industry such as instability in tourism

earnings and vulnerability, which renders a country hostage to outside events. There is also the problem of uncertainty, which could lead to over or under investment with adverse economic consequences. The capital cost involved is also high. For example, the cost of airfare and landing rights. Mitchell suggested a number of strategies, such as integrated planning and increased government role in the industry to make it much more profitable than it has been.

In a subsequent study, Mitchell, (1982) assesses the economic impact of tourism in Africa as a whole. From his research he concluded that there are certain economic benefits from tourism. These include increased revenue, foreign exchange earnings, employment, increased trade due to demand for goods and services through redistribution of wages, urbanization which results in increased domestic tourism activities and thus increased income. He also argues that tourism draws some resources such as skilled manpower and land from the traditional sector to the modern one which would otherwise be under used or left out resulting into an increase in the net product. It is further noted that even though tourist activities are concentrated in a region, the investment however benefits other people far away. He, however, cautions on over-dependence on tourism just like in any other industry since the industry is unstable and has got some adverse economic and non-economic consequences. He notes that there are also some worldwide economic changes that affect tourism. The negative aspects he considers include foreign exchange evasion, tourism leakages in terms of payments of royalties, salaries to expatriates or through importation of goods used by tourists, promotion of production for tourists in certain areas such as eroding the original artistic value and prostitution. The study concludes that there should be sound management of tourist activities to reduce leakages which could minimise overall benefits. He goes further to stress that even though tourism generates

income to the host country, the important aspect is the net amount of money which remains in the country and how it is distributed to the masses. That is; how the local people benefit from the proceeds. This calls for proper management of tourism activities and further investment in production of goods and services used by tourists and vigorous marketing of the industry abroad.

From the continental study, Mitchell found that tourism could benefit African economies and should be managed well to reduce negative effects. Proper management of tourist activities, increased investment in production of goods used by tourists and vigorous marketing are necessary. He then raised a number of questions concerning the promotion of tourism such as:

- (i) Would it be profitable to increase tourist receipts by producing a larger proportion of the items used by tourists?
- (ii) Would it be profitable to open overseas offices to sell tours in order to increase the volume of tourists and so increase revenue?
- (iii) Would it be profitable to open new national airlines in order to transport own tourists?

Mitchell went further to suggest a number of strategies such as the reduction of gestation period in tourism, continuous integrated planning, the establishment and strengthening of resort communities or tourist circuits comprising of a series of varied attractions with roads linking them and accommodation facilities in or near the attractions. Expansion to meet increases in demand should take into account the relative gain and cost of developing new circuits versus intensifying the use of the old ones. Plans for the provision of various facilities should be considered in an integrated version and should be subject to constant review as tourism is rapidly growing.

industry. Also it establishes whether the local people are effectively involved in the industry. Finally the study gives suggestions on how tourism could be made to benefit the local people.

1.2.4 Conclusion

This section has looked at both theoretical and empirical studies related to the present study. It has identified a model which is used as guideline in this study as it was found to be much more applicable.

1.3 JUSTIFICATION OF THE CHOICE OF RESEARCH TOPIC

Tourism has been chosen as the topic of study due to a number of factors:

- (a) Lake Victoria Region has been in a peripheral position in terms of tourism development. The region seems to have potential resources, which could stimulate and sustain the tourism industry. Studies carried out by Japanese International Co-operation Agency, (JICA) in 1987 revealed that the Lake Victoria Region has potential tourist resources even though the industry is not well established in the area. Other studies carried out by Kibuye, (1992) and Irandu, (1993) also confirmed this. If the region is rich in tourist resources, there is need to assess how the resources are exploited to benefit the local people. It is also important to establish the existing obstacles in order to address them.
- (b) Tourism has become an important industry in Kenya. In a country endowed with naturally beautiful sceneries, wildlife, cultural diversity and historical peculiarity in the origin of man, attention has been diverted to the industry due to its foreign exchange earnings. The government of Kenya has therefore embarked on campaigns to market the industry and also to promote domestic tourism. There is need, for this case to carry out

thorough research in the whole country to establish resource bases of different regions for effective exploitation. The study will create awareness among potential domestic and international tourists and this could promote regional development. However development of tourism depends on availability of resources and the state of the supporting infrastructure and all these must be addressed. It also requires the matching of the historically or naturally given resources to the demands and preferences of the potential or actual visitors.

- (c) The present tourist facilities in the country are overused. Examples include those at the coast and urban centres as well as the national parks and game reserves. Finding and exposing alternative sites would reduce pressure upon the existing facilities.
- (d) There is need to diversify tourist attractions and activities to avoid monotony. Traditional tourism sites such as the coastal beaches and parks are now monotonous. Exploitation of new areas such as Lake Victoria islands and beaches, historical and archaeological sites in the region and even health spas facilities at Homa Hills and Mount Elgon is important. Diversification would attract and retain tourists and result into an increased number of visitors to our country, which in turn may result into increased income. Good tourism planning including decentralisation of tourist activities from urban areas and well established resorts to the alternative areas are important. The new tourist areas will provide new sources of employment in areas with tourism potential. The search for resource diversification of the economy and the urge to diversify even the tourism industry in terms of its attractions for better performance necessitates a

detailed study of the potential areas which have unique features such as the fresh water Lake Victoria, the historical and the archaeological sites.

- (e) Most developing countries, Kenya included, are faced with the problem of regional inequality and employment. This could be because of differential resource endowments and the ability to exploit them. Lack of research to establish resource bases for various regions could also be a factor. It is therefore necessary to carry out researches to expose regional resources and exploit them accordingly to benefit the local people and raise their levels of living. This would reduce regional inequality, unemployment levels (as tourism creates both direct and indirect employment opportunities) and curb rural-urban migration.
- (f) Most studies on tourism in the lake region have concentrated on the tourist potentials. The present study tries to establish how the local people are benefiting from the industry and makes appropriate recommendations.
- (g) It is also observed that studies of the spatial structure of tourism in various regions or studies carried out on a regional basis can provide a useful bridge between national analyses of tourism and the many more detailed case studies of individual resorts and cities. Studies at various scales can then be integrated to produce important national planning strategies.
- (h) It has been observed that research studies are carried out extensively once in a while. The compilation of research findings and planning implications are released much later when changes have occurred. Such trends make planning difficult because the strategies laid down and carried out are applied to the wrong situations. In fast growing economies like Kenya, changes occur rapidly and unless continuous research is taken or carried out, the right decisions made by policy makers will be applied to wrong

situations due to the time lag. This can be a costly undertaking resulting into the misallocation of resources thereby retarding development. Therefore, on-going research is a must especially if accompanied by immediate feedbacks, for any meaningful development to take place in any industry.

This study is mainly concerned with the impact of international tourism in the Lake Victoria Region. Research findings will be useful in planning for the industry in the region. Even if in future other unexpected changes occur, the facilities already established would still be used in other sectors of the economy. From the forgoing account, the choice of this research is very much justified.

1.4 OBJECTIVES OF THE STUDY, SCOPE AND LIMITS

1.4.1 General Objectives:

The present study aims at assessing the impact of tourism in the economy of the Lake Region..

1.4.2 Specific Objectives:

The study's specific objectives are:-

1. To identify the touristic potential of the Lake Victoria Region.
2. To assess the present utilisation of tourist resources and identify the constraints to their effective use.
3. To find out how the existing resources could be maximumly exploited to benefit the local people.
4. To analyse the structure of international tourism in Lake Victoria Region in terms of: origins, volume, and pattern of travel.

5. To assess the degree of concentration of tourist activities in Lake Victoria Region using: location quotient, coefficient of localisation, localisation curves
6. To examine the contribution of International tourism to the economy of Lake Victoria Region in terms of: generation of employment, ownership of hotels and related activities; diversification of regional economy; and inducement of other economic activities and or inter-industrial linkages.
7. To analyse the environmental costs of international tourism in Lake Victoria Region.

1.4.3 Scope:

The present study is a geographical investigation into the various touristic potentials possessed by the study area, their use, constraints to their use if any and the supportive infrastructure. The existing tourist facilities in the region are examined to determine their ability to accommodate visitors to the region. The study examines the structure of international tourism in this region so as to understand the origins, volume, and mode of movement of the visitors once they enter the region and preferences, as all these are necessary for planning tourist activities in the region. It looks at the level of concentration of the industry in the region in relation to other tourist areas such as the coast. It examines how the industry interlinks with other sectors in the region's economy. This is ascertained by examining the expenditure pattern of those involved in the industry and the rate at which the industry generates employment opportunities to the local people.

The study gives recommendations on how the industry could be developed and in particular how the local people could be encouraged to participate in the industry in order to reduce leakages and enable tourist income to revolve within the region for maximum multiplier effect.

1.4.4 Limitations:

There are both internal and external limits to the present study.

(i) Internal Limitations

These are relevant aspects of the objectives, which could not be covered by the study due to various factors. They include:

- (a) Tourism in general and income distribution to the whole region's economy.
- (b) Incentives for tourism promotion in the region
- (c) The impact of increasing travel costs on tourism in the region.
- (d) The impact of inflation on tourist activities in the region

(ii) External Limitations

These include aspects closely related to the study but irrelevant to its objectives.

They include:

- (a) Domestic tourism in the region
- (b) Other exogenous factors such as foreign competition and world economic and political influences that affect the country and the Lake Region as well.

1.5 RESEARCH HYPOTHESES

The present study seeks to validate or reject the hypotheses stated below taking into consideration the stated problem and the objectives already outlined.

H_0 : Most of the economic activities related to international tourism are not carried out by the local people in Lake Victoria Region.

H_1 : Most of the economic activities related to international tourism are carried out by the local people in Lake Victoria Region.

H_0 : There is no significant relationship between tourism and economic development in Lake Victoria Region.

H_i: There is a significant relationship between tourism development and economic development in Lake Victoria Region.

H₀: Lake Victoria Region's tourism is not highly localised.

H_i: Lake Victoria Region's tourism is highly localised.

These objectives and their research questions are summarised in table 1.7

Table 1.7: Objectives and Research Questions

OBJECTIVES		OBTAINED RESULTS
- To identify the touristic potential of Lake Victoria	- What is the touristic potential of Lake Victoria Region?	-Overview of touristic potential
-To assess the present utilisation of touristic potential and the constraints to their effective use	- Are the tourist resources in the region adequately used? If not what are the constraints to their effective utilisation? How could the resources be exploited to benefit the local people?	- Assessment of present utilisation of existing resources - Identification of constraints
-To assess the adequacy of tourist infrastructure in Lake Victoria Region	- Is Lake Victoria Region having adequate tourist infrastructure to support tourist activities? If not, What remedial actions does it require?	- Assessment of tourist infrastructure and its adequacy
- To examine the contribution of international tourism to the economy of Lake Victoria Region. - To assess the degree of concentration of tourist activities in the region	- What is the contribution of international tourism to the economy of Lake Victoria Region? - To what extent is tourism in Lake Victoria Region localised?	- Examination of the contribution of tourism in Lake Victoria Region - Assessment of the degree of concentration of tourism industry in Lake Victoria Region
- To analyse the structure of international tourism in the region in terms of: origins, volume, pattern of travel	- What are the origins of the international tourists to Lake Victoria Region? - What is their annual volume? - How do they travel within the region?	- Assessment of the origins, volume and pattern of travel of the visitors
-To assess the economic cost of international tourism in the region and suggest how they could be mitigated.	- What are the economic costs of international tourism in Lake Victoria Region?	- Analysis of the costs of international tourism in Lake Victoria Region - suggestions for remedial measures for the costs

Source: Researcher, 1997

1.6 OPERATIONAL DEFINITIONS AND CONCEPTS

This section defines terms and concepts used in the study and the context in which they are used.

1.6.1 Definitions

- (a) **Tourism:** This is defined as the relationship and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure and/or recreational purposes as well as business executives and those attending conferences.
- (b) **Tourists:** These consist of travellers or visitors to an area staying for at least twenty four hours or more and whose purpose for the visit is mainly leisure. However, people who travel for business or to attend conferences may also be considered as tourists if they combine such journeys with leisure activities.
- (c) **Wildlife:** This refers to all the mammals, reptiles, and birds and various forms of plant life. It may also include natural habitats such as forests, grasslands, seas, lakes and rivers.
- (d) **Infrastructure:** This can be defined as comprising of the basic services and public utilities essential to the commodity sector of an economy. It is a kind of structure on which human activities are based. It can be divided into social or human and economic or standard infrastructure.
- (e) **Hotel and Restaurants:** A hotel is a premise in which accommodation is supplied or available for supply with or without food or service to five or more adult persons at one time in exchange for money or money's worth and includes premises known as service flats, apartments, beach and holiday cottages, game lodges and *bandas*. On the other hand, restaurants

are premises on which food or drinks are supplied for a reward (Hotels and Restaurant Act, 1972).

(f) **Linkage:** This is a system of connections that exist between firms. There can be backward and forward linkages and both are important in that they determine the extent to which a particular firm is capable of stimulating regional growth.

(g) **Leakage:** Leakages are benefits, which leave an economy. In tourism, leakages include repatriated profits and dividends as well as salaries on foreign investments and importation of goods used by tourists. Leakages reduce net benefits from tourism.

1.6.2 Concepts

(a) **Tourism Development:** This means the upgrading of tourist facilities in a region and the promotion of activities related to tourism.

(b) **Tourist Resources:** These are the potentials that exist in an area which are used to develop the tourism industry. They include tourist attractions such as wild life and infrastructure.

(c) **Tourist Destination:** This is the region where tourists travel to from their home country. The destination must have tourist resources in order to attract tourists.

(d) **Domestic Tourism:** This refers to the travel within a country by its residents for leisure or business.

(e) **International Tourism:** This involves international tourists who travel from their places of origin to other places far away for leisure.

(f) **Eco-tourism:** This is the synchronisation of the tourist sector with sustainable development programmes.

- (g) **Sustainable Development:** This is the development that meets the needs of the present without compromising the ability of the future generations to meet their own needs, (WCED, 1987).
- (h) **Tourist Infrastructure:** These are facilities that are used by tourists when they visit a region. Examples include; communication channels, accommodation, banking and insurance facilities, hotels and restaurants among others.
- (i) **Input-Output Analysis:** This is an analysis, which seeks to determine the relationship between sectors of an economy.
- (n) **Location Quotient:** This is an industrial index which measures the degree to which a region has more or less than its expected share of any industry or activity. If the location quotient is more than one then the region has more than the share of that industry and vice versa.

1.6.3 Conceptual and/or Theoretical Framework (s) and Model (s)

This section discusses the conceptual and/or theoretical framework(s) and model(s) upon which the current study is based.

1.6.3.1 Model of the Economic Impact of Tourism on Regional Development

The tourism industry plays an important role in regional development as it generates what Myrdal (1957) calls cumulative and circular causation. This is a situation whereby one activity leads to increase of similar kinds of activities in the same direction. That is, investment in the tourism industry leads to development of other economic activities. The tourism industry, therefore, has the following circular aspects:

- (a) It may attract some linked and ancillary companies thereby increasing the volume of trade in an area.

- (b) New jobs in the industry may increase the pool of trained labour. With time and job turnover, the number of qualified workers increases.
- (c) The industry may also result into increased volume of income via new wages on local opportunities in business. The rising local market encourages more service firms and shops making it possible to create new jobs in the sectors. There is the so called the multiplier-effect (one job in the original sector creates others elsewhere and this new wealth provides more income in the region for the public provision of infrastructure and community services).

However, in certain areas not experiencing expansion, the cumulative effects may bring negative effects which may weaken the economy further. Also during the initial stages of the industry's development there may occur some negative economic impacts such as leakages from the economy and dominance of the formal sector. These may hinder the local people from benefiting.

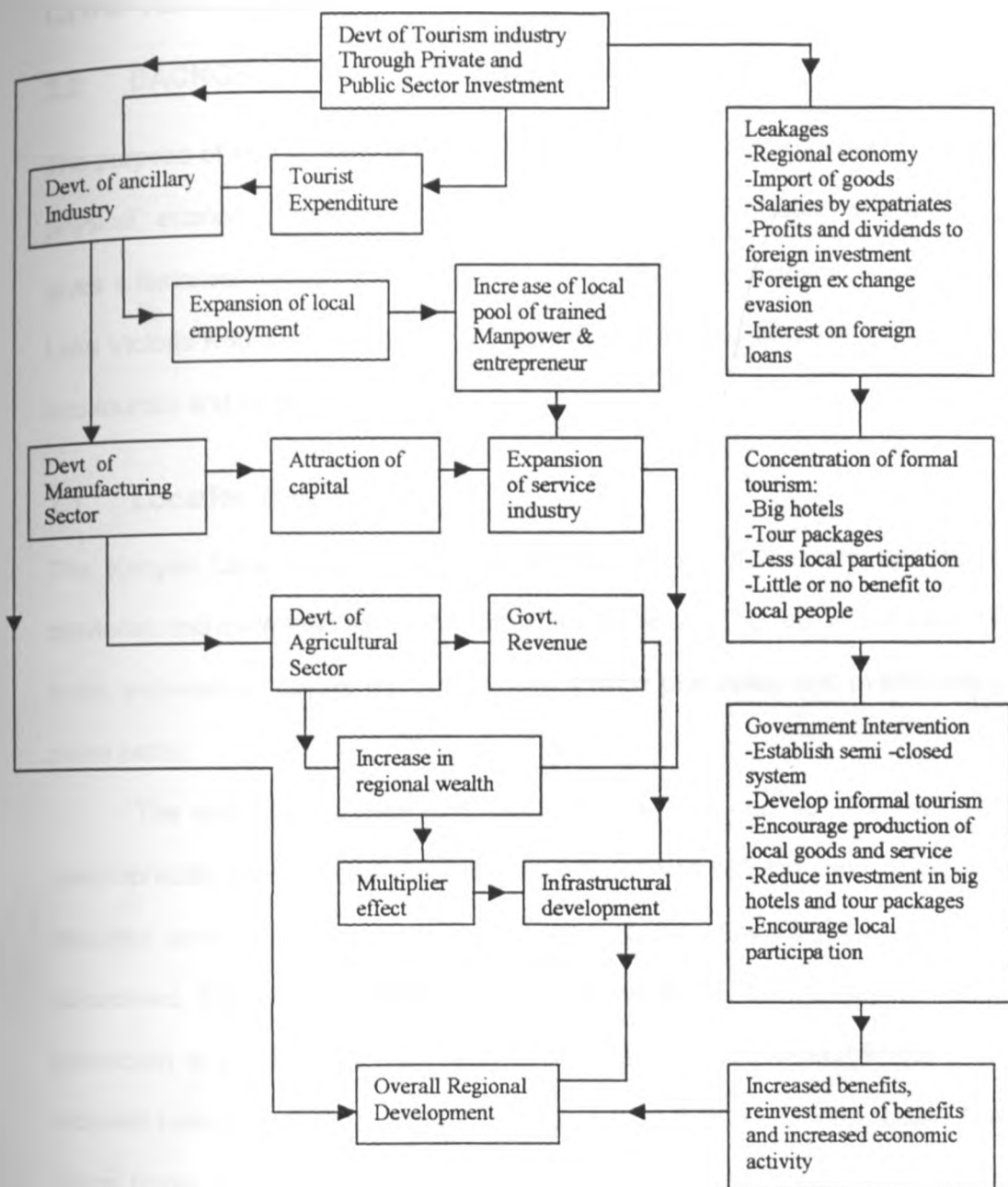


Figure 1: Model of Economic Impact of Tourism

Source: Researcher, 1997

CHAPTER TWO

2.0 BACKGROUND OF THE STUDY AREA

The purpose of this chapter is to show the location of the study area and give its physical, economic and socio-cultural characteristics associated with tourism. It gives a historical background of wild life conservation and tourism development in Lake Victoria Region. The chapter also assesses the importance of the concept of eco-tourism and local participation.

2.1 Location And Extent

The Kenyan Lake Region proper covers the whole of Western and Nyanza provinces and more than half of the Rift Valley province. The region is a warm fairly fertile well-watered part of the country with a large population and overcrowded in some parts.

The area lies between longitudes 33°, 54' east and 33°, 53' north. The geographically determined Lake Region is about 514,882 km² and of this water occupies some 3,773 km². However, when all the Lake Region's districts are considered, the whole or absolute area over which the LBDA may exercise its jurisdiction is about 71,920 km² with some 3,949 km² of water. Major districts included here are Kisumu, Siaya, Homa Bay, Kisii, Narok, Kericho, Uasin Gishu, Trans Nzoia, Kakamega, Bungoma and Busia. It should however be noted that there is an on going subdivision of the districts to form smaller ones (figures 2-4).

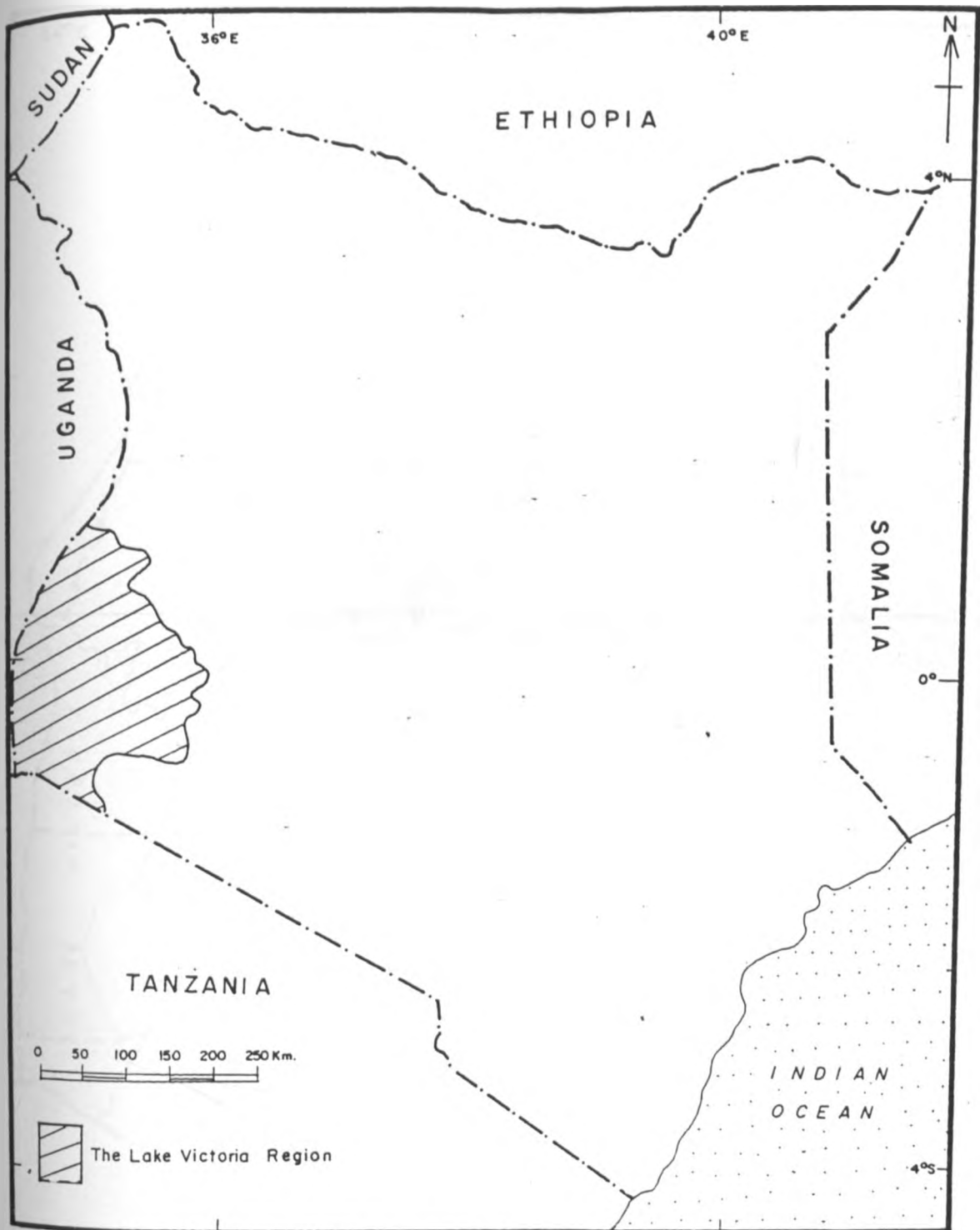


Fig. 2: Location of the Study Area in Kenya

Source: Researcher, 1997

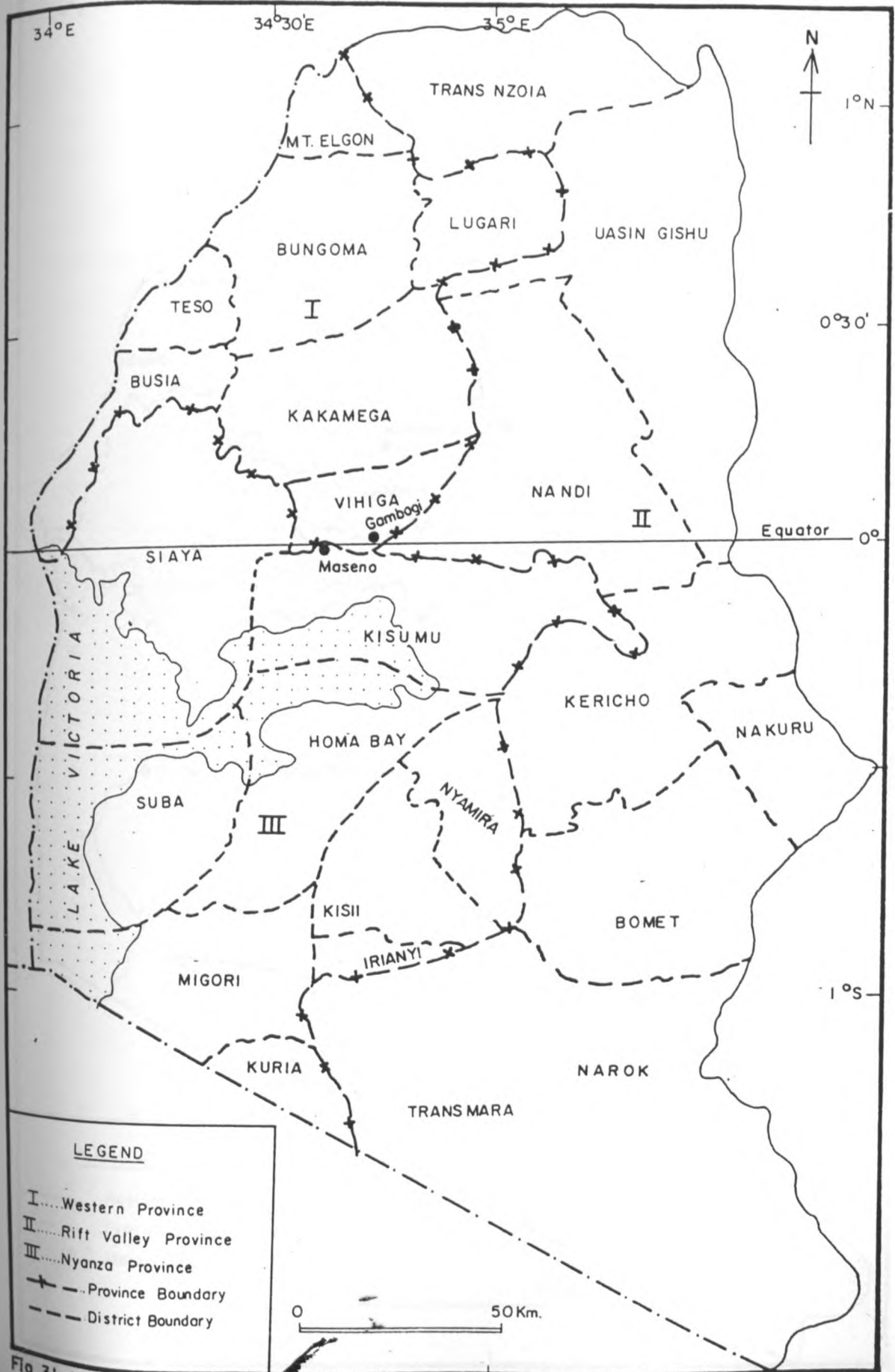


Fig. 3: Lake Victoria Region - Districts and Provinces. Source: Researcher, 1997

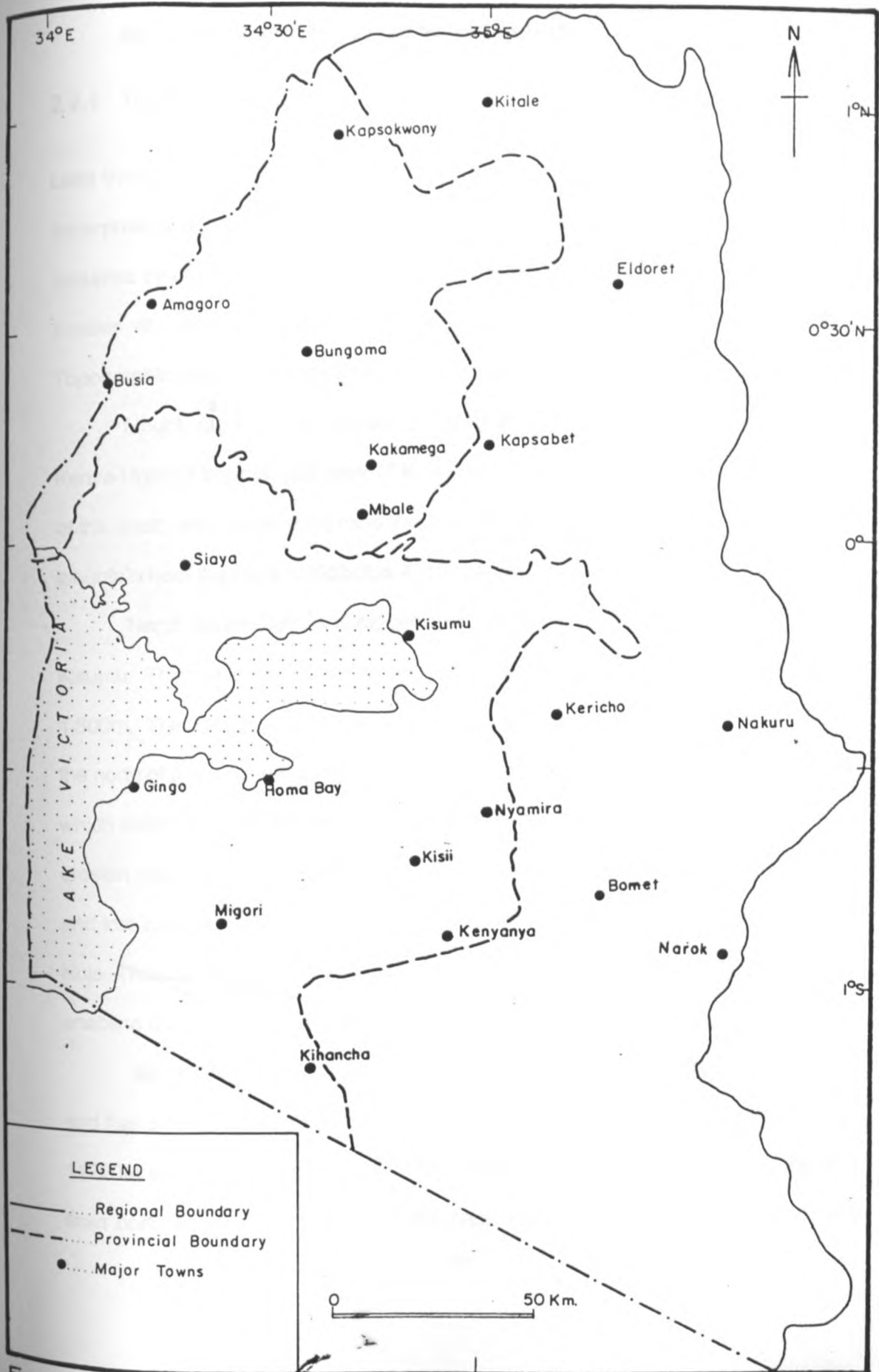


Fig. 4: Lake Victoria Region – Major towns

Source: Researcher, 1997.

2.2 Geographical And Economic Aspects of The Lake Victoria Region Relevant to the Growth of Tourism

2.2.1 Topography

Lake Victoria Region is cut off by the high Rift Valley wall of the Mau and Elgeyo escarpments with dense green valleys and pockets of thick jungle. The region is occupied by the Western Highlands (Mau, Mount Elgon, and the Cherangani Hills), smaller rift valleys, escarpments, plateaus, and plains as well as swamps. Topographic features are varied as elaborated under.

Mount Elgon is an imposing isolated volcanic mountain straddling the Kenya-Uganda boarder due west of Kitale and the Cherangani Hills. Some 170km² of the south east slope comprises the Mount Elgon National Park, a wedge of the mountain from the peak of Koibotos 4215m down to about 2200m.

Nandi escarpment is a rugged highland area, which overlooks the town of Kisumu. This mountain wall forms one side of the Rift Valley. It reaches a height of 1,800m. The escarpment lies in an east-west direction and is about 25km long. To the north of it is a plateau area standing at approximately 2600-1600m in height and which stretches away towards Kakamega. The south facing slope is rugged due to erosion caused by small rivers which flow down the escarpment across the plain and into Lake Victoria. Examples of such rivers include; Nyando, Sondu-Miriu and Kuja. This escarpment and associated forests cause orographic rainfall in the area enabling the growth of a variety of crops in the Kano Plains.

Kano Plains lies at the foot of Nandi Escarpment. The Plain is relatively flat and has a height of about 11,500-12,200m. Towards the east the plain rises above 11220m and becomes a little hilly. From east to west it is about 50Km long and from north to south 30km long. In the past, Kano Plains has tended to be very

marshy and has greatly suffered from flooding. Irrigation schemes have been set up to drain the marshes and to use the large amounts of water for growing special crops such as rice. However, Kano plains is much more important for its sugar plantations.

Topography has therefore, influenced the Lake Region's tourism industry in that it has resulted into scenic features. It has also influenced both negatively and positively the provision of infrastructural facilities necessary for the development of tourism. Topography has further influenced rainfall pattern in the region resulting into various ecological zones. These ecological zones are scenic features which attract tourists as well as contributing positively to the region's economy, for example, forests and plantations.

2.2.2 Drainage

This is mainly determined by the geological structures and surface configuration. The topographical features such as the Rift Valley, Kano Plains, and plateaus like Nyabondo have influenced drainage in this region. The general trend of drainage in the region is from east to west. Most rivers drain into Lake Victoria. Drainage pattern influences tourism in that it enables the establishment of features such as bays, beaches and waterfalls among others. Lake Victoria itself is also a scenic feature and at the same time it enhances the movement of tourists to various places such as Mfangano Islands. Drainage also influences the provision of hydro-electric power as well as providing water for industrial and domestic use. Power and water are important in tourism and related industries (figure 5).

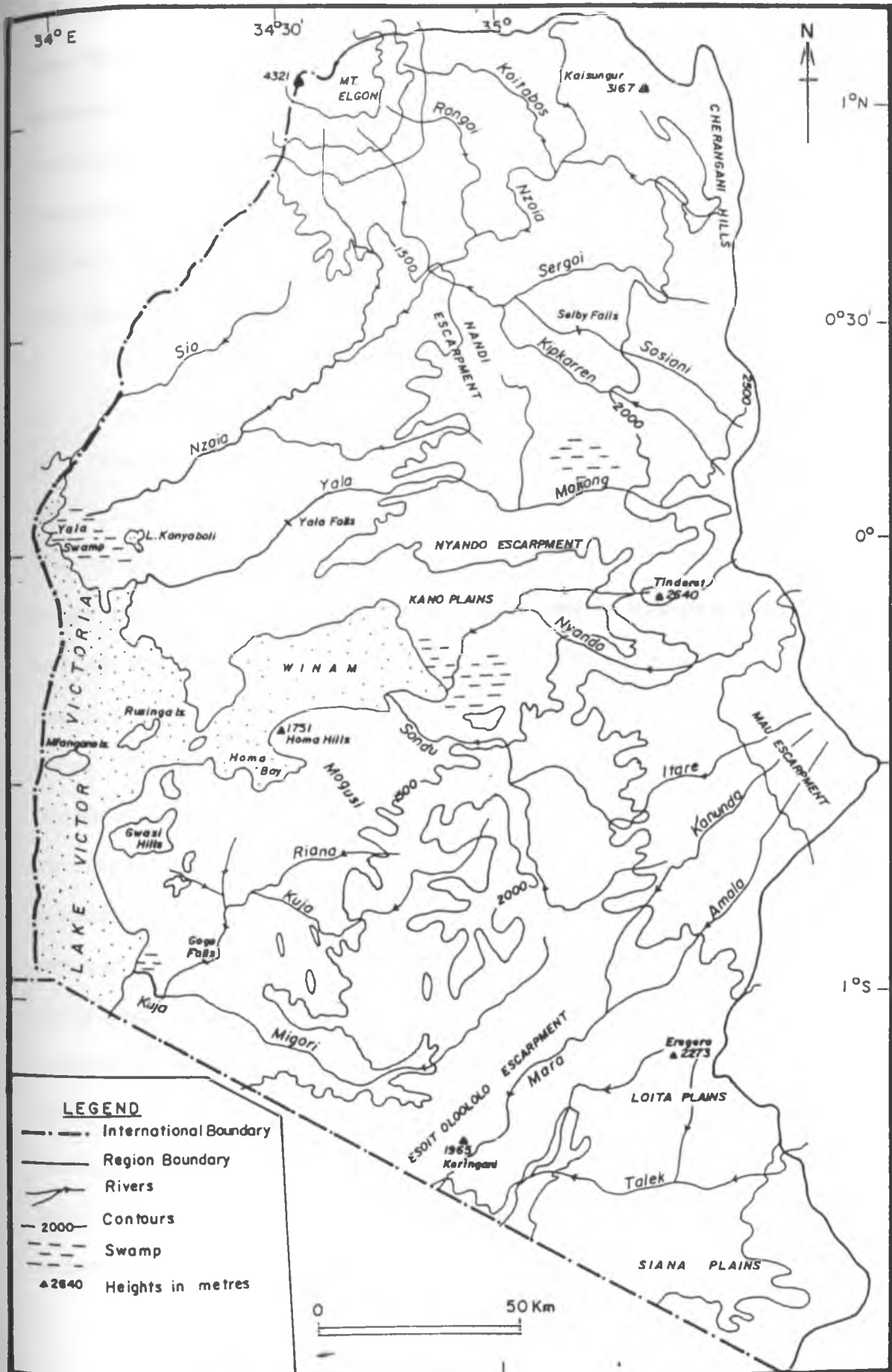


Fig. 5: Physiology of Lake Victoria Region.

Source: Survey of Kenya

2.2.3 Geological Formation and Soil

Lake Victoria basin and the lowlands are largely occupied by the pre-Cambrian and quaternary sediments ranging from 900-1370m. Flanking these to the east are the pre-Cambrian Kisii uplands and the Nandi Hills ranging between 1370-1820m. These give way to the true highlands which rise up to 8098m in the Mau highlands, 3505m in the Cherangani Hills and 4321m of Mount Elgon all being volcanic in origin except the Pre-Cambrian metamorphic Cherangani Hills.

