

**THE ROLE OF TOURISM IN REGIONAL
DEVELOPMENT: A CASE STUDY OF VILLAGE
TOURIST CENTRES OF THE COAST PROVINCE,
KENYA**

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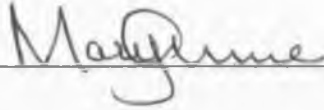
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**A THESIS SUBMITTED IN PARTIAL FULFILMENT
FOR THE DEGREE OF MASTER OF ARTS
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DECLARATION

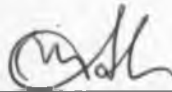
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approval as the university supervisor.



Dr. E. M. Irandu

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DEDICATION

I dedicate this thesis to my late mother Julia Wamuhu Kamau who was my first and most effective teacher in my life and to all the Assumption Sisters of Nairobi who sacrificed so much to give me good education.

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ABSTRACT

This study examines the role of tourism in regional development using village tourist centres in the Coast Province as a case study. Addressed specifically are the factors for the development of the village tourist centres and how the benefits from them trickle down to the local people and effect change in the region. It also examines the existing linkages between the tourism industry and the village tourist centres and other related sectors of the economy.

The objectives of the study are: (a) To identify existing village tourist centres and related tourist resources in the region (b) To determine the nature of existing linkages between village tourist centres and the formal hotel industry and to examine linkages with other sectors of the economy (c) To assess the participation of the local people in the ownership and the management of village tourist centres (d) To analyze the problems and constraints hindering the performance of the village tourist centres in the region.

The null hypotheses tested are: (a) There is no significant relationship between the number of local people employed and the number of village tourist centres in the region (b) There is no significant relationship between the amount of income obtained by the local people and the ownership and management of village tourist centres (c) There are no significant linkages between the village tourist centres and the formal hotel industry (d) Village tourist centres in the Coast region are evenly distributed.

A sample of 257 was chosen through random, stratified and cluster sampling. Sampling targetted tourist officials, tourists, curio operators, local residents, hotel managers, tour operators and village tourist centre's operators. The study employed several statistical techniques namely: Nearest Neighbour Analysis, Location Quotient and Multiple Linear Regression Analysis and Multiple Correlation Analysis. Data were gathered through the use of questionnaires and official records pertaining to the role of tourism in the coast region.

The major findings revealed that factors such as income generation and creation of employment influenced the entrepreneurs in the establishment of village tourist centres. Other findings showed that the number of people employed in the centres was strongly

influenced by the amount of income flowing into the centres as well as the number of clients visiting the centres. Income was viewed as a significant factor in offsetting imbalances created by unequal distribution of incomes in rural areas, while creation of employment was in an effort to curb the problem of unemployment which lay heavily on the rural folk.

Statistics revealed that there was a high proportion of local ownership of village tourist centres which accounted for fifty percent. Unlike other sectors of the tourism industry, the centres created a platform for local participation where top management jobs accounting for 88.5 percent are held by the local people. Tabulated data revealed the existence of strong linkages between village tourist centres and the hotel industry. Other important linkages were between the hotels and the local residents, the village tourist centres and the local residents and other sectors. Linkages pointed toward a prospective dependency in terms of funding, employment, leisure and entertainment and marketing. Lack of finances, poor marketing strategies and policies favouring the village tourist centres were some of the most important setbacks which hinder the performance of the sector.

This study recommends that the government provides financial assistance and protection to local entrepreneurs, and develop policies which will favour their business operations. The study concludes that village tourist centres could be an effective tool to revamp and stimulate the economy of the region, only if the problems relating to funding marketing and favourable policies are put in place.

This study offer some important contributions to scholars, to researchers, to the field of Economic Geography and to the tourist sector in the form of new maps, updated data and tourism models.

Future research directions for the continuance of what is already in operation, such as the empowerment of the local people and their incorporation into regional development plans and management policies as gender imbalance concerns in the industry, are well stipulated in this study.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 STATEMENT OF THE RESEARCH PROBLEM

Tourism has been referred to world-wide as the industry of the 21st century and it is one of the most important economic, social, cultural and political phenomena of the century which the State cannot be indifferent to (Ceballos -Lascurain, 1996). Kenya is one of those developing countries in which tourism plays a crucial role in the economy since it is the second highest foreign exchange earner after agriculture (Economic Survey, 1997). It is in the foregoing context, that there has been for some time now, a widely held view, that there is a positive relationship between tourism and economic development. This is because it is not only an efficient source of badly needed foreign exchange, but also a source of government revenue and represents a true motor of development, especially in the case of Kenya (RoK, 1996).

Tourism is the mainstay of the economy of the Coast Province contributing between 60-70 percent of the total earnings to the province (RoK, 1997). Statistics show that 56 percent of the Coast Provinces' 2.4 million people live below the poverty line, and only a small proportion of the local population receives meaningful benefits. This is because tourism benefits have been more apparent at the national level than the local level, thus ignoring the plight of those living in destination communities (Adholla, 1982). In view of this, tourism industry has been perceived as an agent of poverty due to its failure to uplift the socio-economic status creating an apparent disproportionate participation of foreign verses domestic elements at different levels within the country and abroad making it an externally oriented industry. It is in response to what is perceived as a lack of equitable economic returns that this study attempts to examine the role village tourist centres play in terms of income generation, creation of employment, ownership

and management of village tourist centres, as well as examining linkages and problems hindering the performance of the centres. The underlying concern of this study is whether tourism yield financial returns to the coast population which would justify the further development of the industry, since currently tourism benefits do not appear to reflect any significant multiplier effect on other economic sectors or in narrowing the socio-economic gaps that exist in the region. This study endeavours to seek ways of improving income levels in rural peripheries and to evaluate the degree to which centres stimulate economic growth in the region. The study also examines how village tourist centres have improved the standards of living of the local people by creating employment for the rapid increasing labour force in the region.

This study advocates a more precise formulation of public policies for the development of the entire region, since most studies carried out in the region focus on national economic issues and policies that favour the formal tourism industry. As such, the existing policies have failed to stipulate the significance of village tourist centres in regional development and their role in integrating the local people into the mainstream of the formal tourism industry.

Moreover, noticeable infrastructural development and tourist amenities due to the presence of abundant tourist resources is lacking and does not extend to the local people (Pred, 1967; Ngai, 1997). This is despite being surrounded by a well endowed environment flourishing with tourism. On the other hand, members of the communities pay the negative social costs associated with tourism such as the loss of traditional values, inappropriate exploitation of natural resources and the degradation of cultural resources.

A country needs to exploit her resources in order to promote regional development, but such developments should not impair or damage the environment. Milne (1990) argues that tourism as an exploiter of natural resources can be destructive making a resource based industry shortlived. Similarly, Nyamweru (1996), acknowledges that benefits derived from the tourism industry at the Coast are bought at a great cost to the environment, and their destruction deprives the region the pride of a national heritage. The irreplaceable "Kayas", whose status as sacred sanctuaries has been preserved for centuries by the local Mi-jikenda people in Kwale and Kilifi districts, now face extinction. The local community through conservation programmes have strongly opposed their destruction and are making strenuous attempts to resist the powerful trends toward private ownership and habitat destruction. In this way, they maintain the quality of the environment and ensure the provision of a satisfying experience to both tourists and locals. This study examines the extent to which village tourist centres conserve the environment, and the measures they employ in ensuring a healthy and natural environment.

While the benefits of tourism are many, employment figures have been considerably low showing that the local people get few benefits in terms of employment than one would expect. The jobs tend to be low paying and people occupy low status in the industry. Studies carried out in the Bahamas and the Caribbean show that 65 percent and 30 percent respectively worked in the tourism industry in 1978. In contrast, Kenya's tourism industry provided about 2 percent of the total labour force in the same year (Adholla, 1982). In 1993, the share of employment in the tourism sector was 10 percent of the total employment and is projected to rise to 14 percent in the year 2000 (RoK, 1995). Karenga (1995) observes that although the industry provides more employment and is more efficient in spreading the benefits of development than most manufacturing industries, most of those employed work in low cadre jobs. Thus, the industry

still follows the principles employed in the colonial days where a "master-servant" relationship was established. As a result, the more the industry progressed economically and the colonial society became entrenched, the more the indigenous people found themselves relegated to the lowest rings of the social system. Through the use of natural and cultural resources, village tourist centres facilitate the development of the infrastructure and other social amenities which have been poorly developed and in some places non-existent.

The local people have promoted the community's rights to resource use through the establishment of village tourist centres whose major role is to provide employment for a local majority. This study focuses on the role of village tourist centres play in improving income levels in rural peripheries as well as the general quality of life for the majority of the local people in the coast region. Village tourist centres being an informal industry and a creation of the local people, seek to achieve the government objectives of reducing gaps in the income differentials existing in the coast region (RoK, 1997-2001).

Competition between foreign owned hotels and local business is high. Locals openly detest the type of discrimination they face from hoteliers who they believe are out to exploit them and to drive them out of their businesses. Based on the above, the study attempts to assess the type of relationship and linkages that exist between the two sectors and enquires into the factors which propel entrepreneurs into the establishment of village tourist centres.

The tourism industry has been criticized for lacking the flexibility to Africanize and nationalize itself. Some scholars argue that the main reason for this situation is the dominance of the industry by foreigners which deny the local people the opportunity to participate effectively in planning the development of their region. Hence, the apparent participation of foreigners as opposed to the indigenous population at the domestic level is a key issue in this study. In this regard, Milne (1990) argues that the degree to which local people are able to participate directly in the tourism development is perhaps the most important factor in determining the level of antagonism toward tourists. Similarly, Samy (1975) pointed out that an industry which is characterized by high levels of expatriate ownership and management tends to alienate local people who are in reality only receiving the "the crumbs from the table". The government has tirelessly tried to eliminate foreign dominance in the industry, but the problem still persists and the marginalization of the local population still continues unabated. However, most of the village tourist centers have focused on the local management and control of their cultural resources, since they are better placed in the involvement of the majority of the local people, as opposed to the formal tourism industry.

The government has been accused of serving the interests of the foreigners instead of serving her own people. Hence, the local people see no justification for the government's commitment of large amounts of scarce resources to provide comfort for visitors while little consideration is given to the indigenous people's needs (Adholla, 1982). Due to the serious nature of this issue, the village tourist centres and the local people have set strategies geared toward arresting the problem. The centres play a significant role in providing leisure, recreational and educational facilities for the local people. Thus, the study is deemed important in examining how the centres respond to the local people's social needs.

Village tourist centres are seen as one means of addressing the socio-economic problems that exist in the region. By using cultural heritage, the local people are able to bring tangible benefits to the community, rather than allowing themselves to be exploited by the hoteliers who hire them for very small wages. By venturing into the tourism business the centres provide recreation opportunities for visitors, foster community cohesiveness, instill pride, boost morale and generate funds for the local people (Janiskee, 1990). Sindiga (1995) sees the participation of the local people in the village tourist centres as significant in checking the increase of immorality that has been threatening to undercut the moral bonds of the traditional society

The significance of village tourist centres in the region is highlighted by Ghimire (1997), who argues that the centres reduce the loss of traditional values and way of life, bring a greater understanding and appreciation of local cultures by national and regional tourists and lead to cultural revival. Therefore, this study focuses on the role of tourist centres in preserving cultural authenticity and offers a promising approach toward an alternative sustainable cultural tourism development in the region. In this way, village tourist centres allow the direct and indirect impacts of visitor expenditure to offset the social and economic deprivation that local people face.

Any economic activity is supposed to alleviate poverty and contribute to regional growth (RoK, 1998). Therefore, a more inequitable distribution of foreign exchange earnings among the local population is paramount in order to alleviate the inequalities in the region. This is only possible if the role of village tourist centres is fully addressed. The study specifically addresses the effectiveness of these centres in enhancing economic development in order to increase regional

income and mitigate the income disparity in the region. This study specifically addresses the following research questions:

- (a) To what extent do the village tourist centres contribute to the improvement of socio-economic benefits in the region?
- (b) How can the village tourist centres create avenues for the local people to participate in the ownership and management of the hotel industry?
- (c) To what extent have tourist attractions been utilized? Is there adequate potential for further exploitation?
- (d) What linkages exist between the hotel industry and the village tourist centres that have played a significant role in regional economy?

The underlying concern of this study is whether tourism yields financial returns to the coast population that would justify the further development of the industry. The source of this concern is the apparent disproportionate participation of foreign versus domestic elements at different levels within the country and abroad, making tourism an externally oriented industry.

1.2 LITERATURE REVIEW

A review of the existing literature is important in this study because it reveals the limitations and weaknesses, strengths and gaps which previous researchers and scholars have failed to address. This study intends to address both the limitations and weaknesses in order to fill in and bridge existing gaps.

1.2.1 Theories of Tourism Development

Three categories of theories can be applied in developing countries to address the spatial distribution of tourist activities.

(a) Development Stage Theory

This theory is based on the five stages of economic development model (Rostow, 1960), and implies that changes in tourism development take place in stages. It states that developing countries are in an earlier phase of the development process, but will eventually repeat the Euro-American development process. Theorists such as Thurot (1973) identify three phases of economic development while Schlenke and Stewig (1983) associate the five stages of economic development with the evolution of domestic tourism. Thus, this suggests that population participation in domestic tourism is closely related to the industrial development of the whole country. The first stage in a traditional society portrays the elite of a country as the only ones with enough spare time and finances to afford leisure travel. The number of social classes participating in domestic tourism increases as economic development increases. It is only in the final stage of "high mass consumption" that all social classes can afford holiday travel. The stages of tourism development in the coast region are significant for regional development, hence, attention should be focused on its attractiveness over the years.

Miossec (1976) proposes that development of tourism starts with a pioneer resort. With time, resorts multiply leading to the establishment of a hierarchy and a functional specialization of resorts. In the last stage, tourist resorts are distributed almost evenly across the country, with transport linkages and connectivity to the resorts reaching their maximum. Therefore, any

change in the resort is a change in its clientele. The original visitors leave for more peripheral destinations, while other visitors populate the resort.