The geology in the Lake Region can therefore be categorised as : -

- (i) Pre-Cambrian rocks
- (ii) Tertiary sediments
- (iii) Quaternary volcanics and sediments

The Pre-Cambrian rocks when subjected to weathering and erosion produce unique residual hills known as inselbergs. These may be finger-like, domed or castrated into tors depending on the nature of the joints in the rocks. Beautiful examples of these reduals can be seen in Maragoli and Seme locations in Western Kenya. The quartzites in the Kisii series produce the smooth rounded ridges typical of parts of Kisii district. Kisii soapstone used in carving of traditional artefacts are mined in the region. The rocks in the region have influenced soil formation so that in volcanic areas there are volcanic soils while in areas with Pre-Cambrian rocks a variety of soils such as sand occur. Soil type in turn has influenced land use. The above rocks have influenced tourism and other related land uses. There is mineral concentration in the Pre-Cambrian rocks from which minerals such as gold are mined. In areas like Macalder, Kakamega, and Ramba Mines gold is found. Geology has also resulted into features such as Webuye Falls, Kit Mikai, Sondu-Miriu Falls (Odino Gogo Falls) and geothermal activities in the region like the Homa and Mount Elgon hot springs. (figure 6)

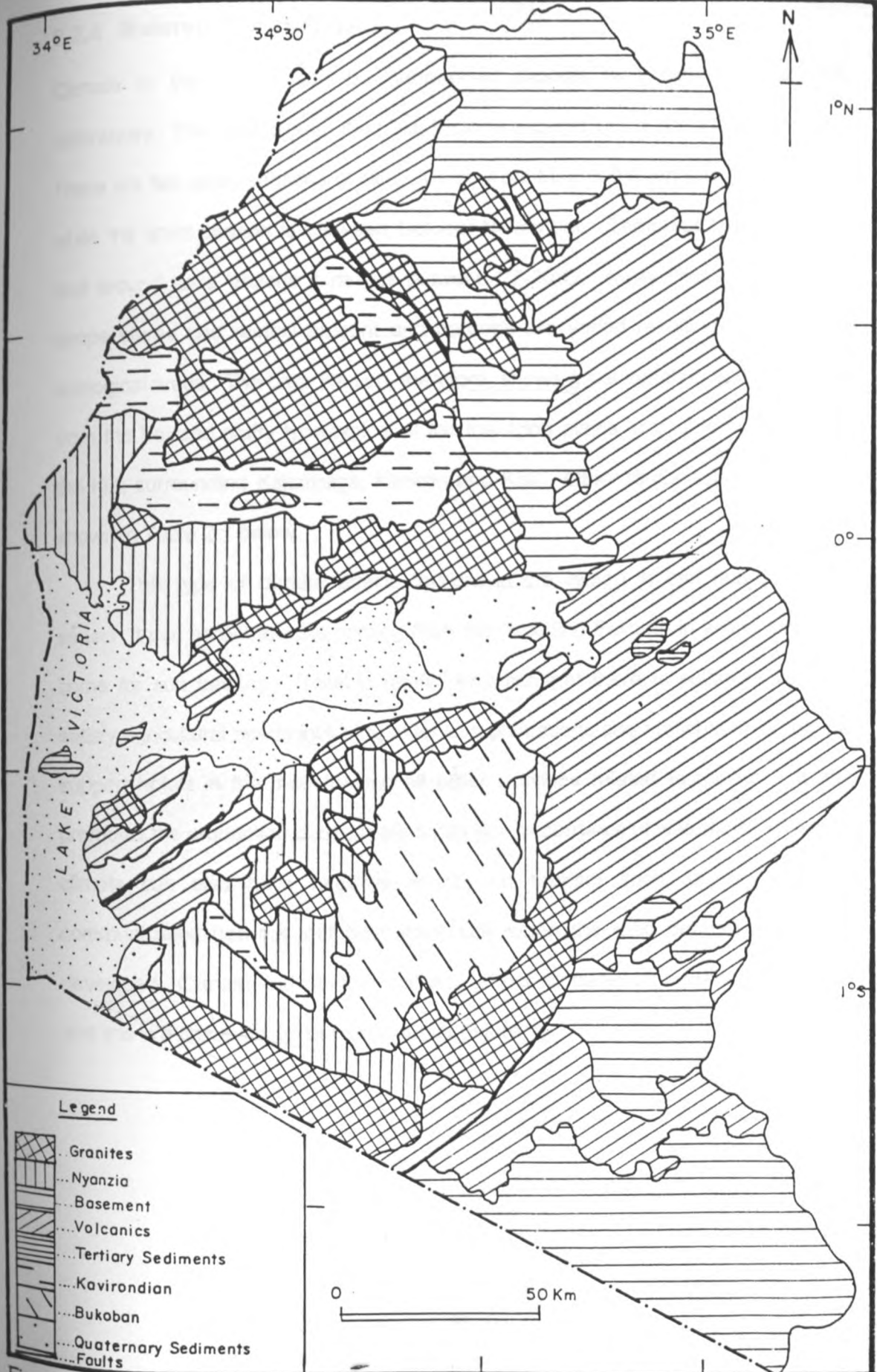


Fig. 6: Geology of Lake Victoria Region.

Modified from Ojany & Ogendo, 1986.

2.2.4 Metereo-Climatology

Climate in the region can be generalised though there are micro-climatic differences. The area around the Lake Victoria experiences a hot and wet climate. There are two peak seasons of rain. March-April-May is the longest rainy season while the short season is between October-November. Temperatures are varied and around Lake Victoria it ranges between 27-30°C. Away from the lake both temperatures and rainfall amount and patterns are varied resulting into different ecological areas. The Lake Region, therefore, shows great variation in temperature from the hot and stuffy type typical of the low lying plains to cool temperatures in the hills surrounding Kakamega, Kericho and Kisii. Other temperature details are shown in Table 2.1 below.

This type of climate affects tourism in the region in that during the hot season it can attract tourists coming from the "freezing Europe" in winter who may come for sun bathing. Reliable rainfall ensures that there is sufficient water to satisfy agricultural needs including extensive plantations and horticultural crops that support hotels in the industry and all other activities related to tourism. It also promotes the production of hydro-electricity and occurrence of waterfalls. However, climate can also have negative effects on tourism such as rendering the communication network inefficient especially when the road network is not well developed. Climate and weather can also affect air transport by reducing visibility and this is a drawback to tourism industry (figure 7).

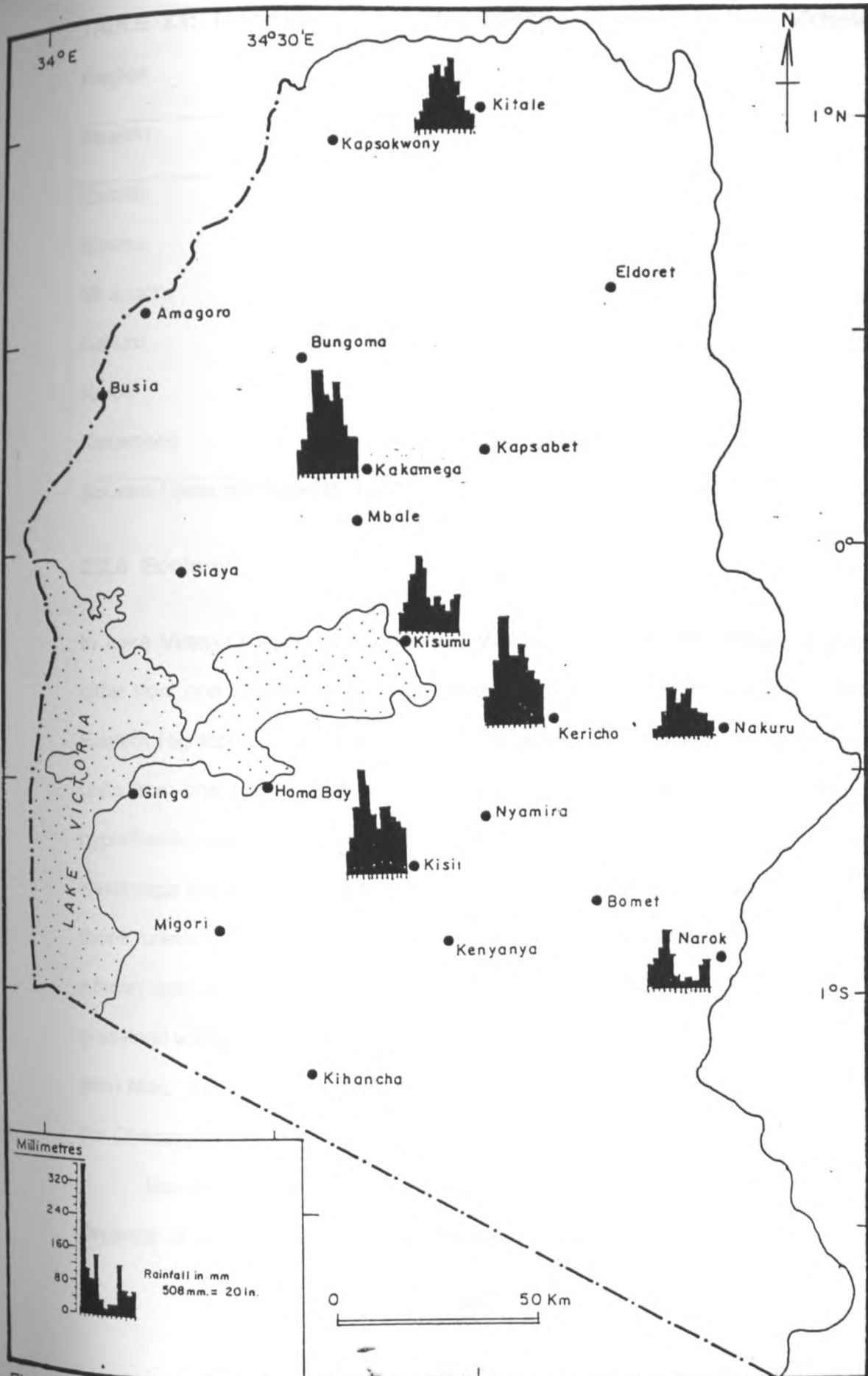


Fig. 7: Rainfall patterns of selected locations in Lake Victoria Region.

(Source: Modified from Ojany & Ogendo, 1986)

TABLE 2.1: Temperature Details for Selected Locations in Lake Victoria Region

Region	Maximum	Minimum
Eldoret	22-26	10-14
Kisumu	30-34	14-18
Mt. Elgon	22-26	6-10
Nakuru	26-30	6-10
Narok	26-30	10-14
Kakamega	26-30	14-18

Source: Ojany and Ogendo, 1986

2.2.5 Ecology

In Lake Victoria Region of Nyanza and Western provinces, the ecological units differ from one another less sharply than those of both the Rift Valley and the Eastern Highlands. Here, there is not much regular succession of the ecological units from one another. Much of the Lake Basin is covered with Combretum-hyparrhenis- low and free high grass although isolated forests such as Nandi and Kakamega occur in areas with better ground water resources. Ornithologically, these forests rank as the best in Kenya with regard to their high element of West African species. The uplands over 1820m are covered mainly by themeda grassland with some extensive forests in the higher lands notably that of the south west Mau. Ericaceous-Alpine zones occur above the forests on Mount Elgon and the Cherangani Hills.

Inevitably, many important ecological areas in the region are rapidly being depleted or destroyed through ever increasing demand for arable land. This is

because the Lake Region and the lowlands are some of the most densely populated parts of the country and calls for environmental conservation measures. The Cherangani Hills which are a range of metamorphic hills rising to almost 3600m and situated east of Mount Elgon are very attractive and are of considerable interest ecologically but there has been no concrete move to conserve the region even though the idea of creating a national park has been nurtured for years. The Cherangani Hills boast of fine forest of cedar and podo carpus which apart from their interesting flora and fauna are an important rain catchment area for the surrounding lowlands. It is only the national parks and moorelands plus the forests around Kaibibich, which are still not disturbed in this area. Mau forest is situated south of Kericho mostly at a height of 2100-2400m. The New Mau Nature Reserve together with the forest reserve on either side constitutes a large single area of indigenous upland forest in East Africa.

The North Nandi forest lies on the Equator due east of the formerly contiguous Kakamega forest. The forest reserve occupies 120 km² of mainly indigenous but heavily depleted forest most of which continues to be exploited apart from 40km² reserve along the western escarpment edge. Kakamega forest is essentially the eastern most limit of the West African rain forest and has got abundance of flora.

In Mount Elgon National Park, evergreen forest covers most of the park to at least 2,800m. This is dominated by the neobotonis on the lower levels and the podocarpus about 2600m, the later being fine forest. Higher up, the podocarpus bamboo forest gives way to giant heather then the Alpine Moorland zone characterised by tussock grasses and the mostly endemic lobeloes and seneios. Disturbance within this region has resulted into extensive soft wood plantations replacing the indigenous trees and extensive cropland.

Ecology of this region has supported tourism in that it offers habitat to the wild animals, which form the backbone of the tourism industry as well as opportunity for researchers to explore the diversified flora and fauna in the region's grass and forest lands.

2.2.6 Agricultural Land Use

Agriculture is the mainstay of the people of this region. Almost 80% of the population are engaged in agricultural activities. The varied soil in the region combined with the varying microclimates, enables the region to support a variety of cash and food crops as well as livestock.

The region's staple crops are an important ingredient in the diet of the local people. (Staple foods are obtained either from cereal or root crops). Usually there is one staple food on which the people of an area depend on more than any other crop as their source of starch). For the Lake Region, staple foods vary with each ethnic group. However, maize meal is commonly used by all the people. Cereals grown in the Lake Region include; rice (mainly around Kano plains), Maize (grown almost everywhere but concentration is in Trans-Nzoia and Uasin Gishu areas), sorghum and millet (grown in drier areas of the region) among others. Root crops, which are also major food items in many parts of the world, are also grown in this region. They include yams, sweet potatoes, and cassava. Vegetable oils grown here include groundnuts and sunflower. The region also grows beverages such as tea and coffee especially around Kericho and Kisii highlands. Sugarcane is grown extensively in Kano plains and Mumias zones. A variety of fruits and vegetables are grown too in this region. Among the industrial crops grown here are tobacco grown in areas like Awendo in South Nyanza and cotton mainly in Siaya district. Livestock keeping is important here with cattle, sheep and goats plus poultry being important in supplementing the diet and income of the local people.

Different zones in the region have tended to specialise on different agricultural activities. For example, Kericho district is known for tea growing and is home for multinational tea companies such as Brooke Bond Kenya Limited and African Highland Produce Company Limited. More than half of the tea exported from this country comes from these giant companies. Other competitors in the industry are small-scale farmers who entirely depend on Kenya Tea Development Authority (KTDA) to market their tea. Nyanza and Western provinces are well known for sugarcane production especially around Mumias, Muhoroni, Chemelil, and Miwani among others. Uasin Gishu and Trans-Nzoia districts are the country's granary as they produce most of the country's maize crop. The rich agricultural heritage ensures that there is a variety of farm products to support tourist related activities and tourists are ensured of fresh supply of most agricultural produce. It should be noted, however, that there are some agricultural products, which are not produced in the region thus, imported from neighbouring regions (figure 8).

2.2.7 Urban Settlement and Demographic Pattern

There are a number of urban centres in the region. Examples include Kisumu, Kakamega, Kisii and Nandi. These urban centres are capable of offering most tourist facilities and services such as hotel accommodation, car hire, banking, and insurance among others.

The population of the Lake Region is large (Table 1.8 and 1.9). There are many ethnic communities including Luos, Luhyas, Kalenjins, Kisiis, Kurias, Tesos, Suba and other groups who have settled in the area after migrating from their original homes. The demographic number and the ethnic mixture ensures that there is a stable supply of labour and entrepreneurs who can establish tourist related activities and promote tourism in the region. However, this will depend on the quality of education and training of the local population. The great ethnic

mixture can also promote tourism if the cultural aspect of each community is tapped. This would include establishment of traditional and cultural festivals to entertain and educate tourists and local people on the region's culture (figure 9).

2.2.8 Infrastructural Components

2.2.8.1 Introduction

Infrastructure is very important for effective functioning of the tourism industry in that it can promote or retard the development of the industry. Infrastructural facilities can be divided into two groups:

- (a) Human or social-infrastructure
- (b) Standard infrastructure

2.2.8.2 Social or Human Infrastructure

This include:

- (a) Education
- (b) Manpower and
- (c) Health services

Even though the Lake Region is not worse off in terms of social infrastructure, the present services may not be adequate. Education and manpower is always important for the development of a region. Many of the young people in the Lake Region have gone to school and attended training colleges of various kinds. The region has a good number of primary, secondary, and tertiary institutions, which produce young graduates yearly and these can be absorbed in the tourism industry. Some of the best secondary schools in the region include Maseno National, St. Mary's Yala, Lwak Girls, Kisumu and Kakamega Boys. Tertiary institutions include Kisumu and Eldoret polytechnics, Ramogi Institute of Advanced Technology (RIAT), Sigalagala Technical, Siaya Institute of Technology and many other local colleges that provide short courses in tourism and other

related fields. The region also has higher learning institutions such as Moi and Maseno universities. Young people from these collages could open businesses such as small hotels or curio shops or get employed in tourism related activities such as in the hotel industry. Health services are not all that adequate especially in the remote rural villages. The government has, however, established district hospitals and local dispensaries and health centres for the local people. Major health centres include: Nyanza, Western and Rift Valley Provincial Hospitals based in Kisumu, Kakamega, and Nakuru, respectively. Diseases such as cholera, typhoid and malaria have been prevalent in the area but the government and some NGO's are taking measures to control them through educating the local people and by providing health facilities to as many people as possible. For example, United Nation's Children Education Fund (UNICEF) has tried to assist the local people in the region by providing mosquito nets to curb malarial infections. The HIV/AIDS scourge has been a threat in the region. It has claimed many lives. The culture of the people in this region has made the control of this disease to be very difficult. Practices such as wife inheritance promote the spread of the disease.

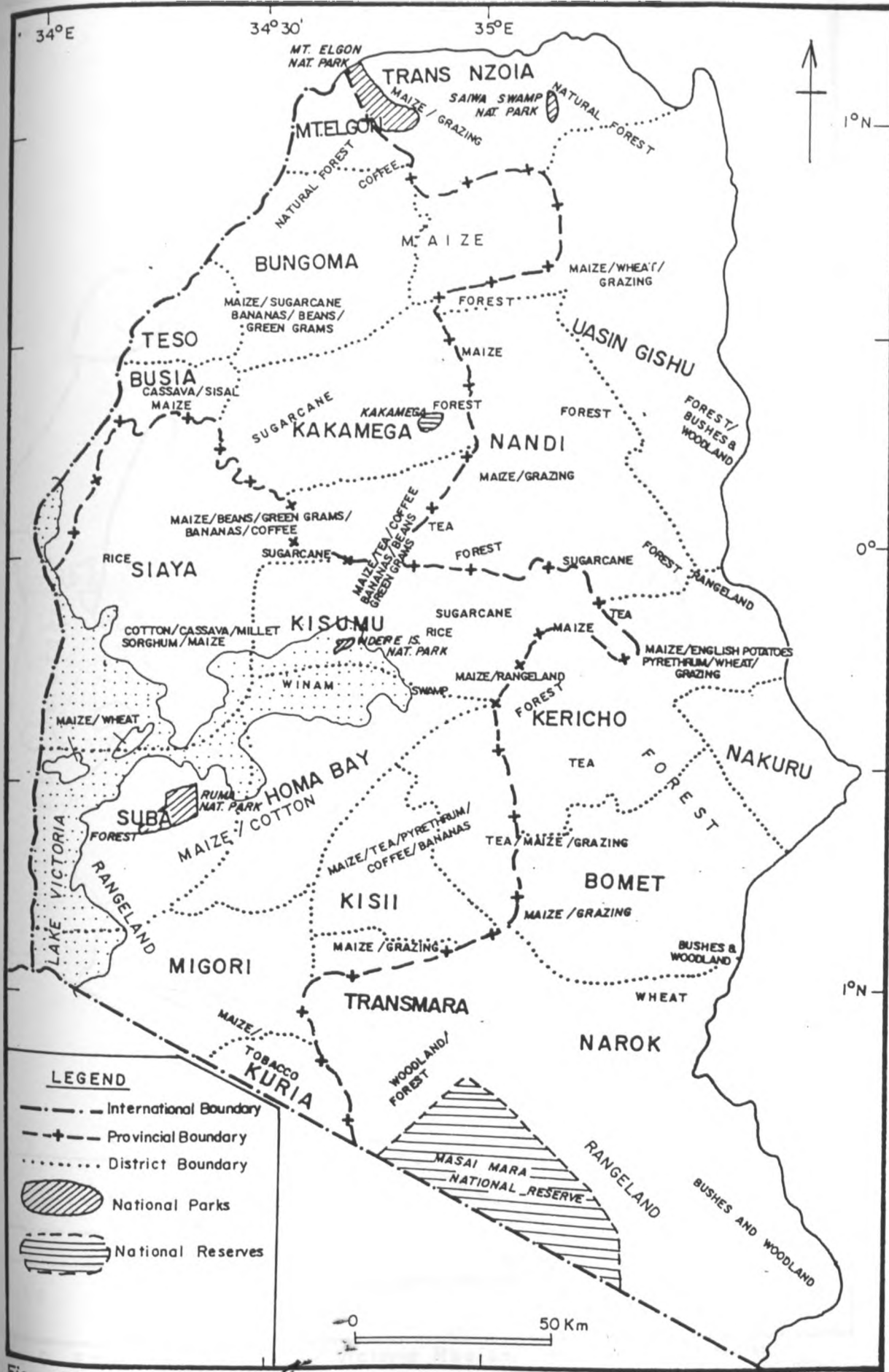


Fig. 8: Lake Victoria Region - Landuse

Source: Survey of Kenya

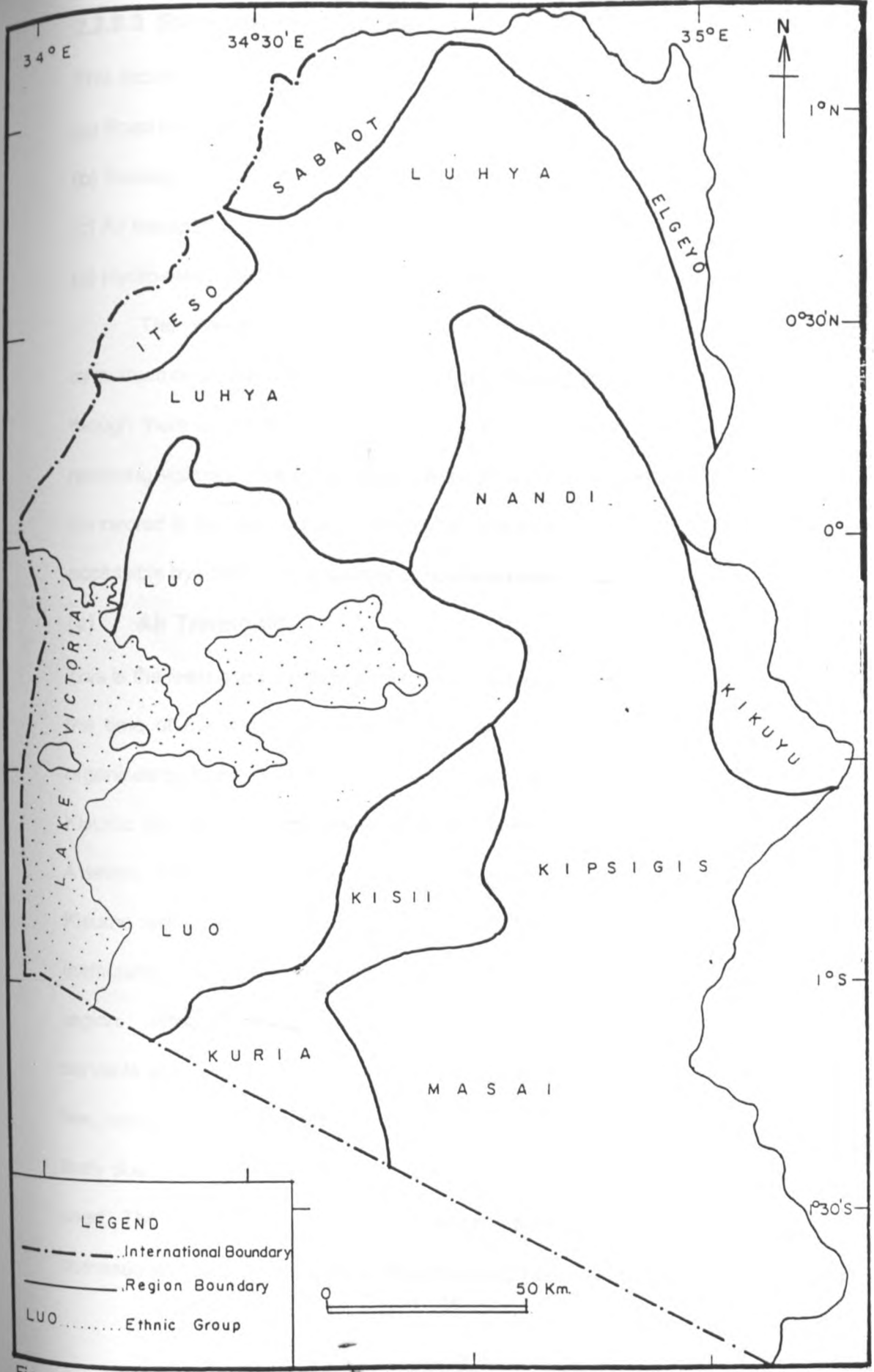


Fig. 9: Ethnic groups in Lake Victoria Region. Modified from Arnold Curtis, 1985

2.2.8.3 Standard Infrastructure

This include:

- (a) Road network
- (b) Railway network
- (c) Air transport
- (d) Hydro-electricity

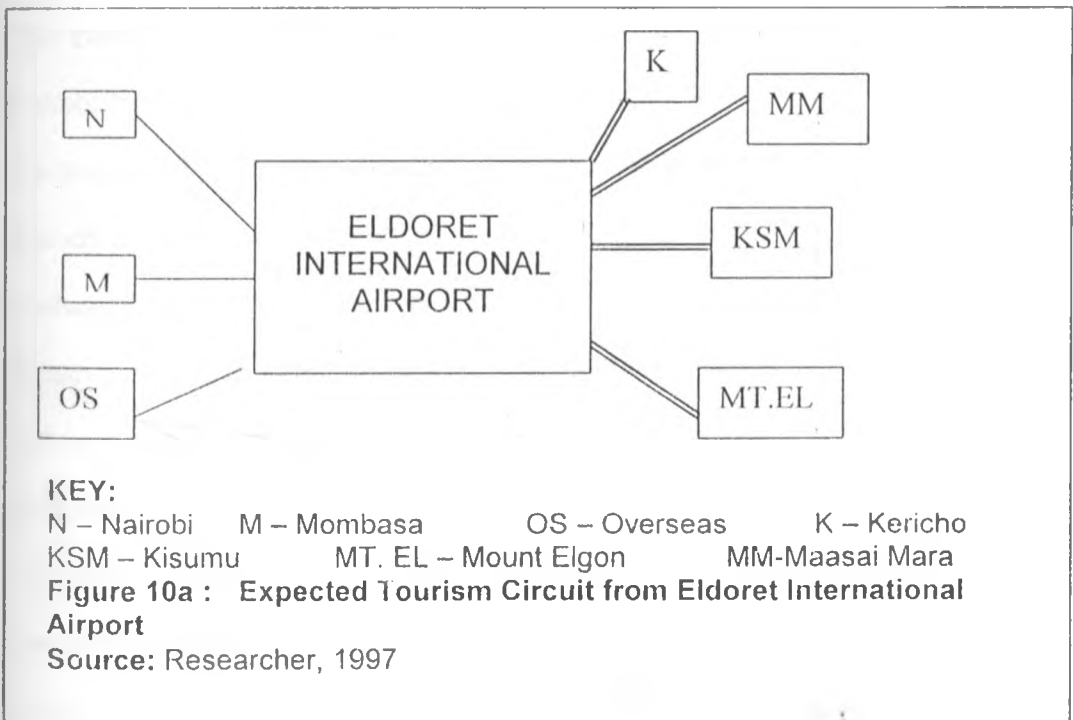
The Western region of Kenya has a fairly good network of tourist infrastructure in the form of transportation, communication, and accommodation though there is still quite a lot to be done if the region is to be comfortable in receiving visitors. The major urban centres such as Kisumu and Eldoret are well connected to the rest of the country by air, road and rail transport. Kisumu is also accessible by water from a number of points on Lake Victoria.

(a) Air Transport

This is the least used mode of transport in the region by the general population. At the time of the actual research, Kisumu airport was catering for various flights organised by Kenya Airways with a frequency of ten to fifteen flights into and out of Kisumu per week but the body pulled out later and left this operation to Eagle Aviation. The latter started its flights on 30th May, 1997 flying three times a week to Kisumu with a 50-seater aircraft. It has however been blamed for noise and inefficiency. Kenya Airways might have pulled out as a result of low business in the region. Most passengers on this route are business executives and top civil servants and ministry officials. The international tourists using Kisumu airport are few, accounting for less than five percent of the total passengers. This is most likely due to a broken tourist circuit in the region. Kisumu airport is at present under used. The most used air facility in the region is the route to Maasai Mara. Several domestic air operators situated at Wilson Airport Nairobi operate regular scheduled

services to and from the reserve and even Kenya Airways organizes flights on this route flying daily to and from the reserve. The route is rather a busy one as Maasai Mara is much frequented by international tourists more than any other destination in Western Kenya.

The establishment of an International airport in Eldoret will perhaps enable the Lake Region to receive an increased number of air passengers as these visitors are likely to move from Eldoret to Maasai Mara via Kisumu and to islands such as Rusinga and others with air strips. The airport is expected to open up Western Kenya for greater development but as far as tourism is concerned, the airport is expected to increase the development of the industry in the region. International tourists will be able to fly directly from their places of origin to this region and tour the region extensively. The circuit to be created by the airport will support the theories of tourism development, which suggest that international airports have an influence on the movement of international tourists. The good tourist circuit will connect Maasai Mara to Rusinga Island then to Kisumu and Eldoret (figure 10a)



(b) Road Transport

In terms of road network, the region's major urban centres are well connected by road to the capital city Nairobi. However, smaller roads connecting urban centres to some of the smaller sites are not well developed. For example, Ruma National Park has for a long time been reached with great difficulty since there is no access road, airstrip and proper internal roads and tracks. The park receives just a few visitors and most of these even get lost within the park since the signs showing its whereabouts from the poor main road are not clear. The poor road is inaccessible during the wet season. Even roads to such sites as Kolwa and Orongo Birds Sanctuary, Ndere Island are poor. Poor roads make the tour operators incur big losses and they will often avoid such sites. There is urgent need to repair such roads. Even main roads like Kisumu-Kericho, Kisumu-Eldoret, Kisumu-Isebania, Kisumu-Busia, Kisumu-Mbita all need repair.

(c) Railway Transport

This transport system is also available in Lake Victoria Region. There is a line from Nairobi to Kisumu extending to Butere and another line from Nakuru to Malava at the boarder of Kenya and Uganda. The main line from Nairobi to Kisumu and the branch to Malava are available to tourists wishing to use this mode of transport. Railway transportation is slow in Kenya and could be advantageous to tourists with health problems or those who prefer slow means of transport. According to railway officials, most tourists prefer first and second-class compartments. The number of tourists using this mode of transport is, however, small according to the railway officials in Kisumu and Nairobi. The Mombasa route is currently doing better in terms of international tourists handled compared to the Kisumu line. The problem here is that records are not kept in such away that one is able to distinguish between local passengers and international tourists.

(d) Water Transport

Water transport has faced problems due to the prevalence of water hyacinth (weed) in Lake Victoria. This weed blocks most parts of the lake at different times. According to Kenya Marine Services (KMS) the weed has disrupted lake transport and at the same time Kenya Marine vessels are becoming inefficient. Passenger vessels used to operate along the ports and beaches and even cargo vessels to Uganda and Tanzania were frequent. A vessel used to operate from Sunset hotel Kisumu to Ndere Island. It belonged to African Tours and Hotels but the body pulled out. At present, however, the only meaningful vessel belonging to Kenya is MV. Alestes. Its two sisters, MV. Kamongo and MV. Reli were abandoned many years ago after maintenance costs proved too high for the giant Kenya Railways Corporation. As a result, the weary MV. Reli can only make one weekly Saturday trip to Kisumu and this is at the ungodly hour of midnight (plate 1a and 1b).

(e) Postal Services

At least major towns and trading centres have these services and tourists are assured of such facilities once in the region to facilitate easy communication.

(f) Hydro-Electric Power (HEP)

The region has potential sites for HEP production but investment in this field is still in its infancy and so it relies heavily on the National Grid System for power supply. However, if projects like Sondu-Miriu HEP project at the former Gogo Falls could take off, the region may have sufficient supply of power.



Plate 1a: Kenya Railway Marine Services

Source: Researcher, 1997



Plate 1b : Kisumu Pier Passenger Dock

Source: Researcher, 1997

(f) Accommodation

In terms of accommodation facilities, world famous tourist class hotels, lodges and campsites have been established in the region especially in Maasai Mara national reserve for wealthier tourists. A good number of hotels are also coming up through indigenous efforts. The hotel facilities are adequate but their standard needs improvement to international ones if the region is to benefit from international tourism through higher bed occupancy. At present the region has a low bed occupancy compared to other regions except for Maasai Mara. There is need to standardise hotel services so that quality is not compromised. This could be done on a regional or national level. Hotels themselves are attractions to tourists and this applies very strongly to the lake region. The recent move to privatise hotels belonging to the African Tours and Hotels (ATH) is likely to compromise standards. This body operated quite a number of hotels in the region and maintained high standards. It is observed that the region's transport and telecommunication services needs a lot of improvement for tourists to feel comfortable. While there are steps or intentions to improve these facilities, it must be realised that there are constraints. Apart from lack of capital there are also factors such as environmental problems. For example, it was discovered that the last El-Nino rains created havoc on the delicate infrastructure and even water hyacinth weed made matters worse. A brief look at these two problems is done here.

(g) El-Nino

The term El-Nino is associated with the Western Pacific and embraces changes in the direction of pacific winds and ocean currents and abnormally high sea surface temperatures. These effects then spread to other areas of the world and affect global weather patterns. Major El-Ninos have been recorded in various years.

Though the effects formerly could only be felt in the Pacific region, a major El-Niño can result into weather upheavals that sweep across the globe due to global climatic inter-relationships that climatologists call terraconnections. El-Niños result into physical, economic and socio-cultural problems. There is change of climate, destruction of natural vegetation, crops, infrastructure and displacement of people among others. The last El-Niño greatly affected infrastructure in Lake Victoria Region and the country in general. Poor weather affected air transport due to poor visibility. Floods made road and rail transport unsafe due to collapse of bridges and landslides. An example is when the Kambu Bridge along the Mombasa-Nairobi highway collapsed thus cutting links between the two towns. Also in most parks the situation was not all that good as flooded parks rendered movement difficult. Some lodges in the regions such as Maasai Mara were cut off and tourists plus tour operators avoided them. For example, the Mpata Safari Club in the region had to close down. Tourism depends very much on transport and telecommunication system and it is important that the country gets prepared for such weather upheavals.

(h) Water Hyacinth

Apart from problems associated with El-Niño, there is also a problem on Lake Victoria itself. Water transport on Lake Victoria has been disrupted due to the water hyacinth weed. This weed has rendered the movement of water vessels difficult and even other activities such as boat racing had to be stopped.

Water hyacinth is believed to have found its way from Rwanda and eastern Zaire through river Kagera. Its first growth was noticed in Ugandan shores as early as the 1980s. The weed is of a liliace family and its growth results into decreased levels of nutrients like phosphates and nitrates which support the micro plants required to sustain food chains and which enable the survival of marine species

including fish. It results into the interference of marine transport and has an effect on community health since it acts as a habitat for deadly mosquitoes, which cause incurable malaria. It makes the lake water to have body itching effects and harbours green snakes thus increasing snakebites. The weed also harbours bilharzias-causing snails.

As far as tourism is concerned, the weed has disrupted movement of water vessels that could be used by tourists. Efforts must be intensified to restore the glory of this wonderful lake (plate 2a and 2b).



Plate 2a: Water Hyacinth on Lake Victoria
Source: Researcher, 1997



Plate 2b: Stalled Lake Activities (Sailing)
Source: Researcher, 1997

2.2.9 Economic Structure, Socio-Cultural and Sporting Activities in the Region

The main stay of the people of the Lake Region is agriculture. Agriculture here means the cultivation of crops, the keeping of livestock, mining, forestry and fishing. Due to the variation in climate and soil, different areas are endowed with different resources and so they are being exploited accordingly. There are industrial and commercial activities such as processing of agricultural products like sugarcane and tea.

It is important to look at major economic activities in the region. Fishing as an economic activity is dominated by those around the lake who are mainly the Luos. There are also inland fishing in the region. About 80% of the total fish from this region comes from Nyanza Gulf. Fishing supports tourism related activities as well as offering tourists a chance to engage in sports such as sport fishing

Commercial farming is a major occupation in the region also. It is practised mostly in the highland areas. In the lowlands, some of the local people are

engaged in this activity especially sugarcane growers. Commercial crops include sugarcane, coffee, tea, pyrethrum, sugarcane, cotton, and horticultural crops. Commercial farming supports industries related to tourism and the extensive areas of cropland are scenic features.

Forestry is another economic activity going on in this region. Forest areas in the region include Mau, Nandi, Kisii, Mount Elgon, Cherangani Hills and small scale commercial forests scattered all over the region. Forests have domestic and ecological uses apart from their industrial ones. They support local sawmills such as Webuye Paper Mills as well as providing energy in the form of charcoal and firewood to the local people. Due to population pressure the forests in this region are threatened and unless preservation measures are undertaken there could be reduced acreage with adverse consequences. Forestry supports tourism industry in that they are scenic features and the products are used in the manufacture of goods such as furniture used in hotels.

Mining is not a major economic activity in Lake Victoria Region. Traces of minerals especially gold are found in areas such as Macalder, Ramba, and some parts of Kakamega but these are small-scale activities and mainly the concern of local people apart from the San Martin gold works at Asembo Bay and Koru Limestone Works. However, rock and sand mining is important in areas like Kisumu district. Mining areas are sites, which could interest tourists.

Energy production in the region has not been developed. At present there are plans to tap energy from local streams. For example, Sondu-Miriu hydroelectric power plant is in the process of being developed and this will boost industrial activities in the region including tourism. Other hydro-electric power stations could be established on small scale basis in areas like Webuye falls, Seremi falls at the foot of Mount Elgon, and Moi's Bridge between Eldoret and Kitale. There is much

energy potential in this region. Solar energy awaits exploitation as well as geothermal power in areas like Homa Hills. Biomass is also a potential source of energy that could be tapped. Energy is essential in a region as it promotes growth and this in turn will result into increased economic and in particular tourist activities and involvement of the local people.

Concerning industrial establishments, the industries in the region are grouped into those processing agricultural products and non-agricultural products. Most industries here are therefore located in areas where they can obtain inputs or markets for their industries and products, respectively. Industries found here include clothing and textile, soap, soft drinks, dairy, chocolate and sweets, tea, coffee, and sugarcane factories, maize and saw mills among others. These industries support tourism in one way or another.

The economic structure of the region can therefore support development of tourism industry so that it creates positive economic impacts (Plate 3a and 3b)



Plate 3a: Fishing on Lake Victoria
Source: Researcher, 1997



Plate 3 b: Fish Landings on Lake Victoria
Source: Researcher, 1997

The region has got varying socio-cultural activities, which could be tapped and developed to diversify tourist activities. The move by the Ministry of Culture and Social Services to encourage the local people to open up and develop cultural centres is a welcome one. Such centres have now been established at the district headquarters. These centres will encourage cultural activities such as traditional music and instruments, attire, food, handicraft and all that which goes with culture. Some socio-cultural activities are given in chapter four.

2.3 Historical Background of Wildlife Conservation and Tourism Development in Kenya and Lake Victoria Region

This section is concerned with tracing the development of ideas about conservation and its impact on regional policies in Kenya, giving a historical background of the tourism sector and providing a historical background of tourism in Lake Victoria region.

2.3.1 Historical Development of Wildlife Conservation in Kenya

2.3.2 Introduction

The development of conservation in East Africa was dominated in the last hundreds of years by the European influence. During the colonization of East Africa and even after independence of the East African states, conservation of wildlife was very important. However, programs of conservation ignored the long peaceful co-existence between wildlife and the traditional people and barriers were put which in the long run were disastrous.

Kenya - Uganda railway was completed by the beginning of 1900 and gave the Europeans the opportunity to settle in the attractive highlands along the Rift Valley in Kenya. This area had favourable climate and soil for the growth of cash crops such as coffee and tea. The settlers also engaged in big game hunting and the local people lost land as they were pushed backwards to marginal areas to give room to the settlers. The settler hunters caused much harm to wildlife as they did this in uncontrolled and disastrous manner. The characteristics of these safaris were to shoot as many animals as possible. The hunters and the settlers were a threat to wildlife and there was growing concern for the disappearance of wildlife. In 1903, Society for the Preservation of the Fauna of the Empire of London was established mainly for sport hunters and by 1930's the first camping and viewing *safaris* were organized. Africans were however given a back seat in all these efforts and were even seen as a threat to wildlife as some of the communities also killed animals (Berger,1993). The government received growing support from conservation organizations in the western world such as World Wildlife Fund, and International Union for the Conservation of Nature and National Reserves.

Thus, by the end of the nineteenth century, the inland of Kenya for this case was no more than a wilderness where only the traditional tribes were living. This was followed by great discoveries for the inland of South and East Africa. For example, in 1856, David Livingstone, a young Scottish missionary was the first European to see a great part of the present Zimbabwe including Victoria Falls. Later in 1870's H.M. Stanley discovered the source of river Nile in Uganda. This is the time the myth of wild Africa was born to be created and conserved by the civilised world. Explorers were followed by missionaries of different origins and a lot of publicity in Europe and in particular Britain. By 1892, Uganda and Kenya were under British Protectorate, as the latter wanted to get access to the new colony from the Indian Ocean. Missionaries of this period painted a rosy picture of Africa but forgot to mention the less romantic realities such as diseases, conflicts, human and wildlife problems and poverty. The stories and books of the first explorers and hunters in Kenya laid the foundation for the romantic picture of Africa. This image attracted a vast number of visitors after the Second World War.

2.3.3 Wildlife Conservation Efforts

Wildlife conservation has a long history in Kenya. The earliest legislation on wildlife was enacted in 1898 by regulations in the Kenya Gazette for the East African protectorate establishing game reserves and introducing controls in hunting. There were two vast game reserves in Kenya- the Northern and Southern Reserves. The government of the time created these reserves to restrict poaching and to control sport hunting through a licensing system. Although East Africa still teemed with game and the land was sparsely populated, there was already concern in some quarters that unless positive measures were taken, wildlife populations would be severely depleted as agriculture developed and big game hunting increased. Due

to this concern the first game ranger was appointed in 1901 and the game department formed in 1906 with the primary roles of licensing, collecting revenue and enforcing the game laws. Its main role in short was to manage wildlife and hunting in the country. However, well intentioned efforts to contain poaching and the illicit ivory trade was hampered by lack of staff.

By 1930s the department had grown to employ more than a dozen wardens and was responsible for all wildlife matters including the dangerous and crop raiding animals. Also, by mid 1930s there was growing unease over the rate at which Kenya's game and habitat were declining. The government appointed a game policy committee in 1938. The Committee proceeded to plan for part of the Nairobi's commonage to be designated as a national park. The outbreak of the Second World War in 1939 brought a halt to the proceedings and it was not until 1945 that an enabling legislation was created.

In early 1946, a Board of Trustees was appointed and in December the same year Nairobi National Park became a reality. The first national park in East Africa was created. This marked the beginning of a series of parks and reserves which now stretch from the beautiful coastal beaches through the dry plains and mountain ranges to the tropical forest of Kakamega. Today, Kenya has a proud spread of 59 National parks and reserves and which include examples of different habitat within the diverse ecological and climatic zones. They are testimony of conservation efforts by a small group of dedicated people who saw this need long before their contemporaries.

At the time of independence in 1963, Kenya had four national parks and six game reserves. By this time two organizations were responsible for wildlife in Kenya. The National parks service and the game department. The game department was run by Africans. It retained responsibility for matters outside the

parks while the national park service was responsible for parks. The national parks and reserves continued to operate under European wardens. This created poor relationships between the two and the arrangements were seen by many as unsatisfactory. The debate on a unified wildlife service had simmered for many years. It was seen earlier in 1953 when the Bureau Conference recommended that in each territory the conservation and control of animals be vested in a single authority adequately staffed and suitably equipped. In the late sixties and early seventies, conservation organisations lobbied against poaching supported by new media opportunities and a growing flow of tourists visiting Kenya, (Westerink, 1996). Ivory ban came into force and no international trade in ivory was allowed. In 1973, Convention on the International Trade in Endangered Species of World Fauna and Flora (CITES) was adopted in Washington DC and ratified in Kenya in 1979 with the aim of sparing the endangered animal species. The Game Department and the Kenya National Parks were later merged and conservation of wildlife came under the control of a single body.

Corruption took root in 1970s because of the high value of Ivory and rhino horn and the difficulties for accounting for park entry charges. Poaching for ivory was going on and became a big business that was practically uncontrollable by the end of 1988. Kenya's elephant population reduced by 85% while that of the rhino went down by 97%. By 1989, there was a ban on ivory trade and there was a proposal to fence all the parks though this was dropped as it would have interfered with wildlife and betrayed the 1975 Wildlife Policy which encouraged conservation beyond parks by engaging land owners in wildlife benefits.

There seemed to be no let up as the park infrastructure fell a part. There was virtually no maintenance of roads, vehicles, plant or equipment. On the other hand tourism was growing at what seemed to be leaps and bounds and had

become Kenya's major foreign exchange earner. However unregulated tourism was damaging some wildlife habitats and disturbing wildlife species. The government was getting increasingly concerned about the future of tourism and the rich natural heritage. It was then that the wildlife conservation and management department, which had been formed as a merger between the game department and the Kenya National Parks, was replaced by the KWS in 1990.

The new organization sees wildlife as an integral part of Kenya's natural life. It promotes revenue sharing, domestic tourism and tourism as a means of spreading wildlife-based earnings. The new organization recognized that it must to a large extent operate as a commercial entity in order to meet the costs of conservation. Thus its plans to educate and compensate local communities around parks and reserves and its privatisation are aimed at meeting the objectives. Creation of space for wildlife and involvement of the local communities in conservation and tourism are the keys to successful conservation in the future. These key issues are not easy to implement since Kenya's population was also growing at an alarming rate and space for animals continue to diminish. Also management problems occur in semi-governmental organizations such as KWS. Tables 2.2 and 2.3 summarises conservation efforts and the most visited parks in Kenya respectively.

In general, problems faced by wildlife conservation in Kenya include poaching, fire, droughts, capital and personnel. To date, the various measures that have been taken by the government include ban on trade on wildlife products, establishment of anti-poaching units, ranching as a conservation method, creation of wildlife clubs and transfer or translocation of species as well as government participation in international wildlife bodies.

Table 2.2: Historical Development of Wildlife Conservation in Kenya

Date	Era	Key Actions
1900-1945	-Pioneering protection	<ul style="list-style-type: none"> - Colonial government responsible for: - game and forests reserves, with sport hunting licensed - Game control (Parks managed by trustees) - Game control and sport hunting outside parks under game department - Anti-poaching against subsistence hunters
1945-1960's	- Preservation through parks	<p>Parks managed by trustees until amalgamation with game department to form wildlife conservation and management department in 1976</p> <ul style="list-style-type: none"> - hunting ban in 1977
1960-1977	- Utilization without management	<ul style="list-style-type: none"> - Anti- poaching - Establishment of first marine park - Tourism in parks and reserves <p>Ministry of Tourism and Wildlife -Tourism in parks and reserves</p> <ul style="list-style-type: none"> - Anti-poaching, KWS established (1990) - More attention for human and wildlife conflicts
1977-1987	-Mining the Parks	<ul style="list-style-type: none"> - Growing tourism sector
1987-1995	- Mining with limitations	

Source: Berger, 1993

Table 2.3: Most Visited National Parks in Kenya (000s)

National parks (NP) And Game Reserves (GR)	Foundation	Size km	Number of Visitors		
			1972	1982	1994
-Nairobi NP	1946	120	197	239	345
-Amboseli NP	1974	392	-	136	160
-Tsavo East NP	1948	21343	58	79	132
-Tsavo West NP					105
-Aberdares NP	1950	590	86	133	
-Samburu Buffalo Springs NP	1950	293	41	46	60 na
-Lake Nakuru NP	1965	57	na	na	164
-Maasai Mara GR	1961	1672	80	84	138
-Malindi Marine NP	1968		na	56	39
-Watamu Marine NP	1968	240	33	45	32
-Lake Bogoria GR	1974	107	-	27	43

Source: Economic Survey 1972,82, 94

2.3.4 Historical Development of Tourism in Kenya

Tourism industry has for along time been Kenya's number one foreign exchange earner. It has been the most important invisible export and fastest growing industry but which is very sensitive to political or administrative influences. Kenya is well known to be endowed with the richest and largest animal fauna in the world. The magnificent scenery, climate, and the beaches also draw tourists to the country apart from its fauna. Tourism as an industry therefore involves careful preservation of game in their natural habitat and the provision of facilities to enable the visitor to reach the wildlife and other places of scenic charm in a reasonable amount of comfort, speed and in maximum safety (Ojany and Ogendo 1986).

The history of tourism development goes back to 1948 when a few far-sighted concerns including the East African governments foresaw the tourist potential in the region and formed the East African Tourist Travel Association. Its aim was to develop and encourage tourism in the region. The association was a

small affair, limited by lack of finance, but with a strong purpose (Ojany and Ogendero 1986). In 1949, it managed to persuade the Alliance Internationale de Tourisme to choose Nairobi for its annual conference. The delegates numbering a hundred who attended gave East Africa and Nairobi (which has since continued to be the centre for tourism in East Africa) the much-needed international advertisement. From that conference, the East African tourist industry flourished. In 1950, forty journalists and travel agents came to East Africa to see for themselves the potential of the area. By 1965, the industry had grown so big that the association could not operate the whole management and planning and as the East African scene had also undergone many changes, including political independence, it went into voluntary liquidation and was replaced by national bodies with strong government backing and direction.

Kenya has had tourists for the last 50 years. Initially tourism was mainly for the wealthy hunters who wanted to collect trophies of wild game. Tourism picked up after the Second World War. The steady improvement in international flights made it possible for many people to come from Europe and America. Although small-scale tourism had been going on before independence, it was not until 1966 that Kenya became known as a tourist country. The Kenya Tourist Development Corporation (KTDC) was thus formed in 1965 with the main duty of developing tourism by providing accommodation and transport facilities. It spends a lot of money selling Kenya's tourist attractions in foreign countries. Tourist offices have been opened in many countries from where the bulk of tourists come. Promotional campaigns and training of manpower has also been intensified. Other efforts to promote tourism have enabled the country to continue receiving revenue from the sector and promoted the industry to its status at the moment. Factors, which have encouraged the growth of tourism, are therefore, very much varied and range from

culture, physical environment to political stability. The above tourist features continue to attract tourists from all parts of the world.

However, tourists are people who will only come if the facilities are good and if they are assured of their safety as noted above. Any sign of political instability will quickly scare them away. Tourism's sensitivity to changes is one of the main weaknesses of the sector. However, given stability, good governance and coordinated system involving tourist planning, park and coastal resort administration and tour operators, Kenya's faunal potential should continue to support the growth of this industry. It means that as conservation of tourism resources continued, the sector grew steadily. A number of external factors have been responsible for the growth of tourism industry. First and foremost, the development in the aircraft industry gave new opportunities for international flights. There was also enormous growth in the conditions in Europe, United States of America and Japan, and many people could now make *safari* trips to East Africa. This was only possible after the Second World War. Also, the British and later the Kenyan government established many national parks and reserves for the conservation of animals and the promotion of tourism as noted above. A stable economy, and by African standards, a good infrastructure contributed to this rapid growth. Tourism has continued to grow since then and has become the country's fastest growing industry (Tables 2.4- 2.8).

Table 2.4: Kenya's International Visitor Arrivals by Region

Region	1992	1993	1994	1995	1996
Africa	212964	225145	235282	188170	195499
America	66512	70316	73482	58770	61058
Asia	52617	55627	58132	46500	48311
Europe	442299	467597	488651	390800	406008
Other World	591	625	653	520	540
Total Arrivals	781500	826200	863400	690500	717400

Source: CBS (Statistical Abstract and Economic Survey) 1992 – 1996

Table 2.5: Trend of Visitor Turn Over at the Museums and Snake Parks (000)

Year	1985	1990	1995
National Museum	194.4	234.5	215.4
Snake Park	177.0	220.6	181.6
Fort Jesus	171.0	226.6	145.3
Kisumu Museum	48.6	28.6	36.1
Kitale Museum	12.6	21.9	27.5
Gedi	28.6	71.1	43.7
Meru Museum	20.9	28.4	21.0
Lamu Museum	13.8	11.4	10.7
Jumba La Mtwapa	8.8	9.4	11.3
Olorgesaille	9.0	-	-
Kariandusi	7.3	-	3.0
Hyrax Hill	5.1	-	-
Karen Blixen	-	53.3	46.1
Kilifi Mwarani	-	1.1	0.8
Total	705.0	906.9	842.5

Source: CBS (Economic Survey and Statistical Abstract) 1985, 1990, 1995

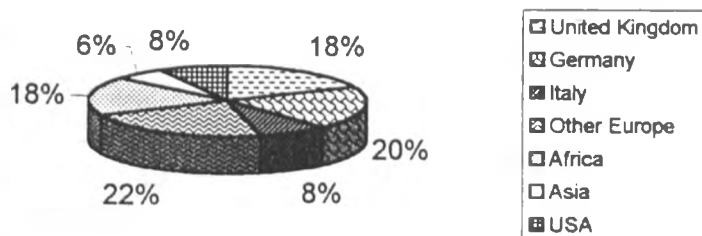


Figure 10b: Nationalities of visitors to Kenya (1994)

Source: CBS (Economic Survey and Statistical Abstract, 1995)

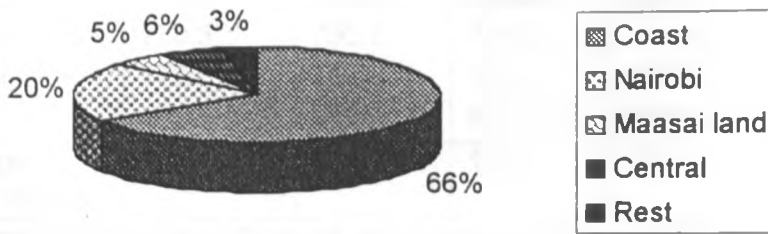


Figure 10 c: Visitors by Regions to Kenya.

Source: CBS (Economic Survey and Statistical Abstract, 1995)

Table 2.6: Visitors Attending Conferences

Year	No. of Conferences	Conference Days	No. of Delegates	Occupancy Rates
1985	35	197	28844	54.0
1986	30	202	6487	55.3
1987	58	176	7411	48.2
1988	19	180	3915	49.2
1989	32	111	5510	30.4
1990	36	128	6160	35.1
1991	14	149	9750	40.8
1992	8	23	11250	6.3
1993	13	18	8070	4.9
1994	16	119	11560	32.6
1995	18	126	12720	34.4

Source: CBS (Economic Survey and Statistical Abstract) 1985, 1995

Table 2.7: Number of Days Stayed by Purpose of Visit (1990-1995) (000s)

Purpose	1990	1991	1992	1993	1994	1995
Holiday	9276.8	8366.2	8004.8	8299.8	10473.1	7336.5
Business	770.3	700.7	711.3	737.6	920.5	839.8
Transit	179.6	198.0	195.4	202.6	251.3	281.8
Total	10226.7	9264.9	8911.5	9239.9	11644.9	8458.1
Average length of stay	14.4	13.7	13.4	13.9	13.6	13.0

Source: CBS Statistical Abstract and Economic Survey 1990 - 1995

Table 2.8: Hotel Bed Nights Occupied by Zone (000's)

Zone	1990	1991	1992	1993	1994	1995	1996
Coastal	3200.3	3881.7	3482.5	3762.0	3071.5	3059.6	3144.9
Beach	304.3	219.7	181.8	196.2	185.2	166.7	70.9
Other Coast	175.2	184.9	142.7	146.2	133.2	120.3	114.2
Cost	1430.1	1277.1	954.7	1148.9	1005.4	613.7	1087.1
Hinterland	423.5	407.7	307.7	369.0	299.0	275.4	253.4
Nairobi	291.4	273.2	272.4	372.7	247.8	245.3	237.1
Central	123.1	100.7	91.6	105.6	82.8	78.6	114.3
Maasai Land	81.3	85.3	85.0	79.9	69.9	65.5	33.0
Nyanza	10.0	38.3	7.4	8.3	15.2	15.9	6.3
Western							
Northern							
Total occupied	6039.2	6518.6	5525.8	6188.8	5110.0	5054.8	5061.2
Total available	10494.7	11036.7	11464.5	11908.9	11908.9	11562.2	11354.5
Occupancy rate	57.5	59.1	48.2	52.0	42.9	43.7	44.6

Source: CBS Economic Survey and Statistical Abstract (1990 - 1995)

The decline in the flow of visitors to some places could be attributed to insecurity in some parts and some worldwide problems such as the Gulf War. For Lake Victoria Region, tourism never got so much established as in other areas. A part from the national parks and reserves very little investment took place in the industry. But with the establishment of Maasai Mara in 1961, international tourists

started arriving in this region in a sizeable number. However, tourists to this region never made a great impact since their movement was rather restricted.

Because the Lake Victoria Region has lagged behind in tourism activities, the local people have for a long time been seeing the industry as a preserve for foreigners and their urban counterparts. The local population never invested in the industry. Non-local people developed most of the facilities such as hotels and unlike the coast, Lake Victoria Beaches have remained undeveloped. KWS has put great efforts to preserve wildlife in areas such as Ndere, Kakamega Forest, Ruma and Saiwa Swamp notwithstanding, this has not gone hand in hand with development in the tourism sector. In fact as late as the early part of 1997, there was no tourism officer in the region and during this study's entire research period matters on tourism in the region were mainly got from wildlife officers. However, at present, a tourist officer for the region is based in Kitale and this is a positive move towards the promotion of tourism in the region. Though international tourism has not picked up in most parts of the region, tourism in general is now coming up due to aggressive marketing.

2.4 Ecotourism

This section examines the concept of eco-tourism, its definitions, aspects and role of the local communities in eco-tourism. Practical implications and possibilities for practical implementation are looked at.

Eco-tourism and local participation in tourism has been given much attention of late and the media has often highlighted its advantages. Various scholars have talked about it. It is seen as the ideal way to conserve nature and wildlife in a profitable way. It provides employment to the local communities and creates foreign exchange earnings for the country while allowing the continued

existence of natural base resource (Westerink, 1996). The earnings are dependent on the resource, which gives it a base to be protected (Whelan, 1991). Most developing countries are turning to the concept of eco-tourism since it is seen to be a solution to certain problems in these countries. In countries faced with greater environmental degradation, eco-tourism is seen to be a measure towards the conservation of the environment. Also increased poverty in these countries is reduced as the local people get involved in the industry to earn a living. Kenya is championing this new approach through community involvement in conservation beyond parks and the diversification of wildlife. There are factors, which have favoured the demand for eco-tourism. First, tourists have become much more interested in a learning experience in natural environments and are dissatisfied with the traditional crowded tourism resorts. Secondly, promotion by tour companies and media publicity has contributed to the growing demand for "eco-tourism holidays".

2.4.1 What Is Eco-tourism?

Eco-tourism as an approach is concerned with the promotion of tourism and it emphasizes travel, enjoyment of tourist attractions such as wildlife, landscapes, forests, historic and religious heritage and the need to conserve these. According to the Eco-tourism Society of Kenya, eco-tourism refers to a set of principles and practices which promote responsible tourism, tourism which will contribute towards conservation of the natural resources and promote rural development; it must protect and respect the culture of local communities. It is not green tourism; a label used for marketing and it is not for the few rich nor does it exclusively focus on low volume. However, it involves more than just wildlife. It is about equity so that every stakeholder benefits through a clear policy on ownership of resources especially land. It further involves environmental management

standards, that is, the proper management of the wildlife and other natural resources, water management, conservation of things like electricity and recycling of water. The potential tourist is becoming more and more environmentally conscious and is selective of destinations, which are marketing tourism in an environmentally sensitive manner. In particular, eco-tourism has been defined in different ways by various people. It is a catchall word that means so many things to many people, (Boo, 1992). Many terms have been used interchangeably for eco-tourism and these include: alternative, sustainable, appropriate, green, low impact, nature, responsible, and ethical. However, these different labels could refer to different aspects of eco-tourism. What is to be noted here is that there are links between tourism, the people and the environment. Eco-tourism encourages people to learn to live with wildlife, conserves the environment and gain from the wildlife. The concept emphasizes minimum tourists getting quality services. It promotes nature tourism, encourages minimum disturbances to nature and wildlife and promotes traditional cultures of the local communities. The government is encouraged to champion this approach through involvement in conservation beyond parks and diversification of wildlife. This involves establishing projects such as camel treks, tented camp *safaris* and community run wildlife sanctuaries. Four links between tourism and environment have been described:

- (a) Components of the natural environment as the basis for a marketable tourism attraction or product. This kind of tourism is nature based and is called nature tourism or green tourism.
- (b) Management of tourism operations so as to minimize their impacts. This one emphasizes on the sustainability of management and is called responsible, ecological, or alternative.

- (c) Economic or material contribution of tourism to conservation, either directly or indirectly; in this aspect of eco-tourism non-governmental or environmental organizations often play an important role.
- (d) Attitudes of tourists towards the environment and environmental education of clients by tour operators.

The following five principles have been advanced in promoting sustainable development and/or eco-tourism:

- (a) An effective management of natural resources is best achieved by giving the resources a focussed value
- (b) Differential inputs must result in differential outputs. That is, people who are mostly affected by conservation efforts must benefit more than those not affected
- (c) There must be a positive correlation between the quality of management and the magnitude of derived benefits. Greater care of the resources will result in greater rewards
- (d) The unit of proprietorship should be the same as the unit of production, management, and benefit. Those involved in conservation of the resources should be involved in all levels of determining how the resources are managed, produced and how the benefits are shared
- (e) The unit of proprietorship should be as small as practical within ecological and socio-political constraints. Smaller social groups are better in managing themselves and the resources than large anonymous institutions

For small nations and islands, there are rules to be followed to keep a country profitably safe and sustainably beautiful and to reduce the risks of environment. These rules are:

- (i) Keeping tourists in one place for as long as possible during their visit
- (ii) Not displacing any existing destination
- (iii) Taking fewer tourists who will stay longer and spend more. Many tourists will bring additional demands calling for extra capital which come in form of investment and aid but with strings attached
- (iv) Involving the local community (trying to improve the lot of the local people)

In Kenya, tourism is nature and conservation supportive. The entrance fees for the parks are used for their conservation but it is often not sustainably managed or environmentally educated tourism. As there are different aspects or different kinds of eco-tourism so there are also different types of tourists. A classification of different types of tourists is given as:

- (a) hardcore nature tourists (scientific educational tours among others);
- (b) dedicated nature tourists (people who take trips especially to see an area's animals);
- (c) Casual nature tourists (people who partake incidentally in nature trips as part of broader trips), and
- (d) Casual or mainstream nature tourists (people visiting parks primarily to go on an unusual trip).

The Kenyan government has realised the need to promote eco-tourism. The country has been relying on mass tourism in most of the parks and it has been a song that the country wishes to have about two million tourists by the year two thousand. Tourism can only be a strong force in conservation when given the right policy, regulation, and education. However, the great number of visitors we are receiving are having adverse effects on the environment, the animals, the culture and lifestyles of the local communities. Responsible tourism is that which distributes, rather than crowds tourists throughout the parks such that there is less

impact on the environment. In order to reduce crowding, good planning of tourist facilities is needed. If the infrastructure is well planned, designated, and well developed, it is possible to utilise the diverse resources throughout the parks. Kenya has fifty nine parks with three hundred and fourteen species of mammals and more than 1,067 species of birds. Most tourists to the country come mainly for the "Big Five" (Lion, Leopard, Elephant, Buffalo and Rhino) and mainly visit six parks. These parks include; Nairobi, Maasai Mara, Amboseli, Nakuru, Samburu, and Tsavo. This concentration of visitors in just a few areas is due to infrastructural considerations in that lodge developers consider accessibility from a certain point. If infrastructural facilities could be distributed the crowding could not occur.

Eco-tourism is expected to bring a difference to tourism industry in Kenya in that instead of relying on mass tourism with its adverse effects, tourist activities are going to be planned in such a way that the environment is conserved, local people and investors are also involved. The past has been without a vision or planning with the major aim being increasing visitor numbers other than thinking of how to boost the tourism income while protecting the resource base.

2.4.2 Ecotourism and Local Participation

This section looks at the concept of local participation. Local participation is considered to be important because it is the local communities who first pay the price for wildlife conservation. According to Cernea, (1991) local participation involves giving people more opportunities to mobilise their own capacities as social actors rather than passive subjects, manage the resources, make decisions and control the activities that affect their lives. Drake, (1991) described local participation as the ability of local communities to influence the outcome of development projects that have an impact on them. Brandon, (1993) distinguishes two different approaches towards local participation. These are the participatory

and the beneficiary approach. The participatory approach is where the local people are involved in the whole process including decision making while in the beneficiary approach the local people receive benefits but are not empowered. The participatory approach is the most complex method of implementing the eco-tourism projects because the local people need to be mobilised and managed. However, it is seen as the best way for local participation or for involving the local people in activities related to tourism. If projects only focus on generating economic benefits without involving the local community in identification, design, implementation or evaluation of the process it contributes less towards widespread community benefit. The fact that local people face wildlife menace has often made the communities to develop negative feelings at policies and programmes of conservation. There are four situations where conflicts arise within the resource management:

- (a) Where human activity impinges directly on wildlife's' well being such as in hunting and poaching;
- (b) Where wildlife activity impinges directly on human well being as in attacks leading to bodily harm or death, livestock or crop degradation;
- (c) Where there is competition between humans and wildlife for limited resources or freedom of land use; and
- (d) Where the population perceives wildlife conservation in antagonistic ways that is in the form of negative attitudes towards wildlife protected areas and wildlife authorities.

Involvement in conservation efforts creates concern because the local communities get more educated about the purpose and the benefits of the project or park. Also, co-operation with the local communities serves as an early warning system and can help managers to avoid decisions that might otherwise cause

conflicts with the local population (Drake, 1991). This participation can contribute to the design of projects. It has been observed that tourism projects which involve local communities are more sustainable. For local participation to be effective there are conditions which must be made. The first condition is gathering information about the people and their preferences. The structure of communities, professions, local organisations and leaders in the community must be examined. Secondly, the local people need to have a sense of ownership in projects. This can be done on an individual or organizational level. This is because when local people are stakeholders in the project they see it as theirs and conservation will naturally be successful. Proper organization and extension programmes combined with benefits for the local communities are very important. It is important to include the local communities in conservation matters because tourism resources are in remote areas; the resources are owned by the local communities who have been marginalized by tourism activities for a long time. Communities are to be involved as equal partners in development of tourism facilities as well as in the benefits. It has been observed that more than 80% of Kenya's wildlife is outside the protected areas on private land. For example, the Nairobi National Park is about 100km² while the ecosystem range of its animals is 3,000km. If communities continue to be alienated from the resources they co-existed with, there is very little hope for tourism because private land owners would rather use their land to accrue benefits from other activities which are viewed as being more profitable. Community participation of such kind are important in that local people get educated about the purpose of conservation projects thus increasing support for such projects. It also results into better planning and decision making and legitimises decision making though it increases the number of managerial and administrative staff. However, the shortcomings of such activities are that local people are sometimes not given any

role to play in the planning process and implementations and are forced off the lands that were originally theirs.

Local participation has been tried in certain areas but just a few examples exist where the dual goals of community development and environmental conservation are successfully linked. The best well known project where local participation is applied in an eco-tourism project is the Communal Areas Management Program for Indigenous Resources, (CAMPFIRE) project in Zimbabwe. In this project, two basic assumptions are made: First, the people living with wildlife are the first to pay the prize of conserving it and; Secondly, the local people are capable of managing the natural resources. When the project was introduced during the 1980's, the local people became stakeholders. Here, wildlife is the most important natural resource. Villagers in selected areas can sell hunting rights and some of the trophy animals to safari hunters. The villagers can use the revenue according to their own decided formula.

The project has not been spared the various problems that arise in such organizations. First, it faced the problem of decision making. The villagers have often felt that they are left out in this. In 1994, the organization decided to introduce an electric fence to protect people from wildlife and instead the local people questioned this as they were not given enough information concerning the fence. They thought that the organization was intending to rob them of their land and animals which were their vital resources.

Another area where local participation has been tried is in Zambia. The government of Zambia through its National Parks and Wildlife Service is involving people at the village level in forceful new steps to conserve and develop the country's rich but threatened wildlife resources. The United Agency for International Development and World Wildlife Fund have endorsed a project in Zambia known as

Administrative Management Design for Game Arrangement Areas (ADMADE) with a commitment of financial support to help promote the programme's future success. Under ADMADE, Zambia's game management areas are being managed by a joint partnership between community village leaders and the national parks and wildlife service. These game management areas around the parks serve as buffer zones against disruptive land-use practices while providing local residents with an opportunity to earn income from wildlife resources in these areas. Taken together, game management areas and national parks comprise almost 30% of Zambia's land area.

The conception of ADMADE originated in three Lupande Game Management Areas where new methods of wildlife management and revenue generation were tested in the Lupande Development Project. The results were dramatically successful and achieved a 90% reduction in elephant poaching and almost half of rhino poaching in less than three years. As a result of reduction in animal poaching, Lupande has now become one of the most economically successful game management areas bringing income to the people of this remote region (Dale 1997). The ADMADE principle is to involve local residents in the administration and management of wildlife resources and to support the costs of such local involvement through the revenues earned from sustainable uses of wildlife. The proceeds from such activities are allocated to the local people and a certain percentage used for provision of public facilities such as schools, roads, and dispensaries among others. The project also makes use of local leaders and young people as scouts and it has boosted the morale of the local people and made the project a success. In fact the proceeds are allocated according to the following formula:

- (i) 40% for the wildlife management costs for that particular game management area and approximately 50% of this is used to employ local residents as village scouts to protect and manage the wildlife resources in their own chiefdoms.
- (ii) 35% for community development projects to improve the welfare of the local residents
- (iii) 15% for the management and needs of the adjacent national parks
- (iv) 10% for the Ministry of Tourism to promote international tourism in Zambia.

These revenues are collected and disbursed by the Wildlife Conservation Revolving Fund of Zambia's National parks and Wildlife Service. Currently, small-scale wildlife utilisation schemes are being set up in some of the units to provide low cost meat to local residents from those wildlife species able to support annual take off. By-products such as skins and specialised meat products will help generate additional revenues and employment for the units.

The experience gained in the three Lupande areas enables the rigorous testing of methods and field procedures appropriate for village scouts and unit leaders. The result has been an improved standard of wildlife management and a set of field experiences for ADMADE personnel. With the popular support at the village level for ADMADE, seven more ADMADE units were formalised in 1989. Countries such as Tanzania and Botswana have developed interest in learning about ADMADE, which has now become part of the training syllabus at the College of African Wildlife Management at Mweka in Tanzania (Dale 1997).

There is no shortcut to the preservation of natural resources than to involve the local communities. In certain parts of the world, fragile ecosystems are interfered with due to lack of involvement of the local people in matters of conservation. Marine ecosystems for example are very fragile. The main causes of

destruction to the reefs include dynamiting, discharge of sewage and waste from nearby towns, dredging from trailers and constant erosion by tourists. It has been observed that the world's 600,000km² of coral reefs including those off the coast of Tanzania and Kenya are being damaged at a frightening pace due to such practices. The People and Planet, a UK -based environmental magazine argues that the key to preserving the corals is in involving the local community and establishing the benefits that the corals bring. This has happened in Tanga, the coastal region of Tanzania where a joint project between the World Conservation Union, Tanzanian Government and the local communities has virtually stopped dynamiting and the result has been an upsurge of fish and coral density in the protected area with subsequent benefits to the local communities. This means that local stewardships of the reefs is the key to preserving them since the coral reefs are tightly interwoven ecosystems whereby if one site is affected the whole system must change. Community involvement would apply to preservation of such fragile sites in Kenya and Lake Victoria region.

Another project where local participation is practised is in Uganda. The country adopted the more sustainable up market approach to tourism, charging high prices for its tours of the Mountain Guerrilla Sanctuary in Bwindi Forest. A restricted number of tourists are allowed to visit the place. The Uganda Wildlife Authority stresses the importance of sharing revenue and so 12% of the profits from The Bwindi Impenetrable National Park goes to the local community projects. So far 19 out of the 22 Parishes around Bwindi have been given \$52,000 for projects including a dispensary, school buildings, and a ribbon of red roads linking two villages. Even though the Bwindi project faces problems such as land use conflicts, it is a success story and soon Uganda is planning to introduce breakfast type of accommodation run by the local communities instead of the big hotels run

by foreigners. This will result in increased benefits to the local people. Even Malawi and South Africa are planning for this type of accommodation.

In Kenya, Eco-tourism has been tried in a number of places. KWS had recognised the need for local participation noting that the local people need to have a sense of ownership in wildlife projects. It started programs for community involvement and compensation in 1980's and early 1990's. There are a few areas outside parks such as Kimono Community Sanctuary in Amboseli, Mwaluganje in Shimba Hills, and Ulgwesi in Samburu. There are also various levels of eco-tourism in privately owned ranches in Laikipia, group ranches in Narok and even in Taita. The Ulgwesi community based wildlife project is the only community based wildlife conservancy in Africa, which runs and manages an eco-friendly lodge. The lodge was built in 1996 with entirely local materials and is owned by 449 members who have selected a group of directors to run the ranch. It has a manager from the local community and KWS has assisted in training local scouts to work as wildlife rangers. It offers wildlife as well as cultural activities. A cultural *boma* has been established where visitors can witness indigenous skills such as hunting, bee keeping, traditional dances among others all at first hand in their natural environment. Visitors can explore the area on foot under the guidance of experienced local guides or ride on camel along the Ngare Ndare River. With an average income of Kshs. 7,200 daily from the lodge alone not to mention the conservancy, dependence on livestock by group ranch members has been reduced thus minimising environmental pressure and soil degradation in the area. The community is now benefiting directly from their reserve.

Another area where eco-tourism and local participation has been tried in Kenya is at Lewa near Mt. Kenya. This was established in 1983 and it is one of the leaders in black rhino conservation. It is a model for future stewardship of

wildlife on private land. The centre is run by donor funds but it is expected to be self-supporting by the year 2000. Maasai communities bordering the Amboseli and Tsavo National Parks became involved in wildlife conservation after the formation of Amboseli-Tsavo Maasai Association in 1996. The association, which comprises of six group ranches adjacent to the parks is expected to enable the Maasai to directly earn revenue from tourism activities on their land. This move was intended to motivate the local people to conserve wildlife. In Malindi National Reserve, the local people have developed different activities related to tourism. The local people engage in activities such as fishing, taxi drivers, hotel employee and boat operators among others. KWS has tried to promote them in one way or another. For example, it provided the local fishermen with gears for their boats.

In Lake Victoria Region, such projects are being experimented in a few areas. Around Ruma, KWS has built some classrooms for a local school. In Kakamega district, it has supported the construction of a water spring protection at Buyangu, helped in equipping a laboratory for Buyangu Secondary School, two classrooms at Mashindu Primary School, two classrooms and office block at Bukhaywa Primary School and has given support to eleven groups to establish nurseries for the on-farm tree planting project. In Narok district, KWS has constructed a classroom at Angata Barinkoi Secondary School, two classrooms at Masurura and Ilmeshuki Primary Schools.

The above moves by KWS will enable the local people to benefit as well as changing their attitude on conservation matters thereby promoting environmental conservation. It is therefore important that the government and the private sector encourage local participation in order to raise the standard of living among the local people as well as conserving the environment (KWS 1997).

2.5 Conclusion

This chapter has shown the location of the study area. It has highlighted the geographical and economic aspects of Lake Victoria Region relevant to the growth of tourism. It is observed that the region can support tourism activities if the right measures are taken. The chapter has also highlighted problems experienced as far as general development is concerned. The chapter has given a historical background of wildlife conservation and tourism development in the study area. It has looked at the concepts of eco-tourisms and local participation as being important in conservation matters.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter examines the various techniques and/or methods which are used in the present study. In other words, the chapter seeks to explain the various scientific methods used in arriving at the research goals. A number of aspects are dealt with which include: experimental design, data sources, procedures in data collection and the analysis of research data, interpretation, data presentation, application and limitation of the field research. The research adopted the multi-data sources approach because tourism is a subject with many aspects and also research on human-environment relations is inherently interdisciplinary.

3.2 Sampling or Experimental Design

This aims at attaining maximum information efficiently and at a comparably low cost. It is instrumental in achieving unbiased estimates.

Lake Victoria Region consists of the two provinces of Nyanza and Western and some districts of the Rift Valley Province namely Narok, Trans-Nzoia, Uasin Gishu, Kericho, Nandi and Bomet districts. The location of the study area, the provinces, districts and major towns are as shown in figures 2-4. These make the sampling design or experimental design.

3.2.1 The Universe

The universe has been defined as an aggregate of all undivided objects related to a given problem. In this study the universe includes all economic activities in the region.

3.2.2 Population

A research population is a complete set of counts derived from all objects possessing one or more common characteristics (Leah and Dixon, 1978). It is from a working population that inferences are drawn. In this study a working population was chosen rather than the universe in order to select elements appropriate for qualitative and quantitative analyses. The population consisted of various economic activities which were chosen randomly and which are closely related to tourism. The universe could not be used due to time and financial constraints. Also at present there are techniques, which can enable researchers get reliable results from samples. The economic activities chosen here are:

- Hotels and Restaurants
- Curio and artefacts dealers
- Wholesale and retail
- Boat operators
- Agricultural activities
- Fishing
- Guides
- Shoe shine boys

3.2.3 Research sample

This is a selected portion of the working population. It represents the variability in the population as closely as possible. Use of a sample reduces the costs and increases accuracy in findings. From every group of economic activity in the population certain activities were chosen as per the sampling procedure below.

3.2.4 Sampling Procedure

The study looked at the whole region to identify touristic potential and their usage by international tourists. Tourism activities are not the same in all the districts. Some districts have the potential but utilization is low. The districts with greater potential and a developed infrastructure benefit a lot from tourism. The study chose districts with greater international tourism activities and those with certain advantages such as being at crossroads or along international borders. It was not possible to use all the districts since some had very little contact, if any, with international tourists and trying to investigate the economic impact of international tourism in such districts would have been meaningless. Using this criteria and out of the eleven major districts in the region, the following nine were chosen: Kisumu, Homa-Bay, Kisii, Kakamega, Busia, Kericho, Uasin Gishu, Trans-Nzoia and Narok. A brief mention of the tourist potential of the above districts and why they were selected for analysis is given in Appendix 6.