Christaller (1964); Cohen (1972); Plog (1973); Thurot (1973) and Butler (1980) support the progression nature associated with this theory. Miossec states that the original and popular resorts lose their attractiveness and tourists search for different and new places; thus the existing hierarchy of resorts disintegrates because new ones grow to replace the older ones. Butler (1980) says that besides rejuvenation the decline of a phase is a possibility, while Plog (1973) holds the view that decline is inevitable in the development process that proceeds along a continuum of attractiveness from a preponderance of an allocentric to a psychocentric clientele. Pearce (1989b) notices one deficiency in Miossec's (1976) model saying that tourism development in third world countries often occurs in the form of isolated resorts which do not form a highly interconnected hierarchical structure. Thus, transportation linkages between the resorts remain sparse. This phenomenon is very common in Kenya where resorts are sparsely distributed. Pearce goes on to explain that tourism development has a starting point. It only occurs "within an existing socio-economic structure where some forms of urban hierarchy and a transport network are already found, and not in an "empty space". The enclavic structure of resorts has been questioned by several researchers such as Matznetter, (1979); Britton, (1980); Schurmann, (1981); Jenkins, (1982) and Domros, (1989), who argue that not all resorts are enclaves. To date, tourism still follows the same structure colonialists established but, since the theory acknowledges the stages of development, the model can be applied in tourism studies in Kenya but with some modifications.

(b) Diffusion Theory

This theory suggests that "there will be a spread, a filtering, growth or development impulses from the most developed to the less developed area" (Browet, 1979: 65). This will lead to an adjustment of the original disparities after an initial polarisation, (Hirschmann 1958 and Alonso 1968). This theory suggests that for effective eradication of backwardness, it is necessary to establish growth poles such as cities or economic sectors with a high connectivity with other industries thought to have a high multiplier effect (Perroux, 1955; Myrdal, 1956 and Friedman, 1966). It can be concluded from the above facts that most of the village tourist centres have resulted from the hotel industry due to its high multiplier effect but their contribution to regional development has yet to be examined. Growth poles have emerged in the form of urban centres but the rate of spread effect to the periphery has been slow and is far from being realized.

Christaller and Friedmann (1964, 1966) consider tourism as a development option for problematic regions that have little developmental potential and are economically underdeveloped such as the developing countries. Tourism develops regions suited to the intensive development of tourism and associated industries, thus, highlighting tourism as an "instrument" of development in the peripheral regions. Since tourism consumption occurs at the place of production, it is considered to have a positive influence on the economy through its numerous associations with other industries (e.g. agriculture, fishery, forestry, building and handicraft). Thus, it is considered to have a strong multiplier effect on the local economy.

Pearce (1987) asserts that this theory addresses the immobility of international tourists in developing countries and has led to the development of tourist resorts which are accessible from airports near the capital. The only opening to new regions is through the establishment of new

international airports. Since most pleasure tourists belong to the "Sand, Sun and Sea" category, such a development is most likely to occur along the coast. If the coast is barren or remote, tourism will have few backward linkages since most of the agricultural products will have to be imported. Thus, the multiplier effect will be lost to the local economy. This has been supported by a case study of Cancun, Mexico, where after fifteen years of development, almost all supplies still come from distant locations (Spehs, 1990). This research will evaluate forward linkages and the extent to which they influence rural transformation in terms of growth in economically developing countries like Kenya.

Several studies consider tourism to be largely concentrated in the capital, in economic centres and in the coastal regions. Opperman's (1992b) study of Malaysia illustrates that tourism is least important in peripheral regions, while economic and political centres in Malaysia have above average shares of the tourism industry. Similar results have been obtained in the Philippines, Mexico and Peru (Thomas, 1978 and Bernklau, 1991), where the multiplier effects have rarely reached the prognosticated levels because a considerable percentage of the spending in peripheral regions is drawn away to the metropole i.e., to the national level. (Bryden, 1973; Oestreich, 1977; Pavaskar, 1982; Muller, 1984; and Juzcek, 1985). This theory has as a positive goal for the spread of tourism from the metropole to the periphery. Therefore, there is a possibility of applicability in the coastal region of Kenya where the industry is highly concentrated.

(c) **Dependence Paradigm**

This paradigm was developed as a result of scholars' dissatisfaction with the diffusion paradigm. It maintains that as a result of dependency, capitalist development in the core continuously

found its way into tourism through scholars such as Britton (1982); Hoivik (1980) and Husbands (1981). The popular assumption of this theory is that tourism is labour intensive and capital extensive and is, therefore, ideal for developing countries. However, this assumption has faced criticism, particularly the intensiveness of mass tourism established in many places (Diamond, 1977; Husbands, 1981; Moller, 1986; Vorlaufer, 1988; Mathews and Ritcher 1991).

The failures of tourism are visible both in its organization and its orientation towards international markets. The initial investment costs in mass tourism are often too high for developing countries and, therefore, lead to dependency on foreign capital (Britton, 1982; Rodenburg, 1980). Management positions are frequently occupied by foreigners and the destination marketed by companies in the developed countries. Hence, the paradox crisis occurs, where tourism is being used as a tool for the development of the periphery, while the entire organization and control of the industry reside in the core region. This provides an example of "organizing the dependence on the core" in order to foster development of the periphery (Husbands, 1981: 42).

In physical, commercial and socio-psychological terms, tourism in a peripheral economy can be conceptualized as an enclave industry. Tourist arrival points in the periphery are typically the primary urban centres of ex-colonies and now functions as political and economic centres of independent countries. Tourists on package tours 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 tourism companies. The tourists will travel between resort clusters and return to the primary urban areas for departure (Britton, 1982: 341).

tourists will travel between resort clusters and return to the primary urban areas for departure (Britton, 1982: 341).

This theory emphasizes the dependence relationship between small sectors and larger sectors, for example, the dependence of the village tourist centres on international mass tourism. However, it does not acknowledge the initiatives and efforts made by the local community in the establishment of enclaves which attract tourists to the periphery.

1.2.2 Spatial Models of Tourism Development

(a) Mariot's Model of Tourist Flows Between Two Locations

This model, devised by Mariot (1969) proposes three different routes which may link a place of permanent residence to a tourist centre: an access route, a return route and a recreational route as shown in Figure 1.1.

MARIOT'S MODEL OF TOURIST FLOWS BETWEEN TWO LOCATIONS

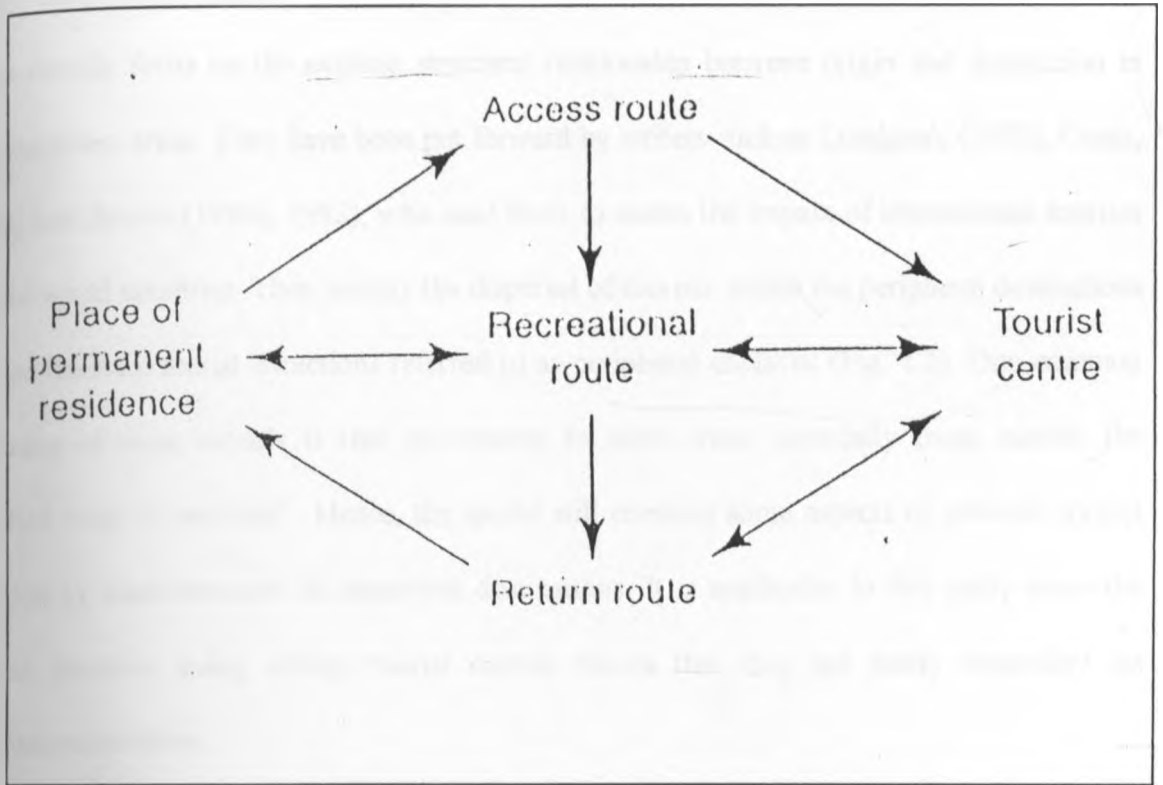


Figure 1.1: Mariot's Model of Tourist Flows Between Two Locations

Source: Redrawn from Matley (1976) and Mariot (1969)

Those travelling the recreational route will make use of the various facilities along the way even if the area does not constitute the main goal of the journey. This model is applicable in the developing world and in a country such as Kenya where tourist destinations are at strategic places offering recreational facilities as well as tourist centres. The model recognizes the potential of tourism in a given region and gives priority to a traveller who desires to tour many places on one trip rather than a single destination. As such, the model might create room for smaller centres in the periphery such as the village tourist centres which could become recreational attraction routes for many tourists. This model can be applied in this study and, although it favours international tourism, it can be appropriately adjusted to cater to domestic tourism.

(b) Structural Models

These models focus on the existing structural relationship between origin and destination in core-periphery areas. They have been put forward by writers such as Lundgren, (1972), Cazes, (1980) and Britton (1980a, 1982), who used them to assess the impact of international tourism in third world countries. They portray the dispersal of tourists within the peripheral destinations such as the rural tourist attractions referred to as peripheral enclaves (Fig. 1.2). One common limitation of these models is that movements to other areas, especially those outside the specified ones, is restricted. Hence, the model still contains some aspects of colonial control imposed by multinationals on dependent destinations. It is applicable in this study since the current situation facing village tourist centres shows that they are solely dependent on international tourism.

STRUCTURAL MODEL

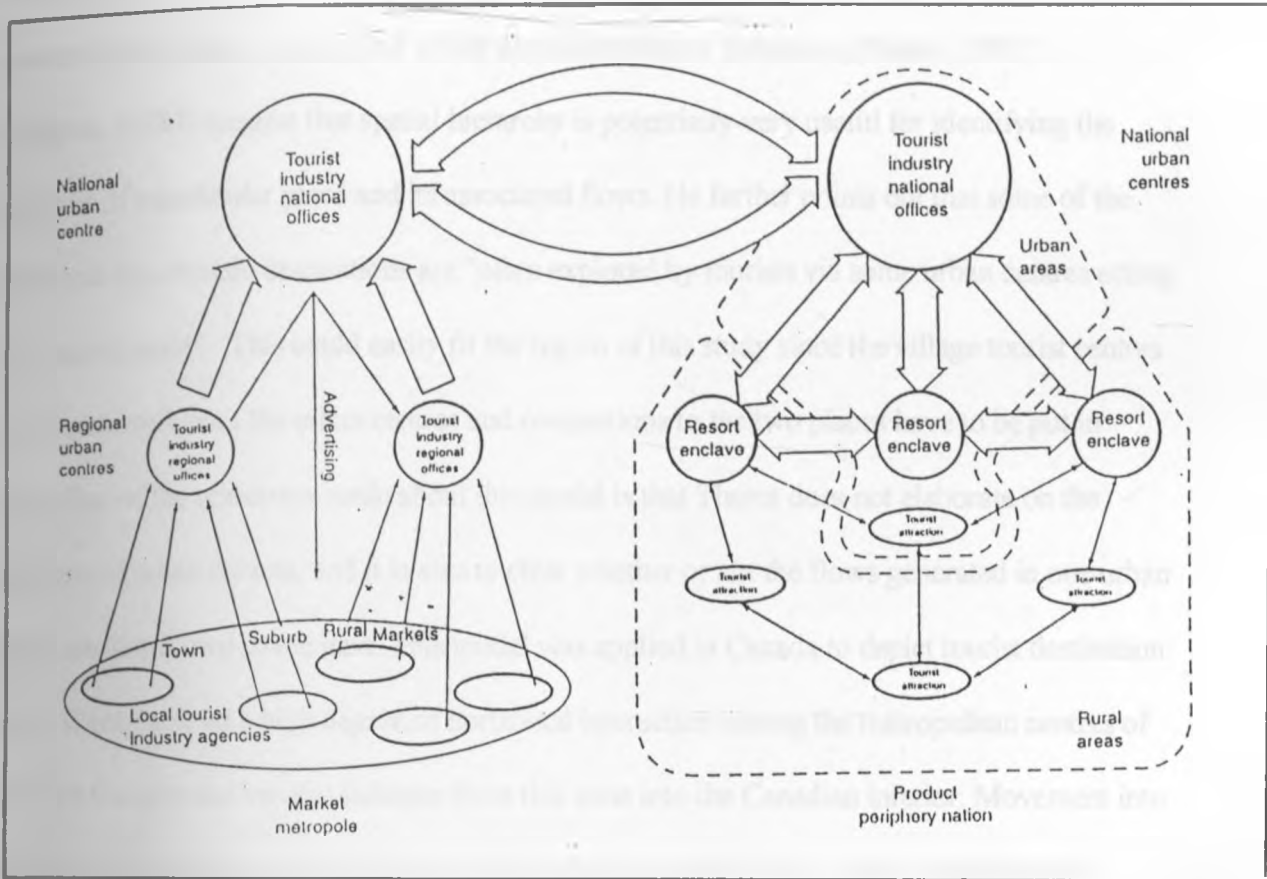


Figure 1.2: An Enclave Model of Tourism in a Peripheral Economy.

(c) Origin-Destination Models

These models consider to varying degrees both origin and destination of most tourist sites. The routes used link the place of origin to one or more destinations within the tourist region. Thurot's model was originally conceived as an aid to analyzing carrying capacity but is equally useful as a means of conceptualizing the different levels of tourist flows and spatial structures. It has been used as a tool to distinguish between supply and demand between domestic and international tourism.

It is mainly used in developing countries whose standards of living are generally insufficient to generate international tourism and which act as destination' locations (Pearce, 1987).

Lundgren (1987) suggest that spatial hierarchy is potentially very useful for identifying the functions of a particular place and its associated flows. He further points out that some of the peripheral countryside destinations are "often explored by tourists via some urban centres acting as a staging point". This could easily fit the region of this study since the village tourist centres are far removed from the urban centres and connections to the two places have to be put in place. One of the criticisms made about this model is that Thurot does not elaborate on the functions of urban centres, and it is also unclear whether or not the flows generated in one urban centre are distributed to the next. This model was applied in Canada to depict tourist destination space. It emphasized a high degree of horizontal interaction among the metropolitan centres of southern Canada and vertical linkages from this zone into the Canadian interior. Movement into the interior is accompanied by changes in the type of tourism found - nature progressively outweighing services: culture in terms of attractions, accessibility, and seasonality becomes more pronounced and the volume of tourist traffic declines (Fig.1.3). Similar functions may also be performed for domestic tourists moving from one area to another within the same country. Therefore the model can be applied at the coast where spatial hierarchy of tourist flows exist and allows the distribution of tourists giving them an opportunity to visit all the available attractions in the region beginning with the most popular. According to Pearce (1995:5), a drawback of this model is the limited amount of income generated in third world countries and at the coast of Kenya in particular.

ORIGIN-DESTINATION MODEL

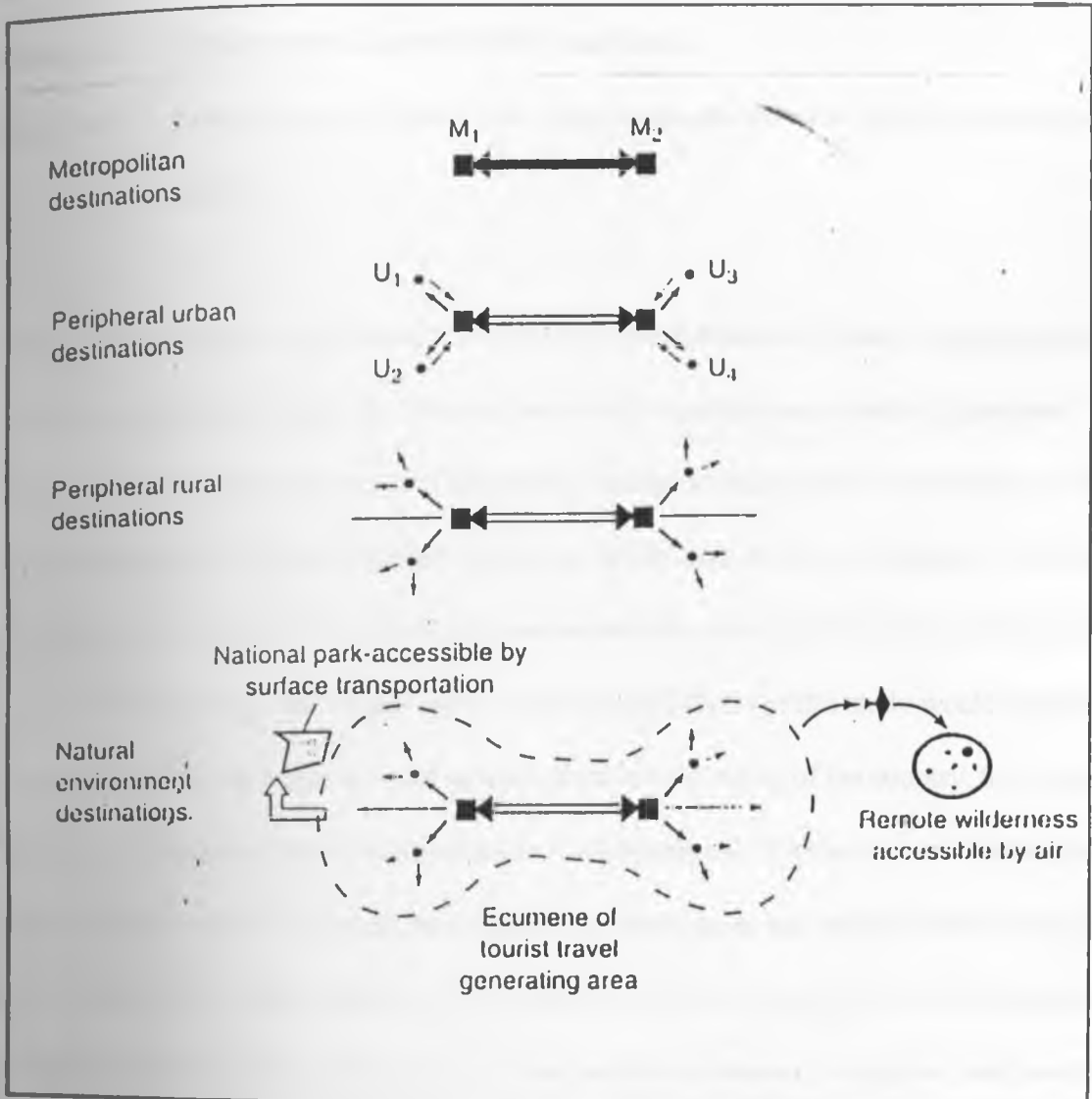


Figure 1.3: A Spatial Hierarchy of Tourist Flows

Source: Redrawn from Lundgren (1982).

(d) Evolutionary Models

These models stress changes in international tourist movements and the development of tourism structures. They draw attention to explanatory factors underlying evolution processes by indicating three successive evolutionary phases.

- Phase I:** Discovery by rich tourists and construction of an international class hotel.
- Phase II:** Development of upper-middle class hotels.
- Phase III:** Loss of original value to new destinations and arrival of middle class and mass tourists.

These models focus on international tourism where the destination is fixed, local participation only increases at the last stage. In the most recent of the evolutionary models, Opperman (1992a, 1993a) combines elements of the broader spatial structure with considerations of the role and behaviour of different groups of tourists. He focuses on the tourist space of developing countries, recognizes the influence of pre-tourism structures and highlights the differing spatial patterns of the informal and formal sectors. The informal sector in this study would represent the village tourist centres, which are seen as a progressive opening up of the country, thus extending their impact to more and more locations away from the capital. The formal sector is dominant where tourism develops first, then later expands to coastal areas and selected nearby sites of special interest. The major limitation of the model is its failure to explain how the leakages and multiplier effects extend to the periphery. It also lacks an economic, managerial, and marketing base as a means of explaining the action of the tourism industry in both origin and destination areas. Finally, Ericksen (1974) developed a model which was applied in Argentina which illustrates the complementary functions between a national metropolis and the beautiful countryside on the periphery. It reflects the spatial development of tourism in different regions of the country, and acknowledges the emergence of small centres stemming from the tourist industry in the last stage of evolution. Since this model was formulated in a developing country its application incorporates the development of new tourist attraction sites which directly benefit the local population in the periphery and promotes the regional economy (Gormsen, 1994).

The theories and models discussed in this study display some limitations which would require modification before any attempt is made to apply them in a developing country such as Kenya.

1.2.2 Empirical Bases

This section discusses how empirical findings effect the development of tourist resorts in different parts of the world. The aim of this section is to establish the existing gaps, weaknesses and limitations of previous studies. An attempt will be made to fill existing gaps and rectify weaknesses.

Adholla (1982), examined the impact of tourism on the coastal population. He revealed that the industry generated jobs and employed a larger number of people than most other industries in the same region. The local people, however, did not directly benefit from the industry because employment was generally offered to all Kenyans. This situation persists and continues to foster economic disparities and a state of backwardness which need to be addressed in order to narrow the economic gaps existing in the region.

Karenga (1995) observes that the role of eco-tourism is important in minimizing the impact of tourism on the environment. He argues that the promotion of local culture will assist in overcoming the existing set-backs, making tourism more attractive to a greater tourism market in future. His study, based on the Severin Sea Lodge at the coast, advocates the use of locally available materials such as the region's foliage for thatching, and the incorporation of traditional architectural designs in planning resorts so that guests can learn and better enjoy the history, culture and environment of the region. He emphasizes that traditional skills and talents can be utilized in local settings to create a more attractive market in the industry, since it does not

stimulate growth as other sectors do. This study is to determine how local skills can be utilized to stimulate regional growth and raise the standards of living of the local people.

Musyoki *et al.*, (1992) emphasizes community participation and ownership of small scale tourist enterprises. This is viewed as a more realistic way of turning the tourism vehicle towards attaining the goal of self reliance and economic sustainability of the local people in the coastal region. While ownership promotes inter-cultural interaction, a multiplier effect in agriculture, the handicrafts and transport sectors, village tourist centres tend to promote a people-to-people tourism which will give tourists an opportunity to meet people from different cultural backgrounds, where the beneficiaries of these tourist activities will be the villagers themselves. Although this view is closely related to this study, it lacks details on how the centres are to be organized and how the benefits flow directly from the industry to the centres. Hence, the need for an intensive investigation on the relationship between tourism and regional development.

Odiambo (1987) argues that unemployment has become a serious issue in third world countries. ILO (1972), recognizing the problem, urged the government to address the swelling problem of unemployment by encouraging the population to take up various types of income generating projects. Most of the informal activities people engage in and the sporadic proliferation of small scale informal tourist activities is already a response to this call. The Kenya Government has put a lot of emphasis on the creation of new employment opportunities as a way of curbing unemployment problems and alleviating poverty through continued national growth (RoK 1979-1993). Village tourist centres have, however, not been addressed as an alternative product which could ease the problem of unemployment at the coast region.

Opperman (1993) expresses satisfaction with the community activities of Tortuguero who developed recreational activities such as nature oriented outings, canoe guided tours sea turtle walks, etc. These activities are said to generate revenue consistent with eco-tourism objectives. From this research data, half of the household (57 percent) had at least one person employed directly in host services, and most of the businesses were staffed by residents unlike other businesses which did not support the local community. This study points out the positive contribution of tourism to the community where majority participation is beneficial to all. Culture forms the foundation of these recreation centres which Opperman seems to ignore.

Irandu (1995) advocates the establishment of tourist villages or locally run guest houses which could provide a high economic multiplier effect and allow the population to play a greater role in the ownership of the tourist industry. He suggests that local people sell local products to hotels as a way of utilizing agricultural resources and reducing imports. The role of village tourist centres is highlighted in this study, but an adequate explanation is lacking as to how the generated income is to be distributed in order to bring a significant change in the region. The present study aims at bridging this gap.

Rahman (1989) discusses the role of culture in promoting tourism. He states that the identity of a nation is related to its culture which ordinarily will not be the same as that of other nations. Therefore, public and private organizations have a role to play in the development of a nation's culture. One important effect of the preservation and development of culture is its potential for attracting tourists to a country. As tourism increases the resultant financial resources can be recycled to permit diversification within the culture and in turn increase its attractiveness to tourists. Culture is too rich to be restricted to a single role, hence, the need for further

investigation in order to establish whether village centres play any significant role in the coastal region.

Ryan (1991) argues that tourists desire to have a deeper involvement with the society and the culture of the community hosting them, which helps in establishing a relationship between the two. Tourists identify with the community by interacting with those in local shops, hotels and cinemas, with drivers and guides where they establish friendly ties with the local people. The tourists are depicted as spending time to make themselves comfortable in the company of the local people. Although interaction creates a cordial relationship that attracts tourists back to the community, it should be noted that this interaction can be a major source of economic benefit to the community because the relationship is a link between the village centres and the tourist industry.

Murphy (1991) states that the increment of tourist facilities and the availability of many festivals and events that evolved to fill local needs are being commercialized and promoted as tourist events. Much of what attracts tourists to an area is public property or public good, the hospitality needed for a memorable visit must come from members of the public as well as employees of the industry. This study focuses on community based tourist centres, which authentically presents its culture to tourists, with a hope that it will be appreciated more than when it is staged in a hotel by a "professional group". Murphy argues that the utilization of culture as a way of raising the income of the local people is critical for any region lagging behind economically and one that is striving to shed the fetters of poverty. However, this study was basically conducted in central America and Asia, where cultures are different from those found in Kenya.

This review has indicated that very little research on the role of village tourist centres has been carried out in Kenya. It has also established that most studies emphasize the role of international tourism development, but also recommend the development of village tourist sites. Some scholars who have contributed significantly to this area of study encourage the establishment of village centres in the region (Musyoki and Khayesi, 1992; Irandu, 1995; and Karenga, 1995). Others who have ventured briefly into this area of study have focused more on the costs and benefits of tourism and their effects on national economy. It is important to note that, since times and needs keep changing, continuous research in this area of study is a necessity in order to respond to the ever increasing pressure within the tourist industry to keep pace with the tourists' demand for a quality tourism product. This study endeavours to seek ways of improving and promoting economic growth at all levels, by examining the role village based tourist centres play in eradicating poverty among the rural communities in the coast region.

1.3 JUSTIFICATION OF THE RESEARCH

Most developing countries promote tourism because it provides an attractive alternative avenue to socio-economic development through the direct injection of needed foreign currency into the local economy. This has influenced many countries to embark on vigorous campaigns to promote the industry. The Kenya government is geared towards the development of tourism in regions other than those in which it is already established in order to bring more revenue into the country (Makopondo, 1994).

Research based on village centres is relatively unique because most researchers have concentrated on international tourism. This study, however, illustrates that there are resource potentials which could be utilized to meet the rising demand for leisure facilities and

accommodations. The study will also examine how benefits from tourism could be distributed equitably in order to have a positive impact on the region. It is hoped that the outcome of this study will prompt planners to focus more on marginalized areas with a view of making them more beneficial to the local people.

The coastal region of Kenya with its focus on beach resort tourism has experienced the most intensive development. It receives the largest number of tourists becoming the biggest tourist destination in Kenya and has the largest stock of tourism facilities in the country. There are abundant cultural and natural tourist resources in this region which could be utilized to bring about equitable regional development (KWS, 1990).

The population in the region comprises mainly poor subsistence farmers, the landless and pastoralists whose incidence of poverty among whom in 1992 was 52 %, 50% and 43%, respectively. Inequality in rural areas has worsened over the years due to unequal distribution of income. Measures to narrow these inequalities can be approached through promoting village tourist centres in the region (RoK, 1997-2001).

This study examines the participatory role of the local people who have been alienated for a long time from the mainstream of the industry, both in planning and policy making. Ryan (1991) argues that community involvement in planning for rural tourism is not merely good public relations, but it also plays a vital role in facilitating policy implementation. The data to be provided in this study will enable the government to re-conceptualize tourism and make it more regionally oriented in order to respond to the needs of the local people (RoK, 1994).

The role of village tourist centres has not been the main focus of the Ministry of Tourism at the Coast Province, but the proliferation of these centres in recent years has been a result of the community's initiative to utilize their experience in performance and production of cultural items in order to make them a competitive commodity in the tourism industry. The region has potential tourist resources, such as the unique traditional culture, e.g., folk costumes, music and customs, which have endured years of contact with the outside influence.