Within these districts it was observed that there were areas which showed a high concentration of activities related to tourism. These areas happened to be the major urban centres in these districts and some resorts. The major urban centres therefore, included Kisumu, Kisii, Kericho, Busia, Homa-Bay, Eldoret, Kitale, Narok and Kakamega. Major resorts frequented by international tourists but which are located outside the major towns were also considered. These included Masai Mara National Reserve, Rusinga, Mfangano and Takawiri Islands. From these areas economic activities with strong linkage to international tourism were identified and investigated. These activities are listed under the research population and discussed below:

Hotels

The region has got approximately thirty high-class hotels preferred by international tourists. These are given in appendix 6. A half of these hotels were chosen for analysis. The criteria used when choosing these hotels was that at least all the urban centres and regions mentioned with high class facilities above had to be represented. Cluster sampling was used where by the major urban centres and resorts were taken as clusters. Within each cluster, high-class hotels were identified. Random sampling was then used to select at least one or two hotels as per a particular urban centre. One hotel was chosen from each urban centre except for Kisumu, Eldoret and Maasai Mara where two for Kisumu and Eldoret and three hotels for Maasai Mara were chosen. This is because of the high concentration of these facilities in the two areas. The following hotels and lodges were therefore enlisted and these are also shown in Appendix 6.

Class D Hotels

The study noted that the region has got a number of other hotel facilities. There are at least 350 such hotels in the region. A total of twenty hotels were chosen randomly from the selected urban centres and other areas so as to determine the extent to which they are visited by international tourists. These are given in Appendix 7. The procedure used to choose these hotels was the same as that of high-class hotels. First, the above urban centres and resort were identified and these formed clusters. Two hotels from each urban centre were chosen randomly except for Kisumu where four hotels were selected due to the high concentration.

Restaurants

About sixty well established restaurants were identified. Cluster sampling was used to select twenty of these. The clusters were the major urban centres. Two restaurants were chosen from each urban centre except for Kisumu where four were selected.

Curio Dealers

These are also few in the region. The study identified centres with these facilities. These centres became clusters and the number of curio establishments in each cluster was taken into consideration. The clusters were Kakamega, Kericho and Masai Mara. A total of ten well established curios were identified. Six of these were randomly chosen, four from Masai Mara and one each from Kakamega and Kericho.

Local Artefacts Dealers

These are scattered in the region. They are mostly found in market centres in some urban areas. Most of those in urban centres display their items along the streets and very few near tourist class hotels. The groups interviewed included those along Jomo Kenyatta Highway in Kisumu, Bunyala Traditional Potters, those found in Kericho Municipal Market. Kisumu, Kericho and Busia districts formed clusters. From these clusters, the above artefact dealers were identified. From each group of dealers, four people were chosen randomly. A total of sixteen dealers were therefore interviewed.

Private or Individual Local Guides

Maasai Mara was used as a major cluster from where the guides were chosen for interviewing. Within this major cluster, sub clusters in the form of hotels were identified. Keekorok and Mara Serena lodges were chosen and a total of six guides were interviewed three from each hotel. The guides were randomly chosen.

Boat Operators

Boat operation in the region is an important activity though those who are at the service of international tourists and tourists in general are few. Areas where international tourists could need such services are Rusinga, Takawiri and Ndere Islands and Dunga Beach. These were taken as clusters. For Takawiri and Rusinga it was found that the resorts in these islands operate their own boat services thereby monopolizing the international tourist travel. At Ndere Island KWS has a boat at Bao Beach which takes tourists round the Island. The researcher interviewed an average of twenty boat operators from Mbita Point, Dunga and Bao Beaches. The boat operators were chosen in the following order – five from Bao Beach, ten from Mbita Point and five from Dunga Beach. The three beaches formed clusters and from each cluster the above boat operators were randomly selected.

Farmers and Farm Produce Sellers

These gain indirectly from international tourists in that farm produce are sold at the market centres and bought by tourist hotels and establishments and so instead of interviewing farmers directly, traders of farm produce were interviewed. These were found in main market centres within the districts chosen for analysis. They were selected randomly. The market centres include those in Kisumu, Kericho, Kitale, Homa-Bay, Busia, Kisii, Eldoret and Kakamega.

Fishermen

The study identified beaches that were close to tourist hotels or resorts or urban centres with tourist facilities. Three beaches were chosen for this purpose. The beaches were Kisumu, Homa-Bay and Sio Port. A total of 16 fishermen were interviewed and therefore, a total of sixteen questionnaires were used. Also at

the various market centres attempts were made to interview fish sellers. Random sampling was used to select the fishermen.

Wholesale and Retail Trade

These establishments do not come into direct contact with international tourists in most cases. However, major hotels frequented by these tourists purchase products from the establishments. Therefore, managers of high-class hotels were interviewed to establish the rate at which they purchased products from the establishments.

Shoeshine Boys

In the major urban centres these boys were interviewed to find out whether they come into contact with international tourists and what percentage of their income is from these visitors. A total of 16 were randomly chosen from the following centres: Kisumu, Kericho, Kitale, Eldoret, Kakamega, Busia, Kisii and Homa-Bay. From each urban centre, two shoe shine boys were selected randomly.

Tour, Travel and Car Hire Firms

Tour firms in the region are few. An average of 40 firms were identified. 10 of these were selected for examination. The criteria for selection were that these firms exist in certain areas only. These areas were considered as clusters. The clusters were Maasai Mara, Kisumu, Eldoret, Kitale, Kericho and Kakamega. Clusters with a high concentration of these facilities were given much weight. From each cluster, random sampling was used to select the number of firms required from each cluster. The selection was done in the following order: Maasai Mara two; Kisumu, three; Eldoret one; Kitale two; Kericho one, and Kakamega one. The firms chosen for analysis are given in Appendix 2.

Employees of Tourist Class Hotels and Car Hire Firm

Fifteen high-class hotels identified above were used. Stratified sampling was used to select the employees from these hotels. The various employment levels in the hotels became stratas. One employee per strata was randomly chosen. A total of three employees per hotel and therefore, forty-five employees from the fifteen hotels were interviewed. The car hire firms identified and shown in Appendix 2 were used. Stratified sampling was used to identify the various stratas. Random sampling was then used in each strata to select the tour firms. Two employees per firm were selected and a total of twenty were interviewed.

International Tourists

It is estimated that approximately 100,000 international tourists visit Lake Victoria region annually. From this population 0.05% or 50 of these were interviewed. Fifty questionnaires were distributed for the purpose of gathering information from international tourists. The fifteen high-class hotels were used and two tourists per hotel were interviewed. The tourists interviewed were chosen systematically since they usually arrive at intervals and therefore, the possibility of interviewing tourists from one country was avoided. A total of thirty tourists interviewed were from hotels out side Maasai Mara region. This means twenty tourists interviewed were from this region and this is because of the popularity of this reserve with international tourists. It was therefore important to give it much weight.

Apart from the establishments and personalities mentioned above, there are also officers in different places who were interviewed on international tourism and tourism in general in the region. Government officials included: Parastatal Organisations such as Lake Basin Development Authority officials, Tourism and Wildlife officials, Provincial and District Development officers, Kenya Railway Marine Service Officers, curators of Kitale and Kisumu Museums and managers of

hotels and lodges, among others. General discussions were also held with the local people to get their opinions on international tourism.

Table 3.1: Summary of Questionnaires Used

Establishments	Number of Questionnaires
High class hotels	15
Class D hotels	20
Restaurants	20
Tour guide firms	10
Local artefacts dealers	16
Curio dealers	6
Local guides	5
Boat operators	20
Farm produce sellers	15
Fishermen	15
Employees of hotels	45
Employees of tour firms	20
International tourists	50
Shoe shine boys	16
Total	284

Source: Researcher, 1997

3.3 Data Collection

3.3.1 Sources and Methods of Data Collection

Both primary and secondary sources of data were used.

(a) Primary Sources of Data

Primary information and data on tourism was obtained from the field through actual observation. This source of data is important for updating, confirming, expanding and supplementing the secondary data. Primary data was therefore obtained from the field through direct observation. The main tools for collecting information included recording schedules, questionnaires, personal interviews and direct field

observation. Efforts were made to visit most of the accessible tourists centres. For areas, which could not be easily reached questionnaires and/or recording schedules were sent while telephone services were also made use of. The main sources of primary data included: recording schedules, personal interviews, direct field observations and photographs.

Questionnaires and Recording Schedules

Questionnaires and recording schedules were developed for all economic activities related to tourism such as hotels, car hire firms, small-scale businesses and for tourists. Preference was given to the recording schedule as it affords personal contact with the interviewer.

Personal Interviews

This was conducted with various categories of people which included the Managing Director of Lake Basin Development Authority (LBDA), provincial and district development officers, Ministry of Tourism officials, officers at tourist resorts as indicated above.

Direct Field Observations

The researcher observed the field directly and took some photographs of important scenes relevant to the present study.

(b) Secondary Sources of Data

This source of data is obtained from published, unpublished, recorded and remote sensed literature. The data was therefore collected from relevant published and unpublished sources such as the Kenya National Archives, Ministry of Tourism and Wildlife, journals, magazines, newspapers, conference papers, books, dissertations, theses from universities, films and tapes on tourism issues, CBS Statistical Abstracts and Economic Surveys. Other sources of information included maps, and newspapers that highlighted current issues in tourism.

Secondary information and data on tourism or industries in general in Kenya is available from two main sources:

- (i) Public offices (government machinery and associated parastatal offices).
- (ii) Private companies.

The government has a body charged with the responsibility of collecting and analysing information in various forms for the consumption of the government ministries and general public. Data from the government sources included: statistical abstracts and economic surveys. Besides government publications, privately run enterprises also publish documents which contain certain information and data on their performance in specific time periods such as one year. Such documents include the annual reports or statements of accounts.

3.4 Techniques of Data Analyses and Interpretation

3.4.1 Introduction

Data collected in the field was summarised into tables. This eliminates the problems associated with analysis of raw unsorted data which gives discordant results. Tables are important because they enable quick location of the required figures, facilitate comparison between different items, easily reveals patterns within figures that could not otherwise be seen and they occupy less space thereby reducing the cost of report writing.

In data analysis, descriptive and inferential statistical methods were used because they assist in facilitating the presentation of summarised data, enable assimilation of data and provide a quick comparison between different sets of raw data. Although it is recognised that tourism plays a key role in the economies of various nations, the understanding of the exact nature and magnitude is limited. Data normally exist on tourist flows, hotel establishments and occupancy rates. There are few comprehensive studies of international tourism impact within a

region, which have pointed to the dearth of reliable empirical data. The common objective of the study was to measure selected aspects of the impact of tourism on the Lake Region's economy. To fulfil this objective, data was collected and analysed in various ways. Data was mainly related to:

- Tourism expenditure and receipts;
- Employment generated by tourism directly or indirectly;
- Leakage of foreign exchange resulting from imports of goods and services; and
- Linkages between tourism and other sectors of the economy and the extent to which tourism stimulates growth and production throughout the economy. Data was therefore analysed using both quantitative and qualitative techniques.

3.4.2 Qualitative Analysis

This method was used whenever data was found to be inadequate or unsuitable for statistical tests to be applied to the hypotheses. The qualitative techniques used include line graphs, pie charts, qualitative maps, statistical and frequency tables.

3.4.3 Quantitative Analysis

This method is used to analyse data, which are appropriate for statistical tests. The method was determined by the variable under test. The various techniques used here are discussed below:

(a) Tables

The study was set to use the input/output analysis to show the intersectoral linkages but due to constraints it has used a series of simple tables to give a picture of how tourism related activities relate to the other sectors of the regions economy and this picture is obtained from expenditure patterns. The input/output analysis is an analysis that provides a framework for arranging, processing and analysing data in order to be able to understand the industrial structure of an economy and the

structural relationships that prevail. For the present study the analysis was intended to show how tourism related to other sectors of the regions economy. Input output analysis needs large volumes of raw data organised in a particular way and this did not exist in the field.

A series of tables used instead of input/output analysis are discussed below:

TABLE 3.2: Percentage Expenditure by Employees in International Tourist Related Activities

Industry	Transport	Agriculture	Fish, Beef, Poultry	Education & Training	Building & Construction	Manufactured Goods	Tourism	Other
Tourism								

Source: Researcher, 1997

To fill this table employees in the various sectors of the region and who are engaged in tourist related activities were asked to give a percentage breakdown of their expenditure patterns. The above sectors were used. At the end of the exercise, average expenditure for each sector was obtained and this gave the percentage linkage between tourism and other sectors as far as those employed in the industry are concerned. Only employees in high-class facilities who come into contact with international tourists were interviewed.

TABLE 3.3: Percentage Utilization of Local Products by International Tourist Class Hotels

Region	Agriculture	Fish, Beef, Poultry	Manufactured goods	Labour	Building & Construction	Public Transport
Hotels in Mara Region Tourist hotels outside Mara Budget Hotels						

Source: Researcher, 1997

In order to fill this table, managers of high class facilities were asked to give percentage break down of the utilization of the local products. Averages were taken for this purpose.

TABLE 3.4: The Average or Percentage Expenditure Pattern of International Tourists

Items	Tourists on package	Drifter tourists	Tourists on transit
Transport			
Accommodation			
Meals			
Entertainment			
Site seeing			
Shopping			
Handicrafts			
Incidentals			
Total			

Source: Researcher, 1997

For this table, international tourists were asked to give percentage break down of their expenditure patterns from the time they leave the landing areas to the time they leave Lake Victoria Region. Averages were then taken

(b) Location Quotient

This technique is used to measure the concentration of tourism industry in the region. It is a technique which shows a region's share of any particular industry relative to other industries. When the value is more than one there is high concentration. A value below one denotes that there is low concentration. Location quotient is obtained by the formula shown below:

$$L.Q. = \frac{S_i N_i}{SN}$$

Where:

LQ = Location Quotient

S_i = Number of wage earners in industry (i) in a region.

N_i = Number of wage earners in industry (i) in the nation.

S = Number of wage earners in all industries in a region.

N = Number of wage earners in all industries in the nation.

The technique is used to determine how the lake region's tourism is concentrated in relation to other industries. Data used for calculating the location quotient of the various regions were obtained from Central Bureau of Statistics (CBS). The study made use of figures for wholesale, retail, hotel, transport and communication industry for 1995.

(c) Coefficient of Localization

This is a technique which shows the distribution of an industry in a region. Its value lies between zero and one. A value of zero or nearly so indicates even distribution. If it is one or nearly one it shows uneven distribution. The technique shows the distribution of tourist activities in the region. Results from location quotients are used to calculate the coefficient of localization.

(d) Localisation Curves

The results obtained from the location quotient above are used to construct localisation curves. These curves show the degree of concentration of industries and changes over time. The greater the gap between the line of perfect equality and the localization curve, the greater the inequality in the distribution of the industry. When the location quotient and localization curves are used together, a clear picture of an activity in a region is revealed.

3.5 Data Interpretation

This is the main part of the study and from it research findings and conclusions are drawn. Data is presented in a number of ways and interpreted accordingly.

3.6 Techniques of Data Presentation and Application

The data is presented in the form of tables, graphs, photographic plates, pie charts and maps. Three types of maps are used and include qualitative, quantitative and semi-quantitative maps and diagrams. These maps give a clear picture of data in visual form. The results obtained are used to clarify and illustrate the analysis of chapter 5.

3.7 Limitations of the Field Research and/or Methodologies

In every study or research there is always likelihood that difficulties will arise. This study was no exception. The following are the limitations of the study: -

- (1) The study area was large, as tourist regions cannot be based on administrative boundaries. Areas adjacent to the study region but with tourist potential had to be included.
- (2) Lack of proper records in most tourist sites
- (3) Most officials in the industry were rather reluctant to talk on tourism in this region as they complained that the industry has not taken off and there is little to talk about.
- (4) The study scope is purposefully restricted to economic-related issues only. While recognising that tourism is a highly complex human activity involving social, cultural, political and environmental concerns, the research opted to narrow its focus to those economic aspects that could be readily quantified and used for policy purposes.
- (5) Data collected and analysed in this study were based on primary and secondary sources fixed in time and space and so the study may not reflect the dynamic nature of tourism in the region. There is need to set up

mechanisms for ongoing research to provide up to date policy relevant information.

- (6) Obtaining adequate information from the relevant authorities proved difficult. Getting information from hotel managers and other private establishments was difficult as most of them were unwilling to disclose matters related to employment and profits. Related to this, data concerning certain aspects of the study was not available since most firms do not keep proper records or if kept it was not in the form required by the researcher.
- (7) Accessibility was a problem especially to remote tourist centres where roads and rail network or even air transport is not properly developed.
- (8) Financial and time constraints were met. This is because the area is large but the sampling procedure adopted reduced travelling expenses and also saved time.
- (9) Language was a problem especially when interviewing the local people and tourists who come from Non-English speaking countries.

Even though difficulties were encountered, efforts were made to find suitable solutions to each of the problems so that at the end of the whole exercise the researcher was able to obtain adequate data to resolve research problem.

3.8 Limitations of the Techniques Used

Location Quotient, coefficient of localization and localization curves are used here but they have certain limitations which must be highlighted. The techniques are graphic representations and any such representation is based on the deviation between percentages and thus has the problem of variation. The results obtained will differ depending on the degree of aerial subdivision. There is also a tendency for any such measure to vary depending on the choice of the base. This may not give a fair picture of an industry which is concentrated in a few urban centres

when only one region is taken as a base as opposed to when a whole nation is used as a base. The technique expresses a combined or net value and gives no indication of the behaviour of the individual components making up that value. Details on the behaviour pattern of the individual values are difficult to isolate. The distributions used are ordered according to some external standards such as the size of an area and not according to the magnitude of the individual deviations. However, the techniques are useful in helping the analyst to order and classify empirical data and in deciding which avenues for further research are likely to be fruitful. They can, therefore, assist the analyst to perceive certain empirical associations.

CHAPTER FOUR

4.0 TOURISTIC POTENTIAL OF LAKE VICTORIA REGION

The main objectives of this chapter are: to identify the touristic potential of Lake Victoria region, to assess the present utilization of the resources and constraints to their use, to assess how the existing touristic potential can be exploited to benefit the community of the region. This chapter therefore, caters for objectives 1-3 of the study.

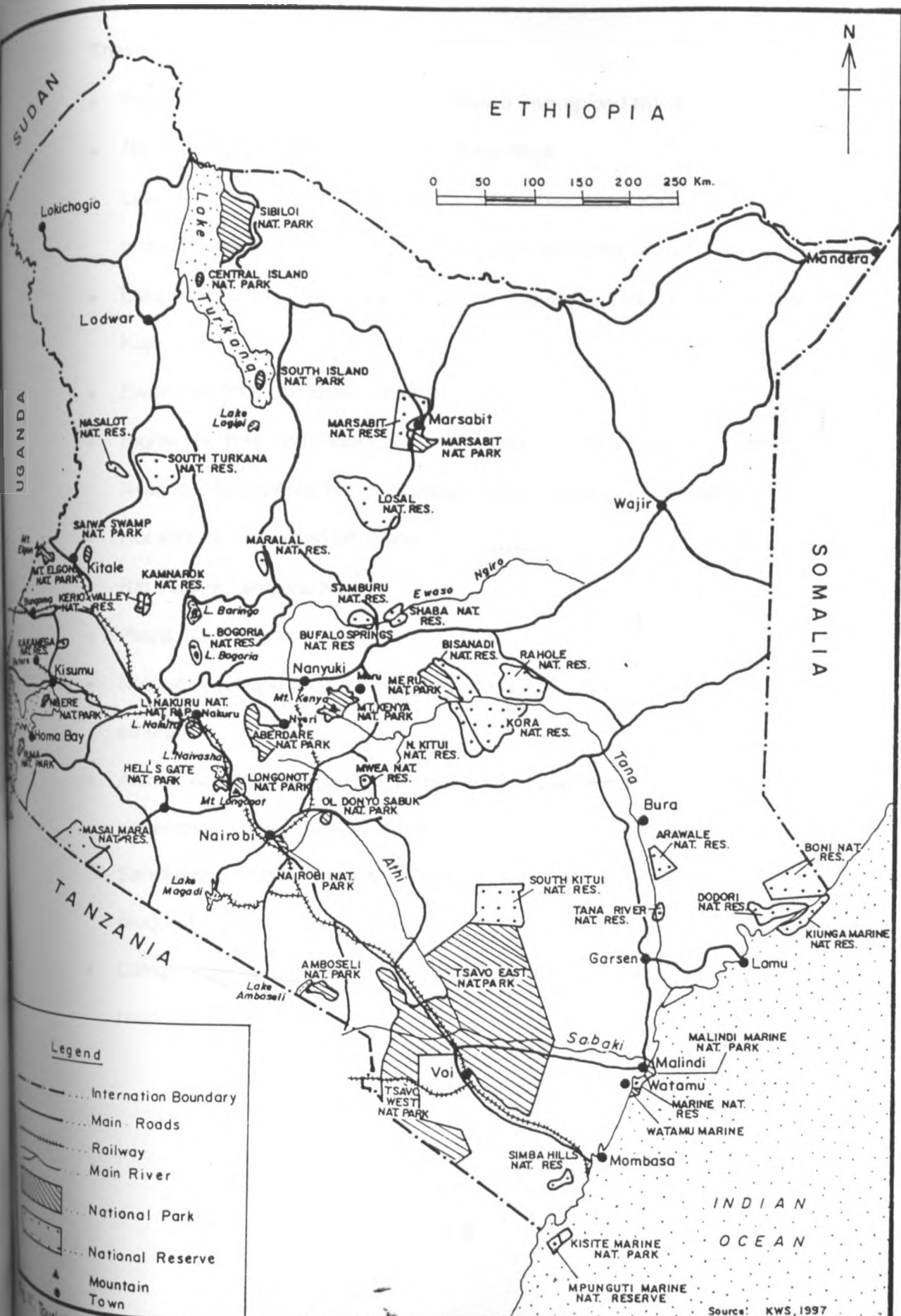
4.1 Introduction

Tourism activities in Kenya have tended to concentrate in a few traditional areas such as the coastal beaches, national parks and reserves and some cultural sites such as the *Bomas* of Kenya. It is essential that Kenya should exploit her touristic resources in all regions in order to maintain a steady flow of tourists. Diversification and dispersal of tourist sites will result into increased income from the industry. The present study tries to expose touristic resources in Lake Victoria Region so that development policies could consider the region for tourism development. Before exposing the resources and developing tourism it is important to understand the potential of an area and for that case we need to ask the following questions as per Pearce, (1989): Is tourism economically viable? Is it socially compatible? Is it physically attractive? Is it marketable? The following account will therefore try to answer these questions at one time or another.

Lake Victoria Region and Western Kenya in general has a lot to offer to visitors looking for a different *Safari* yet the region is among the few areas in Kenya which remains unexploited. It has been neglected by *Safari* operators even though it is more accessible than the far north or even some of the national parks or

reserves. The western circuit is a rich heritage and a trip to the west could be as exciting as a cruise in the Indian Ocean.

The diverse tourist resources the region is endowed with could fall under broad groupings such as: Physical/Natural/Environmental/Ecological attractions, Socio-Cultural/Political and Administrative, and Economic factors. Wildlife, beautiful sceneries, and varied cultural background are the main attractions. Archaeological and prehistoric sites as well as other series of low-key easy to visit attractions also exist. Major national parks possess a tremendous amount and variety of wildlife. Excellent facilities are available in some of the parks especially the famous Maasai Mara National Reserve. Great scenery and superb climate including part of the African Rift Valley and high mountains such as Mount Elgon for mountaineering, and huge water bodies for trout fishing are quite attractions but, to add to this there are also excellent beaches along Lake Victoria which are awaiting development. Hotels and cottages of all tastes and unique attractions such as the Equator line passing through the area and culture all add to make western region a potential tourist region. If all this potential is exploited tourism could become the region's greatest asset. Figure 11 gives the various tourist attractions and transportation network for the whole country and Lake Victoria Region. The various attractions are listed and discussed in a section that follows immediately.



Legend

- International Boundary
- Main Roads
- Railway
- Main River
- ▨ National Park
- ▤ National Reserve
- ▲ Mountain
- Town
- Tourist attractions

Source: KWS, 1997

attractions and Transportation network in Kenya and the study area

(a) Physical Attractions

These include:

- National parks: Ruma, Mount Elgon, Saiwa Swamp and Ndere Island
- National reserves: Maasai Mara and Kakamega
- Lake(s): Lake Victoria, Ports, Bays and Beaches, Lake Kanyabola, Lake Sare and Lake Namboyi at the mouth of River Yala and Lake Simbi Nyaima
- Lake Victoria drainage system: River Sondu-Miriu, Yala, Nzoia, Nyando and Kuja
- Swamp(s): Yala and Saiwa swamps
- Highlands, Hills and Plateaus: Kericho and Kisii; Nyabondo, Kanyamwa and Nyando Escarpments, Nandi, Maragoli, Gwasi, Gembe and Homa Hills
- Hot springs: Homa and Mt. Elgon
- Rift Valleys: Lambwe, Kano
- Plains: Kano Plains.
- Natural vegetation (Forests: Malava, Kimilili, Mau; Grasslands, Papyrus among others)
- Animal Sanctuaries: Kisumu Impala Park, Lake Simbi Flamingo Sanctuary; Kehancha, Ahero, Kolwa, Kakamega, Malaba, Oyugis and Webuye Bird Sanctuaries; Kibos, Borabu, Chwele, Yala, Rongo and Alupe Fish Fry production centres.
- Climate (varied climatic conditions for tourists with certain climatic requirements)

(b) Pre-Historic Sites

- Rusinga Islands
- Songhor
- Fort Tenan
- Muguruk
- Kanjera

(c) Historical Sites

- Thimlich Ohinga
- Simbi Nyaima
- Luanda Magere
- Kit Mikayi
- Nyamgondho

(d) Economic, Social And Cultural Activities With Aesthetic Value

- Sugarcane, Rice and Tea plantations
- Kisii soap stone carving
- Trout fishing (i.e. as in Kimilili River)
- Fish ponds
- Traditional dances, local dishes and artefacts, folklores and cultural festivals

(e) Museums

- Kisumu Museum
- Kitale Museum

(f) Other Attractions

- Argwings Kodhek Memorial
- Tom Mboya Memorial
- Robert Ouko Memorial
- Oginga Odinga Memorial
- Ugowa Bay Ruins
- Manga Crater
- Kakamega "Crying" stones
- Old Railway Ferry (Kisumu)

Some of these attractions are discussed below :-

4.1.1 National Parks

These are areas set aside for conservation in perpetuity and in which farming, keeping of livestock and human residence is barred. Parks are an important factor of tourism industry in Kenya in general. They keep away game from human settlements and curb destruction as well as providing ecological zones for the different animal species. It is in these special areas where animals roam freely in search of food. They also enable tourists to view game easily. National Parks are administered by trusteeship organisations which have considerable administrative and financial independence.

Lake Victoria Region has four main national parks and two national reserves. The four national parks are relatively new, undeveloped and less popular. However, each of the parks and reserves has its own uniqueness and some of them have ultra modern facilities to cater for tourists. They are discussed below.

(a) Ruma National Park

This park was formerly called Lambwe Valley Game Reserve. It covers an area of 120km². The park is 10km from the shores of Lake Victoria, 17km from Homa-Bay, 105km from Kisumu town, and 433km from Nairobi. It is seven hours drive from Nairobi to the Park through Homa-Bay. Beyond the park the road runs down to Mbita Point from where boats cross to Rusinga Island.

The park is covered with short grass and dense thickets. The uniqueness of this park is that it is the last home of the endangered Roan Antelope. It also has abundance of other wildlife species including buffalo, topi, Jackson's hartebeest, Rothschild's giraffe, translocated from Soi near Eldoret in 1983, reedbuck, oribi,

hyena, leopard, hippopotamus, sitatunga, impala, and various species of primates. Zebras and giraffes were recently translocated into the park.

Ruma is one of the least crowded parks in the country. Most visitors to the park like camping and wildlife viewing but the park also offers excellent opportunities for hiking and walking. The area around Ruma has got hills and valleys which are ideal for walking and exploring. The campsite is at the park headquarters and visitors are to go self-contained. Visitors who are not for camping could seek accommodation at ICIPE- Mbita Point or cross over to the resort in Rusinga Islands.

The common problems at Ruma include that of wildlife menace and that of the rough muddy road of 9km which connects the park to the main road. To stop the animal menace, fencing measures are being taken as a result of a grant amounting to Kshs.128 million given by the European Union for putting up fences around the parks. This will help in controlling wildlife and reduce human-wildlife conflicts. On the other hand, the 9km road is nearly impassable during the rainy seasons and presents a problem to motorists. It requires four wheel vehicles. However, inside the park roads are gravel and hence present no problem. The park was formerly infested with tsetse flies but these have been eradicated and visitors should not therefore be scared.

(b) Mount Elgon National Park

This park is in the newly created Mount Elgon District. Mount Elgon where the park is located is the fifth largest mountain in Africa. It is a big mountain covering about 2589 km² and rising to 4321m. It has a wide variety of habitats ranging from savannah woodland and montane forest to Alpine Moorland. The summit consists of a string of rocky peaks a round a crater. There are hot springs near the top and the area is dotted with caves most of them natural but some excavated or extended

by man. Several of these caves contain rock paintings. The mountain is a source of a number of rivers such as Nzoia, Turkwell, Kerio and Suswa. The forest in Mount Elgon is very impressive and has good species of trees. Valuable timber such as Elgon tick, Podo, Cedar are found here. The mountain is normally misty in the months of April, May, August and September and a visit to the mountain or park should be planned during the non-misty months. The park itself is likely to be impassable during the rains but when movement is possible there is some fine forest and game to see and mountain walking on the mooreland higher up is possible.

The park borders Uganda on one side. Entrance to the park is 27km from Kitale town via Endebes road. The park offers attractive mountain, wildlife and bounty of flora and with a variety of scenery, dense forest and attractive caves; the park is a major tourist attraction in the region. Caves are Elgon's most captivating attractions. The most well known caves are Kitum and Makingeny. Kitum is the salt lick of the local elephants that walk into the caves at night to scoop the salty rock from the walls with their tusks. There is also a walking and hiking country near the park including mountain climbing. The warm springs by the Swam River makes for a delightful bathing. Animals found in the park include; buffaloes, elephants and leopards. Others include black fronted duiker, the colobus monkeys, and Mount Elgon golden mole found mainly in the Alpine Zone. Birds of prey include the crowned eagle, the ayres hawk and the lanner falcon (KWS 1997).

Mount Elgon lodge is supposed to offer accommodation to tourists visiting Mount Elgon Park and those from Saiwa Swamp. The lodge is 2163m under the bluff of Mount Elgon. It is spacious with a line of five cottages. There is also a guesthouse which is in the same general area but lower down 19km west of Kitale. Today, the park is threatened with the emerging land conflicts. There has been

encroachment into the park and the park's animals also find their way to the surrounding cropland thereby destroying crops. The park used to have an electric fence to keep away poachers and to maintain the animals but it seems the present fence is not effective. The area has also been affected by banditry and tourists have to be escorted. This has reduced the number of tourists to the place. However since the park is a major tourist attraction in the region there is need for security measures to be taken and man-animal conflicts settled (KWS 1997).

(c) Saiwa Swamp National Park

This lies 22km east of Kitale town. It is the country's smallest park. It is a tiny park stretching for almost 2km and encompassing a swamp which contains the only sitatunga in Kenya. This means that the park was created specifically for the protection of this rare and vulnerable semi-aquatic antelope - the sitatunga. The sitatunga is a water antelope rather like a taller bushback with markedly spiral horns. It has broad elongated hooves which allows it to walk on boggy ground. The antelope is very rare, only being found here and could previously be found in papyrus swamps around Lake Victoria. Other rare animals which may be seen in the park include the white bearded grombe like the brazzar monkey, the spot naked otter and the giant forest squirrel. Birds are also abundant in the park.

Within this park, seats have been fixed high in the trees surrounding the swamp so that visitors can sit and observe these long hooved semi-aquatic bushbacks. The park has camping sites but accommodation for visitors to the park also exists at Mount Elgon lodge or nearby hotels in Kitale, Eldoret or Kakamega (KWS 1997).

(d) Ndere Island National Park

Ndere Island in which the park is located is at the shores of Lake Victoria around Bao Beach. It is the largest volcanic inflicted break in the Great Lakes with more

than 1080km of meandering shoreline. The park is the only biodiversity national park in Lake Victoria. It is a unique park with an area of 4.2km². Access to the park could be through Lake Victoria directly at a distance of about 25km from Kisumu Pier or through Kisumu-Bondo road branching to the left at the KWS signpost just around Holo Market on a 3km murrum road.

It is a beautiful park with thick vegetation along the shoreline and capped with grasslands on the hilly parts. Papyrus reeds are also found on the lake shore especially along the western side. It is the latest addition to the Kenya National park/reserve system in the region having been gazetted to the status of a national park in 1986. The island is located close to Bao Beach on Lake Victoria. Bao Beach is in Seme location of Kisumu district and the major economic activities here include fishing and small scale agriculture. The beach is divided into two sections. One section is for the KWS personnel who take care of the animals and the visitors. The other section of the beach is for fishermen. The beach is not developed. It lacks good infrastructural facilities such as clean water, hotels and restaurants and even shops. At the park the animal population is low and there is need to increase their numbers and variety.

Visitors to the park use public transport or private means and occasionally foreign groups of students in trucks call at the park. The park receives an average of five international tourists in a month though the KWS personnel do not keep proper records for the visitor turnover. The visitors board KWS boat at Bao Beach and are taken round the park. One such trip takes one hour. Apart from the KWS boat there are also boats belonging to the local fishermen and these offer their services at a fee to visitors who are in need of viewing the park. Perhaps if glass bottom boats are introduced an increased number of visitors to the region would be recorded. This has been observed at the coast where a glass bottom boat donated

recently by Japan Fund for Global Environment to the Wildlife Club for Marine Ecology Ecosystem Programme for exploring shallow seas for the colourful tropical fish is now used. It is important in exploring the seas and attracting visitors. Such boats should be introduced in Lake Victoria.

Apart from the animals at the park, the entire scenery around Ndere Island is of scenic value. Along the local road to the park one is treated to the beauty and wonder of the inselbergs which form a continuous "stoneland" in the area. The island has various types of animals such as crocodiles, impalas, elusive swamp antelope, hippos, vervet monkeys, zebras, porcupines and a variety of bird and fish species. Apart from the animals, the island also has good flora and plans are underway to give them their botanical names. It is high time that some sporting activities are introduced to occupy visitors to the park and there is need to improve the facilities. The problem around Ndere at present is that of poor infrastructure. The 3km road that connects the beach to the main road is in poor state and presents problems to motorists during rainy seasons. The other problem is poaching but the KWS organises patrols to check on this. There is also the problem of deforestation as the local people cut trees for buildings, firewood and for boat making. Other problems include bushfires and tsetse flies. Of late these insects have infested the park. Perhaps the papyrus reeds at the shore act as a habitat for them but cutting of the reeds could also interfere with the Island's ecosystem. A way has to be found to solve these problems so as to attract more tourists (KWS 1997).

4.1.2 National Reserves

National reserves are like national parks except that they are under the control of county councils in which they are located unlike the parks, which are run by the

government parastatals. There are two national reserves in Lake Victoria region. These are Maasai Mara and Kakamega National Reserves.

(a) Maasai Mara National Reserve

This reserve lies in south-western Kenya on the border between Kenya and Tanzania and particularly in Narok district. It is about 300km west of Nairobi. It occupies an area of about 1680 km² between the Loita Hills and Sirian escarpment on Tanzanian border, the southern boundary being contiguous with the Serengeti National Park in Tanzania. It comprises of grassland plains and woodlands forming part of the East African Savannah. It lies on the route of the wildebeest migration when hundreds of thousands of these animals moving periodically in their long column make their annual circuit of the Serengeti. It takes many weeks or months to pass through any given area and the dates vary. Apart from this migration, Maasai Mara has an abundant wildlife.

It is only the inner reserve of 540km² that has been developed for visitors and the outer reserve remains as a grazing area for Maasai cattle. Maasai Mara mostly consists of vast grassy plains interspersed with patches of acacia woodland and cordia thickets. A contrasting but very rewarding habitat is being provided by the Warburgis-diospyros woodland along the Mara River and its tributaries. Much change has taken place in the Mara Triangle. The Maasai, who are the indigenous people knew how to stay with their game in a sustainable manner but intruders interrupted this smooth co-existence. For example, in the 1970's poaching especially for the rhino and elephant was at its height and the population of these animals greatly reduced in the 1980's. This forced the government to impose a ban on the trade in the products of these animals. Still there is need to sustain this ban to save the lives of the animals.

The park is the only well patronised and popular park in western Kenya. In other words the park is the queen of Kenya's faunal sanctuaries and ecologically is part of the great Serengeti ecosystem as noted above. Maasai Mara boasts of a variety of animals such as elephants, Thompsons gazelle, zebras, giraffes, rhinos, leopards, hippopotamus and wildebeest just to mention a few (figure 8). The popularity of the park with international tourists and in the tourist industry in general should be exploited to diversify the number of tourists to other destinations in Western Kenya. That is to say, the park could be used as a base to form a strong Western Kenya Tourist Circuit.

In terms of accommodation Maasai Mara has got good facilities. A number of lodges and campsites exist. Some of these include Keekorok Lodge, Mara Serena Lodge, Mara Safari Club little and Main Canvas camp among others. Most of these lodges however, are owned by non-local people. Likewise, labour is also composed of mainly the non-locals. Majority of visitors to the region (a bout 80%) are foreign. This means domestic tourists to the park only account for 20% of the total number of visitors. Domestic tourists comprise of parties such as college and high school students. Individual or lone visitors are few. Most international tourists to the park come from various countries such as America, Britain and Germany.

The park faces certain problems. Already it is noted that it is located in an area of black cotton soil and during rainy seasons movement within the park is rather difficult. Thus, even though Maasai Mara has good accommodation facilities, there are a number of obstacles, which need quick address by the authorities. Most roads are not in good order for example, roads leading to Keekorok and other lodges greatly need repair as they are in bad condition. There are many huge potholes and low bridges which are invisible during heavy rains and which could be disastrous. During storms thorny trees are uprooted and fall across the roads. This

then forces tourists to get out of their vehicles to remove them and this exposes them to the danger of attack by wild animals as well as getting hurt as they clear the roads.

It has been observed that during peak tourism seasons most of the tourist resorts are fully booked but local hoteliers experience great difficulty in stocking items such as beer and soft drinks, fresh fruits and vegetables or other goods from Narok town. Also meat is scarce in Narok town even though it lies in a cattle-rearing area. The area lacks good transport and communication systems. There is need for regular public transport to this area and even to some lodges as these will encourage many domestic and international tourists to visit the park. Often the use of travel agents is beyond most domestic tourists' budget. The non existence of direct transport such as those provided in other regions by transport companies like Akamba and Stagecoach discourages the would be visitors to the park since regular transport is not satisfactory unless one uses travel agents or private means. The area should be provided with proper telecommunication system also. Postal services, medical facilities and shopping centres are necessary if the local people are to benefit increasingly from the industry. It has been observed that telephone services in Mara are extremely poor. Telephone is an essential facility in the tourism industry and for tourist activities to be up to date in the region; it is essential that the telephone network be in good order. The other problem is that the park is located in a fertile place. It is one of the few reserves of vacant productive land left in Kenya. Already the wheat fields encroach upon it and by the year 2010 it is believed that Mara will be looked upon to feed the nearly 60 million mouths by then.

Apart from the above sighted problems, Mara Park itself is greatly abused. The natural environment is being disturbed in a number of ways and soon or later there will be total change of the environment with its associated consequences.

There is great destruction of wood due to the increased use of products as firewood on campsites and local lodges (there are about a 100 campsites in the reserve constructed by the use of wood). The use of wood is unsuitable since it results into the loss of trees and bushland and this has badly affected wildlife on which the lodges, campsites and local communities depend on. There are a host of other problems being experienced in the Mara. The Mara is world famous and is generating a lot of foreign currency for Kenya and it would be fair that the local residents benefit from it.