Village tourist centres will create avenues through which culture will be utilized to provide leisure and other cultural facilities which will in turn, create employment in depressed peripheral regions. In this way, visitors' expenditures will be income to the community, and an increase in income will result in an increment of local employment that will reduce population outflow and curb a persistent and common problem of rural-urban migration experienced in the region. The local people will also receive more benefits than at present, and they will feel there is justification for the problems they encounter with tourists (Adholla, 1982). Thus, the centres will also ensure that not only a handful of people benefit from tourism but that effective resource exploitation will benefit a large percentage of the local people and have positive effects on the region.

This study is significant because it focuses on the attraction of the community's resources which reflect its natural and cultural heritage. It is, therefore, the community's responsibility to protect and conserve its resources through the operation of village tourist centres which will eventually lead to self-sufficiency by providing tourist facilities and services. Tourism is a community affair and its success depends entirely on the local people (Orams, 1995). The successful operation of tourist activities requires the community's participation as host in order to provide a

reservoir of information and create enthusiasm within the industry. In so doing, hostility toward visitors, including some ugly incidences of crime already experienced, will be arrested at the community level (Murphy, 1991). Kenya's cultural image needs to be strengthened and tourist attractions diversified in order to lure source markets. This will be a key to attract long-haul tourists who tend to be motivated more culturally by related attractions. During the 1990's, poor image abroad has grown to be a leading factor in tourism decline in Kenya (Ngai, 1997).

Most of the tourist attractions are concentrated in remote areas, where there is room for tourism to contribute toward regional re-distribution of economic activities in the region. Village centres if efficiently managed would give visitors first hand knowledge of the land and people and influence the annual increase of tourists as well as attract investment opportunities to the region.

The centres will endeavour to positively promote human resources in order to bridge the gaps which now exist due to socio-economic disparities in the region. By so doing, they will stimulate the growth of other sectors enabling benefits to stimulate growth in the whole region, while at the same time boosting and promoting the morale of the community. As a service industry, it will enable the local people to develop a sense of unity and participation in the tourism project. The inflow of tourists to a community will encourage the members to be aware of their own unique characteristics and discover new pride. Through their exchange with the visitors, members of the community will come to a better understanding of themselves enabling them to re-evaluate their own identity. This realization will help to preserve local traditions and the cultural heritage that could be utilized as tourism resources both now and in the future.

Finally, this study advocates decentralized development which will give priority to those tourist activities which exhibit strong linkages with the local economy. These activities will help to inject money back into the community while at the same time giving tourists a feel for the region (Irandu, 1995).

1.4 OBJECTIVES

The main objectives of the study are:

1. To identify the existing village tourist centres and related tourist resources.
2. To determine the nature of existing economic linkages between the village tourist centres and the formal hotel industry and other sectors of the economy.
3. To assess the extent of participation of the local people in terms of ownership and management of the village tourist centres.
4. To analyze the problems and constraints hindering the performance of the village tourist centres in the region.

1.5 HYPOTHESES

- (1) H_0 There is no significant relationship between the number of local people employed and the number of village tourist centres in the region.
 H_1 There is a significant relationship between the number of local people employed and the number of village tourist centres in the region
- (2) H_0 There is no significant relationship between the amount of income obtained by the local people and the ownership and management of the village tourist centres.

- H_1 There is a significant relationship between the amount of income obtained by the local people and the ownership and management of the village tourist centres.
- (3) H_0 There are no significant linkages between the village tourist centres and the hotel industry.
- H_1 There exist significant linkages between the village tourist centres and the hotel industry.
- (4) H_0 Village tourist centres in the Coast region are evenly distributed.
- H_1 Village tourist centres in the Coast region are not evenly distributed.

1.6 DEFINITIONS AND CONCEPTS

CULTURE: is defined as the total of all acquired expressions and produced manifestations of man as contrasted with all innate, natural human expressions. Thus, culture includes human knowledge, religious beliefs, ethics, law, art, customs, and all acquired capabilities and habits of human beings (Bachmann, P. 1988: 27). A cultural place refers to a settlement that is the hub of an economic activity and trades advantageously with its hinterland offering cultural goods and services

DEVELOPMENT: It is the process of improving the quality of all human lives by raising people's living levels, i.e., incomes, consumption levels of food, education, medical services through economic growth processes (Todaro, 1977).

DIFFUSION: It is defined as the process by which an idea or innovation is transmitted from one individual or group to another across space. Diffusion may assume a variety

of forms, each different in its impact on social groups (Getis and Arthur, J. Getis, 1985).

DIRECT EMPLOYMENT: For the specific purpose of this study, this is defined as employment created by the first round of tourism expenditure within the sub-sector of the tourism industry (especially hotels, restaurants, local transport, shops, and entertainment)

DOMESTIC TOURISM: This is the travel within a country by its residents for leisure.

ECOLOGY: The scientific study of the pattern of relations of plants, animals and people to each other and their surroundings.

ECONOMY: The system by which a country's wealth is produced and used.

ECOTOURISM: It is a term used to describe tourism that has, as its primary purpose, an interaction with nature, and that incorporates a desire to minimize negative impacts. It is low nature tourism which contributes to the maintainance of species and habitats either directly through a contribution to conservation and/or indirectly by providing revenue to the local community sufficient for people to value, and therefore protect, their wildlife heritage area as a source of income (Orams,1995; Goodwin, 1996). According to Muloin (1991), Ecotourism is "tourism that is environmentally sensitive".

INDIRECT EMPLOYMENT: For the specific purpose of this study indirect employment created by the second round of tourism expenditure, particularly in non-tourist sectors of the economy, such as government construction, that although not directly involved with tourism partially benefits from it.

INFORMAL SECTOR: Informal sectors refers to small-scale income-earnings, socially legitimate economic activities which are productive and have business premises in temporary structures at or in no structures at all. It includes both licensed and unlicensed activities.

LINKAGE: Is a system of connections that exist between firms or sectors. There are backward and forward linkages which determine the extent to which a particular firm is capable of stimulating regional development.

EAST AFRICANA COLLECTION

LEAKAGE: These are benefits which leave an economy. Tourism leakages include repatriated profits and dividends as well as salaries paid on foreign investments and the importation of goods used by tourists. Leakages have a generally negative impact on the economy because they reduce net benefits from tourists.

LOCATION QUOTIENT: This is an industrial index used to measure the degree to which a region has more or less than its expected share of any industry. If the location quotient index is more than one it means the region has more than its share of that industry and vice versa.

MASS TOURISM: It refers to the participation of large numbers of people in tourism, a general characteristic of developed countries in the 20th century.

MULTIPLIER EFFECT: It is an index positive or negative, high or low showing the actual impact of an industry or sector on a region. A low multiplier means that the industry is not playing an important role in inducing development in the region. A higher multiplier means increasing regional income through the industry.

RESORT: A resort is referred to as a place where people regularly go for holidays. They are considered a good place for health.

RURAL DEVELOPMENT: Refers to a series of qualitative and quantitative changes occurring among a given rural population and whose converging effects indicate in time a rise in the standard of living and favourable changes in the way of life (Kimani and Taylor, 1973),

SUSTAINABLE DEVELOPMENT: It is based on the ethical care for the whole community life now and in the future, and emphasizes that development must be people-centred and conservation based.

TOURIST: A person who makes a tour, especially a sightseeing traveller or sportsman (Roe, D. *et al.*, 1997) It may also refer to a visitor staying at least 24 hours or overnight in the country visited whose journey is for the purpose of leisure (holiday, recreation or business). The World Tourism Organization considers

tourism to be any form of travel that involves a stay of at least one night but less than one year away from home. It include business travel and visits to friends and relations, but not day trips. However, tourism is considered domestic or international travel for leisure or recreation, and including day trips (Roe D., Williams, N.L. and Clayton , B.D (1997).

TOURISM EXPENDITURES: Money spent by tourists on goods and services provided by the destination.

TOURIST DEVELOPMENT: This refers to the upgrading of tourist facilities in a region and the promotion of activities related to tourism proper arrangement to conserve and promote the uniqueness (RoK, 1995).

TOUR OPERATOR: Refers to an individual or organization, local or foreign-owned that deal(s) mainly with transportation of tourists to various places, reservations in various hotels and lodges, car-hire and provision of vital information to tourists.

TOURIST RESOURCE: These are the potentials that exist in an area which are used to develop tourism industry.

VILLAGE: It is defined as a settlement larger than a hamlet and smaller than a town. It can also be defined as small dwellings within a rural area.

VILLAGE TOURISM: It has been defined as a type of tourism in which tourists enjoy a stay in a rural community with a local and intimate atmosphere with cultural and natural experiences. It aims at using the locality of an area, such as local products, landscape and traditional culture for tourists, with proper arrangement to conserve and promote their uniqueness.

VILLAGE TOURIST CENTRES: Village tourist centres are defined in this study as Cultural recreational centres which offer traditional artifacts, architecture, and music within a rural environment. These centres provide both natural and cultural experience to culturally motivated tourists.

1.7 THE CONCEPTUAL MODEL/ FRAMEWORK

This conceptual model is an attempt to explain the relationship between the hotel industry and the village tourist centres. It portrays the dominant role the tourist industry plays in the coastal economy, and how the regional tourist industry acts as an umbrella under which all other related sectors are housed. Through its various activities it generates income which is distributed to the region through the establishment of large and small scale hotels, restaurants and lodges and tour operating firms. These establishments create employment opportunities for the local people thus raising their income levels. Income generated through employment and tourist expenditures is directed to local investments in the form of village tourist centres.

Forward linkages develop between village tourist centres, tour operating firms, hotels and the regional tourist industry. These relationships act as a regional multiplier where income is distributed to various sectors of the economy through the development of local skills, e.g.,

handcrafts, and curios. It also leads to the development of infrastructure such as schools and health centres, and encourages the growth of other sectors of the economy such as agriculture and fishing activities.

The model reflects a closed economy which leads to an overall regional development where the following benefits are finally achieved:

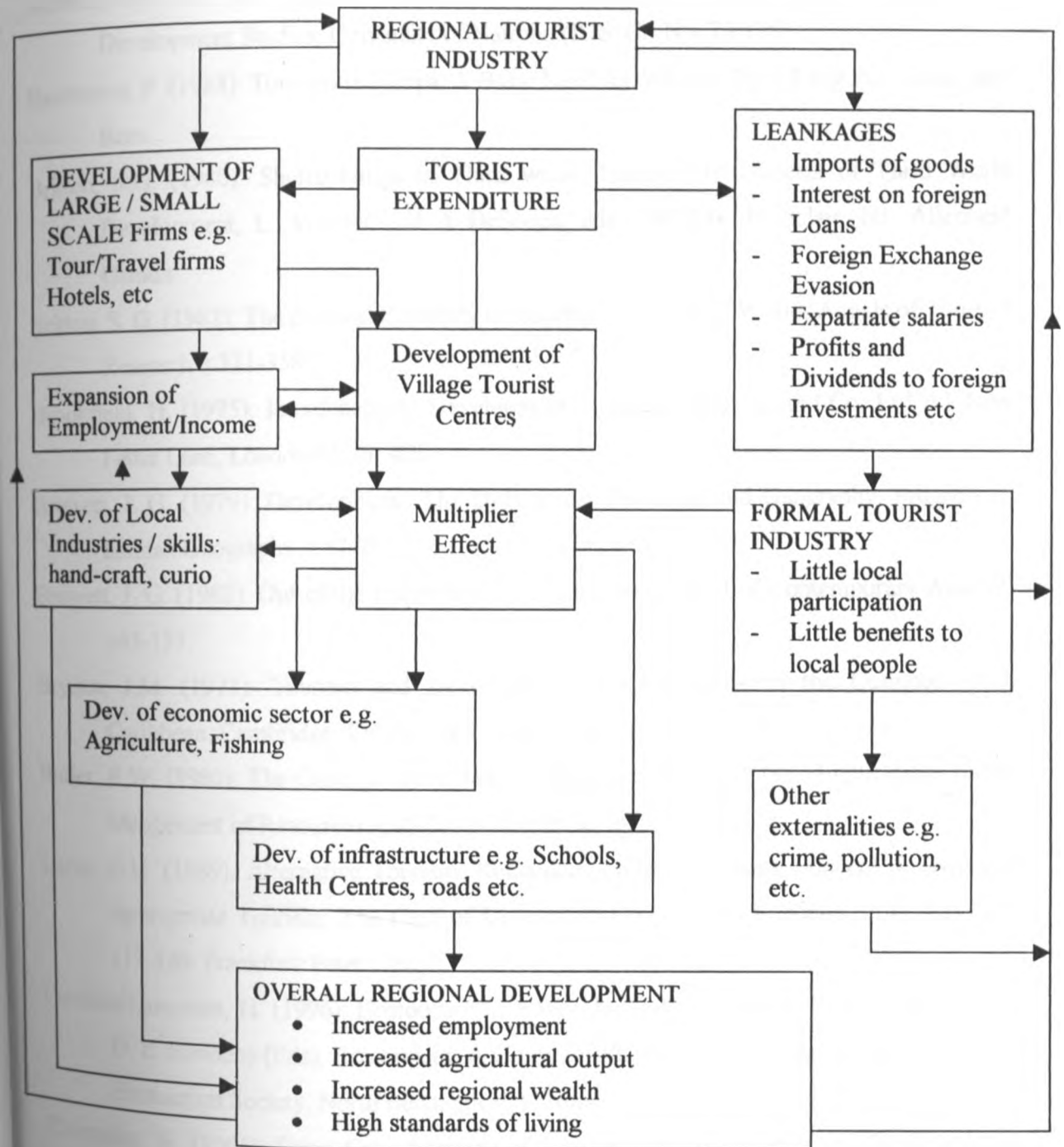
- ◆ Increased regional wealth
- ◆ Higher standards of living
- ◆ Increased employment
- ◆ Increased agricultural output
- ◆ Better social amenities

Leakages are in the form of salaries paid to expatriates, imported goods, interest on foreign loans, foreign exchange evasion and dividends to foreign investments. They generally have a negative impact on the economy since they reduce the income meant for regional development.

A negative multiplier induces little local participation, few benefits, and finally results in general poverty, a low standard of living, increased incidents of crime and pollution. Both the positive and the negative feedback in the model link up with the regional tourist industry indicating that the industry has positive and negative spread effects in the economy of the coast region.

CONCEPTUAL MODEL/FRAMWORK

THE ROLE OF VILLAGE TOURIST CENTRES IN REGIONAL ECONOMY



Source: Adapted from Gamble. W.P. (1989)

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CHAPTER TWO

THE STUDY AREA

2.0 LOCATION AND SIZE

The Coast Province lies between the equator 0° and latitude $4^{\circ} 50'$ South, and longitude $37^{\circ} 30'$ East. It borders the Indian Ocean in the East and Somali Republic in the north, Tanzania in the South and North Eastern, Eastern and Rift Valley Provinces in the West. The shoreline runs in a NE-SW direction from the Somali border at $1^{\circ} 30'S$ for a distance of approximately 480 km to $0^{\circ} 05'S$. The Coast Province is an administrative unit made up of Mombasa, Kilifi, Kwale, Malindi, Lamu, Taita Taveta, and Tana River districts. The Province has a total area of 83,099 km². Administratively the Coast Province is divided into districts as illustrated in Table 2.1.

Table 2.1: Coast Province Total Area (Km²)

DISTRICTS	AREA (km ²)
Mombasa	282
Lamu	6,813
Taita-Taveta	16,813
Tana River	38,782
Kilifi	4,878
Malindi	7,605
Kwale	8,322
Total Area	83,099

Source: RoK, Population Census , Vol. 1 (1989).

Figures 2.1, 2.2 is a map of the Coast Province and its location in Kenya, the administrative districts, and the major towns and roads in the Province.

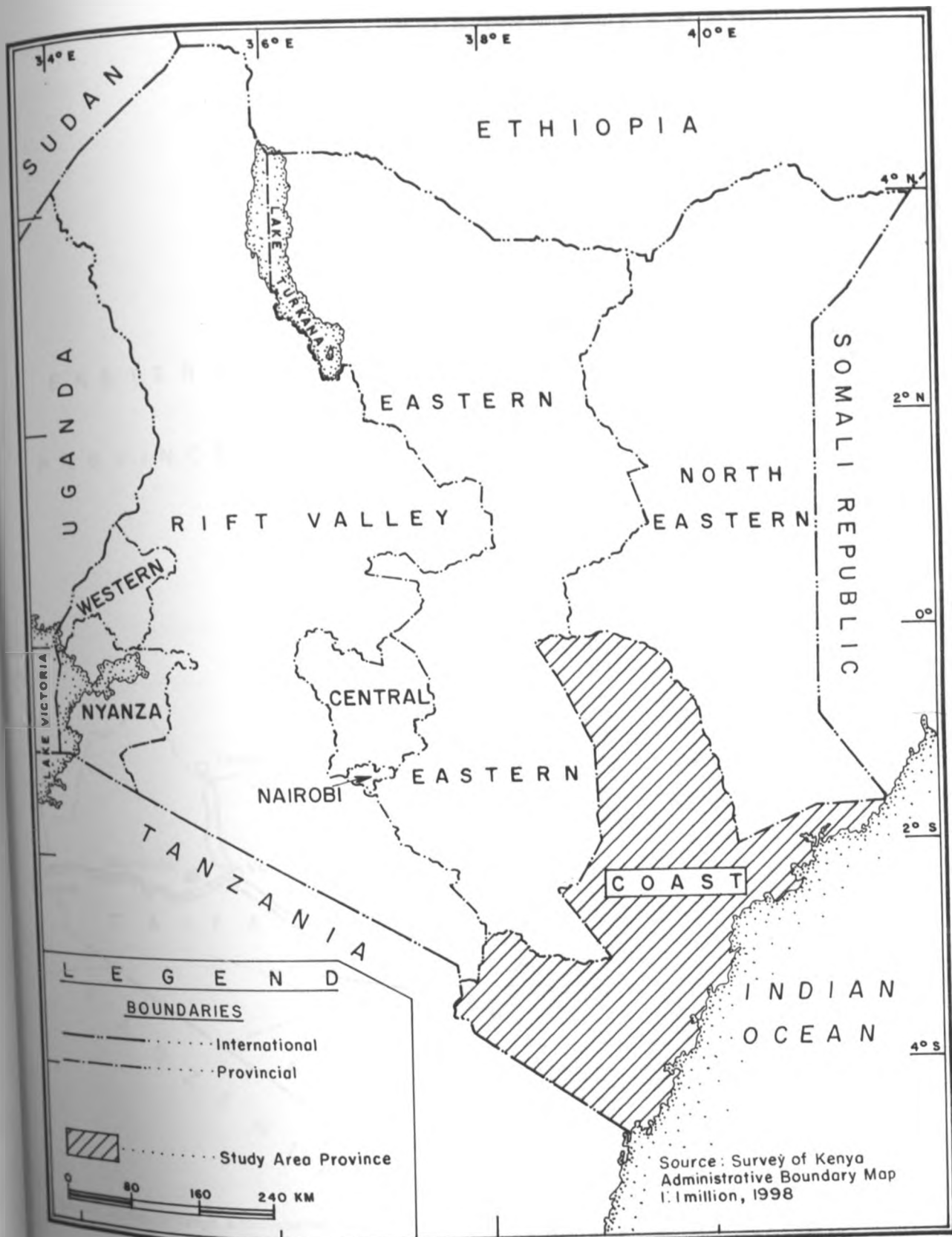


Fig. 2.1: LOCATION OF COAST PROVINCE IN KENYA

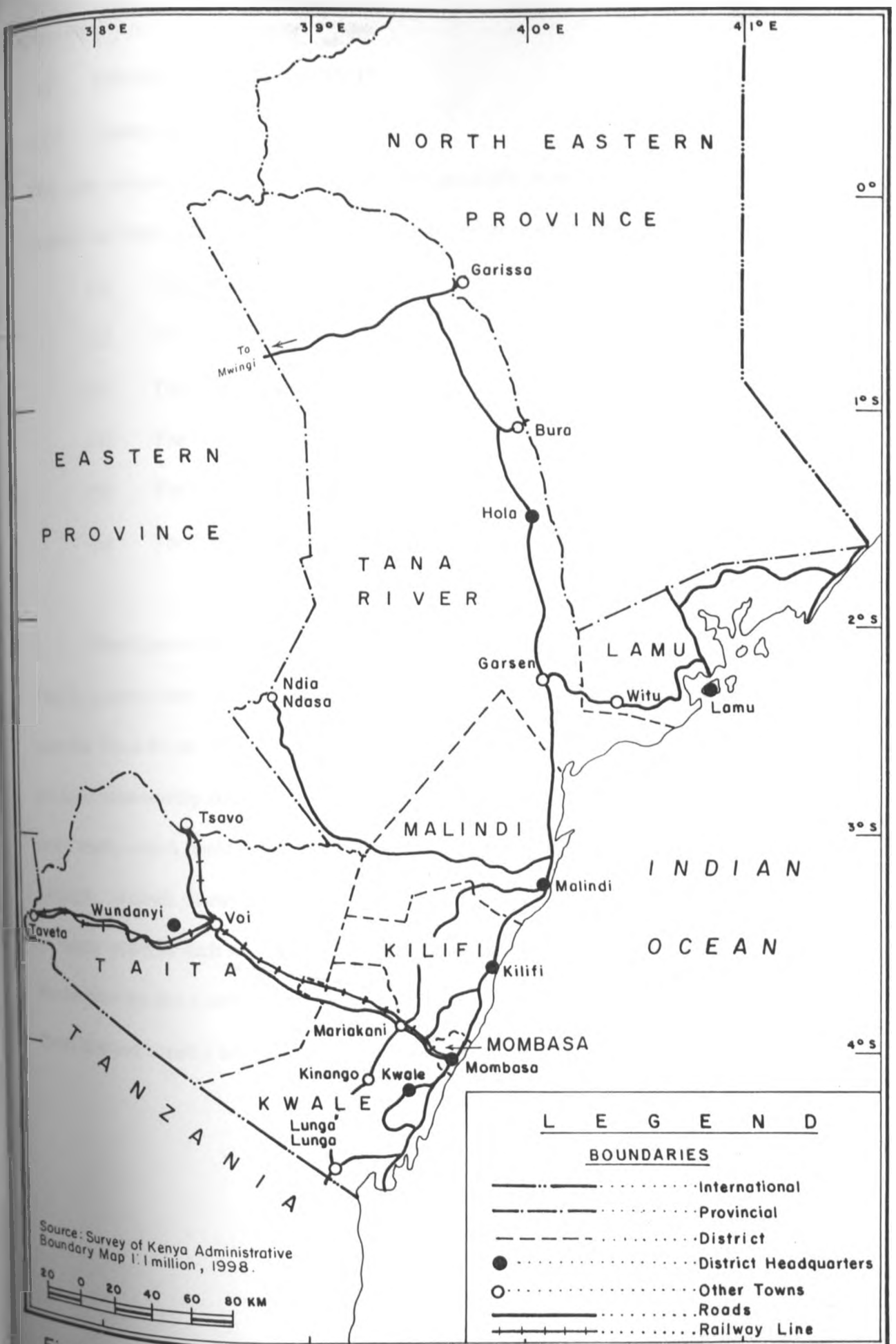


Fig.2.2: ADMINISTRATIVE DISTRICTS IN THE COAST PROVINCE

2.1 **PHYSIOGRAPHIC ASPECTS**

2.1.1 **Topography**

The area comprising the Coast Province rises gradually from the sea level to 900m on the eastern boundaries. It can be divided into 6 distinct relief regions:

- (1) The Coastal Plain
- (2) The Foot Plateau
- (3) The Coastal Range
- (4) The Nyika Platform
- (5) The Tana River Basin and Lowlands
- (6) The Plateau and its residual hills

1 **The Coastal Plain**

This is a narrow belt whose width varies from about 3 Kms in the extreme north to over 50 kms near the Tana River delta. It lies generally below 30m except from Malindi northwards where the land occasionally rises to about 60 m. The shores of the coastal plain are made of off-shore coral reefs, which enclose shallow stretches of water known as lagoons and narrow bays, for example, Malindi, Sheshale and Ungwana. Wave deposition is active resulting in the formation of sandy beaches such as Nyali, Kenyatta, Shanzu, Shelly and Diani beaches. Other features found here are the Tombolo, sand bars, spits, caves, cliffs, stacks and wave cut platforms. All these features attract a large number of tourists to the Coast region.

2. **The Foot Plateau**

The land in this region rises to an altitude of between 60-135m above the sea level. The foot plateau is characterized by a flat surface except in a few areas like Mwembe Chungu, Ngoni and Mtuni hills which rise to over 120m. These hills are of great interest to visitors in the region.

3 **The Coastal Range**

The region is characterized by hills and short ranges. These hills include Simba (347m) and Mwangwea (705m), west of the Watamu Wacha and Gaabo. The area contributes significantly to agricultural production which supports the tourist industry in the whole of the coast region.

4. **The Nyika Plateau**

The Nyika is a dry area that lacks large lakes and rainfall is scarce. Permanent rivers include the Athi and the Tana. Most of the rivers are small and seasonal characterized by dry valleys. Mzima springs is an important source of water which supplies water to Mombasa town as well as the hotels along the coast. This area is also important because it contains the largest national parks in Kenya namely, Tsavo East and Tsavo West.

5&6. **The Tana River and Lowlands/ The Plateau and its Residual Hills**

Both the Tana River and the Residual Hills cover extensive areas which are barren and unproductive. The significance of the Tana River appears during the rainy season when flooding pollutes most of the beaches in Malindi and extends as far as Watamu Marine Park.

2.1.2 DRAINAGE

The Indian Ocean forms a distinct drainage feature in this region. Two permanent rivers, namely Tana and Galana (Sabaki), which have their sources in the highlands east of the Rift Valley, drain into the Indian Ocean. River Tana forms a delta at its mouth while the Galana forms an estuary. Other rivers which flow into the Indian Ocean are seasonal and include Dodori, Rare (Goshi/Voi) region, Kombeni, Mwachi, Ramisi, Cha Simba and Koromi (Fig.2.3). The mouths of these rivers were drowned to form creeks. Some of these creeks form good natural harbours such as Kilindini Harbour. Inland drainage is made up of small lakes and man-made dams. These form small reservoirs for industrial and tourism development.

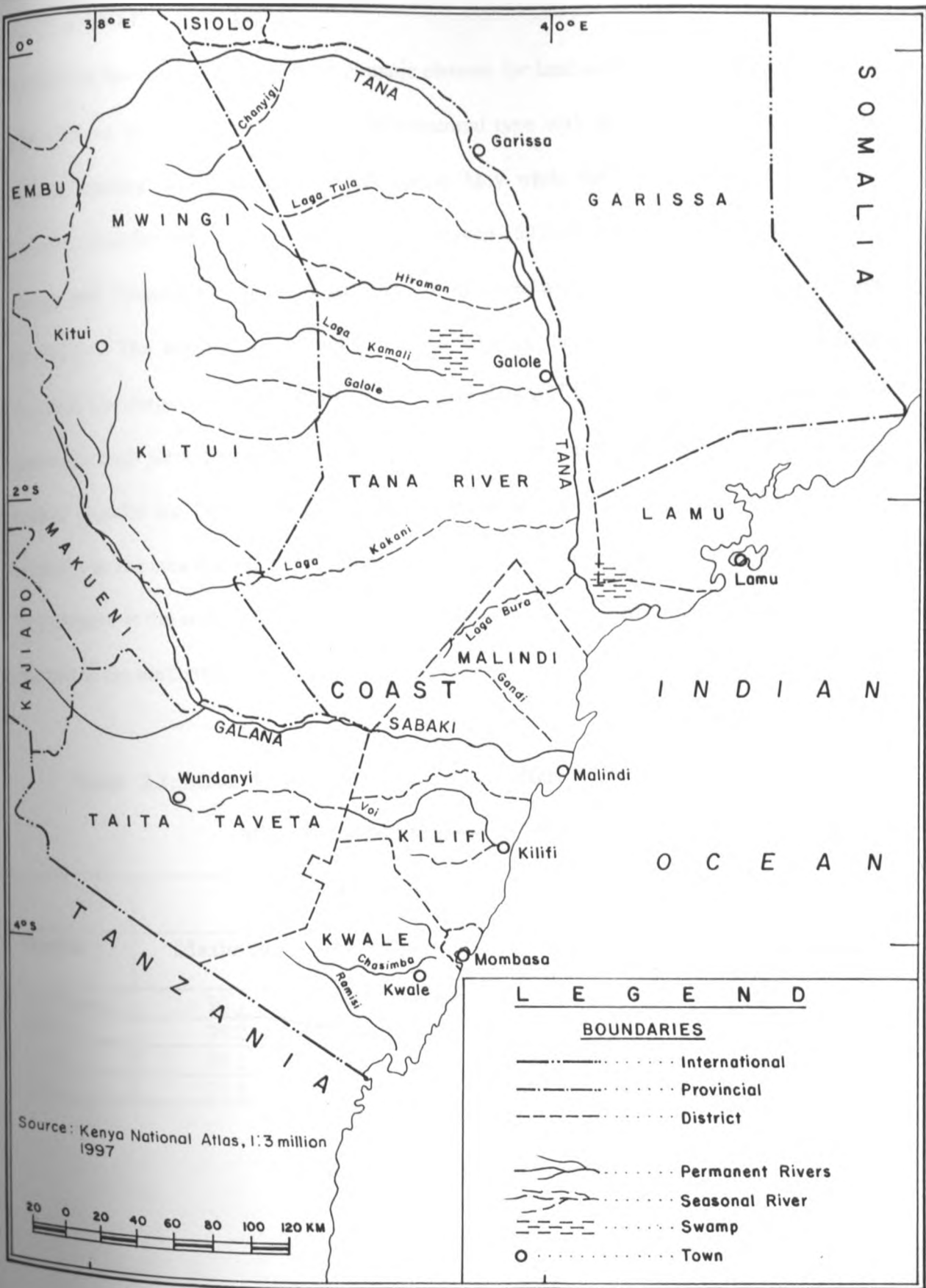


Fig.2.3: DRAINAGE PATTERN FOR THE COAST REGION.