(b) Kakamega National Reserve

Kakamega forest is the inner most limit of the West African rain forest with unique fauna and flora. It lies between Nandi escarpment and Kakamega road. It is 24km from Kakamega town and has an area of about 250 km² (figure 8). The reserve contains and protects probably the only surviving indigenous tropical rain forest South of the Sahara. It is today a tiny patch of equatorial jungle and a catchment area in the region (The forest plays a major role in regulating the rainfall regime in one of the most important water catchment areas in the Eastern African region). The reserve is a shadowy gloom for hundreds of species of birds, snakes, rare butterflies, waterbuck, bushbuck, pigs, forest hogs, rare De Braza monkey, the red tailed and blue tailed monkeys and other mammals many of which are found nowhere else in East Africa because similar habitats no longer exist. It is of interest to biologists because it contains plants and animal species commonly not found elsewhere in Kenya. The reserve has also some of the oldest hard and softwoods in Kenya. To tour the reserve visitors are given guided walks by KWS personnel. The reserve offers activities such as butterfly spotting, primate watching, wilderness walking, scenery and night walks. It has a campsite and KWS *bandas* and visitors to the reserve can seek accommodation at the Golf Hotel in Kakamega.

Problems threatening the reserve include encroachment of agricultural activities, tree cutting for timber and fuel and poaching especially of the red tailed monkey which is now an endangered species since it is used by the local people as food. The park needs greater preservation for research and educational purposes apart from its aesthetic value. Construction of forest park boundary is necessary to curb encroachment.

4.1.3 Other Animal Sanctuaries

Apart from the national parks and reserves there are other animal sanctuaries in this region such as the Kisumu Local Impala Sanctuary.

(a) Kisumu Local Impala Sanctuary

This sanctuary is within Kisumu municipality just next to Lake Victoria. It runs along the shoreline of the lake of a distance of about 1km of water body. It is a very popular park with the residents of Lake Victoria Region and particularly those of Kisumu town. The sanctuary is the home of impalas, which used to roam in the streets of Kisumu municipality. Apart from the impalas, some other animals are being kept here. For example, there are two leopards, four vervet monkeys, one hyena, one grey dyker and seven tortoises.

There will be need to expand the orphanage to include more species of animals for diversified attraction. The sanctuary has a vast growing grass and thick bush around the shoreline hence the need to increase the number of grazers and browser. The problem at the park is that the cages where these animals are kept often get filled up during heavy rains and perhaps it is high time KWS introduces gate charges to help in meeting the maintenance costs.

The sanctuary is doing better than some parks such as Ndere and Ruma in terms of the number of visitors, yet it earns almost nothing to KWS. KWS had

proposed some gate charges, which will start operating as soon as they are approved.

The proposed entry fee is low compared to other parks but this is likely to attract more visitors and as the facilities are improved it will be necessary to raise the charges. For example, adult residents will pay Kshs. 20, non-residents Kshs. 80, car parking Kshs. 20, children Kshs.10-40 for residents and non-residents respectively.

The turnout of visitors at Impala sanctuary has been very encouraging and there is need to diversify its attractions by increasing the number of wild animals and campsites as well as provision of botanical names of plants. Water activities could be planned, camping facilities provided and a place for refreshments established. Impala sanctuary is appropriately located and if developed would receive an increased number of visitors. Most tourists to the park are domestic or residents. Their number far outweighs that of the foreigners. The local community visit the place in large numbers. The few noted non-resident tourists to the place are mostly businessmen on business tours. This means that the Western Kenya Tourist Circuit requires a lot of marketing if it is to benefit from international tourism once most of the facilities are developed to attract a reasonable number of international tourists.

In conclusion, western Kenya has got the above parks, reserves, as well as other smaller animal and bird sanctuaries. Out of these however, only Maasai Mara can be compared to other famous national parks and reserves in terms of the number of international tourists. Other sites are at present frequented by domestic tourists. This means that for the impact of international tourism to be felt in the region, there is need to induce tourists to Maasai Mara to visit other tourist sites in the region. This could be effective if major tourist sites are connected to

Maasai Mara with good transportation network (Plate 4a and 4b).

Apart from the animal sanctuaries there are other important attractions in the region and these are also discussed below:

4.1.4 Lake Victoria

This is the largest fresh water lake in Africa with an altitude of 1134m above sea level. The lake serves the three East African Countries of Kenya, Uganda and Tanzania. Kenya accounts for 6% of the total area, which is approximately 38km². It hosts a number of dangerous animals such as crocodiles as well as hippos, which are always seen on the lakeshore. The lake itself is a magnificent scenery and is associated with beautiful bays, white sandy beaches and ports as well as islands. Lake Victoria has a lot of potential and could be the core of the region's tourism industry if its activities are well planned with well-designated integrated development plans. The very special attraction of the lake can easily turn this area into a sports wonderland (Irandu, 1993). The lake can be developed for water sports, lake cruise or bird watching. The various sports, which could be developed within the lake waters, include sport fishing, boat racing, surfing, yatching among others. Lake Cruises can be organised to various points such as Mbita, Homa-Bay, Rusinga Island and other destinations on the lakeshores. The lake is a major unexploited resource that awaits exploitation and its development will play a major role in the development of tourism in this region. Kisumu and Homa-Bay towns could form the cores of providing accommodation and also small resorts have to be developed within the region to offer standard accommodation. Regional coordination with Tanzania and Uganda could also be sought through this scheme taking advantage of the newly revived co-operation with the two countries (figure 12 and plates 5, 6a and 6b).



Plate 4 a: Animals at Kisumu Impala Park (Antelopes)
Source: Researcher, 1997



Plate 4 b: Animals at Kisumu Impala Park (Spotted Hyena)
Source: Researcher, 1997



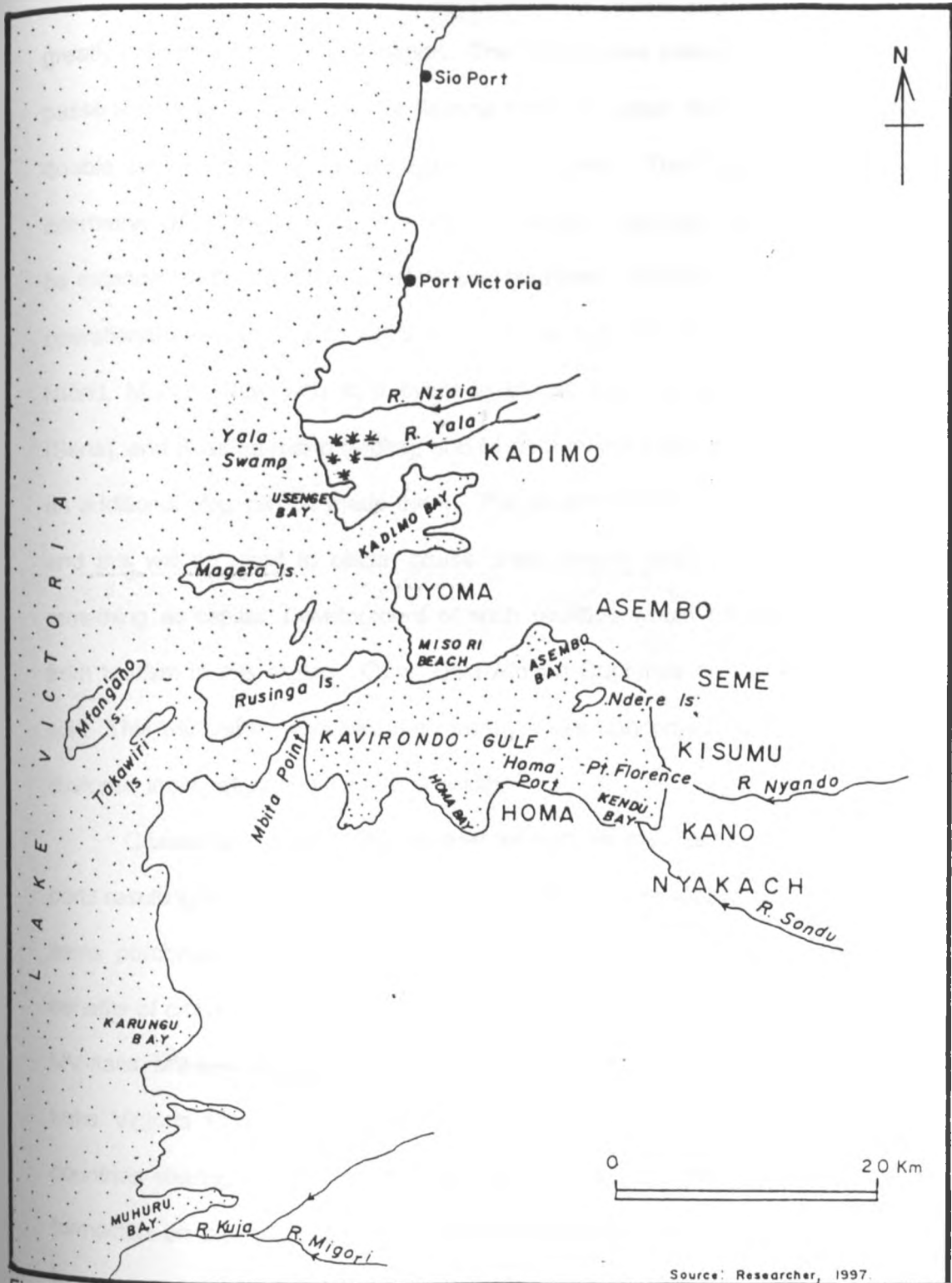
Plate 5: Lake Victoria before it was invaded by the water hyacinth
Source: Researcher, 1997



Plate 6a: Facilities for refreshment (Dunga refreshment)
Source: Researcher, 1997



Plate 6b: Kisumu Yatch Club
Source: Researcher, 1997



Source: Researcher, 1997.

Fig.12: Lake Victoria and its associated islands, ports, bays and beaches.

(a) Lake Victoria Cruise

The Ministry of Tourism's plan to install cruiseship facility on Lake Victoria would greatly promote tourism in this region. The ministry has planned to install a luxury passenger vessel and a five-star floating hotel for upper class tourists with forty double cabins to accommodate eighty passengers. This facility would provide alternative accommodation for the region's visitors. Operation of this facility could be extended to the other two East African countries. Kisumu is to be used as the operational base and luxury boats are to leave the port to areas such as Ndere Island, Muhuru Bay, with stop overs to places such as Homa-Bay, Mfangano (Sena), and Rusinga island (Mbita), and when a tourist hotel is built at Ndere island an additional stop can be made there. The project is estimated to cost \$2 million and this will be used to obtain cruise ships, luxury boats, furnishings and the remaining as capital. Development of such facilities would maximise net returns from tourism in this region. Other East African Countries are expected to follow suit. This will call for excellent services by those concerned such as port police, customs, immigration and the public health.

Cruiseship can promote regional tourism as the visitors call in at various ports resulting into increased economic activities as more lodges are built and food items purchased. Employment also increases. Mombasa has witnessed the benefits of cruiseship as they have brought in hundreds of tourists. Such ships as MV-Italia, MV-Sea Goddess have called in. The facility will call for the formation of Lake Victoria Cruise Association whose membership will be drawn from the countries sharing the lake to promote this trade and harmonise procedures and formalities on the handling of cruiseships and passengers at ports in the region. Passengers will have a wide range of choices of activities. They will view various sceneries and engage in different sports and all these will promote regional tourism.

(b) Lake Victoria Ports, Bays, and Beaches

Lake Victoria has got a number of beautiful ports, bays and beaches. These include the Kisumu Pier, Homa-Bay, Kendu-Bay, Usenge, Usigu, and Bao Beaches among others. Most of these ports and beaches are served by the KRM Vessels. Kisumu Pier is the largest and accommodates all ships from the three East African countries. Both the local people and traders across the borders use the facilities here. The KRM services operate steamers, ships, and cargo. The various vessels docking at the pier include MV. Alestes which moves from Kisumu Pier to Rusinga and Mfangano Islands, MV. Uhuru which goes up to Mwanza among others. Apart from KRM vessels, there are some private cargo operators on the lake which operate from Kisumu Pier to other ports and across the borders. Main routes include Kisumu to Mwanza in Tanzania and Kisumu to Port Bell in Uganda.

A negligible number of international tourists use these facilities and it is high time the KRM authorities improved their services so that tourists can make use of them as they explore the lake's beaches and islands. There are various activities, which go on at the ports and beaches. The major economic activity at present is fishing. Fishermen and fish traders occupy these places almost throughout the year.

Most of the ports, bays and beaches are very beautiful and if provided with proper infrastructure can attract an increased number of tourists. At present, apart from their natural beauty they are not developed. Development of refreshment facilities along the beaches is necessary if the lake is to be used effectively. For example, such refreshment facilities exist along the lake in Kisumu town and offers good services. Dunga Beach, Dunga Refreshment, Yatch Club and Kisumu Beach Resort are some of these. Apart from offering refreshments these facilities offer

camping sites, yatching, viewing of sunset and Lake Victoria islands, bird watching, fresh air, fishing, viewing of hippos and crocodiles, among others.

(c) Lake Victoria Islands

At present there is much talk about the future of Kenya's multi-million tourism industry and suggestions have been made to the effect that its future lies on the beautiful islands which the tourists have renamed the 'forgotten islands of Lake Victoria'. Apart from the well known islands such as Rusinga, Mfangano and Ndere there are quite a number of other islands on Lake Victoria on the Kenyan side. These include islands such as Mbasia, Namolo and Takawiri. Mbasia and Namolo are located in Suba district. Some of these islands are uninhabited. Mbasia and Namolo islands might be the only islands in Lake Victoria, which have been spared the destructive hands of man.

To reach the islands and other tourist attraction centres in the lake, one can either go by road or take the boats that sail to the area. Sailing by boat from either Kisumu or the beaches in Siaya is often an opportunity to enjoy the lake with its refreshing breeze. The cascading mountains of Rusinga island (which oral history says were 4,000m high, twice as high as Mount Kilimanjaro before a major volcanic eruption) further grazes the sky creating another beautiful scene. From here, also one is entertained by the beauty of the Gwasi Hills which stretch for kilometres before deepening in the Lambwe Valley which was once notorious for tsetse fly but which has now been controlled. Apart from sailing by boat to the islands, one can also use chartered plains. There are *safari* trips organised by Rusinga Island Fishing Club where tourists fly in from Maasai Mara and are taken on boat rides from the club. It takes only forty-five minutes to fly from the reserve to the island club and a further one-hour to drive to Ruma National Park.

The islands with their exotic birds are the most captivating features on the lake. They are more beautiful in the evenings when the last rays of the sun strike them before the sun disappears. They are a home to over a hundred species of birds which fly over the lake's other islands and Ruma National Park. The birds include: the pelicans, cormorants, storks, sunbirds, crebes and many others and all these beautify the islands. Undisturbed by man, these birds have made the islands their home. They fly in the morning to look for food along the shores of the lake and in the lake itself and fly back to the safety of the islands in the evenings.

The islands are not abused like other spots in the country and it is exciting to learn that the government has recognised the 'bird's islands' and intends to make them sanctuaries. The Ministry of Tourism is preparing a package which will make the bird's islands a major destination for tourists. This is such a welcome move and it is in line with the government policy to diversify and decentralise tourist activities to lift up the morale in the industry, (plate 7).

(d) Lake Victoria Drainage System

Lake Victoria drainage system is composed of the lake itself and five main rivers plus their tributaries. The major rivers include Nzoia, Nyando, Yala, Sondu Miriu and Kuja. There are also small rivers such as Kimilili and Kisat. Apart from being attractive features, the rivers provide Lake Victoria with continuous flow of water. The continued existence of the lake is important for the development of tourism industry in this region. The other important aspect of the rivers is their potential for sport fishing.

In Western Kenya there is Lake Victoria fishing for Nile perch. There is also coarse river fishing on the many rivers that feed the lake. Coarse river fishing includes species such as catfish, tilapia and barbus on rivers like Sondu. Trout fishing also exists in the region. Trout is an exotic fish that was introduced into the



Plate 7: Lake Victoria Islands (Mfangano Island-Nyakweri Tourist Hotel in the Background)

Source: Researcher, 1997

4.1.7 Cultural and Religious Activities

In terms of cultural activities, the region has certain unique activities, which could be developed or tapped to diversify tourist activities. The Ministry of Tourism in collaboration with that of culture is encouraging these activities. The trend at the moment is to register and strengthen establishments of cultural groups such as choirs, dances, herbalists, acrobats, drama and children arts exhibitions like the Eland Arts services among others. Cultural centres are being established and developed at district headquarters to boost the communities participating in theatre plus exhibition in the gallery. Examples of such centres are found in Narok, Kisumu and Kakamega districts.

The cultures of communities around Lake Victoria are unique. They have traditional attire, food, music and folklore which are all unique. Each of these

groups can therefore, organise and preserve practises that could be tapped and used in entertaining visitors. Some sort of a *bomas* of Kenya in the region could be established to coordinate these activities.

A description of some of the groups of people found in Lake Victoria and whose cultural aspects could be tapped for tourism purposes is given here. It should be noted that the peoples of Kenya are so varied in both their tribal and ethnic origins. In all, there are some 36 different tribes in Kenya, some of which are interconnected and others, which have absolutely nothing in common. They have different origins, languages, ways of life and clothes. From the fishermen of the Indian Ocean to those of Lake Victoria; from the peoples of the desert to those that call the forests their homes; from honey hunters to pastoral nomads. Some of these groups are represented in Lake Victoria Region. The combination that exists in the region is also as diverse as that of the country in general (figure 9 and plate 8). The various ethnic groups are discussed in the sections that follow.

Kisii

- These live to the east of the Luos and are the fourth most populated group in Kenya. They occupy an area of hilly but fertile land. They are a Bantu speaking group who are experts in iron making but also engage in agriculture. Cash crops include coffee, tea and pyrethrum.
- Herbal and mystic medicine plays an important role in Kisii life.
- Music is popular and Kisii is the home of the giant Obokano, an eight stringed instrument constructed over a hide covered drum.
- Crafts too are well established. A visitor to Kenya soon learns of the famous Kisii carved soapstones.
- Circumcision is an important ceremony among the Kisii.



Plate 8a: Traditional Items Along Kenyatta Highway Kisumu
Source: Researcher, 1997



Plate 8b: Traditional Items (Sunset Hotel Kisumu)
Source: Researcher, 1997

Kalenjins

- The western highlands are a home to Kalenjins, a group of nine or more peoples speaking nilotic languages. They include the Kipsigis, Nandi, Teriki, Elgeyo and Marakwet, Tugen, Pokot, Kony, Sebei and Okiek-Dorobo. They engage in agriculture and cattle keeping.
- The ancient customs of the Kalenjins together with traditional values are still taught to both sexes in cultural programmes, which follow initiation.
- Music to accompany dancing derives from the reed flute and a five stringed lyre, the strings of which are made from cow gut and stretched over a bowl covered with dik-dik or goatskin. Traditional doctors were herbalists and almost all were women. Witchcraft is despised and is practised therefore in utmost secrecy.
- A phenomenon not entirely understood is that almost all the great Kenyan distance runners such as Kipchoge Keino, Rono, Hellen Kimaiyo, Sally Barsosio are all Kalenjins.

Abaluhya

These are the Eastern Bantus living to the west of the Kalenjins. Their homesteads extend from the foothills of Mt. Elgon through the southern part of the highlands down to the Tanzanian border. The Abaluhya clans include the Kabras, Wanga, Bukusu, Butso, Kisa, Marama, Maragoli, Samia and the Teriki.

- Among the crafts of the Luhya are pottery and basket making. The pottery is principally for domestic use but of late much of it is decorated with intricate and beautiful designs. Basketry is also important. Grain baskets and beer strainers too have designs entirely unique to the Luhya. Seats made from basketry commonly known as "Marachi sofa sets" are now common attractions in Luhya land.

- Dance and music are the great relaxation of the Luhya. It is usually a big event and masks plus shields are used. There is a wide range of musical instruments ranging from flutes to an eight-stringed lyre. Shikuti dance is well known for its high rhythm and is quite entertaining. Lipala is a major dance.

Bull Fighting

- This is organised by the two locations of Idakho and Isukha in Luhya land from the sub-locational to divisional level. Final events take place at Khayega market and usually draws a huge crowd. The bulls are well trained. They are given traditional medicine to strengthen them and to comprehend what they are being told. Once given instructions they act accordingly. This event could be organised for the purposes of entertaining tourists.

Circumcision Ceremonies

- These are still practiced in Luhya Land. Tourists would greatly be entertained if they could capture the sites of the initiates during their seclusion and emergence. Their attire is also very interesting.

Maragoli and Bunyali cultural festivals

Maragoli cultural festivals is done annually and mostly in December where the traditional practices varying from foods to attire are displayed. Music and rhythm form an important part of the event, which is normally held in Chavakali.

Maasai

- In the plains of the region are the Maasai a part of the Eastern Nilotic group and speaking Maa languages and semi-nomadic pastoral group of Narok area. Although they are herdsmen of domestic livestock, they co-exist with a remarkably rich variety of wildlife. A section of the Maasai grows crops. They live in a group of huts called Enkangs. Milk mixed with blood then curdled is a traditional Maasai dish.

- The Maasai are a contented people and it is often common to see a Maasai man standing comfortably on one leg holding a spear and not nagged by material things only contemplating his wealth perhaps as much as KShs. 200,000 worth of it on the hoof. "I hope your cattle flourish" is a typical Maasai greeting and one which symbolizes the deep involvement which the Maasai have with cattle. Cattle not only represent wealth but supply food (meat, milk and blood), provide leather for beds and sandals and currency for marriage, fines and sacrifices.
- Life for a Maasai is a series of ceremonies and celebrations. These lead through initiation to junior then to senior warrior hood before junior and senior elder.
- Respect from members of all groups is shown to the OI Laiboni – a mixture of prophets and priests, the most famous of which are from one family and whose names are perpetuated by the peaks of Mt. Kenya – Nelian, Batian and Lenana.

Luos

- These live around Lake Victoria. They are mainly fishermen but also engage in crop production. The changing economic and political circumstances have affected the traditional lifestyle of the Luo who initially have been pastoralists and wealth was measured in land and cattle. Milk and milk products particularly ghee formed an important part of the diet although fish, because of the Luo's riverine and lacustrine background was and is an important food source.
- The Luo traditional dress is the most decorative in Kenya. Body ornamentation together with colourful headgear of feathers and hippo masks and metal ornaments make Luo dancing and festivities an eye-catching scene. Music too is important. Haunting melodies are produced from one stringed lyre called orutu played with a sisal bow and the eight stringed nyatiti. There is a wide

range of other cultural skills such as boat building, basketry and pottery. The latter extends to a fearsome array of clay pipes for smoking locally grown tobacco.

- Initiation ceremonies concentrated on the removal of six lower teeth though this practice is slowly dying out.
- "Nyono" is an important dance.

Concerning religion, the region has both the well established and emerging religious groups. The latter are led by African leaders and their activities are sometimes very unique. Two examples given here are those of Dini Ya Msambwa and Legio Maria Church.

Dini ya Msambwa was founded by the late Elijah Masinde of Kimilili in Bungoma district in 1943. Elijah was a veteran nationalist politician and a remarkable figure in Kenya's history. An international footballer, he became a flamboyant nationalist and leader of this sect. The sect had following in East and Central Africa. Elijah created a lot of trouble to the colonial government. A battle between his group and the administration in 1950's around Mt. Elgon left about three Europeans and twenty-nine adherents dead and henceforth the sect was banned. The Late President Kenyatta lifted the ban in 1964 only to be banned in 1968 due to abuse of freedom again.

Mr. Masinde died in 1987 at the age of 85 years after three decades of turbulent times with the colonial government who detained him for thirteen years and under the Kenyatta regime. He was buried in a family shrine, which is out of bound for non-sect members. The sect still exists but operates underground. They insist that theirs is not a clandestine organization and should be allowed to operate freely. They assert that their leader was a hero as he was the first Kenyan to oppose the white man's rule before Kenyatta and the Mau Mau and should be

considered as a freedom fighter and not a religious lunatic. However, a closer look at the activities of the sect leaves one wondering especially during funerals or burial ceremonies of its members. Unseen forces are consulted and heard communicating with the living people at such gatherings. Of most importance to tourism, such religious sects and shrines could be made tourist sites where the local people could earn a living.

Another religious sect is the Legion Maria Church of Africa. The founder leader claimed to be the messiah though he is being called Melkio Simeo. He hails from Kisumu district in an area called Awasi. However, stories show that he was miraculously found in the bush by a certain old man who brought him up. His miraculous powers emerged at the age of 10 when he could disappear in the thin air at one point and reappear at a different point while herding cattle. He finally disappeared from home and when he came back he formed this religious sect. The followers believe that he is god himself. Together with him is another old lady by name Maria and they believe that she is the real mother of Jesus. She also appeared among the people miraculously.

The most interesting part of this religious sect is that the leader used to control the members without necessarily moving to where they were. He could appear to them anywhere and start talking to them even though they would not see him. When the founder died in 1994 the members kept the body hoping that he would resurrect as he had said when he was alive. It then forced them to bury the body under special conditions and the burial place has been turned into a shrine where people from all walks of life go to seek favours. The place can therefore, become a tourist site and tourists are to be encouraged to visit socio-cultural and religious sites.

4.1.8 Hotels, Restaurants and Curio Shops

Lake Victoria Region has got facilities such as hotels, restaurants and curio shops some of which are of high standard and which are in themselves attractions apart from offering services such as accommodation to the tourists. Western Kenya is soon to become one of the leading tourist areas and will have to compete with other regions for tourism. In this competitive field many hotels, restaurants and mortels plus other tourist resorts are coming up with innovative ways of attracting visitors. There are both old and new facilities of such kinds and below are some of these. First is a look at hotels around Maasai Mara followed secondly by hotels in other parts of the region.

4.1.8.1 *Maasai Mara Hotels and Camps*

Most of the hotels in this region are owned by the world famous hotel chains such as the Block Hotels, Serena Lodges, African Tours and Hotels. They offer very good services. The region also has got tented camps as well as hot air balloon services. The number of hotels in the Mara is quite significant. Some of these include Keekorok Lodge, Sarova Mara and Mara Safari Club. These hotels and camps offers very good services which include accommodation, game drives, fishing excursions on Lake Victoria, hot air balloon safaris, guided walks, cultural dances among others.

4.1.8.2 *Hot Air Balloon Operations at Keekorock*

The balloon operations at Keekorok are owned by Balloon Safaris Limited. They are licensed by the Ministry of Tourism and Wildlife. Balloon Safaris are almost a daily activity in the Mara. It enables one to share an eagle's view of the world's famous game reserve - Maasai Mara. The flights go over the meandering Talek river which is home of the hippos, crocodiles and the grey headed kingfisher. If it is

the right time one is likely to see the famous wildebeest migration (all of one and a half million wildebeest in a single line heading north in search of better grasslands).

Balloon Safaris give one the chance to capture the entire beauty of the Mara from the Loita Hills in the East, the grasslands in the central plains to the swamp forests on the foot of the escarpments in the west. Breakfast and lunches are all arranged and a treat to the lion and other big fives is a must.

All the camps like the lodges offer good services for the comfort of the visitors and treat them to game viewing in all ways possible. Also visitors who are interested in local culture have a chance to learn them. All these make Maasai Mara an ideal place to visit.

4.1.8.3 *Hotels Outside Maasai Mara*

Apart from hotel and camp facilities at the Mara, Lake Victoria Region also has some good hotels and lodges which can add to the comfort of the visitors. Some of these include: Golf hotel Kakamega, Tea hotel Kericho, Homa bay hotel, Sirikwa hotel Eldoret, Soy county club, Bungoma tourist hotel and Sunset hotel Kisumu just to mention a few. They also offer good facilities and organise for outdoor activities (plates 9)

4.1.8.4 *Casinos*

The region has casinos in major towns. The Flamingo casino in Kisumu for example offers discotheque, games including the American Roulette, Black jack and slot machines. It has a restaurant with Chinese dishes. Experienced croupiers spin the roulette and deal cards. Hotel Royale also has introduced slot machines and visitors can now engage in such activities once in the region.

From the foregoing account, it is noted that Lake Victoria region has got great tourist resources, which could satisfy the needs of all kinds of tourists. If these could be developed the industry would become strong in the region thereby

making it one of the best tourist destinations in the country. It should be noted that in most of these sites activities which could occupy tourists include mountain walking, fishing, cruising, bird watching, sun bathing, learning about cultures and conferences just to mention a few.

There is great potential for tourism development in the region but greater constraints also exist. This ranges from the underdeveloped nature of the sites to lack of entrepreneurship among the local population. To encourage the inflow of international tourists to the region a number of measures must be taken. Chapter five and six will give some highlights on the existence of international tourism in the region. Because of the potential good policies are needed to develop them and encourage their usage. Problems highlighted in the sites need action.



Plate 9: Sunset Hotel Kisumu
Source: Researcher, 1997

4.2 Conclusion

This chapter has established the great touristic potential in Lake Victoria Region. It has also looked at the level of utilization of these resources and touched briefly on how they could be developed to benefit the local people.

CHAPTER FIVE

5.0 THE ROLE OF TOURISM IN REGIONAL DEVELOPMENT

The main objective of this chapter is to examine the contribution of international tourism in Lake Victoria Region's economy. The chapter also tries to examine the concentration of tourism in the country and in particular the region of study and looks briefly at the environmental and socio-cultural impacts of tourism in the region. The chapter caters for objectives five, six and seven. From the chapter the null hypotheses one, two and three and their alternatives will either be rejected or accepted. Techniques used here include a series of tables, the location quotient, localization curves, and coefficient of localization.

Tourism as an industry is expected to play a role in regional development. This is because the industry has certain effects in a regions economy. The chapter seeks to find out whether the expected gains are fulfilled in the region. The effects could be direct or induced. Table 5.1 gives the general impacts expected from tourism and in particular economic effects are stressed.

5.1 Structure of Tourism in Lake Victoria Region

Before looking at the economic impact of international tourism in Lake Victoria Region, it is important to look at the structure of this industry in the region first. The structure will enable us to understand the way tourists behave once they are in the region and how this behaviour affects the economy of this region. The aim of this section is to analyse the structure of international tourism and tourism in general in Lake Victoria Region. This is done in terms of origins, volume and pattern of travel. Geographical analyses of tourism can shed light on where the different impacts generated by tourism are occurring and who is being affected. These are important issues, which have often been neglected. Economic research, for example, has

traditionally focused either on spatial national studies, which have stressed costs, and benefits in overall terms but with no attempt to bridge the gap between the two. Likewise, social impact studies rarely examine the geographical contents of the processes or impacts they are describing, and environmental research often does not consider the extent of the impacts identified. Analyses of spatial variations in the nature and extent of tourism development can provide essential inputs into the assessment process. A spatial perspective can add greatly to the assessment of the impacts of tourism by indicating the nature and extent of tourist activity and likely problem areas and by highlighting the sorts of problems, which may occur in different places.

Researchers examining the impacts of international tourism in developing countries (Kenya included) have emphasised the structural relations between the areas of origins and destinations. The models share many common features and the structural model is concentrated upwards through the local- regional-national hierarchy with international transfer occurring between the national urban centres in the generating and receiving countries. Dispersal or movement of international tourists within the peripheral destination is more restricted with most movements occurring between resort enclaves. Movements may occur between such enclaves but only limited travel to other areas. Metropolitan countries control most movements of tourists in peripheral countries. The relationships between metropolitan and peripheral countries occur because of the technological and economic superiority of the travel generating metropolitan core areas (that is they have technical know-how, have marketing experience and also control most international airlines) and the willingness of the destination areas to adopt metropolitan values and solutions to meet the various demands of the metropolitan travellers. In particular he stresses the role of metropolitan countries as air carriers

who can effectively and selectively control the internal links between the market and the destination. These countries are again advantaged by their direct contact with the market. The various international organisations that have emerged in developing countries encourage these countries to develop their tourism potential. The countries concerned believe that tourism is for their own benefit though it is the metropolitan countries that benefit a great deal from third world tourism.

Tourism is set to become the world's single largest industry by the year 2000 and the task of promoting fair trade is important. It requires fair play and acceptable working conditions for tourist workers in host countries as well as consultation and local communities' participation. One barrier to fair trade is the industrial scale of tourism. According to the Association of Independent Tour Operators which represent 150 small to medium sized operators in a multi million dollar market dominated by a few foreign corporations, 70% of the foreign holidays booked in Britain are bought just from three giant travel companies. These giant operators are obliged to ensure consistency of quality and price and must opt to buy European goods by-passing local suppliers who have to struggle with poor or under financed infrastructure. Others purchase locally but use their buying power to force prices down or run an all-inclusive holiday that keeps the tourists and their money inside the hotel. Tourists don't need to venture outside the gates. They would just as well be on the moon as in the middle of any particular country. Local suppliers inevitably lose out.

Despite such difficulties some host communities are fighting back against international package deals where profits go back to foreign airlines, hotels and tour operators. For example, in Madras India a local tour agency by name Kolam Tour Agency gets tourists involved in the design of their movements as a way of making them learn something about the country and places they visit. Group sizes are kept

small to allow interaction with locals and to prevent a flood of tourists at any one particular site. It also means they can use small locally owned independent hotels. When tourists are put in local homes Kolam ensures the families are paid the same as regular standard hotels. The agency stays away from repeatedly visiting the same villages in an attempt to scatter income more widely and to prevent them becoming commercialised. It takes its visitors to eat at specific restaurants and in peoples' homes rather than in international food chains. He encourages the sampling of Indian consumables rather than items found everywhere. The agency even flies its tourists out on the national airline that is, Air India because the cost of the flights is the largest single expense of the tours and they expect it to be spent in India. The tourists buy local artefacts from government run crafts centres and also from those run by the people. A fair wage is paid to the guides to make sure those employed have a well-rounded knowledge and enthusiasm for the subject.

The structure of tourism discussed below shows how peripheral tourism is less developed. All tourist activities are concentrated in the national tourism offices and resort enclaves. The national offices have got connections to the metropolitan cities that control tourism in third world countries. Few people therefore benefit from such a structure. On the other hand tourism in the developed countries is well connected with national, regional and local offices thereby benefiting majority of their own people.

The structure of international tourism in Lake Victoria Region is hereby examined in terms of origins, volume and pattern of travel and the impact of that pattern on the local population. It has been noted that the structure resembles that of developing countries. The discovery made by Britton (1980) in the Fiji Islands and a number of such studies seem to apply to the Lake Victoria Region as he notes that, "There seems to be little doubt that the spatial organisation of tourism is

directly related to pre-existing fixed capitals originally developed to serve colonial interests". Why this is so is then explained in terms of the structural characteristics of peripheral economies as a whole. Because of these, attempts of redistributing the impact of tourism will not be successful unless there is some change in these underlying structures.

Post war expansion of tourism has witnessed the development of package tourism, which is not conducive for developing countries. The different travel patterns exhibited by destination visitors and circuit travellers have important implications in terms of distributing the impact of tourism. International tourists visiting Lake Victoria Region land at the international airports in the country such as Moi in Mombasa and Jomo Kenyatta in Nairobi. This means they are likely to tour other areas and spend a large part of their money before reaching the Western Region and a small percentage of their cash is spent while in the region.

The region receives an average of about 100,000 international tourists annually and these head to Maasai Mara National Reserve. Tourists who visit western Kenya have to use guides or vehicles from well organised and established firms in the international landing areas. It is not uncommon to see *safaris* organised by tour firms like Pollman rolling down towards the lake in the early hours of the day and moving back to the resorts in the evenings. These firms advise tourists on where to visit and at the same time transport them to the various sites. Fewer tourists travel on their own. The few who travel on their own use public transport such as rail, road, air and water services. If for example, they travel by road they use special services like the Akamba Royal Bus or Wepesi. Hardly do they use local bus network, which operate from local or public bus stops. According to information gathered from Kisumu Airport, Kisumu Pier and railway stations in both Kisumu and Nairobi, a negligible number of international tourists use these

services. Records to these effects hardly exist, as the differentiation of visitors is not given a priority by the railway authorities.

International tourists visiting Lake Victoria Region are of various groups. There are those who travel on their own, that is, people on own guided tours, there are those volunteer tourists, student tourists or those from international schools and tourists on package tours. Individual tourists are few and perhaps include researchers who are carrying out research in places such as Homa Hills where vulcanicity is still a factor and those involved in the research for solution to the water hyacinth that has of late invaded Lake Victoria. Due to the mixture of international tourists visiting this region different sites are visited at one time or another. Tourists who are out for leisure may opt to visit the national parks, game reserves and other sanctuaries and travel to other tourist sites like the islands. Most tourists to the Lake Region come from different countries and among these are America, Britain, Germany, France, Italy, Belgium and African countries such as Zimbabwe, South Africa, Uganda, Nigeria and Morocco. The British, Americans and the French are fond of watching wildlife in game parks, while the other nationalities like Germans and Italians prefer coastal beaches and those who visit western Kenya go for wildlife and tour parts of the lake's beaches and islands. Most of these tourists are in their middle ages or above. Younger ones are mostly students who are on educational tours.

Once in the Lake Region, tourists show marked pattern of movements. Generally their activities are concentrated in a few places such as Maasai Mara and Rusinga Islands. The movement is from one resort to another and little trickle down effect is felt. Those who spend only a day in the region are mostly brought from Nairobi or Mombasa by the tour operators and move from site to site in groups and then travel back to their respective hotels outside the region. Most of these tour

companies are based in the landing urban centres like Nairobi and Mombasa and they rob the local tour operators of the much-needed market. Those who stay for days have to get accommodation at the region's hotels or resorts. Major urban centres in this region have one or two tourist class hotels, which offer accommodation and other services. For example, Kisumu which is at the central place of the region boasts of three tourist class hotels and a number of restaurants. These hotels include Sunset, Imperial and Milimani resort all within Kisumu town. The other towns in the region also have good hotels. In Kakamega there is the Golf Hotel, Kericho has Kericho Tea Hotel, in Eldoret there is Sirikwa Hotel, Rusinga Island has Rusinga Safari Club while Takawiri Island has Takawiri Island Resort. The region, however, records low bed occupancy because almost 80% of tourists to this region are domestic who do not make use of high-class hotel facilities. Some international tourists may use the best hotels in the region but these are owned by either government or parastatal bodies, foreigners and their urban counterparts. Mostly local people participate as employees.