2.2 CLIMATE

Rainfall is the important single most climatic element for land use planning in the coast region. The climate in this region is a modified equatorial type with no distinct dry seasons. It has double maxima. Maximum rain is received in May while the second maximum comes in October. Rainfall amounts are high ranging between 1525mm and 760 mm recorded between Vanga and Takaungu along the coast. Rainfall decreases with distance from the sea illustrated by Fig.2.4. The seasons are controlled by the cycle of the low pressure zone called Inter-Tropical Convergence Zone (ITCZ) and the movement of Monsoon winds. Temperatures are generally high throughout the year averaging 27^o C minimum and 29.5^o C maximum. The hottest months are December and January when temperatures rise to over 30^o C. Relative humidity in the area is about 80percent but decreases as one moves to the hinterland (Table 2.2). The climate at the coast attracts many tourists who come to sun bathe during the severe winter months in the northern hemisphere (RoK, 1998).

Table 2.2: Mean Annual Temperatures and Relative Humidity for Selected Meteorological Stations in Coast Province

Station	Temperatures			Relative Humidity at 12 noon
	Maximum	Minimum	Range	
Mombasa	30.1	23.4	6.7	69%
Malindi	30.2	22.8	7.4	72%
Lamu	29.2	24.1	5.1	75%
Voi	30.5	19.4	11.1	45%

Source: RoK, (1971)

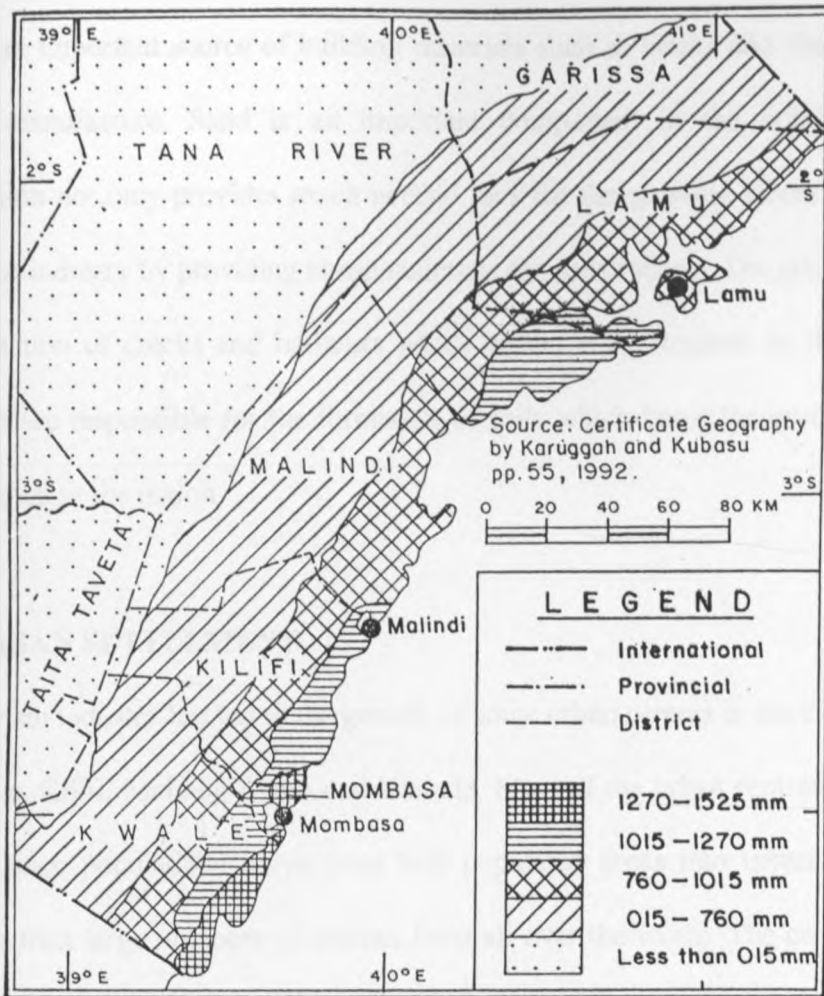


Fig. 2.4 : MEAN ANNUAL RAINFALL IN THE COAST REGION

2.3 GEOLOGICAL FORMATION

Geologically the region has a wide variety of rocks. These comprise sandstones, shales, coral limestones and clays. Both coral limestone and clay are important in the construction industry. Closer to the sea are found coral reefs which provide excellent building materials and good drainage pattern. The availability of limestone is the basis for the cement manufacturing industry which supports the construction of the hotels in the region.

Clay is an important source of building materials such as bricks and tiles and is also used for pottery manufacture. Sand is an important component in the building industry and its exploitation not only provides much needed jobs for the growing labour force but also boosts the tourist industry by providing cheap materials for construction. The geology is responsible for the formation of creeks and harbours which attract many tourists in the region. The parent materials are responsible for the formation of soils which boost the production of a variety of crops grown in the region.

2.4 URBAN SETTLEMENT

The tourism industry has led to the growth of some urban centres in the coastal region including Mombasa, Kilifi, Malindi, Lamu and Ukunda. Most of the urban centres have high population density since populations move from less populated areas into urban centres. These urban centres attract large numbers of tourists from all over the world. The centres offer most of the tourist facilities and services, especially in the numerous hotels along the coast. The advantage of having a large urban population is the availability of a variety of skilled labour for the tourism industry. The larger the population, the greater the demand for leisure and entertainment facilities.

2.5 DEMOGRAPHIC PATTERNS

Data from the Coast Provincial Annual Report (1989), indicate that the population per district is highly variable with most people living in the settlements within the coastal strip. Mombasa is the smallest of the seven districts with an area of 282 km² and a population density of 1,637 persons.

Population increase is much higher in this district because of the immigration of people from upcountry seeking job opportunities (UNEP, 1984). Table 2.3 provides a summary of the population distribution per district in the Coast Province.

Table 2.3 Population Distribution in the Coast Province

Districts	Population
Kilifi and Malindi	383.053
Kwale	383.053
Lamu	56.783
Mombasa	461.753
Taita-Taveta	207.273
Tana River	128.426
Total	1,829.191

Source: RoK, Population Census, Vol 1 .1989.

The internal migration of people from the high potential areas to the more marginal areas is high. Better economic opportunities in urban areas and market centres has led to a rapid movement of people from the rural areas, thus depriving the rural areas a most needed labour force. There are many ethnic communities in this region which includes the Miji-Kenda, Waswahili, Taitas, Arabs, Asians, Whites, Luos, Kikuyus, Kambas, Kisiis, and Luhyas. These communities are rich in culture and gifted in a variety of skills which ensure a stable supply of labour in the industry. Their cultural skills and activities greatly enrich the tourist industry and promote tourism in the region.

2.6 ECONOMIC ASPECTS

2.6.1 Water Resources and Fisheries

The ocean is the most important resource in spite of the limited use of water for domestic purposes. Wells and bore holes which are saline or contain poor quality water are also utilized. The rivers Tana/Galana basin has the potential for supplying water for human use, wildlife and the generation of hydro-electric power which is vital for the growth of the tourism industry.

Fisheries enjoy an important position in the economic sector of the region and are indeed the single most important activity. Fishermen have operated along the Continental shelf for centuries and it is expected that the coastal communities will continue to depend on fishing for their livelihood. The varieties of fish caught find ready markets in the tourist hotels and in far off markets like Nairobi and other major towns. Fishing is one of the major tourist attractions as well as a sporting activity for many tourists. This activity has provided a conducive climate for investments in processing, tanning and animal feeds factories. Other related activities such as game fishing, making fish nets and boats, strengthen the tourist sector.

2.6.2 Forestry

Most forests in the region are indigenous for example, the famous Arabuko-Sokoke, the Shimba Hills, the Boni, Ngangao, Witu, Amu and Mpeketoni. Ngangao forest in Wundanyi-Taita and Arabuko-Sokoke in Kilifi are renowned for harbouring species of butterfly which encourage the surrounding communities to engage in butterfly farming, for example, the Kipepeo Farm in Gede. Mangrove forests found along the ocean are some of the wealthy natural resources in the province. The forests provide a substantial amount of wood and timber for boat construction,

furniture making, handcraft carvings, doors and windows. Timber is used for the construction of most of the hotels and provides firewood provides spare heating in the hotels.

2.6.3 Agriculture

The region is rich in the production of a variety of crops such as cashew nuts, coconut, cassava, sisal, bixa, fruits, vegetables, maize and cowpeas. These crops ensure a fresh supply of agricultural products to the tourism industry and provide food for the rapidly growing population, especially in the urban areas. Raising of livestock is a major agricultural activity among the people living in dry areas. Goats are mainly kept in the Nyika platform where ranching activities are carried out extremely. This agricultural practice ensures that the tourism industry has an adequate supply of meat and mutton. Figure 2.5 shows the distribution of different economic activities in the coast region.

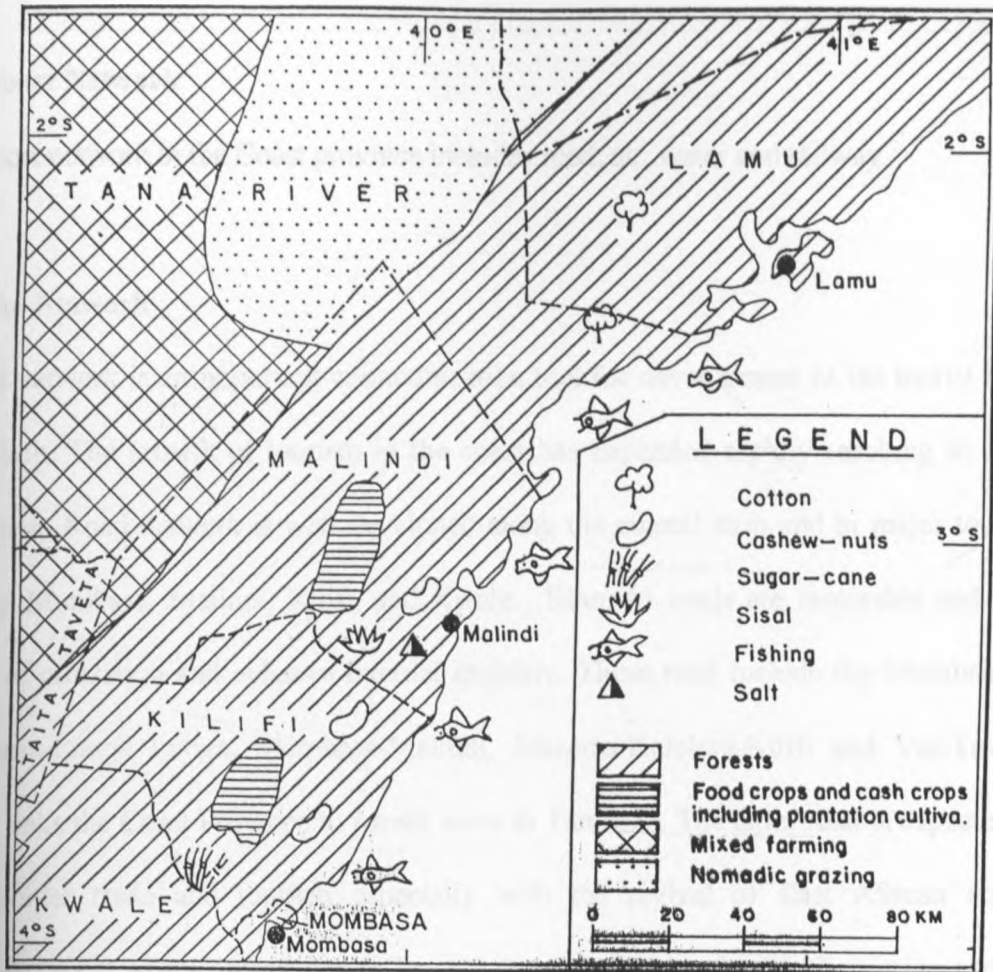


Fig.2.5: ECONOMIC ACTIVITIES IN THE COAST REGION.

Source: Certificate Geography by Karuggah and Kubasu pp. 56, 1992.

2.6.4 Social and Economic Infrastructure

The development of tourism was followed closely by the growth of infrastructure. As Ouma (1970) puts it, "the faster and more robust a country's general development is, the more likely will the tourist facilities spring up fast." Infrastructure is vital not only for industrialization but also for the welfare of the people. Investments in infrastructure, for example, Moi international Airport in Mombasa and several improvements of airstrips, railway and road-networks have greatly improved both the comfort and speed of travel between tourist centres and the year round accessibility of tourist attractions (Mwanyule, 1974). Infrastructural facilities include the transport network, water, education, health, energy and telecommunication.

Transport Network

Transport network in the Coast province includes road, air, water and railway.