Tourists accommodated in these centres are transported by local tour companies to various sites and occasionally stop to buy artefacts from local businessmen like the Akamba handicrafts and Kisii soapstone dealers along Kenyatta Avenue in Kisumu town or in markets such as Bumala, Kericho and Kitale. Such interaction, however, is minimal as tourists move mainly from one resort to another without interacting with the local people. This is because tourist related activities are few since the local people have not ventured into the industry, as is the case with areas such as the coast. There is no tourist market and curio dealers are hard to come by in the region. Most beaches and tourist sites are undeveloped and lack activities and this makes it hard for any meaningful interaction to take place. Until a time reaches whereby the tourist sites have

developed and the local people ventured into the business, it is unlikely that the trend will change. Other details of international tourism in the region are given in tables 5.2-5.6

Table 5.1: General Impacts of Tourism Balance Sheet

Economic Impact Balance Sheet	
Potential Economic Benefits	Potential Economic Costs
<ul style="list-style-type: none"> - Employment generation (hotel employees, game wardens, drivers, cooks) - Foreign exchange earnings - Income generation - Government revenue - Diversification of government structure - Regional development - Overcoming local shortages in capital (finance available from overseas). - Stimulating building and construction - Increased demand for goods in public and private sector - Improvement of infrastructure 	<ul style="list-style-type: none"> - Unequal employment-local people participating as employees only - Tourist expenditure may leak from the economy - Overseas investments may lead to profit repatriation - Government costs stemming from the industry's infrastructural requirements - Competes for indigenous labour, capital and land resources
Physical Environment Impact Balance Sheet	
Potential Environmental Benefits	Potential Environmental Costs
<ul style="list-style-type: none"> - Environmental protection through legislation - Awareness of importance of conservation- educational or ecological values - Extension of environmental appreciation and pride - Effective landuse and wildlife protection 	<ul style="list-style-type: none"> - Environmental degradation- pollution of water, air and land - Crowding and congestion - Damage to natural resources-resource depletion - Loss of land for other uses - Loss of flora and fauna - Architectural and aesthetic pollution - General impact on eco-systems, for example, reefs
Socio-cultural Impact Balance Sheet	
<p>This depends on the type of tourists attracted to the region and the structure of the industry in terms of ownership. The level of involvement of the local people is very important.</p>	
Socio-cultural Benefits	Socio-cultural Costs
<ul style="list-style-type: none"> - Opportunities for social mobility - Exposure to other cultures - Revival of traditional arts and crafts - Restoration of sites and monuments - Increase in community self awareness - Improvement of social facilities - Appreciation of local culture - Promoting international corporation 	<ul style="list-style-type: none"> - Overcrowding of infrastructure - Negative demonstration effects - Employment inequalities which causes friction and tension - Increase in undesirable activities - Erosion of indigenous language and social norms/values - Commercialisation and debasing of art forms - Cultural erosion
Benefits or Costs	
<ul style="list-style-type: none"> - Altering settlement patterns - Changing economic and occupational structure - Changing demographic and social structure - Demonstration effects-changes in consumption habits 	

Source: Modified from (Milne1990, Irandu 1993)

Table 5.2: Frequency of the Visits to Tourist Sites in Lake Victoria Region

Site	Frequency
Maasai Mara/Ruma	30
Rusinga Island	5
Cultural/Historical/Archaeological sites	5
Business Activities	4
Lake Victoria	3
Other	3
Total	50

Source: Researcher, 1997

Table 5.3: Source of Information About the Lake Region

Source	Percentage
Tour agents	60
Mass Media	25
Friends	10
Other	5
Total	100

Source: Researcher, 1997

Table 5.4: Length of Stay by International Tourists

Duration (days)	Frequency
1-3	16
4-7	20
8-14	6
Over 14	8
Total	50

Source: Researcher, 1997

Table 5.5: Composition of Visitors Surveyed by Country of Origin

Country	Frequency
America	9
Germany	5
Britain	8
France	5
Middle East	4
Africa	5
Scandinavian Countries	6
Asia	8
Total	50

Source: Researcher, 1997

Table 5.6 Visitor Trip Index

No. of Visits	Percentage
First	70
Second	10
Third	5
Fourth	5
Fifth	10
Total	100

Source: Researcher, 1997

Three groups of International tourists visiting Lake Victoria region are identified. These are discussed further in the sections that immediately follow.

(i) International Tourists on Package Tours

These are the tourists who visit the region in large groups. Often they fly directly from Nairobi's Wilson Airport or from other airports to the region with most of the

flights directed towards Maasai Mara National Reserve from where upon smaller flights go to Rusinga and Ruma. Their movements are arranged and controlled by tour agents and lodge, resort or hotel owners who are mostly located in large urban centres. About 85% of expenditure by this group of tourists therefore remains in the large urban centres and caters for transport, accommodation, meals, entertainment, shopping and site seeing. A mere 15% of their expenditure goes to the local population through the purchase of local artefacts and other incidentals. Most of these tourists prefer international standard hotels especially in the Maasai Mara region where 80-90% of the employees are foreign to the region and where ownership of these facilities are in foreign hands. The impact of this group of tourists is, therefore, felt by mainly foreigners and their urban counterparts as even shopping by this group is done in big cities before embarking on safaris.

(ii) Drifter (Own Guided or Individual) International Tourists

This group comprises of tourists who tour the region on their own. They can be brought by tour operators or travel on their own to the region. Even when brought by tour operators, they are left on their own to tour the region. They can land into the region by air or road but sometimes through the lake. They can use local transport though of special kind such as the first and second class facilities of the train or marine vessels. Those who come by air on their own land at Kisumu or Eldoret airport though their number is quite small. They then use local tour and taxi services to visit the region's tourist sites. They spend a large percentage of their money within the region to cater for accommodation, meals, transport, shopping, entertainment, site seeing, handicrafts and other incidentals. This suggests that a large percentage (almost 80%) of expenditure by this group remains in the region to

spark off other related economic activities. However, the number in this group is quite small.

(iii) International Tourists on Transit

The tourists in this group basically pass through the region to other areas or neighbouring countries. They can stay in the region for a day or so. Most of them use trucks and look for public camping sites where they stay overnight. Most of these tourists are in their late teens and are probably students from various regions who form groups to tour other areas. Even though they are often on transit, their spending often affects the local population as they obtain facilities from them. They use local camping sites, purchase local foods and other items and seek entertainment from the local service facilities. Such groups are however few. The expenditure pattern of the various tourist groups and the user percentage of different modes of transport are as shown in the tables below.

Table 5.7: Percentage Expenditure Pattern by International Tourists

Items	Tourists on Package	Drifter Tourists	Tourists on transit
Transport		20	20
Accommodation		20	10
Meals		15	20
Entertainment	90	10	5
Site seeing		15	10
Shopping		10	20
Handicraft	5	5	10
Incidentals	5	5	5
Total	100	100	100

Source: Survey Data, (1997)

Table 5.8: International Tourist User Percentage for Each Mode of Transport

Mode	Arrival	Departure	Average
Road:			
- Public	2	1	1.5
- Private	18	14	16
Air	70	75	72.5
Train	8	9.5	8.75
Water	2	0.5	1.25
Total	100	100	100

Source: Survey Data, (1997)

The type of tourists described above and their expenditure pattern plus the mode of transport used impact on the region under study and their impact is described below. From the expenditure and transport pattern shown one is likely to guess that the impact of international tourism is small since most of the visitor's money remains in the capital city or landing centres.

5.1.1 Formal and Informal Tourism

According to the Tourist Space Model, there exist two sectors in tourism. These are the formal and informal sectors. The formal sector constitutes the upper circuit while the informal sector the lower one.

The impact of both formal and informal tourism in developing countries depends on the number in each sector, leakage rate in both sectors, the length of stay and per capita expenditure of the clientele from both groups. The existence of the two sectors in a region implies that development of facilities should consider members in each sector so that each group is catered for. So, in the case of resorts there should be both formal and informal sector resorts. The tourist Space Model shows that in a region, there is likelihood of having areas dominated by informal sector, others by formal, others by both formal and informal, while other areas remain outside the influence of any tourist activity. The model shows that

tourist influence in developing countries is confined to a number of locations and the connecting corridors while other areas are hardly visited by international tourists

The two sectors of tourism can be identified in Lake Victoria Region. The area has both high class and low class tourist facilities. The high-class facilities are however few and isolated. More so, there are areas dominated by a particular sector, areas where the two coexist, while other areas are outside any tourist activity. For example, for along time Maasai Mara has been dominated by the formal sector and has been catering mainly for the upper circuit. In the major urban centres in the region, there has been co-existence of both sectors. The centers boast of facilities such as big hotels (Sirikwa, Sunset, Kericho Tea, Homa-Bay), but also have low-level facilities in the form of small hotels and curio dealers. There are also interior areas in the region where tourism activities have not penetrated. However, it has been found that security matters restrict tourists to the formal sector.

5.1.2 Domestic Tourism

Domestic tourism has been an important sector in the tourism industry within this region. This is because the sector is well integrated into the local economy through its activities. It has been observed that almost 80% of the visitors to the tourist sites in the region are domestic except for the Maasai Mara where they account for about 20%. This could be due to the high lodge charges and distance from the vast areas of the region combined with lack of reliable means of public transport to the region. The reserve favours people with own means of transport. Other tourist sites in the region are accessible by public means of transport and are visited by domestic tourists on a large scale.

Domestic tourism identifies with the informal sector which has many small-scale activities and where majority of the local people are involved. For example,

out of the almost 800 hotels, restaurants, clubs and small establishments of such kinds in the region, 90% are in the local hands even though such establishments are not frequented by international tourists. It was observed that domestic tourists in this region use these informal sector services and products thereby promoting the local economy. Domestic tourists in this region do not prefer big hotel accommodation. Most of them use local hotels. They use their money in other areas such as site seeing. It means that domestic tourists in the region are much more integrated into the local economy since they use local transportation system thereby creating employment for the local people; they prefer local guest houses run by local people; they use local food items prepared by local cooks; and prefer local dances and festivals. It could form a base for the development of tourism in general in this region.

5.2 Economic Impact of International Mass Tourism in Lake Victoria Region

This section is testing hypothesis one and two. It seeks to establish whether the local people are involved in most activities related to international tourism or not. The section also tries to find out whether there is any significant relationship between economic growth and international tourism in the region.

International mass tourism has been identified by a number of scholars to have both positive and negative economic impacts. The impacts however, depend on the type of tourists to a region. International tourism is expected to offer employment to a particular region and have backward and forward linkages. There could be direct or indirect employment opportunities generated by tourism. The employment and income generating effects of tourism results from visitor expenditure. It has been argued that the income from these visitors is supposed to benefit more people than just those involved in the industry such as hotels. The

money tourists spend spreads to other parts of the national or regional economy besides being lost in paying for imports. Tourists spend money directly in hotels, restaurants, and places of entertainment and even on transport. The money received by these businesses is spent indirectly on wages and purchase of goods and services and so extra money filters into the regional economy inducing higher levels of overall spending, (Irindu, 1993). Several rounds of spending may occur before the tourist income is lost either overseas or on private or public savings. This impact is what is referred to as Tourist Income Multiplier. It is upon the affected society or region to weigh these effects and find out the best way to make the industry serve regional development goals, (Pearce 1987). The negative and positive gains are taken to compensate one another. The chapter seeks to establish whether the expected gains are fulfilled in the study area.

5.2.1 Employment Opportunities Generated

One of the major contributions from international tourism in a region is supposed to be the creation of employment opportunities either directly or indirectly. The industry is supposed to employ a sizeable number of people from the region in various fields related to the industry. Looking at the whole country in general, tourism employs quite a reasonable number of people and constitutes almost 10% of the GNP. Over 180, 000 and 300,000 people are engaged directly or indirectly in the industry in the whole country respectively. The total earnings have been increasing with fluctuations in certain years. For Lake Victoria region, employment in the industry in general and by international tourism can only be appreciated after looking at the employment profiles for the various districts in the region.

Most employment profiles show that agriculture is still a major employer in the region meaning that tourism could just be employing a small fraction of the region's population. According to most employment profiles agriculture employs

over 50% of the total labour force and the remaining percentage is shared by other sectors. Employment profiles for Kisumu, Kisii, Narok, Trans-Nzoia and Uasin Gishu are given below.

Table 5.9: District Employment Profiles, 1996

	Kisumu	Kisii	Uasin Gishu	Narok	Trans-Nzoia
Agriculture	53	78.3	79.3	77.6	50
Wage employment	8.0	0.3	6.8	0.19	7.7
Urban Self Employment	20.0	6.7	5.3	5.2	3.6
Commercial Activities	19.0	25	8.6	17.01	38.7
Total	100	100	100	100	100

Source: Development Plans (1996)

The region has different categories of land. It has been observed that most of the land is under agriculture though there are some categories especially the medium and low potential plus all other marginal land that could be made available for tourism and wildlife activities especially if the returns could be higher than it is at present under agriculture. These are the areas, which should be targeted in order to increase activities related to tourism to enable the industry to employ a sizeable number of the local population and help in diversifying the region's economy. With the worldwide fluctuations in agricultural commodities and the recent trends of unpredictable weather there is need to diversify the region's economy for sustained growth (Table 5.10).

Table 5.10: Categories of Land in Lake Victoria Region (000 hectares)

	High Potential	Medium potential	Low Potential	Total	All Other Land	Total land Area
Nyanza	1,218	34	-	1,252	-	1,252
Western	74	-	-	741	82	823
Kencho	380	-	-	380	109	489
Nandi	234	-	-	234	40	274
Narok	908	-	704	1,612	240	1,852
Trans-Nzoia	208	-	-	208	39	249
Uasin Gishu	327	-	-	327	51	378

Source: District development plans (various districts)

To understand further the economic impact of international tourism in Lake Victoria Region, it is important to identify the key players in the industry within the region. These include:

- (i) KWS, LBDA and Ministry of Tourism officials
- (ii) Hotel employers and employees
- (iii) Tour and travel agents
- (iv) Curio and local artefacts dealers
- (v) Boat operators and fishermen
- (vi) Shoe shine boys

KWS and Ministry of Tourism Officials

KWS, LBDA and Ministry of Tourism officials are government employees with a national outlook. They have to implement policies related to tourism in the region. The three bodies offer employment to all Kenyans and not just people from the lake region. KWS is directly involved in wildlife conservation matters. As far as wildlife is concerned the region has four national parks (Mount Elgon, Ruma, Ndere, Saiwa swamp), two game reserves (Kakamega and Maasai Mara) and a number of animal sanctuaries. Out of these only two parks charge gate fees. These are Ruma and Mount Elgon. The proceeds go to KWS headquarters. Until recently KWS had no activities related to wildlife that could benefit the local people. Currently some community support projects are going on in places such as Ruma and it is expected that the proceeds will be used mainly to support local communities who are bearing the cost of conservation.

Between the region's two national reserves, it is only Maasai Mara, which is earning any meaningful income from gate charges which goes to the local county council. The authority is supposed to plough back the income into the region to make the local people benefit from wildlife. However, the situation in Maasai Mara

and Narok district in general is deplorable meaning that the large sums of money collected as gate charges do not create a positive impact on the local people. It is in this district where infrastructure is in a mess. Poor infrastructure means that the people can not engage in any meaningful economic activity as the supply of commercial products is limited. For instance, the local *bandas* in Maasai Mara will therefore be run by a few rich people who have good connections in order to get regular supply of goods and trade items. Maasai Mara is a region, which could have benefited the local people much as it receives international mass tourists on a large scale. On the other hand, Kakamega national reserve does not charge gate fees and there is little economic activities that could support the local people.

From the foregoing account, one is likely to conclude that wildlife facilities in the region are not being fully utilised. What makes some parks charge and others not to charge gate fees is hard to understand yet these facilities occupy land which could have been used for other productive purposes. It is a challenge to the government to ascertain that this trend is reversed to enable the local people to benefit. It is also noted that the parks in this region fall under category (D) thereby earning the region less revenue compared to other parks from international tourists (Table 5.12).

Table 5.11: Animal Sanctuaries in Lake Victoria Region and their Usage

Park or Reserve	Gate Charges	Local Bandas	Authority
-Maasai Mara	Yes	Yes	LCC*
-Ruma	Yes	Yes	KWS
-Mount Elgon	Yes	Few	KWS
-Kakamega	None	Few	LCC*
-Saiwa Swamp	None	None	KWS
-Ndere Island	None	None	KWS
-Kisumu Impala	None	Few	KWS

* Local County Council

Source: Researcher, (1997)

Wildlife has impacted negatively on the locals as they destroy crops, infect livestock and kill or maim people resulting into reduced economic activities. However, KWS has tried to control wildlife by creating fences, transferring species or shooting others as indicated in Table 5.13

Even though wildlife seems not to be benefiting the local people, it has been noted of late that KWS has tried to alter this trend by entering into a memorandum of understanding with the stakeholders in the industry and it now ploughs back 25% of its revenue to local communities. The wildlife sites such as forest reserves are used by the local people for educational and economic purposes and in some places the local people construct *bandas* which earn them some revenue.

Table 5.12 Visitor Entry fees for Animal Sanctuaries in Lake Victoria Region and Kenya

Visitor Entry Fees				
	Age group	Non Residents US\$	Kenya Residents (Kshs)	Kenya Citizens (Kshs)
Category A: - Amboseli - Aberdares - Lake Nakuru	- Adults	27	250	100
	- Children	10	50	25
	- Students/ Organised groups	10	50	25
Category B: - Tsavo East - Tsavo West	- Adults	23	200	100
	- Children	8	50	25
	- Students/ Organised groups	8	50	25
Category C: - Nairobi - Shimba Hills - Meru	- Adults	20	150	100
	- Children	5	50	25
	- Students/ Organised groups	10	50	25
Category D: - All other parks (all parks and reserves in Lake Victoria region included here)	- Adults	10	150	100
	- Children	5	50	25
	- Students/ Organised groups	5	50	25

Source: KWS (1997)

Table 5.13: Animals Shot on Control from 1994-1996

Year	No. Shot	Species	Reasons
1994	27	Hippos	Crop destruction
1994	10	Baboons	Invading both livestock and crops
1994	16	Vervet Monkeys	Crop destruction
1995	8	Hippos	Crop destruction
1995	2	Crocodiles	Human/ Wildlife destruction
1995	27	Monkeys	Human/ Wildlife destruction
1995	10	Hippos	Human/ Wildlife destruction
1996	12	Monkeys	Human/ Wildlife destruction

Source: KWS, (1997)

A look at tables 5.14 and 5.15 shows that international tourists visiting parks in Lake Victoria Region are few and only Maasai Mara has a significant number.

Table 5.14: Usage of Animal Sanctuaries in Lake Victoria Region

Region	Adult Residents	Adult Non Residents	Children	Season and other Non Paying Visitors	Total
-Maasai Mara	32,346	89,655	4,200	6,998	133,199
-Mount Elgon	2,561	1,142	582	1,171	5,456
-Saiwa Swamp	1,128	1,087	181	180	2,576
-Ruma	-	-	-	-	-
-Ndere Island	-	-	-	-	-

Source: Statistical Abstract, (1996)

Table 5.15: Visitor Statistics For Kisumu Impala Park: - 1996 July-1997 June

Month	Adult Residents	Adult Non Residents	Children Residents	Children Non Residents
-July	2208	85	1884	3
-August	2890	62	3090	1
-September	2009	47	2069	11
-October	3304	62	4771	-
-November	2179	54	3363	-
-December	4919	100	7759	66
-January	2562	119	2262	3
-February	1613	50	861	7
-March	2362	87	1750	28
-April	2020	42	1604	11
-May	1959	60	1547	1
-June	1978	56	1623	4
Total	30003	824	32589	135

Source: KWS, Western Region, 1997

It is observed from table 5.9, for example, that international tourists made 70% of total visits to Maasai Mara, 0.8% to Mt. Elgon and Saiwa Swamp and 47% for Kisumu Impala Park. Even though Kisumu Impala gets a significant number of international tourists it should be noted that it does not charge gate fees.

Employment in Hotels

As far as hotel industry is concerned, the Lake Region has got quite a number of categories. The tables below show details on the hotels in the region as compared to those of the whole country.

Table 5.16: Distribution of Classified Hotels in Kenya

Star Rates	5	4	3	2	1	Total	Uncl	Total Reg.
-Nairobi	4	3	9	10	17	43	195	238
-Coast	18	23	23	14	6	84	465	549
-Rift Valley	-	1	1	6	6	14	284	298
-Central	-	-	3	6	6	15	99	114
-Eastern	-	1	-	1	1	3	70	70
-North Eastern	-	-	-	-	-	-	1	1
-Nyanza	-	-	2	2	3	7	88	95
-Western	-	-	1	1	-	2	22	24
Grand Total	22	28	38	40	39	168	1224	1392

Source: Ministry of Tourism and Wildlife, (1995)

From table 5.16, it is observed that the two major provinces of Lake Victoria Region that is, Western and Nyanza seem to be lagging behind in terms of hotel establishments. However, the region has some hotels to cater for any kind of tourist. There is however, concentration of these facilities in larger urban centres such as Kisumu, Eldoret, Kitale, Kakamega, Kericho and Narok.

Table 5.17: Distribution of Classified Hotels in Lake Victoria Region (1995)

Star Rates	5	4	3	2	1	Total Class	Uncl.	Total Reg.
-Kisii	-	-	-	-	2	2	16	18
-Kisumu	-	-	2	1	-	3	53	56
-South Nyanza	-	-	-	1	1	2	16	18
-Siaya	-	-	-	-	-	-	3	3
-Bungoma	-	-	-	1	-	1	12	13
-Kakamega	-	-	1	-	-	1	4	5
-Busia	-	-	-	-	-	-	6	6
-Kericho	-	1	-	1	-	2	7	9
-Uasin Gishu	-	-	1	1	1	3	33	36
-Nandi	-	-	-	-	-	5	5	5
-Trans-Nzoia	-	-	-	-	-	-	20	20
-Narok	-	-	-	-	-	-	40	40
Total	-	1	4	5	4	19	215	229

Source: Ministry of Tourism and Wildlife, 1995

Table 5.17 shows that the classified hotels in the region are rather few compared to the region's size. Nyanza province has seven out of the 168 classified hotels while Western has only two. On a district basis, the various districts in the region have one or two classified hotels. Occupancy is also lower especially by international tourists except for Maasai Mara and Western Province. Most hotels with very high standards in the region are owned by outsiders and these are the ones frequented by international tourists (Table 5.18 and 5.19)

**Table 5.18: Hotel Rooms and Beds Available in Lake Victoria Region (1996)
(000 Bed Nights)**

Region	No. of Hotels	No. of Rooms		No. of Beds	
		Available	Occupied	Available	Occupied
-Narok	24	257.1	120.1	412.1	132.1
-Nyanza Basin	207.2	207.2	78.4	391.1	78.6
Western	33	396.0	128.1	761.6	65.6

Source: Statistical Abstract, 1996

Table 5.19: Hotel Rooms and Beds Occupied (000 Bed Nights)

Region	Foreign Residents	TZ and UG Residents	Residents of Kenya	% Occupied	Bed occ. Rate	Room occ. rate
-Narok	120.1	0.1	11.6	0.3	32.1	46.7
-Nyanza Basin	18.2	1.4	58.6	0.4	20.1	37.8
-Western	93.8	6.4	12.1	4.3	8.6	43.0

Source: Statistical Abstract, 1996

Other details of the hotel industry in the region are given below and also in Appendix 2 and 7.

Table 5.20: Forecast of Hotel Bed Nights Occupation (000 Bed Nights)

	1976	1984	1995	2005
Total in Kenya				
-International	2,505.5	3,478.5	5,949.4	9,691.0
-Domestic	1,068.1	1,298.8	2,107.5	3,774.2
-Total	3,561.3	4,684.3	8,056.9	13,465.2
Maasailand West		138.6	314.6	474.6
Nyanza Basin			25.6	38.7
-International	6.6	11.3	152.4	273.0
-Domestic	43.8	80.3	178.0	311.7
-Total	50.4	91.6		
Western				
-International	4.2	18.8	42.7	64.4
-Domestic	14.8	37.5	71.2	127.5
-Total	19.0	56.3	113.9	191.9
LBDA TOTAL				
-International	10.8	168.7	382.9	577.7
-Domestic	58.6	117.8	223.6	400.5
-Total	69.6	286.5	606.5	978.2

Source: Statistical Abstract, 1996

Table 5.21: Forecast For Employment in Hotels and Lodges

REGION	1984	1995	2005
-Maasailand West	433	1,060	1,722
-Nyanza Basin	648	932	1,468
-Western	473	810	1,229
LBDA Total	1,554	2,802	4,419

Source: Statistical Abstract 1985

Note:

- (a) Maasailand - West Narok district
 Nyanza Basin - Nyanza Province and Kericho District
 Western - Western Province (Nandi, Uasin Gishu, Trans-Nzoia, Pokot, Elgeyo Marakwet, Baringo)
- (b) Number of wage employment per hotel beds 0.85 was used

Table 5.22: International Tourist Class Hotels in Lake Victoria Region and their Ownership

Hotel	Star Rates	Bed Capacity	Ownership
- Paradise Mara Lodge	5	90	Non-Local
- Keekorok Lodge	4	158	"
- Serena Lodge	4	156	"
- Maasai Safari Lodge	4	90	"
- Kichwa Tembo	3	80	"
- Mara Buffalo Camp	3	72	"
- Mara Intrepids Camp	3	42	"
- Mara Sarova Camp	3	90	"
- Sopa Lodge	3	144	"
- Siana Springs	3	65	"
- Governor's Camp	2	72	"
- Little Governor's Tented Camp	2	34	"
- River Camp	2	52	"
- Park Villa-Webuye	2	30	Local
- Golf Hotel Kakamega	3	124	"
- Soy County Club Eldoret	1	33	"
- Sakawa Towers Kisii	1	25	"
- Imperial Hotel Kisumu	3	150	"
- Homa Bay Hotel	2	40	"
- Kisii Mwalimu Hotel	1	31	"
- Sunset Hotel Kisumu	3	100	"
- Farm View- Busia	1	40	"
- Gilly Hotel Migori	1	52	"
- New Lincoln Eldoret	1	42	"
- Midwest Kericho	3	83	"
- Sirikwa Hotel Eldoret	3	200	"
- Tea Hotel Kericho	3	90	"
- Mount Elgon Lodge	1	14	"
- Milimani Resort Kisumu	1	44	"
- Bungoma Tourist	1	36	"

Source: Kenya Association of Hotels and Restaurants, (1997)

Table 5.23: Examples of International Tourist Hotels and their Particular Owners

Hotel	Ownership
Homa-Bay Sunset Kericho tea Sirikwa	African Tours and Hotels
Keekorok Lodge Maasai Mara Serena Lodge Mara Sarova camp Mara Safari club	Block Hotels Serena Lodges and Hotels Sarova Hotels Lonrho Hotels

Source: Researcher, 1997

In terms of employment, hotels in the region employ people in different categories. Most of these employees are local in the sense that they are Kenyans with a few foreigners in some top positions in some of the hotels. When tourism is considered in general the employment opportunities generated is quite significant. It has been observed as per empirically derived estimates that with about 2815 hotel beds in the region by 1987, 6,000 workers directly and 4,000 indirectly depend on tourism in this part of the country. Many more people find employment in tourism related informal sector activities such as shoe shining, curio shops, rituals and dances. However, when international tourism is considered on its own a different picture emerges.

Most visitors to hotels outside Maasai Mara are local and the reverse applies to Maasai Mara region. There are few exceptions to this such as Rusinga island fishing club whose pattern of visitor turn out almost resembles that of the Maasai Mara region. It means that in the Mara area, almost 90% of visitors to the lodges are foreign. Outside this region, 10-20% of the visitors are foreign.

From the foregoing account, it is deduced that international tourism employs a small number of people in hotels and related services in the region excluding

Maasai Mara area. In the Mara region it is international tourism that employs many of the workers but the problem with this area is that most of the lodges are owned by non-local people and most of the employees are from outside Lake Victoria Region. The indigenous population of this area are the Maasai who are traditionally pastoralists. It is not therefore, uncommon to find these local people in the lowest job positions in such establishments. From the above tables, it is observed that bed and room occupancy by international tourists is low in Western and Nyanza provinces and high for Maasai Mara region.

The low bed occupancy by international tourists in this region implies that international tourism employs a small percentage of the local population compared to other regions. Apart from this, it should be noted that the employment structure in some of the international hotels in the region is low and poor compared to other areas. For example, in one of such establishments, international tourists pay an average of Kshs. 6000 per night. The workers' salary in the same establishment range from Kshs. 2200 to 4000 per month meaning that each worker gets approximately 2.2% of the total monthly income per tourist assuming that occupancy continues throughout the month. This in a way is exploitation of the worker. So, poor salary scale combined with low visitor turn over in hotels outside Mara means that international tourism alone does not have a great economic impact on the indigenous population. Also, if we consider the fact that most of these hotels are owned by people from outside the region then the picture becomes gloomy as a large percentage of their income is likely to leak out.

Employment in Restaurants

Restaurants in the region according to the Kenya Association of Hotels and Restaurants are about 300 though the Ministry of Tourism recognizes an average of about 60. The restaurants are doing better than hotels in that most of them are

in local hands and employ local people. However, their clientele are mostly the local tourists and so they do not benefit very much from international tourists. The twenty restaurants examined in the region portioned less than five percent of their income from international tourists. This is because most high-class hotels also run their own restaurants and international tourists tend to visit these. Table 5.24 below shows the usage of local products by hotels and restaurants in the region.

Table 5.24: Percentage Utilization of Local Products by Hotels and Restaurants (High Class)

Hotels	Agric.	Fish Beef Poultry	Mfd goods	Labour	B/Cons	Trans- port
Mara Hotels	20	40	10	5	20	5
Tourist Hotels Outside Mara	70	80	50	90	60	20
Budget Hotels	90	100	90	100	95	90

Source: Surveyor Data (1997)

From the foregoing account, it is observed that middle class and budget hotels are somehow well integrated into the local economy since they get most of their products from within. The high-class hotels import most of the items they use either from abroad or from major urban centres in the country. This means that they create a low multiplier effect.

Tour Operators, Curio Shops and Restaurants

The tables below compare these facilities on a provincial and district basis.

Table 5.25: Distribution of Curio shops, Tour Operators and Restaurants in Kenya (1995)

Region	Tour Operators	Curio Shops	Restaurants
-Nairobi	113	224	334
-Coast	973	1581	258
-Rift Valley	105	34	73
-Central	20	11	23
-Nyanza	16	-	26
-Western	2	1	5
-Eastern	9	1	17

Source: Ministry of Tourism and Wildlife, (1995)

Table 5.26: Distribution of Curio shops, Tour Operators and Restaurants in Lake Victoria Region (1995)

Districts	Tour Operators	Curio shops	Restaurants
-Kericho	1	-	2
Uasin Gishu	6	-	22
-Trans Nzoia	7	1	2
-Nandi	-	-	1
-Kisumu	16	-	18
-Kisii	-	-	7
-Kakamega	2	1	3
-Bungoma	-	-	2
-South Nyanza	-	-	1
-Narok	21	9	-

Source: Ministry of Tourism and Wildlife, (1995)

Travel and Tour Agents

An average of about 50 firms exist in the region according to the ministry of tourism and wildlife. The local people own 90% of these though some of the owners are of Asian origin who reside within the region. They mostly employ local people though the number of employment opportunities generated is quite small. Most of them employ an average of about five people and since their number is small compared to the region, employment they generate is quite small. The travel agents have a reasonable number of vehicles to cope with tourist demands but the demand for such services is limited especially by international tourists. Income for these travel agents comes from various sources and income from international tourists does not exceed 5% of their total income (Table 5.27)

Table 5.27: Tour/Travel Agent Average Sources of Income in Percentages

Domestic tourists	International tourists	Others
90	5	5

Source: Researcher 1997

The study observed that most of these travel agents deal mainly with air ticketing and bookings and not with vehicle services. This is because

international tourists to the region come in vehicles owned by tour firms in big urban centres while domestic tourists to the region use public means of transport. It can be said therefore that the services of these firms are under used calling for policies that would promote their services as they are well connected to the region through employment of local people.

Curio and Artefacts Dealers

Curio and artefacts dealers are few in the region. Curio shops are found in Trans Nzoia, Narok, Kericho and Kakamega districts. An average of about ten are recognized and Narok district leads in such establishments due to the Mara Triangle. Most of the curio shops in this triangle are run by non-local people. The small-scale curio shops are run by the local people though the business has not established itself very much in the region. The small number of international tourists visiting areas outside Maasai Mara also means that curio dealers outside the triangle do not earn much from the business.

Artefacts dealer are scattered in urban and market centres within the region and are run by the local people. The business however is not well developed as the dealers lack permanent areas such as market stalls to carry out their businesses. The ones in towns too do not get much business from international tourists since the tourists are often directed by tour agents on where to buy such items and these are mostly in the leading large urban centres like Nairobi. Also these dealers do not get much profit from such visitors as when the latter are brought by a tour agent they have to pay a certain percentage to the agent from what the tourists have bought. This shows that tour agents from big towns have monopolised the business and are gaining at the expense of regional traders. The local artefact dealers lack organisation and live from hand to mouth.

They talk of peak and off peak seasons but their income remains unpredictable in most cases.

Boat Operators

Boat operation business related to tourism is still in its early stages. Boat operators who come into direct contact with international tourists are few in this region unlike at the coast. These people are found around Mbita Point-Rusinga island areas and at Bao Beach-Ndere island routes. The business is on small scale and the operators have to supplement the income. Most of these people are also fishermen and involve in the tourism business whenever opportunity arises. That is, when there are tourists whom the KWS boat cannot ferry to Ndere Island or the Rusinga Island Fishing Club cannot meet their demand or when drifter tourists insist on using the local boats. According to them an average of less than 10% of their income comes from international tourists and this means that international tourism does not contribute much towards their welfare.

The transfer of tourists by boats can be a very important source of income to domestic boat operators. Boat (and vehicle) operation charges as per the well-established resorts in Rusinga and Mfangano islands are quite beneficial (Table 5.28). If the local people could also be empowered to raise the standard of their facilities to the required level they could benefit. International tourists prefer the high quality services offered by the resorts in these islands therefore use their boats.

Table 5.28: Boat Operation Charges

Route	Charges in Kshs.
-Kisumu-Mbita-Kisumu by road	8000 per car maximum 4 persons
-Mbita-Takawiri-Mbita	8000 per boat maximum 4 persons
-Mfangano-Takawiri	2000 per boat maximum 4 persons
-Fishing- Site- seeing	3000 per boat per hour maximum 4 persons

Source: Takawiri Island Resort (1998)

5.3 Linkage Between Tourism and Other Sectors of The Economy

The research discovered that the linkage between international tourism and other sectors of the economy is limited. It was observed that additional demands in tourism do not necessarily lead to more production in activities such as agriculture and fisheries where majority of the local population are engaged.

Fishing

The quantity of fish consumed in the tourist class hotels is small compared to that of the local hotels. Fishermen who supply fresh supplies to these hotels are numbered and so majority do not benefit. Most of these hotels also make use of imported or processed fish from well established fish firms who obtain fresh fish from local fishermen at throw away prizes and sell them dearly after processing. Moreover, hotels of all kinds in the region appoint certain individuals who are in most cases rich people to supply them with fish products thereby robbing the local people of the much needed market for their products.

Small Scale Farmers

Hotels of international standard in the region require goods of high standard. Quality and regular supply of the products are therefore to be guaranteed. There are also some agricultural products such as English Potatoes and some horticultural crops that are not grown in most parts of the region and have to be imported from neighbouring districts thereby causing leakages. As in the case of fish and fish products, well known connected individuals often get tenders for regular supply of fresh products to the tourist hotels thereby denying the local people such markets. The existence of middlemen means the exploitation of the small-scale farmers (Bachman, 1988) and this is happening in the region.

Mining

Mining is not an important activity in the region. The only major operation related to tourism is the soapstone production in Kisii. The mineral is used in the carving of items sold locally and abroad to tourists. It employs quite a number of people who have formed co-operatives to run their business. As has already been stated most international tourists do not frequent local artefact stands meaning that the income for these people from them is small. However, this business can pick up once the region starts receiving such visitors on a large scale. Local miners like sand harvesters along rivers such as those in Trans-Nzoia and granitic boulders in Vihiga district could also come together and form co-operatives. This could form a base for local mining operations so that they can also compete with those who have dominated the supply of such items in the region thereby raising their standards of living.

Other Tourist Related Establishments

Apart from establishments which directly come into contact with international tourists, there are those which relate indirectly with them. These include wholesale firms such as those dealing with textile products, foods and beverages, laundry products, electrical goods, houses, building contractors, building material wholesalers, suppliers of fresh products among others. According to cumulative causation, the spending in direct and indirect related activities is supposed to spark off economic activities resulting into regional growth.

Concerning these facilities, tourism has established linkages with them in the sense that tourist related businesses get their regular supply of needed items either from the local distributors or from their headquarters in other areas. For example, when we take textile products, it was discovered that some international tourist class hotels get just a half of their supply from the local textile mills. Some

hotel chains insist that certain textile goods must be bought from specified firms elsewhere as they consider quality and the level of understanding between them. It is therefore not uncommon to find that Fariji Towels from the Coast are ferried all the way to hotels in Western Kenya though Raymonds factory in Eldoret and Kisumu Cotton Mills produce good quality towels.

Household goods such as laundry products and electronics are not manufactured in the region but there are local shops, which distribute and sell these products thereby employing the local population in their operations. In Western Kenya, such businesses are dominated by non-local people who run them in well-established premises. Most of the local population engage in such businesses on a small scale as hawkers. Tourist hotels, however, recognise the well-established premises for the purchase of these items and even though these premises employ local people, they do so on a small scale and the few who are employed are heavily overworked and their salary structure is also poor.

Building and construction is an important activity as far as tourism is concerned. Many hotels are coming up in the region on a yearly basis due to increase of interest in the industry of late. It is, however, questionable to what extent the building industry benefits the local economy. It has been observed that most of the building contractors in the region are non-local people. They could be the rich urban dwellers or the local Asian population who have dominated the economy of this region. They get construction tenders from the upcoming hotel sites and negotiate terms through backdoor. They then employ the local people and pay them miserable wages. Since the rate of unemployment is very great in the region the people have no alternative. They have to be employed for a season and then roam the streets until another such opportunity arises. These same people who operate warehouses in the various urban centres also dominate

the supply of building materials. Of course, the hotels in the region have to go for these items in the well-established premises where they can get the materials at better terms. The region does not mine any building material on large scale and so most of these must be imported creating employment elsewhere. The only building materials mined within the region are limestone and sand (for example, sand harvesting along Moiben River and Koru limestone) and gravel. The problem with these operations is that they are also being dominated by miners from outside who can afford the facilities needed for such operations. Local people engage in such activities on a small scale and mostly sell their products to their local counterparts and not to tourist hotel sites.

From the foregoing account, it is observed that even in the indirect activities tourism and especially international tourism employs just a small fraction of the local population in Western Kenya. It is noted here that the study was set to look at the inter-sectoral linkage of the entire lake region's economy and made use of a series of tables, some of which have been shown above. In order to find out if there is any linkage between international tourism with the region's economy the study interviewed a number of employees in high class facilities on how they spend their income. This is because these people come into direct contact with the visitors and finding how they spend their income would shed some light on how international tourism can relate to the region's economy. The table below shows the average expenditure by these employees. For the compilation of this table, percentage expenditure by employees in the establishments was used. The analysis here shows that international tourism can relate much better with basic commodities such as agriculture, manufactured goods and in particular food and laundry products than others. This shows that if the number employed in the industry increases then international tourism could have great impact

economically because the local people employed in the industry purchase most items from the region. However, since at present this is not the case then it means that the impact is still minimal and tourism will only have an impact if the number of visitors increases and the local people are empowered so that they invest in the tourism industry.

TABLE 5.29: Expenditure Pattern of Employees in High Class Facilities

Sector	Transport	Agric	Fish Beef Poultry	Educ/ Train	Build/ Const	Mnf	Tourism	Other
Tourism Employees	15	32	10	13	5	15	5	5

Source: Researcher, (1997)

The study has observed that, the local people are not so much involved in tourism activities in the region. The high-class facilities catering for international tourists are in foreign hands or owned urban dwellers. Local people participate as employees who are often over worked and poorly paid. Due to low bet occupancy observed, the number of employees is low. From this observation, the null hypothesis one is accepted and the alternative rejected.

It is also observed that, the economy of Lake Victoria Region is dominated by agriculture. Over 60% of the population are engaged in agriculture. The fact that most high class facilities are in foreign hands and urban dwellers and the leakages observed in these facilities means that international tourism contributes very little towards overall economic development in Lake Victoria Region. The second null hypothesis is accepted and the alternative rejected. However, there is room for development and this trend is likely to change.

5.4 Concentration of Tourism Activities in Lake Victoria Region.

This section is testing hypothesis three which is trying to assess the level of concentration of tourism activities in Lake Victoria Region.

Location Quotient for Tourism Industry for Various Regions in the Country

Location quotient is a technique that shows a region's share of any particular industry relative to other industries. A value of more than one shows high concentration while below one shows low concentration. Its values can then be used to draw localization curves and to find the coefficients of localization. The technique uses readily available data and is useful in the early exploratory period such as when assessing the concentration of tourism industry in a country or region.

Location quotient is obtained by the formula:

$$L.Q. = \frac{S_i / N_i}{S/N}$$

Where S_i = Number of wage earners in industry (i) in a region

N_i = Number of wage earners in industry (i) in a nation

S = Number of wage earners in all industries in the region

N = Number of wage earners in all industries in the nation

For this study, data analysed by use of this technique was obtained from CBS of the year 1995. The industry used was mainly that of wholesale, retail trade, hotels and restaurants. This is because much of employment generated by tourism falls under these sectors and was likely to give a representative picture.

This data is shown in appendix 2 and just a summary is given here.

Employment in all industries in the country - 788,792

Country total for tourism industry -162,767

Regional total for tourism:

Nairobi	-	82,197
Central	-	4,499
Coast	-	50,931
Eastern	-	2,111
Nyanza	-	6,105
Rift Valley	-	14,197
Western	-	2,429
Total	-	162,767

Regional total for all industries

Nairobi	-	400,100
Central	-	44,181
Coast	-	154,428
Eastern	-	15,972
Nyanza	-	47,868
Rift Valley	-	116,173
Western	-	10,069
Total	-	788,792

Nairobi
L.Q. = $82,197/162,767/400,101/788,792 = 0.995$

= 1

Central
L.Q. = $4,499/162,767/44,181/788,792 = 0.493$
=0.5

Coast
L.Q. = $50931/162767/154428/788792 = 1.598$
=1.6

Eastern

$$\text{L.Q.} = \frac{2111/162767/15972/788792}{=0.6} = 0.640$$

Nyanza

$$\text{L.Q.} = \frac{6105/162767/47868/788792}{=0.6} = 0.618$$

Rift Valley

$$\text{L.Q.} = \frac{14497/162767/116173/788792}{= 0.6} = 0.604$$

Western

$$\text{L.Q.} = \frac{2429/162767/10069/788792}{= 1.1} = 1.169$$

$$= 1.2$$

Interpretation

Using the location quotient, it can be observed that tourism industry is concentrated in Mombasa, Nairobi and Western while other provinces such as Eastern, Rift Valley, Nyanza and Central, have got lower margins. The Western Region has given a high value which was not expected and this is an important finding since all along the region has been taken to have few economic activities related to tourism. From table 5.19 it is confirmed that hotel rooms and beds occupation in Western Province is higher than Nyanza. It could mean that tourism is much more important in this region compared to other industries here thereby calling for further development of the industry and the empowerment of the local people.

On the other hand the coast is well known for tourism activities with the possibility that the industry is much more localized in the region than in the rest of the country. This is followed by Nairobi and then the rest of the provinces are lagging behind with different margins. The different margins of the other areas are also strong and this means that tourism in general and related activities could be used as a base for regional development if decentralisation or opening up of

new areas could go along with provision of infrastructure in the different regions.

The lake region's tourism is therefore seen to be not highly localised since Rift Valley and Nyanza which form the region together with western have low values.

However, it is hoped that tourism activities will increase if the region is marketed and infrastructure improved. The null hypothesis that the region's tourism is not highly localised is therefore accepted calling for measures to reverse this trend.

Coefficient of localization

This shows the distribution of an industry in a region. Its value lies between zero and one. If it is zero or nearly so it shows even distribution while if it is one, it shows the reverse. The size of the figure indicates the degree of concentration.

Location	Percentage	Difference
Nairobi	0.50	
	0.50	0.0+
Central	0.02	
	0.05	0.03-
Coast	0.3	
	0.1	0.2+
Eastern	0.01	
	0.02	0.01-
Nyanza	0.03	
	0.06	0.03-
Rift Valley	0.08	
	0.14	0.06-
Western	0.01	
	0.01	0.00+

Coefficient of Localization = 0.07

Interpretation

The coefficient of localization is nearly zero. It shows that there is even distribution of tourism industry in the country. The technique has however generalised since within regions tourist related activities are widespread though concentration exists in major towns and resort enclaves. Therefore, if the industry

is not fairly distributed throughout the country then there is need to take measures and develop it country wide since it can form a base for further development and especially for empowering the local people. This is only possible if policies aimed at doing this are initiated. These could include the provision of small scale loaning facilities, education on opportunities in the industry and widespread campaigns on tourism issues.

Localization Curve

The information obtained from the location quotient was used to construct this localization curve to clearly show how the country's tourism is distributed. To construct this curve the values from the location quotient are arranged in a descending order and thus we have:

Rank	Region	Location	Quotient
1.	Coast	1.6	30
2.	Western	1.1	14
3.	Nairobi	1.0	50
4.	Eastern	0.6	12
5.	Nyanza	0.6	37
6.	Rift Valley	0.6	89
7.	Central	0.5	27

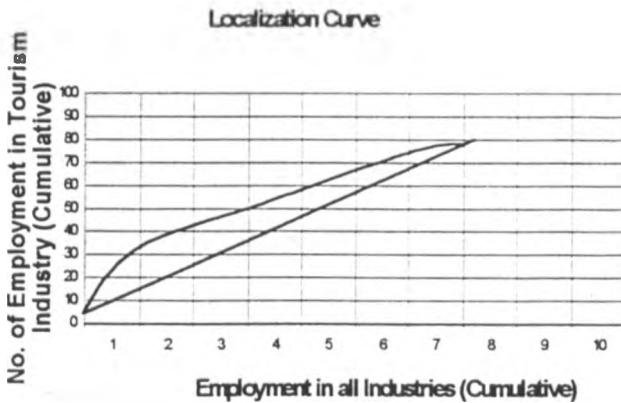


Figure 14. Localization Curve for Various Provinces in Kenya

KEY

— - Line of perfect equality

— - Curve

From the values the curve was drawn and it can be observed that there is deviation between the Line of Perfect Equality and the curve meaning that there is uneven distribution of tourism activities in the country and policy makers can use this information to design programmes that would support increased activities related to tourism.

Location Quotients for Randomly Selected Urban Centres in Lake Victoria Region.

The summary of CBS data below was used to calculate the location quotients and coefficient of localization for various towns in Lake Victoria Region.

Table 5.30: Summary of CBS Data.

	Total for Industry (i) in each town	Total for all Industries in each town
Kisii	526	7683
Kisumu	5579	40185
Kericho	1432	30270
Kitale	838	7587
Eldoret	4602	30891
Kakamega	474	3340
Webuye	1955	6729
Total	14406	126685

Source: CBS, 1996

Location Quotient Values for Various Towns

Kisii	-	$526/14406/7683/126685$	=	$\frac{0.0365}{0.0606464}$	= 0.60
Kisumu	-	$5579/141106/40185/126685$	=	$\frac{0.3872691}{0.317209}$	= 1.22
Kericho	-	$1432/14406/30270/126685$	=	$\frac{0.099403}{0.2389391}$	= 0.41
Kitale	-	$838/14406/7587/126685$	=	$\frac{0.0581702}{0.0598887}$	= 1.0
Eldoret	-	$4602/14406/30891/126685$	=	$\frac{0.3194502}{0.243891}$	= 1.30
Kakamega	-	$474/14406/30891/126685$	=	$\frac{0.0329029}{0.0263646}$	= 1.24
Webuye	-	$1955/14406/6729/126685$	=	$\frac{0.1357073}{0.0531159}$	= 2.6

Coefficient of Localization

Location	Percentage	Difference
Kisii	0.03	- 0.03
	0.06	
Kisumu	0.38	0.07
	0.31	
Kericho	0.09	-0.14
	0.23	
Kitale	0.05	0.00
	0.05	
Eldoret	0.31	0.07
	0.24	
Kakamega	0.03	0.10
	0.02	
Webuye	0.13	0.08
	0.05	
Coefficient of localization	=	<u>0.06</u>

Interpretation

Location quotient and coefficient of localization for various urban centres (Kericho, Kisii, Kisumu, Kakamega, Eldoret, Kitale and Webuye) are shown above. With exception of Kisii and Kericho, whose location quotient values were 0.00 and 0.41 respectively, the other towns recorded values of more than one meaning that tourism activities in general are concentrated in the major towns. The study discovered that tourism activities are concentrated in certain regions and not others.

The coefficient of localization lies between zero and one. From the values observed, there is even distribution of tourism activities as per the major towns used. However if the rural landscape is incorporated, a different picture emerges. Concentration of tourism activities in Lake Victoria Region is not great. The location quotient values have shown this. When international tourism alone is considered, the values are likely to go down further.

From this conclusion, the three null hypotheses are accepted and the alternatives are rejected. There is need therefore for the stakeholders in the

industry to find ways by which tourism and especially international tourism could benefit the local people.

5.5 Non-Economic Impacts

Even though the study's main objective was to analyse the economic impact of tourism in Lake Victoria Region, it is important to look briefly at the extent to which the industry affects the region in non-economic matters since these too will indirectly affect economic activities. This section caters for objective seven thereby trying to identify the costs of international tourism to the region.

Socio-Cultural Impacts

There are diverse and distinctive cultures of the various communities that live in Western Kenya. It is a major component of the overall tourism resource base besides wildlife in this region. It has been noticed that tourism impacts upon value systems, individual behaviour, family relationships, moral conduct, creative expressions, traditional ceremonies and community organizations and may destroy much of a region's way of life (Milne 1990). It has also been observed that tourism enables people from different cultural backgrounds to meet and this should actually lead to an enriched cultural interaction and understanding, (Musyoki et al 1992). Meaningful interaction however is minimal in that tourists spend much of their time in tourist sites or in hotels.

Tourists display great wealth amidst the poor population and this may lead to increased crime, prostitution and racial antagonism (Rajotte, 1983, Bachman, 1988). Treating cultures as natural resources or commodity over which tourists have a right is perverse and a violation of the people's cultural rights. The commoditisation of culture in effect robs people of their very meaning by which they organise themselves. Some form of culture such as handicrafts and performances become tourist art bringing high prices to local communities but are

produced to meet tourist demands rather than cultural traditions (Kamuyu-Wa-Kang'ethe, 1973). This kind of situation is likely summarised by the following quotation for the Maasai people "The traditional Maasai are crowded in clusters around the perimeter of the reserve. The morans found a nice niche in life; strange cultures are a commodity that can be sold to consumers. They pose for photographs, they dance and sing, sell curios, loiter about the gates and lodges to peddle what by now ceased to be a culture, something which is increasingly contrived and sometimes out rightly fake, like the warrior manyatta and some ornaments which contain plastic. One wanders rather one hopes, that these young men are cynical enough just to exploit a market opportunity and do not actually believe that these are essential ingredients of their culture" (Loefler, 1993).

However, there should not be any conflict at all. It is possible for locals to produce culture for tourists but maintain the original for themselves (Irandu, 1993). It has been observed that the social structure of a local community has a major bearing on its ability to absorb positively the different norms and values brought by tourists (Britton, 1989). It has also been realised that the socio-cultural changes brought about by tourism are inevitable and cannot be separated from those influences linked to the general economic development of a region or country.

Western Kenya's culture in general has not been polluted very much by tourism activities, and especially by international mass tourism except for the Maasai Mara region. This is because the region does not receive many of these tourists. Practices such as prostitution and crime within the region cannot be attributed to tourism alone. The organization of traditional practices such as initiation ceremonies are done with the original spirit and not for tourist

consumption. It is mainly in the Maasai Mara area that things are a bit different. Here, traditional items have been redesigned to meet tourist needs and even traditional practices such as dancing are organized for tourist consumption.

Environmental/Physical/Ecological Impacts

Tourism exists because of the presence of the attractive physical environment. The industry can be very destructive, making a resource based industry short-lived. Therefore, if the country's tourism industry is to be successful and sustainable, it requires the protection of the scenic heritage of destination areas. As the economic potential of tourism has become more recognized, the preservation of the physical environment has come to be viewed as an investment (Milne 1990).

It has already been observed that Western Kenya has a diversified ecology in terms of fauna and flora. A positive effect of tourism on ecology is that there are attempts to preserve wildlife in national parks and game reserves. These are important resources not only as tourist attractions but also for scientific studies, as sources of food and for the functioning of ecological systems (Musyoki *et al.*, 1992).

Environmental impacts have been noted to depend on the number of tourists, their behaviour and the type of environment. The negative environmental impacts commonly observed elsewhere in the world include: litter, trail erosion, habitat change, water pollution, poaching, loss of endangered plant and animal species, resource depletion, soil compaction, disposition of human waste (especially when trekking) and environmental damage to watersheds and water catchments.

In the Lake Victoria Region, the main environmental problems resulting from tourist activities include water pollution by industries producing goods used

by tourist hotels such as textile mills. Tourist hotels pollute water through their sewer systems. The numerous lodges in the Maasai Mara discharge into the Mara river raw sewage thus polluting the river.

Much damage has been experienced in the Maasai Mara in particular. The reserve receives about 100,000 tourists annually. It has 19 permanent hotels in and around it and 59 campsites used by tour operators. There are various offences made by these people and others involved in the area and these include over speeding, animal harassment, off road driving among others. There is also much dumping of waste material in the Maasai Mara region due to the high number of visitors. Litter (in the form of used drums, food cans, paper, broken bottles, damaged vehicles and rotting food) is found almost everywhere in the reserve.

According to the Belleric Foundation Study of 1997 in Talek area of Maasai Mara reserve, 1000 tonnes of firewood were used annually by the local 1,200 households, 340 tonnes used in ten tourist campsites noting that there are over 100 campsites in the region. The increasing number of lodges and campsites has made things worse as these establishments use wood for cooking and heating water. The loss of wood and bush has badly affected the very wildlife on which the lodges, campsites and local communities depend. Growth of small trading centres and changing lifestyles among the communities has also impacted negatively on the environment here. Steps that have been taken so far to address this situation include the use of fuel-efficient stoves and the installation of water heaters. Friends of Conservation, (FOC) and KATO were also involved. A number of efficient wood stoves and water heaters have been installed in key places throughout Maasai Mara and its environs (the heaters use solar energy). Otherwise the Mara has been in a sorry state with myriad mobile camps that are

so frequently set up by third rate safari operators who claim themselves experts in the bush craft. Trees like the African Green Hart are disappearing, crouton bushes flattened by an overabundance of land rovers, dead trees which were a source of micro-organisms and part of the food chain are consumed as fuel and the gallery forests which harboured such rare creatures like the copper tailed white nosed monkey, the Ross's Touracco and the Trogans have become so scarce. There is even likely to be no fuel to heat water in the camps as use of solar power is still minimal here. There have been reported cases of human-wildlife conflict. Local populations around parks such as Maasai Mara, Mount Elgon and Ruma have complained of animal menace in their respective areas and KWS has often tried to look into these cases and act accordingly. Animals destroy crops as well as maiming or killing human beings. Wildlife causes destruction and much suffering to man as well as transmitting diseases to local or domestic animals resulting into great costs to local people (Table 5.13 confirms this).

The other threat is population increase in the region, which is likely to affect conservation efforts. Land used for wildlife at present is continually being eyed by local people around such areas. For example, around Mount Elgon, Kakamega forest and Maasai Mara Region, pressure from other land uses is being felt. Wheat fields are already encroaching upon the Mara region while in areas around Mount Elgon cultivation of crops such as maize is not sparing the park at all. These conserved areas are important as far as international tourism is concerned.

Rapid population growth poses a serious threat to the development of tourism in this region. It has been observed that Kenya's wildlife protected areas are not self-sufficient ecosystems. Wildlife seasonally moves in and out of these

areas into areas where people live. Increased population and changes in landuse patterns deprive wildlife of their vital forage areas. If wildlife were confined to the designated park and reserve areas, it would cause serious management problems. Confinement would increase the intensity of the game in the protected areas with resultant overgrazing.

In conclusion it is noted that environmental damage and wildlife disturbance are caused by tourists mainly through off-road driving especially in crowded parks and reserves such as Maasai Mara. There is need to reduce the number of visitors to fragile ecosystems to maintain their balance and tourists must be aware of the do's and don'ts while in such places (Appendix 5). The increasing wildlife numbers must also be controlled to maintain this balance. Sound environmental management rules and regulations are important. An environmental labelling scheme for tourist activities could be very important. For example, at the coast there is a Mombasa based NGO called Environment Trust of Kenya and which aims at linking tourist and commercial organizations with environmental issues. Conservation centres are also important. Maasai Mara for this case needs to be made a world heritage site and the Maasai people must also be compensated for such a plan to succeed. The park should be declared a national park to be saved from Narok county council officials and unscrupulous tour operators who have no regard for the beauty of the park. The labelling of firearms for sporting purposes whether for curling or hunting must be done solely by KWS and this calls for the separation of the Arms Bureau from KWS matters. Negative environmental impact from international tourism is not very great due to their small number. However, in areas frequented by these tourists like Maasai Mara Reserve, some negative impacts are being observed. This area therefore, needs thorough research to establish the level of environmental degradation

CHAPTER SIX

6.0 SUMMARY OF RESEARCH FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter presents a summary of the study. It summarises on the findings, and gives conclusions and recommendations on international tourism and tourism in general in the Lake Victoria Region.

First of all the study found out that there is a tourism development project in Lake Victoria Region. The first step in implementing the tourism complex project encourages thorough research on tourism issues in the region and the diversification of tourism activities. Identification and demarcation of the tourist sports and introduction of cultural activities is important. This is to go along with the improvement of infrastructure. During the study period it was observed that the proposed project had hardly taken place and these are issues that needed quick address if international tourism in particular could pick up in the region. This is because there are specific constraints to the development of the industry. These constraints also apply to the other sectors of the region. These constraints include environmental factors like climate that promote communicable diseases, institutional factors such as lack of adequate development institutions and sufficient planning and project implementation. Socio-economic factors include low and uneven distribution of income as well rural poverty.

6.2 Summary and Conclusions

(i) Summary on Literature Review

Theoretical studies have given the various avenues through which tourism can develop in a region. The theories have shown that tourism activities have to be

planned depending on a particular region and the type of international tourists visiting that region. The diffusion paradigm theories have shown that tourism industry can be used to develop wider regions due to what is called "The Circular and Cumulative Causation". Even though the industry may have leakages during the initial stages of development, government intervention and adoption of policies which could change this trend is important. It is upon the various governments and regional planners to assess the nature of their regions and design tourist activities accordingly. The empirical studies suggest that tourism has got positive and negative impacts on regional economies. They call for strategies that can promote tourism. Regional tourism needs to benefit the very indigenous people.

(ii) Summary on Touristic Potential of Lake Victoria Region

Lake Victoria Region has got greater and varied touristic potential. These range from physical, socio-cultural cum-economic, historic and pre-historic as well as archaeological factors. Even though the potential is great, they are underdeveloped.

(iii) Summary on Tourism and Economic Development in Lake Victoria Region.

As far as economic development is concerned, the region's international tourism sector is not yet well developed. The local people are not participating effectively in this sector as it is dominated by foreigners and their urban counterparts. However, through linkages from high-class hotels, tourism can spark off economic development in Lake Victoria Region if measures are taken.

(iv) Economic Impact of International Tourism in Lake Victoria Region

The economic impact is hereby weighed after observing the following:

- (a) Agriculture is still a major employer of the lake region's population. Tourism and in particular international tourism employs a small fraction of the population directly in hotels, lodges and related fields.
- (b) Indirect employment generated by international tourism in the region in areas such as fishing, farming, wholesale and retail activities is small and the salary structure is unfair
- (c) There is very little income from wildlife resources as only Maasai Mara, Ruma and Mt. Elgon impose gate levies and few international tourists visit areas outside Maasai Mara. At the same time, there is very little ploughing back of income from tourism to the region.
- (d) The user percentage of various modes of transport by international tourists and their expenditure pattern show that their contribution towards economic development in the region is minimal. The spending pattern benefits outsiders and their urban counterparts.
- (e) Hotels and restaurants frequented by international tourists are in foreign hands or under urban dwellers. Bed occupancy is low by these tourists in most parts of the region except for areas such as Maasai Mara and Rusinga. At the same time hotels in the Mara region do not make good use of the local products as they frequent major urban centres where their headquarters are.
- (f) Tour and travel agents are few compared to the large expanse of land. Most of these firms are in local hands. They also employ local people though the number is small. They mostly deal in air ticketing and booking

and occasionally they get business from international tourists. Their services are in fact under-utilised and only about 5% of their income is attributed to international tourists.

(g) Curio and artefact dealers are also few in the region. The well-established curio shops found in this region are run beside high-class hotels meaning that most of them are not in local hands. Their clients are mostly international tourists. The local artefact dealers record low business especially with foreign tourists. They also attribute a mere 5% of their income to such visitors. Boat operation business related to international tourism is on a small scale and they do not benefit much.

(h) The linkage between international tourism and the other sectors of the region's economy is minimal since foreign tourists and the hotels they stay in make use of facilities in landing centres and leakages exist. However, from the expenditure pattern of employees in high-class hotels the industry can spark off economic growth in many sectors if the local people are empowered financially and this is due to the fact that they buy goods from the local economy. The various techniques used (the location quotient, coefficient of localization and the localization curve) show that tourism is likely to become a better economic activity by creating multiplier effects in the region and the whole country in general if measures are taken to develop infrastructure and market the region in particular. However, at present there is general poverty of the people and so they have not ventured into activities related to international tourism. The industry has also not established itself in the region. Until a time reaches whereby the local people have taken up opportunities in the industry and production of goods is geared towards the needs of international tourist hotels the

region's tourism will still be in the hands of outsiders thereby reducing their ability to benefit.

A typical example of what the study would have wished to expect from international tourism and tourism in general is given by the Transmara region. What has been happening around Transmara region in the Mara Triangle points towards what the study wishes to see in the lake region even though the Transmara example also fails to meet the ideal due to leakages and underdeveloped economic structure. Transmara region is endowed with tourism potential. It has five high-class lodges which include Kichwa Tembo, Little Governor's, Maasai Serena Lodge, Mpata Club and Olkuruk. These employ about 500 people in the catering, administration and tour operation activities. The Mara reserve also offers employment to another 100 people though in general agriculture still dominates employment as it employs almost 82% of the total labour force. The region obtains further income from the sale of food items to the lodges. Additional income is generated to the community through the sale of Maasai cultural items such as embroidery and woodcarvings, which are bought from outside the region. Food processing industries such as milk plants, food canning and bakeries could be established here to supply the lodges. These items are now bought from outside the region and especially from Nairobi, Kisii and Nakuru. There is also potential income base in the game reserve such as levies for hunting activities and by setting up industries to process game products such as skins, meat and bone carvings.

In all, prospects for international tourism development exist in Lake Victoria Region. The sector can spark off development in the region if the right policies are taken.

6.3 Research Findings

Touristic Potential of Lake Victoria Region (their Existence, Development and Planning)

The study established that the region has got greater touristic potential. There are varied features and some of these are quite unique to the region. The features include parks, reserves, lakes, historical, cultural and archaeological sites, socio-cultural activities and even health spas facilities as well as certain geographical phenomena such as the equator. The cultural heritage and the unique features can attract tourists from far and wide and occupy them for as long as they would wish to stay. Even though the region's tourism potential is great, the study discovered that they are underdeveloped. Most of the sites are lacking life. Such a situation has reduced the usage of such facilities by both international and domestic tourists. Apart from the undeveloped nature of the resources, it was observed that there is very little planning of tourism establishments. Certain facilities are established in very unaccommodating sites which could put off potential tourists. Most of the upcoming hotels from indigenous efforts face this problem and this reduces their chances of competing with well-established hotels for tourists. Good planning will also take care of the various interests and activities from other land use practices and reduce confrontations. Unregulated tourism activities could also be harmful to the environment as has been observed in areas like Maasai Mara. Establishments within the Maasai Mara have embarked on activities, which have adversely affected the environment upon which they depend for continued existence.

Infrastructure

The region has been having poor physical, social and economic infrastructure. There has been an embarrassing infrastructural decay. ^① Transport and communication network is poor as most sites are not well connected or accessible due to poor conditions of most roads. In fact, poor conditions of most roads could be a major factor behind the high road carnage, which also discourages their use by international tourists who opt instead to use air transport to Maasai Mara. Parks such as Ruma and Ndere are not very accessible especially during the rainy seasons. Ruma is important since it is in the mini-circuit as tourists fly from Maasai Mara to Rusinga Island occasionally calling at Ruma as they proceed to Homa-Bay. Ndere Island is important if it can be easily accessible, as it would form a base for Lake Victoria's water sports. The local road to the park is not accessible and even at the beach KWS has only one boat to take tourists on boat rides round the island. The local boat operators are mostly engaged in fishing and their services to tourists are minimal. The main problem the sites are facing is that they are not served by regular means of transport. This reduces their usage by all types of tourists.

Water transport on Lake Victoria is not very efficient. Marine vessels on the lake are either grounded or provide inadequate services. Apart from this the water hyacinth which had invaded the lake has also rendered the movement of the vessels difficult and even water activities are now impossible. All these have discouraged the use of water transport by tourists and other passengers.

Air transport has been doing fairly well even though there are at times disruptions due to various factors such as go-slows as was witnessed in 1997 with the meteorological employees. Also weather conditions such as those associated with El-Nino disrupted air transport and transport in general as there

was thick cloud cover and landing fields were flooded. All these disrupted the inflow of tourists to the region. To promote local air travel, there is need for the Aviation Industry Board to uphold pilots' licence standards. Airports and airstrips must be maintained. The move by the government to construct an international airport in the region was also a welcome one since this will enable international tourists to land in the region directly. For a long time the region received visitors who landed in other major urban centres with the likely consequences that they spend a large part of their money outside before reaching the region and this could mean less income to the local people. This development should go hand in hand with the establishment and development of small to medium sized airports and strips.

Air transport is very important as far as international tourism is concerned. This has been confirmed recently at Ruma National Park. The park could not receive international tourists on any significant proportion but it was learnt that four years after injecting Kshs. 53.2 million by KWS in Ruma to give it a facelift, the facility has started to pay dividends. It generated Kshs.70,373 in the 1995/96 period, Kshs. 268,000 in the 1996/97 period and Kshs.317,354 in 1998. There has been a high influx of tourists to the park and this is due to the airstrip built in 1994. 75% of the visitors prefer to fly rather than use the twenty two-kilometre earth road from Homa Bay though there is also an alternative road through a ten kilometre earth road from Migori on the tarmacked Homa Bay-Ndhiwa road but one has to agonise through a ten kilometre rough road stretch first. KWS has now embarked on a Kshs.34 million project funded by a German aid agency to put up an office block, staff houses a solar system, piped water and for completing the fencing of the park. These improvements have enabled Ruma to get tourists on an increased scale. Previously most of the local and foreign

tourists bypassed Ruma by air as they went to the world famous Maasai Mara in the neighbouring Narok district and to resort club as in Rusinga and Mfangano islands on the shores of Lake Victoria. However, once Ruma is publicised, it will be linked to Maasai Mara, Eldoret International Airport and hotels in the islands for sport fishing and eco-tourism activities. The plan is to stop the underutilisation of such parks as Ruma and the overuse of parks like Maasai Mara, which is now causing environmental degradation, and are a nuisance to the animals.

Concerning railway transport, it was discovered that the services are very unreliable. The facilities are also not efficient. The railway authorities also organize for overnight services only and this may not be convenient to tourists. Perhaps it is necessary for day services to be introduced to cater for the needs of such services.

In terms of hotel industry, tourist class hotels are numbered and even restaurants are not comparable to those of areas such as the coast. The recent move to privatise the former hotels belonging to African Tours and Hotels and which were frequented by international tourists has compromised standards as well as reducing the number of foreign tourists to the region. This is because the former body was dedicated to its work and advertised these facilities in the international media thus attracting many tourists. The body also had a fleet of vehicles and it was easier for it to convince tourists to stay in the region thereby increasing bed occupancy. At present, these facilities show marked under bookings and are even threatened with closure. Even if privatisation is to take place, there is need to hand over the facilities to committed individuals and/or organisations who would be able to maintain standards. Raising standards and opening up of new resorts at strategic points will promote the turnover of tourists in the region.

Marketing

It was observed that even though the region has got great tourism potential, the potential is not marketed or publicised. Very little is known about the region's tourist sites apart from the famous Maasai Mara, Lake Victoria and parks and reserves. Marketing is very important in tourism industry. Kenya and the Lake Region have a lot to offer to tourists but seem to lack a clear strategy to promote the industry and market its facilities. However, before thorough marketing is done, there should be improvement of standards and establishment of more sites. Marketing before improving these sites is like putting a cart before the horse.

Marketing has been said to be a game of numbers; the more attractions we offer the more visitors we will receive. The region should market the "Big Five" (the lion, leopard, elephant, buffalo and rhino) plus the unique flora and fauna as well as the cultural and historical sites. Unique geographical features such as the equator must be marketed. Even the water hyacinth on Lake Victoria could also be publicised in order to attract researchers on an increased scale. The region is endowed with more than the big five. The right picture must be portrayed while marketing. Kenya is a home to over 100 species of birds, 300 variety of ecosystems, scenic features, diverse cultures, fascinating geographical phenomena such as the equator line as noted above. There are also health spas facilities and entertainment resorts. The wider spectrum of heritage should be effectively highlighted abroad to attract an equally wider cross section of visitors. Health tourism is a vibrant activity among the affluent seeking to satisfy the need for medical treatment in places with curative facilities such as the hot springs, mud bath and spas. The region should therefore put strategies to tap this market noting that it has varied climate and hot springs for people with medical problems. Existence of health resorts makes a region unique and gives it a competitive edge.

Tourism marketing strategies have always eluded Kenya such that the continued gains being boasted of including high ranking as a preferred tourist destination are derived from no deliberate efforts but the natural attractions. Apart from private initiatives, which have resulted into fine hotels, official tourism projects are few to count. The government should take an initiative in development projects related to tourism as well as marketing the facilities in all regions. Advertising undertaken by individual establishments is rather costly for the small scale ones.

Marketing of the region should not be left to well established tour agents since they also tend to emphasize package tours from which they get huge profits. The government also needs to market all regions abroad and direct tourists to important sites all over the country so that income from international tourism gets well distributed. Internationally recognised figures could be used to market the potential in the region. In fact tourism is failing in certain parts of the world, Kenya and the Lake Victoria Region included because of the political appointees within the industry who are not qualified to handle the job properly. Also Kenya Tourism Board should aim at achieving a private sector marketing approach and provide guidance in public relations affairs in the industry. Kenya Association of Tour Operators which earns 80% of its revenue from tourism should be directly involved in improving standards in the industry and planning for tourism activities on a regional basis! For the Lake Region to compete effectively, tours are to be re-packaged with a regional focus. The region could also work out modalities of exchanging tours with the neighbouring countries such as Tanzania and Uganda to give the visitors a regional flavour. In fact, during the 1997 Uganda and Kenya International Tourism Exhibition, it was stressed that the three East African countries' tour operators should establish linkages with one another

to create a regional tourism circuit for the industry to develop in unison so that what is not in one country could be seen in another. This would also promote cruise tourism on Lake Victoria.

The region should also consider using the internet. This would enable potential visitors to get information concerning a particular site or facility through computer. For example, if the Lake Region's hoteliers created their map and highlighted the tourist hotels in it, by clicking a button on the site of any hotel any potential travellers could get reservation information about room rates. The same could be done to other attractions such as parks. This would expose the region's touristic potential to the international community at a glance thereby resulting into an increased number of visitors. Such aggressive marketing practices should apply to the whole country as well as the African continent noting that the continent only gets 1% of the world tourists at present despite the enormous potential.

Employment

The employment structures of most districts in Lake Victoria region shows that almost 80% of the population are engaged in agriculture. Over the years there has been a marked decline in agricultural productivity and this has meant reduced income to the local people. Agriculture has also resulted into environmental degradation as a result of chemicals used. This has affected water and soil in the region. Uncontrolled agricultural activities have also resulted into further environmental degradation as when top soil is left bare and is eroded. This has made large areas of land vulnerable especially to environmental hazards such as floods.

Employment profiles show that the business sector in which majority of activities related to tourism fall under employ just a small percentage of the labour

force. In most cases agriculture takes the lead and with the decline in productivity, it means that the local people are worse off in terms of annual per capita income. There is need to develop the commercial and business sector. The tourism industry seems not to have penetrated the lives of the local people. This study has observed that most of the high-class facilities in the region are owned by non-local people and their urban counterparts. Wildlife activities are mostly run by the government and those under county councils face massive corruption. Due to the low income base there is also low investment and employment opportunities. The existence of a vicious cycle of poverty affects activities in the tourism sector in general. Of particular concern here is international tourism which needs high class facilities and which the poverty stricken population cannot afford and thus the resultant dominance of foreigners in this sector. The foreign owned establishments are found mainly in Maasai Mara Triangle and resorts in the islands. Most local establishments employ local people though such establishments are less frequented by international tourists. Foreign owned establishment in the Mara employ outsiders.

The failure by this tourism sector to offer more job opportunities could be due to the failure by those concerned to plough back or re-invest benefits from tourism to the industry within the region. This could be due to the channelling of gains to the respective ministries and partly due to corruption and incompetent financial controllers who are entrusted with such funds. Such practices have been observed in Maasai Mara where gate levies were misappropriated by the local county council officials. In the game parks, KWS, which is the body charged with the responsibility of running the parks is also responsible for all financial matters and until recently, a large part of the proceeds from parks found its way to the headquarters. Of late however, the body has started inventing ways by which

the local population could be empowered through funds from parks such as Ruma and Mt. Elgon as these are the only parks in the region which earn some revenue to the authority.

Movement of International Tourists

The type of movement shown above indicates that there is minimal interaction between these tourists and the local people. Tourists move from large urban centres and are directed by well-established firms in the landing zones. Once in the region, they frequent certain sites and mostly where facilities are of high standard. As has already been stated, such facilities are owned by foreigners.

The use of tourist sites in the region by international tourists is limited. It is only Maasai Mara region where such tourists account for over 80% of the visitors. Most of the tourists fly directly from Nairobi, Nanyuki or Mombasa. The other tourist sites in the region receive just a small percentage of these visitors. On the other hand domestic tourists dominate the other sites outside Mara. The low turnout of international tourists to areas outside Maasai Mara could to some extent be attributed to the undeveloped nature of tourist sites in the region in a way. Mara triangle has good facilities in the form of lodges and campsites and even game viewing is done with a lot of comfort. Apart from the mini-buses, there are also balloon safaris, which enable game viewing to be done with a lot of pleasure. Other sites in the region are less developed and thus receive quite a small number of international tourists.

Spending Pattern of International Tourists

The propensity to spend in this region by international tourists is small. This can only be reversed by offering high quality goods such as ornaments, artefacts and paintings. High quality goods attract tourists and this phenomenon seems not to have been exploited in the region save for Maasai Mara Triangle. The spending

pattern shown above cannot allow the local people to gain directly from international tourists. It is always better if this spending pattern could be increased. Even if just fewer tourists visit the region there can be a great impact if they spend more in this region than it is at present. There is in fact need to escape the volume trap. The whole country and the region of study in particular needs to look for fewer tourists who can spend much. With this a better size structure needs to be developed. That is; we need to focus on 10-12 bed lodges which even the local people can afford to run but which have high standards instead of the 120-bed lodges run by well established non-local firms. The mini-bus-lodge focus proved to be narrow. The new trend should also focus on local guides who should have wide knowledge and experiences so as to involve as many local people as possible.

The idea of escaping the volume trap and attracting high spending visitors has been tried in areas such as the Ngorongoro crater in Tanzania. Here, there is a restricted movement involving the use of guerrilla permits and waiting list. Tourists are still ready to pay more and wait longer to see the guerrillas. The highest products of the region should be sold at higher prices without being destroyed. In fact, there is need to stimulate income growth rather than visitor increase as per previous official policies which ended up putting the country in general as an overcrowded, overrated and badly abused with visitors decamping for greener pastures. Parks such as Maasai Mara were therefore badly abused. The country in general had to slip towards a low tourism market with high environmental and social costs.

Foreign Domination, International Tourism and Related Linkages and Leakages

It has already been stated that most facilities used by international tourists are run by non-local people meaning that there is great foreign domination. Foreign domination means that the local people cannot benefit much from this sector since leakages exist in the form of repatriated profits, salaries to foreign employees and importation of goods used by international tourists. Most of the employees in such establishments are also non-local. It was noted that hardly any Maasai is employed in the foreign owned establishment in the Mara region. If there are any then they are employed in low positions where the salary is also low. There is also high leakage of tourism income due to the less diversified economy. The agricultural sector is not doing very well due to diseases and drought and also there are some products, which are not produced in the region. The industrial base is still weak and so most of the goods used by the high-class hotels are imported from outside. It is only the local hotels and lodges that make use of local products as almost 90% of the facilities are from the local vicinity. If tourism is well developed, linkages are likely to increase while leakages will be reduced.

Domestic Tourism

The region's domestic tourism sector was noted to have grown over the years. Informal activities related to domestic tourism are many and employ a sizeable number of the local people. It was realised that there are over four hundred hotels of all kinds in the region and most of these are frequented by local tourists and employ local people. The sector is very much integrated into the local economy through the purchase of local products and use of local services. It

means, therefore, that if the region's economy is to improve, this sector could grow and become a base for tourism industry in this part of the country.

Tourism Circuit

The region lacks a good tourism circuit. The existing circuit is broken and concentrates on areas where most tourism establishments are owned by foreigners. Most foreign tourists fly directly to Maasai Mara and subsequently for some to the islands. Just a small number visit the other parts of the region. Those who use mini-buses to the region tour other parts of the region but a large part of their money remains outside. Thus, as far as international tourism is concerned the circuit is broken and there is need to establish a better one which can be used by both international and domestic tourists.

Adverse Publicity, General Insecurity and Violence in General

The media has often negatively portrayed the region. It has been portrayed as a host to various diseases such as Rift Valley Fever, cholera, typhoid and malaria. Water problems have also been highlighted. Lack of adequate clean and portable water or water problems in general result into the prevalence of diseases like cholera, which was quite a problem for the better part of 1997. Malarial diseases are also prevalent due to the existence of mosquitoes. The spread of HIV/AIDS in the region has been alarming. The very negative inflammatory press reports are always disastrous for tourism development.

Apart from such problems, there are also insecurity problems. Banditry attacks on international tourists scare away potential tourists. Even the volatile political climate is not conducive for international tourists in particular. Banditry activities associated with cattle rustling are also common in Lake Victoria Region and especially in Maasailand. There have also been certain domestic problems that affected the flow of international tourism to the country and the region in

particular. The Saba Saba and Nane Nane riots, the orgy of violence, wanton destruction of property and the senseless killings such as witnessed in Likoni, Kwale and Malindi areas rendering the whole of the coastal region insecure affected tourism in the whole country and the region. Bookings in Maasai Mara went down. The coastal violence tainted our national image internationally. In fact, before the coastal violence, tourism industry was already on a weighing scale in Lake Victoria Region. From 1992 when the country held its first multi-party election, the political climate had not been stable and this had scared away international tourists.

Other conflicts observed in the region are related to man and wildlife. Human-wildlife conflicts have two dimensions. First there is the direct conflict between man and animal in terms of damage to crops, livestock, property and even loss of lives. The underlying basis for this form of conflict is in the types of land use. Current form of land use in areas where the conflict is intense are not compatible with significant wildlife practice. The second dimension is that of ownership rights over the wildlife resources between the state and the people. It has been observed that damage wrought by wildlife is one of the most contentious issues in the local wildlife management. The conflict stems partly from the notion that wildlife is state property and it is expected therefore to be responsible for the mobile and sometimes destructive and dangerous nature of this resource to human life and property. State does not compensate people for loss of crops and livestock at times and about Kshs. 30,000 is compensated for the loss of life and Kshs. 15,000 for injury. Claims to death or injuries also take along time before they mature. Such a situation does not encourage landowners to conserve wildlife on their land and this could lead to the disappearance of wildlife on communal and private land. The traditional approach to resolving the

human/wildlife conflict has been in the form of problem animal control, fencing, limited compensation for death and injury and benefit sharing. These measures are inadequate and far apart in terms of space and time. In fact, those who benefit most from wildlife (the tour operators, hotels, lodges and the government) are not obliged to compensate those who lose and suffer from wildlife related costs.