(i) Road Network

A road network is an important communication tool for development of the tourist industry in the region. The growth of tourism in the coast has expanded rapidly resulting in infrastructural expansion. Road network is well developed along the coastal strip and in major tourist towns such as Mombasa, Malindi, Kilifi, and Kwale. Bitumen roads are motorable and have high levels of utilization and enhance internal mobility. These roads include the Mombasa-Nairobi, Mombasa-Lunga Lungu, Mombasa-Malindi, Mazaras-Kaloleni-Kilifi and Voi-Taveta roads which link the Coast Province to Moshi town in Tanzania. The latter road is expected to boost cross-border trade and tourism especially with the revival of East African cooperation. However, most of the infrastructure have deteriorated since the El Nino rains and the poor economic performance in the country. Gravel roads are well distributed in the national parks and other touristic areas of interest but most parts of the region have poor connectivity and feeder roads remain poorly developed due to remoteness. These parts include the interior of Tana River, Taita-Taveta and Kwale districts. Inaccessibility has hindered the development of tourism and other economic activities in the region.

(ii) Air Transport

The region has one International Airport (Moi International Airport) which was recently expanded to handle a large volume of incoming tourists and cargo. The Airport plays a major role in attracting tourists and in the industrialization of the whole region. There exist a few airstrips which are situated in tourist resort areas such as in the parks, Lamu, Malindi, Ukunda

and Tana River. These airstrips are managed by private companies and the Kenya Airport Authority. They play an important role especially with regard to tourist activities in the region.

(iii) Water Transport

Kilindini Harbour is the largest and the most modern harbour in East Africa. It is the main gateway to East and Central Africa, serving a rich hinterland which includes Uganda, Rwanda, Burundi, Democratic Republic of Congo and the Sudan. The port together with other smaller ones along the coast, such as Vanga and Shimono in Kwale District, play an important role in attracting tourist investors into the region. They also ensure that the country's export oriented goods are provided with speedy transport to the countries of destination.

(iv) Railway Network

The region has one major railway line extending from Mombasa to Uganda. This transport facility has been in existence since 1899 and has been used to transport passengers and goods from the port of Mombasa to other parts of the country. Railway transport is significant in tourism since it provides a cheap means of transport to and from Mombasa. It has been offering adequate services to the industry in recent years, especially during the period when road network became progressively congested and or poor along many sections of the trunk.

e) Telecommunication Services

Communication facilities have been improved tremendously in the region. Postal services are well distributed throughout the region but telephone services are found mainly in urban areas. A number of telephone booths with Standard Trunk Dialing (STD) are available in the market

centres. Modern facilities such as e-mail, fax and internet have been installed in most coastal hotels making it possible for subscribers to communicate directly with the outside world.

2.7 HISTORICAL DEVELOPMENT OF TOURISM IN THE COAST REGION

Tourism has emerged over the past few years as one of the world's largest and fastest growing industries. In 1997, the global tourist arrivals increased by 3.1 percent to 613 million and receipts (excluding international transport) grew by 2.2 percent to US dollars 444 billion (World Tourism Organization, 1998). The World tourist industry is currently second to the oil industry and it is estimated that by the year 2020 it will have become the biggest sector in international trade.

Tourism in Kenya began in the 1930's when mass tourism started trickling in small numbers which gradually grew prompting the establishment of some local organizations to provide facilities to accommodate tourists. In 1940's, it started to take its present shape after the Second World War. It was triggered mainly by the consequences of the war where the experience of massacre, destruction, horror and privatization sharpened the survivors' need for joy, discovery, movement and expansion. Kenya provided a good place for this initially in terms of sport hunting, which eventually translated into interest in wildlife. From 1954 Kenya realized some modest increases in its annual tourist arrivals. By 1958/59 the upsurge in tourist arrivals was so great that tourism was only second to coffee as an "export" item. The years before independence could be viewed as the take off stage in mass tourism. The big boom of tourism in the region was experienced in the mid-1960's, coinciding with the introduction of cheaper package tours.

Early tourism was characterized by exploration without any organized accommodation or catering facilities, hence it could only be afforded by the wealthy and privileged. This exploratory type of tourism differs a great deal from the present day mass tourism. The majority of the tourists preferred big game hunting in the inland savannah; few visited the coast. The coast was preferred by long-term upcountry European farmers and settlers. Later when the airlines became faster and more reliable, it became possible for many people to travel from all over the world, and the coast became the focus for beach lovers. The destination areas grew in popularity and the number of tourists increased year after year. The coast has shown remarkable growth over the years and it has maintained a competitive position with other destinations. Its success can be attributed to the healthy political stability and the natural, cultural and historical attractions (Mwanyule, 1981).

Kenya remains one of the most popular destinations in Africa attracting an average of 6 percent of the international visitors to the continent. It depends on the magnetic beaches and wildlife to attract these visitors from Europe. For many decades since the establishment of the industry, the number of tourist arrivals has been increasing but not without challenges. The worst predicament which changed the statistics of arrivals was experienced in 1997. The year began quite well as far as coastal tourism is concerned, and showed an improvement as compared to 1996. However, in the middle of the year bed occupancy in coastal hotels dramatically declined to hit an average of between 20.0 and 40.0 per cent. The downward trend has been attributed to various factors such as lack of aggressive marketing and promotion, the El Nino weather phenomenon, Likoni violence, insecurity, election fever (1997), poor infrastructure and imposition of visa on Britons. These, along with related incidences of disease outbreaks at the coast where tourism is at its best, almost brought this multi-million industry to a standstill (RoK,

1998). Table 2.3 illustrates change in bed occupancy between 1995 and 1997, while Table 2.4 show the performance of tourism from 1990 to 1997.

Table 2.3: Monthly Bed Occupancy (%) In The Coast Region Dated, 1995-1997

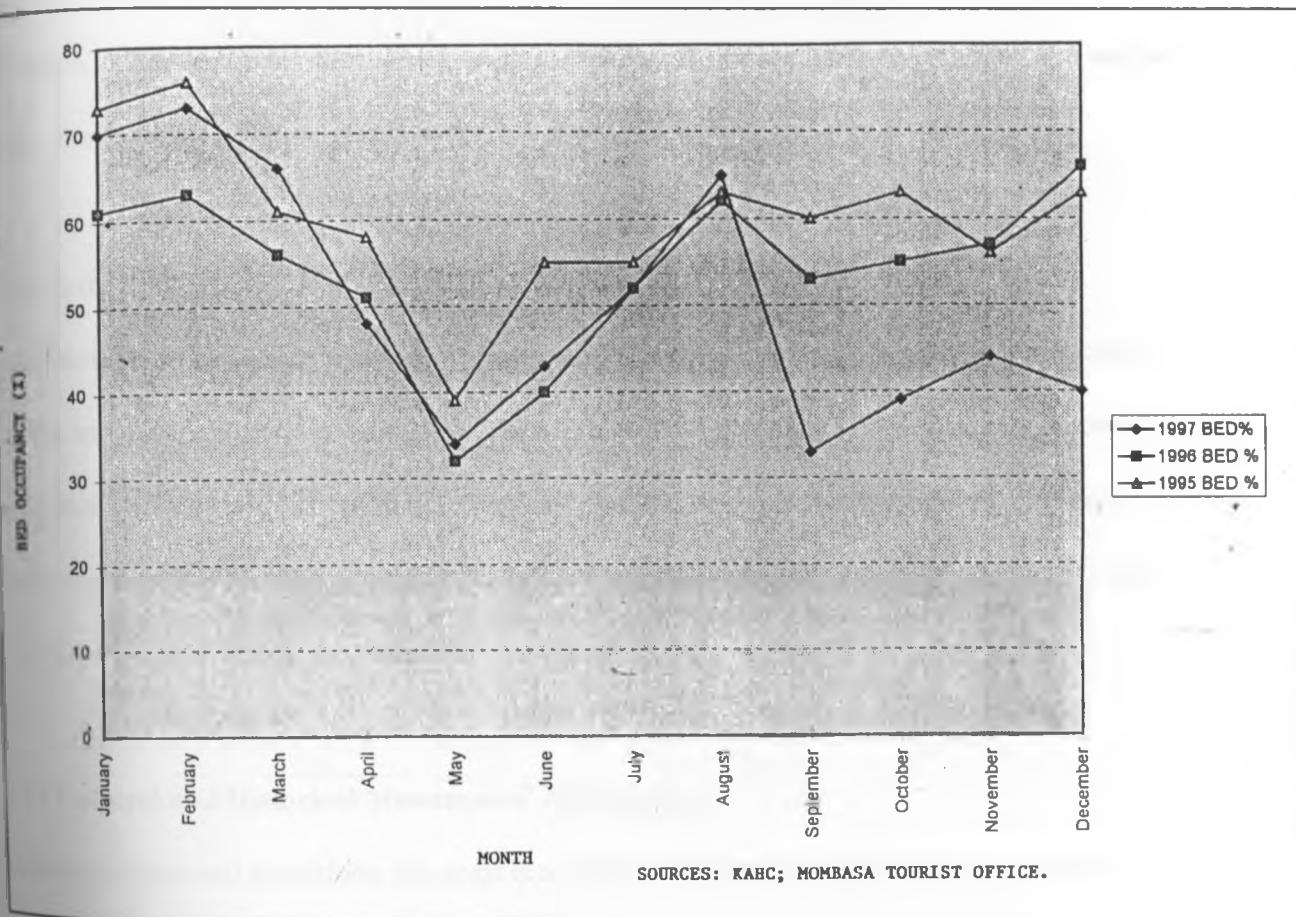


Table 2.4: Trends Dated, 1990 to 1997, Arrival and Earnings.

Year	Arrivals in 000'	Earnings in Million Kenya Pounds.
1990	814.4	533
1991	804.6	594
1992	781.5	713
1993	963.5	1222
1994	1008.3	1405
1995	973.6	1250
1996	1003.0	1280
1997	1000.6	1132

Source: RoK, Economic Survey, 1998.

2.8 TOURIST ATTRACTIONS

The Kenya coastal region is a distinctive part of the country with a rich and romantic history dating back over 1000 years. It is the home of the Miji-Kenda civilization (the nine inter related tribes who inhabit the area) from whose dialects the Swahili language evolved. It has been a base for tourism because the island town of Mombasa, besides being the headquarters for the province, is the main sea gate on the Eastern African coastline and is Kenya's oldest and second major metropolis.

Like all the east coast of Africa, the Kenyan coastline has been recorded in history for generations as evidenced by Ptolemy's informants, Judonarian in the 6th century, the Persians in the 9th and 10th centuries, and then the Arabs, Turks and Portuguese. These historical accounts have attracted large numbers of tourists from all over the world. It was the efforts of the early European expeditions in the middle of the 19th century that changed irrevocably the aura of the coast and Kenya's tourism as a whole.

2.8.1 Cultural and Historical Monuments' Attractions

Besides the historical attractions, the coast is a complex patchwork of race, religions, tribes, languages and customs, which have remained until today among the people of the coast. The unchanging rhythms have survived in outlying villages, markets and coastal towns side by side with foreign cultures both old and new in an endless pattern rich in culture.

The coastal region has many historical sites which include Fort Jesus, slave caves along Mama Ngina Drive, old Mosques, the old towns of Mombasa and Lamu and Gede ruins. The

conspicuous elephant tasks on Moi avenue, Mombasa are another major attraction to both local and foreign tourists (RoK, 1998).

Traditional "*ciondo*", wood-carvings and other local items have a great attraction to tourists travelling between the city of Nairobi and Mombasa. Cultural attractions are widely spread throughout the coast region and have led the communities in the region to promote local entrepreneurship by establishing village tourist centres in their rural setting. The centres offer the rich history, culture and religion of the coastal people helping make the industry vibrant with a variety of tourist attractions (RoK, 1997).

2.8.2 The Climate and the Beaches

The major attraction of the Kenya coast is the magnificent scenery and admirable fine sandy beaches fringed by palm groves, with its delightful climate and warm sea waters sheltered by coral reefs (Mwanyule, 1974). The colourful coral coast has been for many years a playground of holiday fun. A variety of activities, all within easy reach, make it a unique resort destination. The beautiful beaches stretch from north to south and have attracted the development of high class hotels most of which are fully equipped with all the necessary facilities for water sports, Scuba diving, safe swimming, goggling, sailing and deep sea fishing (Plate 1.1). The coral-reef system serves the most important ecological role in the marine ecosystems and is the backbone of coastal tourism. Along the Kenyan coast almost 140 species of hard and soft corals have been identified and their spectacular colours and beauty attract many tourists (McClanahan, 1989).

Plate 2.1: Watamu Beach as one of the Most Attractive Sites



Photo by: Njeri wa Kamau (1998/99)

2.8.3 Wildlife National Parks and Reserves

Kenya's major tourist assets have always been its excellent wildlife resources. The coast region houses a large number of national parks and reserves where tourists watch wild animals in their majestic natural jungle setting of rolling hills in Tsavo and Shimba Hills National Parks. The most important national parks and reserves in the region include Tsavo, Kora, Shimba Hills and the Tana Primate Reserve which is a home for two types of very rare primates, the Tana Mangabey and the Red crested Columbus monkeys. The parks are also a home for a variety of animal species, birds and butterflies viewing by tourists. Shimba Hills National Reserve is the only terrestrial game reserve within the coast region and an ideal area for tourism. Its importance is marked by the presence of the Mwaluganje Community