Human/wildlife conflicts have therefore resulted into negative attitudes on conservation by the local people resulting into thwarted efforts. Even though KWS has tried to reduce such conflicts there is need for further measures to be taken. To reduce such conflicts, there is need for public awareness campaigns and the intensification of control measures such as arranging for long hour patrols.

Concentration of Tourism Activities

The location quotient, coefficient of localisation and the localisation curve portray a picture which is important in planning strategies. They show that tourism is concentrated in Western Province but not in Nyanza and Rift Valley from where some districts included in the lake region are located. There is need for good planning which could increase economic activities related to tourism in the whole region. The coefficient of localisation and the localisation curve support the fact that activities related to tourism are not so much widespread in the region. It means therefore that if the government can put greater emphasis on tourism in this region then tourism related activities could be widespread and may benefit majority of the local people.

Environmental Degradation

In areas frequented by international tourists like Maasai Mara Reserve, adverse effects on the environment have been observed. There is pollution of the air, land and water.

Corruption

Mismanagement of funds and corruption at points of entry like borders and sea ports is also a problem. There is little control over the charges in tourist hotels and lodges while the corrupt officials rob the parks by pocketing gate fees. This situation was observed in Maasai Mara in 1997 when the Narok County Council gate fees amounting to Kshs. 1.5 million were not accounted for.

6.4 Conclusion

In the preceding sections it was established that international mass tourism does not play a significant role in the Lake Victoria Region's economy. Local participation in the industry is minimal at present. The industry has created low linkages with the region's economy due to its undeveloped nature. It has generated employment in areas such as hotels, restaurants, curio shops, tour firms, and other related services like the wholesale and retail trades. However the employment generated is small and in areas such as the Mara employment is basically non-local. It has been observed that much of this employment outside the Mara region is a result of domestic tourism.

There are economic leakages associated with international tourism in this region. Most goods used in tourist hotels are imported. Importation of such items results into leakages, which reduces the region's economic activities by robbing it of development funds.

Most of the economic activities related to tourism are concentrated in urban centres and other tourist resorts. They are therefore run by foreigners and their urban counterparts. This means that majority of the local people are left out of these activities thereby gaining nothing from the industry. However, tourism could be used as a base for development if only some steps could be taken to establish and develop the tourist items, market them and empower local people to venture into this business.

In all, the thesis has critically examined the development of international tourism in the Lake Victoria Region in relation to the sustainable development paradigm. The thesis has established that tourism potential exists and most of these have been discussed. The study has touched on the main economic, socio-cultural and environmental impacts associated with international tourism. An evaluation of the economic impact of international tourism is given much weight. A number of development and planning strategies are outlined with a view to minimising the negative impacts of international tourism and promoting the industry sustainably in the region. Constraints to development as well as recommendations are also given.

6.5 Strengths of the Study

- (i) It is one of the pioneer studies concerned with collection and analysis of data related to economic contribution of international tourism in Lake Victoria Region. The project represents a forward step and it is hoped that other studies would deal with issues not covered here.
- (ii) Results from the study will help planners and policy makers to formulate policies related to tourism in Lake Victoria Region.
- (iii) It also points to areas for further research.

6.6 Areas for further research

The present study has left out a number of areas ,which could be taken up by future scholars. These areas include:

- A detailed study of domestic tourism in Lake Victoria Region.
- The role of private sectors and government in the ownership and management of hotels in the region.
- Socio-cultural impacts of tourism in Lake Victoria Region.
- Detailed analysis of environmental impacts of tourism in the region.
- Incentives for tourism promotion in the region.
- The impact of increasing travel costs and inflation on tourism in the region.
- Contribution of the parks, reserves and sanctuaries to the government revenue or to the nation.

6.7 Recommendations

It has been shown that international tourism in western Kenya plays a small role in the economy of Lake Victoria Region. Because the country is now struggling to revive the industry and to make local communities benefit, there is need to adopt strategies and programmes which favour sustainability. Sustainable development is based on the ethics of care for the whole community for now and the future and development must in this case be conservation and people-oriented. For this case the following strategies and recommendations are made for policy makers, planners and researchers:

(i) Recommendations for Policy Makers and Planners

- Master plans for all activities related to tourism in the region are essential. This means all aspects of tourism should be planned.

- An umbrella body, which could take care of all stakeholders in the tourism industry, is important for integrated tourism planning.
- The study noted that the number of international tourists visiting Lake Victoria Region is small and thus utilization of tourism items is low. Utilization at present could be due partly to lack of publicity coupled with underdeveloped infrastructure. To reverse this trend, there is need for selective and resource efficient marketing and public information including the use of audio-visual equipment with the aim of increasing tourist traffic for both international and domestic tourists. Publicisation of information guides and brochures for all the tourist sites as well as use of the Internet will promote the industry in the region.
- There is great need for further improvement in both standard and social infrastructure. Improvement of access roads especially in the rural areas is important if the local people are to take advantage and invest in the industry. There is also need for rural electrification, improvement of urban and rural water supply, trading centres and industrial estates. Lodge and hotels are to be constructed at strategic points and tourist sites must be rid of street boys and other people who may harass tourists.
- Diversification of the tourist product could also enable the region to attract more tourists. Innovation and diversification could keep the industry moving. Lack of this has affected the whole country since we have been relying on the "big five". This tradition does not give the country a competitive edge given that these animals are abundant elsewhere. It is negatively impacting on the country's ecosystem as well as making the country lag behind in terms of performance. Diversification will also mean catering for the needs from a wider spectrum of visitors. Kenya has to

take steps to regain her diminishing glory of being a prime tourist destination. She has to correct her misinterpreted heritage. A narrow focus makes a country lose revenue as well as causing environmental degradation and this threatens the very fabric upon which the industry is based. Diversification should therefore be the thrust of Lake Victoria Region's policy because it is the key aspect of trying to get eco-tourism moving. However, in order to diversify, there is need to have differential pricing structures, activities, resources and zoning and here taxation and loan structures will be important. Tax structures particularly within the income tax and some of the commercial loans is important in order to encourage the local people to look at the aspect of getting small businesses moving and the diversification game becoming a major part of the tourism picture in the region. This could also enable the local people to use tourist facilities especially during the low seasons and encourage domestic tourism. Activities offered should also be diversified for the different groups of tourists visiting Lake Victoria Region. This will mean maximum satisfaction for every dollar spent by tourists in the region

- The need to diversify also applies to the industrial and agricultural sectors within the region. A strong industrial and agricultural base will promote income growth and stimulate other businesses. It will also help in reducing leakages as such leakages rob the region of development funds. Local people could take up businesses such as travel agents, rent a car, bicycle and motorcycle hires, local bus network, and canoe services. Small businesses could also be encouraged to meet the requirements of the thrift and domestic tourists. This could be in the form of small lodges, restaurants, and a variety of services. The local people must be

empowered through effective loan programmes to get involved in the industry. A strong threshold for proper development of the industry is necessary. This could be in the form of recreation facilities and provision of social services. Small scale or cottage industries employing local people and using local products could also be encouraged.

- It was established that some tourist items are imported from outside the region. The stakeholders in this industry should plan how this trend could be reversed. They could come together and identify items that are being imported and identify those which could be produced within the region. The affected sectors are then to be alerted on the quality, quantity and variety of products needed by the tourism establishments so that production is geared towards this end. It means that tourism activities should be planned in such a way that activities which exhibit strong linkage with the local economy (like the basic commodities sector especially agriculture) are encouraged and the two tourism sectors developed side by side.
- For further retention of income from tourism in the region, there is need to establish a tourist market or village. This would expose the socio-cultural potential and give tourists a feel for the region. In these villages and markets, local artefacts, food and practices would be organized for the visitors.
- A proper circuit is needed in Lake Victoria Region. This would imply that the gateway area of Kericho is being strengthened by upgrading the facilities there and the Mau Forest made a park. The northern borderlink with tourism resources such as Mt. Elgon and Saiwa Swamp need to be developed as highland resorts and connected to other areas within the

region. Lake Victoria development could also strengthen this circuit by providing water facilities, which could connect the beaches and the islands to the mainland. Apart from water facilities on Lake Victoria water sports such as yatching could also be developed on rivers such as Yala and even on small lakes such as Kanyabola. Such activities could be run by the local people to benefit them. With improved communication to Eldoret and Maasai Mara and lake cruise developed so that western circuit could also involve cruises to Uganda and Tanzania, a very rich circuit could be formed in the region and this could promote domestic and international tourism. The establishment of Lake Victoria cruise is an overdue plan and it should be developed, as it will promote inter-regional travel. Cruiseship facilities like those at the coast are greater revenue earners if well developed. Cruise tourism needs security and proper infrastructure as well as a friendly staff.

- Security measures in the region should also be strengthened. Major stakeholders should come together and form Crisis Response Teams to address security issues. The recent move to form a Tourist Police Unit is much welcome. The security should be extended to the informal sector to enable international tourists use all facilities in the region. Security has restricted tourists to the formal sector.
- Strong institutional support is necessary. Lake Basin Development Authority, Kenya Railway Marine Services, Kenya Airways, Ministry of Transport plus the Ministry of Tourism and Wildlife are all important here. All these bodies should act together and ensure that tourism activities are taking root in the region. They should come up with a general inventory of tourist facilities, sites, transportation networks and opportunities for

investment. Policies regarding international tourists and tourism in general should be constant to avoid abrupt changes, which could disappoint tourists.

- As far as socio- cultural activities are concerned there is need to redesign traditional structures to enable local communities to gain from tourism. However, communities should be encouraged to have some versions of their cultures retained in their original forms.
- Reliable weather forecasting should be encouraged since tourism industry is very sensitive to weather changes.
- There is need to plan for small scale economic activities run by local people but which cater for both domestic and international tourists until a time reaches when the latter industry has established itself in the region.
- A large number of researchers should be financially supported
- Negative inflammatory press reports should always be clarified and corrected in time to avoid scarring potential tourists.
- Corruption should be checked especially along the points of entry and at the parks.

(ii) Recommendations for Conservationist/Environmentalists

- Conservationists should encourage wildlife conservation and management
- An environmental management scheme could be developed in order to monitor environmental issues
- Sites which in the next fifty years could be turned into historical monuments have to be listed for the Kenya national Museums

- Animals, which are faced with extinction have to be identified and their dummies made if possible. For example, fish species on Lake Victoria are faced with extinction and care must be taken
- Private land developers should be discouraged from destroying the region's historical heritage to establish projects which benefit them as individuals
- The local people are to be encouraged and educated on the need to preserve sites with a long history. Information about each site and why they are being preserved should be available.
- Tourism activities should be developed in areas where land use conflicts could be minimised
- Limited and regulated hunting could be allowed for curbing purposes.

(iii) Recommendation for Researchers

- Feasibility studies are important and researchers are encouraged to undertake the studies before any activity is established
- Market research is necessary if Lake Victoria Region is to attract a large number of international tourists. The origins and preferences of the potential visitors should be known in advance for appropriate planning.
- Future researches should be taken on issues not covered by this study especially on domestic tourism in order to weigh its benefit and how it could be linked to international tourism.

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APPENDIX 1

A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN LAKE VICTORIA REGION

BY

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DEPARTMENT OF GEOGRAPHY**

**ALL INFORMATION ACQUIRED IN THE SURVEY WILL BE
TREATED CONFIDENTIALLY BY THE RESEARCHER**

INTRODUCTION

The present research is for the University of Nairobi. It seeks to examine certain aspects of international tourism in Lake Victoria region and these include the touristic potential, structure of the industry, contribution of the industry to local economies among others.

The research is entirely for academic purposes but the findings could be of great importance to planners and could even change the lives of the local people in the region.

A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN LAKE VICTORIA REGION

(A) QUESTIONNAIRE FOR INTERNATIONAL TOURISTS

1. Name
2. Age
- (a) Under 18
- (b) 18-40
- (c) Over 40 years
3. Sex
- (a) Male
- (b) Female
4. Nationality
- (a) British
- (b) French
- (c) Other (specify)
5. Education standard
- (a) None
- (b) Primary level
- (c) High School
6. Marital Status
- (a) Single
- (b) Married
- (c) widowed
- (d) Divorced
7. Occupation
- (a) Business
- (b) Teacher
- (c) Doctor
- (d) Other (specify)
8. When did you arrive in Kenya?

- (a) Two days ago
 (b) One week ago
 (c) Other (specify)
9. How was your journey organised?
 (a) On an individual basis
 (b) As a package tour
 (c) Other (specify)
10. Did you visit other parts of the country before coming to western Kenya?
 (a) Yes
 (b) No
11. If yes to No.9 above where did you visit first?
 (a) Nairobi Areas
 (b) Coastal Areas
 (c) Northern Parts
 (d) Other (specify)
12. When did you arrive in Western Kenya?
 (a) Today
 (b) Two days ago
 (c) Three days ago
 (d) Other (specify)
13. How was your Journey to Western Kenya organised?
 (a) On an individual basis
 (b) As a package tour
14. Have you ever been to Western Kenya before?
 (a) Yes
 (b) No
15. How did you get information concerning Western Kenya?
 (a) Through friends
 (b) Through tour companies
 (c) Other (specify)
16. Is there adequate information on Kenya and in particular Western region?
 (a) Yes
 (b) No
17. Why in particular did you decide to come to Western Kenya?
 (a) To explore Lake Victoria
 (b) To enjoy the sunny climate
 (c) To see the tourist sites such as Ndere Island
 (d) Other (specify).
18. How long do you intend to stay in the region?
 (a) One day
 (b) Two days
 (c) One week
 (d) Other (specify)
19. Which places do you intend to visit?
 (a) Rusinga Island
 (b) Kakamega Forest
 (c) Ndere Island
 (d) Other (specify)
20. What is your average daily expenditure?
 (a) Kshs. 5,000
 (b) Between Kshs. 5,000-10,000

(c) Between Kshs. 10,000-20,000

(d) Other (specify)

21. Can you give a breakdown of your daily expenditure on the following items?

(a) Meals.....

(b) Accommodation

(c) Transport (local)

(d) Site seeing

(e) Entertainment

(f) Shopping

(g) Gifts

(h) Private guides

22. According to your own evaluation what is the attitude of the local people towards tourists?

(a) Friendly

(b) Unfriendly

(c) Other (specify)

3. What can you say about the general infrastructure in the region? Tick and comment in the appropriate space(s).

Services	Good	Poor	Other (Specify)
Road transport			
Railway transport			
Air transport			
Lake transport			
Accommodation			
Recreation			

24. What problems did you encounter in Western Kenya?

(a) Transportation

(b) Language

(c) Insecurity

(d) Other (specify)

25. What adjustments would you recommend to enable tourists to visit the region in large numbers?

(a) Local people to be more friendly

(b) Improve infrastructure

(c) Introduce water sports

(d) Other (specify)

26. Do you intend to visit the Lake Region again?

(a) Yes

(b) No

27. If No, give reasons

(a) Going back to be busy

(b) Going to tour other tourist destinations

(c) Fear of violence and general insecurity

(d) Other (specify)

Thank you for your cooperation

A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN LAKE VICTORIA REGION

(B) QUESTIONNAIRE FOR HOTELIERS/LODGERS/TOUR GUIDE AND CAR HIRE FIRMS/ OTHER ENTREPRENEURS IN TOURIST RELATED ACTIVITIES AND TOURIST SITES

GIVE ANSWERS WHERE APPLICABLE

1. Name
2. Year of establishment
3. Nature of business/activity
 - (a) Hotel and lodging services
 - (b) Tour guide services
 - (c) Car hire services
 - (d) Other (specify)
4. Ownership
 - (a) Local
 - (b) Kenyan
 - (c) Foreign
5. What is the average number of international visitors handled in:
 - (i) A Month: (a) Less than fifty
 - (b) 50-100
 - (c) Other (specify)
 - (ii) A year: (a) Less than 200
 - (b) 200-500
 - (c) Other (specify)
6. What are the origin(s) of your visitors in percentages?

Country of origin	Percentages			
	10	20-50	60-80	Other (specify)
Italy				
Britain				
Belgium				
France				
Other (specify)				

7. Do you experience changes in the inflow of visitors?
 - (a) Yes
 - (b) No

8. If Yes,
 (a) Which is the peak season?
 (i) August-September
 (ii) July-November
 (iii) March-April
 (iv) other (specify)
- (b) Which period records the lowest number?
 (i) January-February
 (ii) April-May
 (iii) November-December
 (iv) Other (specify)
9. How do you market your business?
 (a) Through mass media (state)
 (b) Through tour agents
 (c) Other (specify)
10. What is the total number of employees in your establishment?
 (i) 10
 (ii) 20
 (iii) 30
 (iv) 40
 (v) (v) Other (specify)
11. How many of these are:
 (i) Local
 (a) None (b) All
 (c) Other (specify)
- (ii) Non-local
 (a) None (b) All
 (c) Other (specify)
12. What are your charges?
 (i) per single room:
 (a) Kshs. 1000. (b) Kshs.2000
 (c) Other (specify)
- (ii) per double room:
 (a) Kshs. 1500. (b) Kshs.2500
 (c) Other (specify)
- (iii) On gate entrance:
 (a) Kshs. 100. (b) Kshs.200
 (c) Other (specify)
- (iv) per vehicle hire:
 (a) Kshs. 2000. (b) Kshs.2500
 (c) Other (specify)

13. Can you give percentage utilisation of the local products and services in areas shown in the table below.

Items	Percentage utilisation (%)
Foodstuff	
Furnishing	
Entertainment	
Maintenance	
Employees	
Other (specify)	

14. What is your average net profit?
 (i) Per month: (a) Kshs.10,000..... (b) Kshs.20,000.....
 (c) Other (specify)
- (ii) Per year: (a) Kshs.50,000..... (b) Kshs.70,000.....
 (c) Other (specify)
15. What percentage of this profit could be attributed to international tourism?
 (i) 10% (ii) 50% (iii) 80%
 (iv) Other (specify)
16. Do you make use of other tourist-related infrastructure?
 (a) Yes (b) No
17. If yes, are they adequate?
 (a) Yes (b) No
- Comment
18. What are the major problems you encounter in your business?
 (a) Lack of capital
 (b) Lack of trained personnel
 (c) Low visitor turnout
 (d) Other (specify)
19. What are the side effects of tourism in this region?
 (a) Erosion of culture
 (b) Pollution and general environmental degradation
 (c) Competition or landuse clashes
 (d) Other (specify)
20. Suggest how these problems could be solved.
 (a) Educate the local people
 (b) Encourage private developers
 (c) Joint action between the local people and Ministry of Tourism.
 (d) Other (specify)

Thank you for your cooperation

A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN LAKE VICTORIA REGION

(C) QUESTIONNAIRE FOR OFFICIALS AT TOURIST SITES

1. Name of site.....
2. Year of establishment
3. What does the site offer to Tourists?
(a) Wildlife
(b) Sporting activities
(c) Physical features
(d) Other (specify)
4. What is the average number of visitors per
(i) Month: (a) 50 (b) 100 (c) 200
(d) Other (specify)
(ii) Year: (a) 200 (b) 500 (c) 1,000
(d) Other (specify)
5. Give the percentage number of visitors in terms of their nature:
(i) Domestic: (a) 10% (b) 20%
(c) 50%
(d) Other (specify)
(ii) Foreign: (a) 5% (b) 10%
(c) 80%
(d) Other (specify).....
6. How many employees do you have?
(a) 50 (b) 70 (c) 100
(d) Other (specify)
7. How many of these employees are
(i) Local: (a) All (b) None
(c) Other (specify)
(ii) Non-local: (a) All (b) None
(c) Other (specify)
8. What is your net income in a month?
(a) Kshs. 10,000
(b) Kshs. 20,000
(c) Kshs. 30,000
(d) Other (specify)

9. What is your average net income in a year?
 (a) Kshs. 50,000
 (b) Kshs. 75,000
 (c) Kshs. 100,000
 (d) Other (specify)
10. What percentage of this net yearly income could be attributed to international tourism?
 (a) 10%
 (b) 20%
 (c) 30%
 (d) Other (specify)
11. Is the site effectively used?
 (a) Yes (b) No
 Comment.....

12. What problems do you encounter at the site?
 (a) Low visitor turn out
 (b) Insecurity
 (c) Transport problems
 (d) Other (specify)
13. What recommendations would you make?
 (a) Need to market the site or region
 (b) Need to improve the tourist infrastructure
 (c) Need to take increased security measures
 (d) Other (specify)

Thank you for your cooperation

(D) A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN THE LAKE VICTORIA REGION.

**QUESTIONNAIRE FOR LAKE BASIN AND
MINISTRY OF TOURISM OFFICIALS**

1. Name
2. Position in establishment
3. Kindly give a brief history of tourism in Lake Victoria region.
.....
.....
.....
4. What are the main tourist attractions in the region?
.....
.....
.....
5. What is the government policy concerning tourism in Lake Victoria region?
.....
.....
.....
6. What is the general state of both general and tourist infrastructure in the region?
.....
.....
.....
7. How has tourism contributed to the development of infrastructure in the region?
.....
.....
.....
8. Kindly give the yearly average number of international and domestic tourists to the region?
.....
.....
.....
9. Which economic activities has the industry generated in the region?

.....
.....
.....
.....

10. How does the lake region compare with other regions in terms of bed occupancy?

.....
.....
.....
.....

11. What are the problems the industry is currently facing in the region?

.....
.....
.....

12. Can you make some recommendations concerning tourism in this region.

.....
.....
.....
.....

Thank you for your cooperation

(E) A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN LAKE VICTORIA REGION

QUESTIONNAIRE FOR FORMAL AND INFORMAL EMPLOYEES IN TOURISM INDUSTRY IN THE REGION

1. Name
2. Age (a) Under 18..... (b) 18-40.....
(c) 40-55..... (d) Over 55
3. Sex (a) Male (b) Female.....
4. Home District (a) Busia..... (b) Migori.....
(c) Kericho
(d) Any other (specify)
5. Marital status (a) married..... (b) Single.....
(c) Divorced..... (d) Widowed.....
6. Position in employment:
(a) Top level management..... (b) middle level management.....
(c) Subordinate..... (d) Any other
(specify).....
7. Education level:(a) No education..... (b) Primary.....
(c) high school..... (d) Beyond high school.....
8. Training if any (a) None..... (b) diploma level.....
(c) certificate level.....
(d) any other (specify).....
9. Place of residence
10. Distance from place of work: (a) 1 km (b) 5 km
(c) 10 km (d) Any other (specify)
11. Which means do you use to your place of work?
(a) footing..... (b) cycling.....
(c) public transport.....(d) Any other (specify)
12. What is your total monthly income from this employment?
(a) Below Kshs.2000
(b) Between Kshs.2000-5000
(c) Between Kshs.5000-10000
(d) Any other (specify)

13. Can you give the percentage expenditure of your monthly income on items listed in the table below:

Item	Percentage Expenditure (%)
Tourism	
Agriculture	
Transport	
Fish and fish products	
Energy	
Education and training	
Building and construction	
Business sector	
Health	
Household goods (Manufactured goods)	
Processed foods	
Religion	

14. Which problems related to tourism have you observed in the lake region?

- (a) Infrastructure is inadequate
- (b) Training opportunities are scarce
- (c) Low visitor turnout
- (d) Any other (specify).....

15. Can you suggest how these problems would be solved?

- (a) Improve infrastructure
- (b) Market the lake region vigorously
- (c) Train the local people
- (d) Any other (specify).....

Thank you for your cooperation

(F) A SURVEY OF ECONOMIC IMPACT OF INTERNATIONAL TOURISM IN LAKE VICTORIA REGION

QUESTIONNAIRE FOR LOCAL RESIDENTS IN LAKE VICTORIA REGION

- (1) Name
- (2) Age.....
- (3) Marital status.....
- (4) Education Level.....
- (5) Occupation.....
- (6) Income Level.....
- (7) How do you spend your leisure time?.....
- (8) Can you comment on tourist facilities in the region.....
- (9) What can you say about tourism in general in this region.....
- (10) Can you give any recommendation on tourism in this region.....

Thank you for your cooperation

APPENDIX 2

(a) Selected Restaurants in Lake Victoria Region

1.	Holiday Inn	Box 270 Busia
2.	Rafiq Refreshments	Box 1785 Kisumu town
3.	Amiko Hotel	Box 910 Kitale town
4.	Burudika Bar	Box 23 Kakamega town
5.	Centre Inn Bar	Box 915 Kisii
6.	Check Inn Bar/Rest.	Box 206 Busia town
7.	Cheers Bar, Pub, Café	Box 4605 Eldoret
8.	Rest Sweet Waters	Box 75 Kericho
9.	Dunga Refreshments	Box 96 Kisumu
10.	Elden Fish & Chips	Box 43 Kitale
11.	Gikuros Inn	Box 915 Kisii
12.	Mombasa Hotel	Box 50 Busia
13.	Premium Bar/Rest.	Box 549 Kakamega
14.	Sori Snack	Box 2109 Eldoret
15.	Utalii Snacks	Box 1232 Eldoret
16.	Star De Café Hotel	Box 1135 Kericho
17.	West View B/R	Box 7008 Eldoret
18.	Plaza Café	Box 399 Kisumu
19.	Leisure Park	Box 806 Kisumu
20.	Cherangani Rest	Box 1300 Kitale
21.	Elgon View Rest	Box 934 Kitale
22.	Jimam Rest	Box 712 Kisii
23.	Reke Marie B/R	Box 2155 Kisii

24.	Comer Rest	Box 406 Kericho
25.	Kericho Coffee House	Box 505 Kericho
26.	Café Lawino 2000	Box 2012 Kakamega
27.	Pizza Hotel	Box 425 Kakamega
28.	Premium B/R	Box 549 Kakamega
29.	Check Inn B/R	Box 206 Busia
30.	Junction Inn	Box 15 Homa-Bay
31.	Tropical Centre Hotel	Box 706 Homa-Bay
32.	Sunday Hotel	Box 636 Homa-Bay
33.	Hoggers Hotel	Box 94 Homa-Bay
34.	Hijaz Hotel	Box 906 Suna Migori
35.	Neemu Hotel	Box 401 Narok
36.	New Farmers	Box 405 Webuye
37.	Light Snack Hotel	Box 641 Webuye
38.	Wag's Cafeteria	Box 883 Kisumu
39.	Sunday Hotel	Box 636 Homa-Bay
40.	Safari Hotel	Box 2012, Kakamega

(b) Tour Operators, Travel Agents and Tour Guides

Name of Establishment	Postal Address	Location	Class
1. A.S.C. Mara Camp	81443 Mombasa	Maasai Mara	A1.3
2. Balloon Safaris	43747 Nairobi	Maasai Mara	A1.2 B5
3. David Road Safaris	122 Kitale	Kitale	A1.2
4. Dakens Travels Ltd	4846 Kisumu		C4

5. Dickson K. Chepus	332 Kitale	Kitale	C5
6. Dobie Cooper Motors Ltd	305 Kitale	Kitale	C4
7. Dunga Refreshments	96 Kisumu	Dunga Area	C2
8. East African C. Experiences	24910 Nairobi	Narok	A1C125
9. Eldoret Travel Agency Ltd	883 Eldoret	Uasin Gishu	A2C4
10. Glen Cottar Safaris	44191 Nairobi	Maasai Mara	C2
11. Hill Baret & Company Ltd	191 Kitale	Sungura Rd	C4
12. Hippol Ltd	1760 Kisumu	J.K. Highway	C4
13. Kambo Travel Agency	1467 Kisumu	J.K. Highway	C4
14. Kericho Lodge & Fish Resort	25 Kericho	Moi Highway	C2
15. Kisumu Travels Ltd	764 Kisumu	Oginga Odinga	A1.2.4
16. Lake Travels Ltd	171 Kisumu	Oginga Odinga	A1.2.4
17. Lake Victoria Safaris Ltd	188 Kisumu	Makasembo	B4, C4
18. Mara Mbose Tours	6097 Kisumu	J.K. Avenue	C4
19. Mara Balloon Safaris Ltd	48217 Nairobi	Maasai Mara	B5, C5
20. Mara Siana Tours	10 Narok	Narok	A1
21. Mara Safari Club	58581 Nairobi	Maasai Mara	A2
22. Maasai Mara Game & Foot Safaris Ltd	19 Narok	Narok	A1
23. Maurice Sinyereri	332 Kitale	Kitale	C5
24. Musiara Ltd	48217 Nairobi	Maasai Mara	A12B3C4
25. Oldonyo Losoit Ltd	56923 Nairobi	Narok	A1, C4
26. Ololamutai Camp Site	60 Narok	Narok	C2
27. Salim Malonga	332 Kitale	Kitale	C5
28. Shabena Travel & Tours	208 Kisii	Geyembe Rd	A4 C4
29. Shira Travels Ltd	19 Kisumu	Oginga Odinga	A2, 4,

30. Sirikwa Safaris	332 Kitale	Kitale	C2
31. Stroll Travel & Safaris Ltd	28022 Nairobi	Narok	A1, C4
32. Tony Mills Safaris	122 Kitale	Kitale	C5
33. Transworld Safaris Kenya Ltd	60 Narok	Narok	C2
34. Transworld Safaris Kenya Ltd	44690 Narok	Narok	B5, C4
35. Vocational Tours & Travel (Ltd)	511 Kisumu	Achieng Oneko Rd	A1, 4,

(c) Travel and Car Hire Firms Chosen for Analysis

- Balloon Safaris
- Mara Siana Tours
- Dakens Travels
- Dunga Refreshments
- Kisumu Travels
- Eldoret Travel Agency
- Dickens K. Chepus
- Sinkwa Safaris
- Kericho Lodge
- Safari Rally Limited

(d) Curio Dealers

NAME		POSTAL ADDRESS		
LOCATION	CLASS			
1. Africano Curio		189 Narok	Narok Rd	C1
2. Bethany Bookshop		458 Kericho	Nakuru	C1
3. Catherine Saoli Curio Shop		380 Narok	Sekenani Gate	C1
4. Kurate Merchants		425 Narok	Narok	C1
5. Jennifer Wanjiku & Partners		118 Kakamega	Golf Hotel	C1
6. Transit Curio Shop		384 Narok	Narok	C1
7. Keekorok Stores		26188 Nairobi	Maasai Mara	C1
8. Musiara Ltd (Curio Shop)		48217 Nairobi	Narok	C1
9. Ndeti Total Curio Handicrafts		427 Narok	Narok	C1

Source: Republic of Kenya

Directory of curio dealers 1997

Ministry of Tourism and Wildlife

Key For Tour Guides And Curio Dealers

C1- Curio Dealer

A1.2, A1.3, C4, C5, C2, B5, B3 – Tour Operators, Travel Agents, tour Guides etc

APPENDIX 3

CBS Data Used in The Calculation of Location Quotient for Various Provinces and Towns in Lake Victoria Region (1995)

Province/ Town	Employment in Tourism Industry	Employment in all Industries
NAIROBI	82,197	400,101
CENTRAL		
Thika	3,144	26,524
Muranga	657	4,412
Nyahururu	345	3,788
Nyeri	353	9,457
Total	4,499	44,181
COAST		
Malindi	2,906	8,483
Mombasa	47,728	144,318
Voi	297	1,627
Total	50,931	154,428
EASTERN		
Embu	752	5,517
Machakos	642	4,617
Athi River	129	2,365
Meru	588	3,473
Total	2,111	15,972
NYANZA		
Kisii	526	7,683
Kisumu	6,579	40,185
Total	6,105	47,868
RIFT VALLEY		
Kericho	1,432	30,270
Nanyuki	869	3,861
Nakuru	6,572	40,955
Naivasha	184	2,609
Kitale	838	7,587
Eldoret	3,602	30,891
Total	14,429	116,173
WESTERN		
Kakamega	474	3,340
Webuye	1,955	6,729
Total	2,429	10,069
TOTAL	162,767	788,792

NOTE:

1. Employment in tourism industry represented by those employed in retail and wholesale trade, restaurants and hotels, transport and communication.
2. Towns with 1000 or more persons engaged since 1972 used

Source: CBS, 1995

APPENDIX 4

Important Addresses

Ministry of Tourism and Wildlife
P.O. Box 30027
Tel. 331030
Nairobi

Catering Levy Trustees
P.O. Box 46987
Tel. Nos. 225485/333433

Kenya Association of Hotel Keepers
and Caterers
P.O. Box 44365
Nairobi

Block Hotels
Block House

Lusaka Road
P.O. Box 40075
Tel. (254) (2) 543810
Nairobi
(Keekorok Lodge)

Lonrho Hotels Ltd
P.O. Box 58581
Tel. (254-2) 216940
Telex 22066
Nairobi
(Mara Safari Club)

Sarova Hotels
P.O. Box 30680
Tel. 254 (2) 333248/49/50/51, 217294/15
Telex. 22223
(Nairobi Mara Sarova Hotel)

Eagle Aviation
Tel. 608875-8
Fax 606017
Nairobi

Tel. 434502-05, 434480/1
Fax 434249
Mombasa

Permanent Secretary
Ministry of Tourism and Wildlife
Tel. 254-2-331030
Nairobi

African Tours and Hotels
Utalii House, Uhuru Highway
P.O. Box 30471
Tel. 336858
Telex. 22033
Nairobi
(Sirikwa, Sunset, Golf, Homa-Bay
Hotels)

Serena Lodges and Hotels
Central Reservations
Tel. (254-2) 711077
Fax. (254-2) 718103
(Mara Serena Lodge)

Adventure Aloft (Kenya)
P.O. Box 40683
Tel. 21439, 218321
Fax. 254-2-332170
Nairobi

Utalii International
Conservation Corporation E.A.
Msapo Close, off Parklands Rd
P.O. Box 74957
Tel. 254-2-750298, 750780
Fax 254-2-746826
Nairobi
(Kichwa Tembo, Siana Springs)

Air Kenya Aviation Ltd
Wilson Airport
Tel. (254-2) 501421/2/3

APPENDIX 5

Dos' and Don'ts on Safari

A: KENYA'S ANIMALS ARE REAL WILD ANIMALS

- They wander freely in and out of the parks
- They are not always where you expect them to be
- Predators such as lions, cheetahs and leopards hunting for a living
- Lions, leopards, elephants, rhinos and buffalos can be dangerous

B: DON'T DISTURB THE ANIMALS

- Don't drive too close to any animal
- Don't interfere with any predator who is hunting. If the predator gives up its young may starve
- Don't drive between a mother and her young
- Don't drive off the road – erosion destroys environment

C: SAVE YOUR OWN LIFE

- Don't get out of your car except at designated area
- Remember, the animals are used to cars but, feel threatened by people
- Don't throw out matches or cigarettes, put out fires completely
- Obey instructions given by the parks staff
- To climb the mountains, do become accustomed to the high altitude get information on conditions of the mountain, wear suitable clothing

D: LET THE SEAS LIVE

- Do visit the marine parks when you are at the Coast
- Don't collect shells or other marine life – let them live
- Rent an underwater camera and take photographs instead
- Don't damage the living carat watch where you step
- Don't litter the sea shore – marine animals are fragile

E: ENJOY YOUR SAFARI

- Do look at Kenya's 1000 species of birds when you cannot find luvis
- Do keep your environment beautiful – don't litter
- Please ask permission before photographing people
- Do visit the national and regional museums of Kenya

Source: Kenya Safari, April 1992

APPENDIX 6

(a) Touristic Potential of Various Districts Chosen for Analysis

Homa-Bay District

This has the following resources:

- Archaeological sites
- Pre-historic sites
- Islands (Rusinga Takawiri, Mfangano),
- Bird sanctuaries as at Simbi where there are over 300,000 lesser flamingos.
- Ruma National Park and adjacent Islands
- Tourist infrastructure
- Sport fishing
- Stop over at Isebania

Narok District

Narok has the following resources:

- Maasai Mara National reserve
- High class tourist infrastructure

Kisii District

- Tabaka soapstone
- Manga escarpment
- Tourist infrastructure
- Enroute to Tanzania

Kisumu District

- Museum
- Ndere Island National Park

- Kisumu Local Impala Sanctuary
- Lake Victoria and its associated bays beaches, and islands
- Cultural sites
- Tourist infrastructure

Kericho District

- Mau Forest
- Tea Plantations
- Favourable climate
- Tourist Infrastructure
- Crossroads

Kakamega District

- Kakamega National Reserve
- Tourist Infrastructure

Trans-Nzoia District

- Mount Elgon National Park
- Saiwa Swamp National Park
- Museum
- Tourist Infrastructure
- Trout Fishing

Uasin Gishu District

- Tourist Infrastructure (International Airport and Standard Hotels)
- Enroute to Uganda

Busia District

- Fine Scenery
- Culture
- Stop over (for tourists on transit to Uganda along Trans-African Highway)

(b) High-Class Hotels in Lake Victoria Region

- Paradise Mara Lodge
- Serena Lodge
- Keekorok Lodge
- Kichwa Tembo
- Mara Buffalo Camp
- River Camp
- Farm View
- Gilly Hotel
- New Lincoln
- Midwest
- Sirikwa
- Park Villa
- Golf Hotel
- Soi County Club
- Takawiri Island Resort
- Sakawa Towers
- Imperial Hotel
- Homa-Bay Hotel
- Kisii Mwalimu Hotel
- Sunset Hotel
- Mara Intrepids Camp
- Sopa Lodge
- Siana Springs
- Governors Camp
- Little Governors Camp
- Tea Hotel
- Mt. Elgon Lodge
- Bungoma Tourist
- Rusinga Island Safari Club
- Milimani Resort

(c) High-Class Hotels Chosen for Analysis

- Park Villa, Webuye
- Golf Hotel, Kakamega
- Sakawa Towers, Kisii
- Imperial Hotel, Kisumu
- Sunset Hotel, Kisumu
- Farm View, Busia
- Sirikwa, Eldoret

- Tea Hotel, Kericho
- Rusinga Island Safari Club
- Takawiri Island Resort
- New Lincoln, Eldoret
- Homa-Bay Hotel
- Keekorok Lodge
- Governors Camp
- Paradise Mara

APPENDIX 7

Class D Hotels

1.	Western Hotel	Box 762 Kakamega
2.	Sea Rock House	Box 2202 Kisumu
3.	Shark Lodge and Hotel	Box 524 Busia
4.	Satellite Inn	Box 428 Kisii
5.	Primo Hotel	Box 174 Bungoma
6.	Rock Hotel	Box 1869 Kitale
7.	Rarieda Hotel	Box 4839 Kisumu
8.	Nyathiru	Box 1923 Eldoret
9.	Narok Transit Hotel	Box 384 Narok
10.	New Miyako Hotel	Box 1073 Eldoret
11.	The Wing's Hotel	Box 1982 Bungoma
12.	Wanjah's Hotel	Box 71 Narok
13.	Sirikwa Safaris Hotel	Box 332 Kitale
14.	Susian View Hotel	Box 840 Eldoret
15.	Agolot Cool Inn	Box 153 Busia
16.	Bismet Guest House	Box 264 Narok
17.	Mulukoba Lakeside Hotel	Box 4 Kericho
18.	Kericho Mwalimu Hotel	Box 834 Kericho
19.	Kericho Fish Resort	Box 25 Kericho
20.	Kunjo Guest House	Box 77 Nandi Hills
21.	Jona Ouma Hotel	Box 302 Mbita
22.	Embassy Hotel	Box 1505 Kericho
23.	Farmer's House	Box 48 Bomet
24.	Hippo Buck Hotel	Box 274 Homa-Bay
25.	Meralis Hotel	Box 294 Kericho
26.	Mara Hotel	Box 130 Bomet
27.	Manyatta Inn	Box 52 Narok
28.	Mateso Bila Chuki	Box 60 Narok
29.	Mayfair Hotel	Box 2263 Eldoret
30.	Mamboleo Hotel	Box 264 Kitale