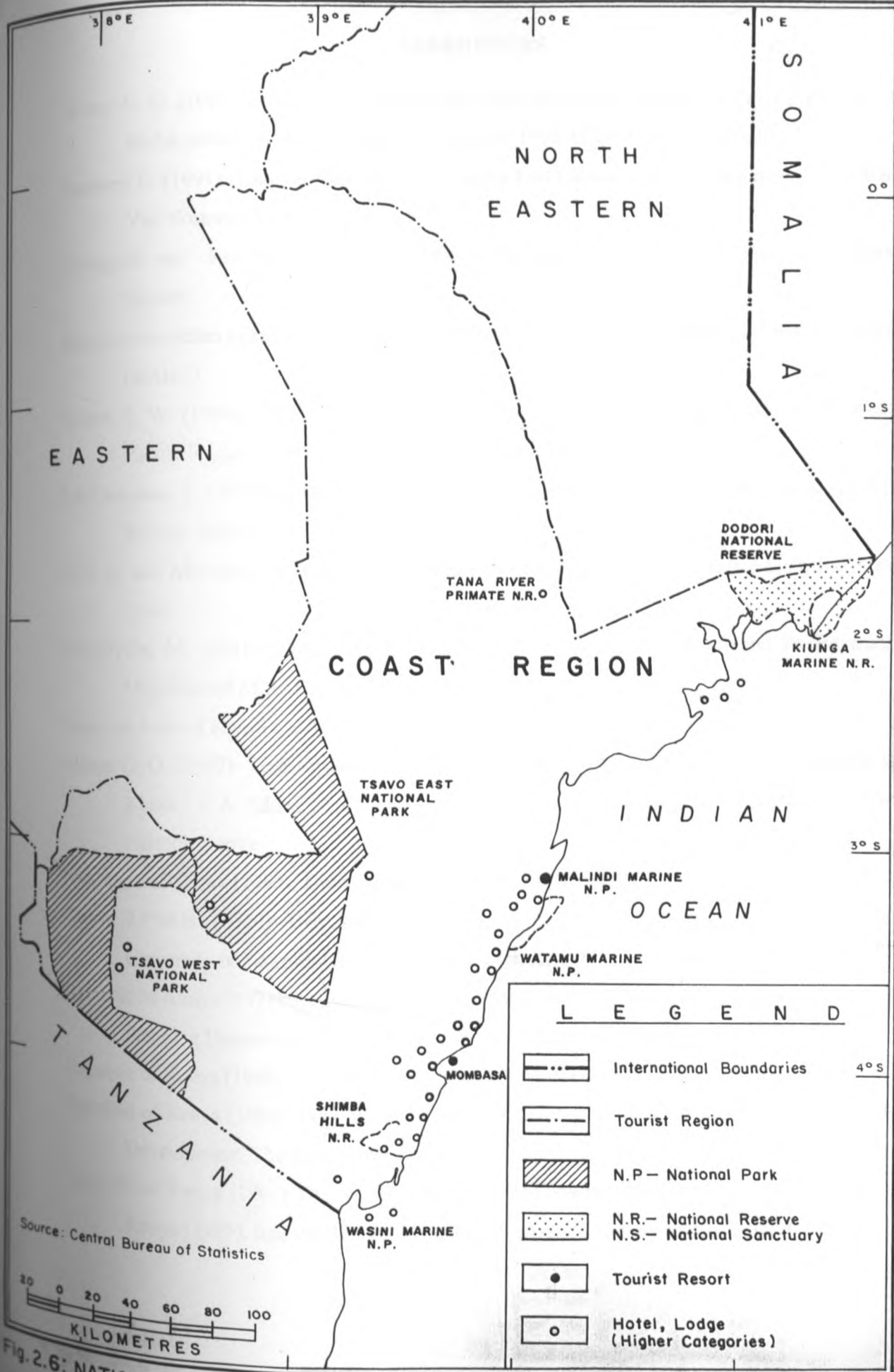
Elephant Reserve which was established by the local community to attract tourists and to provide direct benefits to the community (RoK, 1997-2001).

2.8.4 Marine National Parks and Reserves

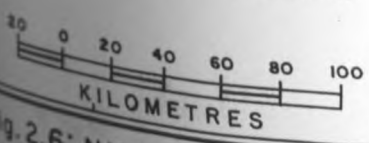
Marine parks and sanctuaries provide tourists with magnificent viewing of a wide variety of marine species such as fish, turtles, crocodiles and hippopotamus through glass floored boats. Some of the most important marine parks are the Watamu, Shimoni, Mombasa and Malindi National Marine Parks (RoK, 1996). Figure 2.6 shows some of the tourist attractions found at the coast region. All these activities have made tourism the major economic activity contributing significantly to regional development (RoK, 1998). Inskip (1991) argues that the attractive features of a country or region provide the basis for developing tourism; they form the most essential element of the tourist product since without substantial attractive features, pleasure oriented tourism would not be possible. Mill and Morrison (1992) recognize that the tourist attractions provide a pull for travellers to visit destination regions. Although tourists are motivated to visit certain destinations to satisfy needs and wants, they are also motivated to visit destinations because of characteristics such as natural resources, climate, culture, history, ethnicity and accessibility. Figure 2.6 shows the distribution of national marine parks, the national wildlife parks, hotels and other tourist resorts in the coast region.

2.8.5 Coastal Ecosystems

Ecological resources are most important and they play a major role in tourism. The coast of Kenya is an area of great physical beauty with different ecosystems, a high biological diversity and a wealth of living resources. There are coral reefs, mangroves and other tidal ecosystems and, on land, coastal parks, national reserves and forest reserves. The government has clearly recognized the biological and economic importance of these resources and has provided for their protection (Visser and Koyo, 1992).



Source: Central Bureau of Statistics



L E G E N D	
	International Boundaries
	Tourist Region
	N.P.— National Park
	N.R.— National Reserve N.S.— National Sanctuary
	Tourist Resort
	Hotel, Lodge (Higher Categories)

Fig. 2.6: NATIONAL MARINE PARKS AND GAME RESERVES IN THE COAST REGION

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CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

The techniques that have been used in the study to arrive at the desired research objectives and goals include collection, organization, description analysis, interpretation, presentation, application and limitations of data.

3.1 SAMPLING DESIGN

The coastal region consists of seven districts which form the Coast Province. These include Mombasa, Kilifi, Kwale, Malindi, Taita-Taveta, Tana River and Lamu. Bearing in mind the breadth and scope of this study, financial and time limitations, there was need to use a small and manageable sample. As such, random sampling method was used to select four districts which were representative of the whole region from which inferences were made. The sample comprises Kwale, Mombasa, Kilifi and Malindi districts. The four districts were given numbers which conformed to three clusters and were chosen randomly. The clusters were confined to the administrative boundaries of the districts..

3.1.1 The Universe

The universe consisted of classified star hotels, village tourist centres, tour operating companies, curo operators, tourists, local residents, and the Ministry of Tourism officials. Gregory (1978) defines the universe as an aggregate of all undivided objects related to a given problem.

3.1.2 Sample Frame

A sample size of 257 was chosen using random, stratified and cluster sampling respectively. The sample population comprised those directly working in the tourism industry. A set of seven questionnaires was distributed to the following categories of the population: local residents, Ministry of tourism officials, tour operating companies, curio kiosk owners, hotel managers, tourists, and village tourist centres. Table 3.1 is a summary of the sample survey and the number of respondents who filled out the questionnaire. Other secondary sources of information included: The Kenya Wildlife Services personnel (KWS), Kenya Association of Tour Operators personnel (KATO), Ministry of culture officers, Mombasa Tourist Coast Association (MTCA), Coast Development Authority (CDA), National Museums of Kenya and the Ministry of technology and training officials.

Table 3:1: Sample Survey

Population	Sample size	Response
Tourism Officials	12	12
Tourists	50	32
Curio owners	45	32
Local Residents	60	30
Hotel managers	31	29
Tour operators	47	21
Village tourist Centres	12	12
Total sample size	257	168

Source: Field Research (1998/99).

3.1.3 Sampling Procedure

Since the sample frame of this study is extremely broad and considering financial and time limitations, a sample size of 257 was chosen. The selected sample is believed to be a

representative portion of the population. Random, stratified and cluster sampling technique was employed because it was believed to reduce costs and increase the accuracy of the findings.

Stratified sampling was used for classified registered hotels. The hotels formed five strata according to 1-5 stars classification. There are 97 classified star hotels in the Province from which the sample was drawn. One third of each class was used to form a sample size of 31 hotels. Using the number of classified hotels which were operational at the time of the research, a number was assigned to each of the names of the 97 hotels and written on small papers. Thirty one (31) hotels were then picked randomly each at a time and 31 questionnaires were administered to the hotel managers through the post office and in person. Out of 31 questionnaires distributed to hotel managers, 29 were returned to the researcher duly filled. Table 3.2 illustrates the distribution of classified hotels, the sample size and the number of respondents.

Table 3.2: Stratified sampling for classified hotels

Star Classification	Number of Classified Hotels in the Coast Region	Selected Sample size 1/3 of each class
1	18	6
2	28	9
3	28	9
4	14	4
5	9	3
Total	97	31

Source: RoK (1998) and Field Research (1998/99).

Only hotel managers were interviewed because they were believed to have better access to the information required for this study.

Random sampling was used to select 10 percent of tour operating companies from a list of 471 firms registered under the Tour Industry Legal Act (TILA). A sample size of 47 was selected and questionnaires administered personally. Out of 47 questionnaires, only 21 were properly filled and used for data analysis. Tour Operators were chosen because they had easy access to adequate information concerning tourists' recreation interests besides the parks and the beach.

Cluster sampling was used to select three clusters from four administrative districts in the Coast Province. Names of the four districts were written on small papers and the name of cluster attached. Kilifi and Malindi districts were assigned the same number in order to form one cluster. Random sampling technique was employed to select three clusters which included, South Coast Cluster (Kwale district), Mombasa Cluster (Mombasa district) and North Coast Cluster (Kilifi and Malindi districts). Clusters included four districts in the study area namely, Kwale, Mombasa, Kilifi and Malindi. The three clusters were restricted to the administrative boundaries as indicated in Table 3.3.

Table 3.3: Location of Clusters.

Number of Clusters	Location of Clusters
Cluster 1	North Coast (Kilifi and Malindi Districts)
Cluster 2	Mombasa District
Cluster 3	South Coast (Kwale District)

Source: Field Research (1998/99)

From the three clusters, 20 village tourist centres were identified. Twenty centres were assigned numbers and random sampling was used to select a representative sample size of 12 village tourist centres. Sampling was necessary to enable the researcher to reach the village

centres' members who lacked an organized place for meeting. It was observed that other village centres only existed by name but were not in operation at the time this research was being carried out. A set of 12 questionnaires was administered personally by the researcher who interviewed the administrators or owners of village tourist centres. The researcher also held informal discussions with the dancers and members of the village tourist centres who were well acquainted with information regarding the operations of the centres.

A questionnaire was designed for both international and domestic tourists. The tourists were selected randomly from the hotels, the beaches and from the village tourist centres. They were asked to evaluate the attractiveness and the adequacy of the facilities in satisfying their desire for the cultural product. They also gave their views and suggestions on how to improve the facilities. A sample size of 50 tourists was randomly acquired directly from the hotels and village tourist centres. Thirty questionnaires were distributed randomly to the hotels, ten in each cluster and twenty were administered in the village tourist centres in the three clusters. The questionnaires were distributed randomly to the tourists through hotel receptionists and through tour guides accompanying tourists in the village centres or along the beaches.

Out of the 50 tourists who were approached for interviews, 32 of them responded to the questions and gave worthwhile information which was later analysed. Some of the returned questionnaires contained uncompleted information and were discarded. This phase of the research was hampered by several limitations. In most hotels movement of tourists was strictly monitored, while in the village centres they had a limited time since their programme was tightly scheduled. In addition the hotel management did not permit any disturbance of their

clients when in the hotel or elsewhere. Hotel managers stated clearly that any disturbances or interference with tourists would be treated with severity.

Random sampling was used to select an adequate sample of curios and handicraft operators from a total of 450 in the region that are registered under the Ministry of Tourism and Wildlife (RoK, 1997). Ten percent of the total population was chosen randomly forming a sample size of 45 curio operators. Names of all the curio operators were written on small papers and each was assigned a number. Forty five papers were then randomly picked to form a sample. Interviewees included those operating along the beaches and those running curio kiosks. A total of 32 questionnaires were filled and returned to the researcher for analysis.

In order to obtain information on the current status of tourism at the coast, and the factors that influenced the current proliferation of village tourist centre in the region, 12 tourism officials from the Ministry of Tourism Coast region were interviewed using a questionnaire. They were also required to state the role village tourist centres play in the region. All 12 questionnaires were duly filled and returned to the researcher for analysis.

A sample size of 60 local residents was selected using random sampling from the three clusters. Each cluster had 20 residents interviewed or issued a questionnaire. The total sample was drawn from individuals within a range of one kilometre from the centres. This was to allow for adequate and reliable information since previously it was realized that those living far from the centres were mostly ignorant of what the centres represented. The questionnaires administered to the residents were aimed at determining whether benefits accruing from village centres had any positive influence on the socio-economic welfare of the local people. It was

also in the interest of this research to find out the extent to which local residents participate in the ownership, management and organization of these centres, and especially the level of employment.

Some people gave irrelevant responses, others left some questions unanswered while others failed to return the questionnaires. Also with the uncooperative attitude of the people, Ramadhan proved an inappropriate time to do this research. Very often houses were locked since family members had to attend prayers at the mosque. Although this proved to be a hindrance to data collection, a sample of 32 questionnaires adequately filled with relevant information was received and analysed.

It is important to note that most of the sample size for all variables was restricted to 30 or more. As such, it is possible to conclude that this study operated within the limits of the normal distribution since it concurs with the arguments of Dixon and Leach (1979), that a sample size of 30 is the smallest sample that can be expected to conform to normal distribution on which sampling theory is based.

3.2 DATA COLLECTION

3.2.1 Sources of Data

Data was gathered from two main sources namely: primary and secondary sources.

(a) Primary Sources of Data

Data for analysis were collected through in-depth personal interviews with tour operators, tourists, curio operators, proprietors of village tourist centres, local residents, hotel managers

and tourism officials. It was also obtained from questionnaires and field observation where photographs were taken of important sites such as village tourist centres, designed homesteads, entertainment groups and curio vendors in kiosks and along the beaches.

(b) Secondary Sources of Data

Secondary information related to tourism statistical data was extracted from the following: Ministry of Tourism and Wildlife, Central Bureau of Statistics, Kenya Wildlife Services Library, Internet Facilities, statistical abstracts, Economic Surveys, Kenya Association of Tour Operators records (KATO), National Museums of Kenya, Maps, photographs, Newspapers and Magazines.

3.2.2 Methods of Data Collection

The study made use of various methods of data collection as discussed below.

Questionnaires

A questionnaire is a written set of questions which a large number of people are asked to answer in order to provide information. Questionnaires were administered to the respondents with an aim of eliciting information for use in this study. Questionnaires for hotel managers were administered through the post office. A letter of introduction, a copy of the permit authorizing the researcher to carry out research were included in the questionnaire package. Some of the managers filled and posted back the questionnaires while others ignored them completely, thus necessitating the researcher to make contacts through the phone to book personal interviews with them. A generally low response with the postal questionnaires was recorded but this problem was soon remedied by interviewing the remaining hotel managers.

In-depth personal interviews using a questionnaire were conducted with the proprietors of village tourist centres, local residents and both local and international tourists. Questionnaires aimed at eliciting information on the existing linkages between sectors, the number of employees in different occupations, tourist expenditures, benefits, and the assessment of the general contribution different sectors make in regional development.

Most of the interviews were carried out within the premises of the interviewees except those tourists who were available along the beach and interviews took place there. Preference was given to the recording schedules since it allowed a personal encounter and helped to establish better communication between the interviewer and interviewee. It was also instrumental in checking biased responses and gave room to the interviewer to elaborate and clarify some of the unclear aspects.

Tour operators preferred not to be disrupted from their daily routine but requested to be left free to fill the questionnaire at their own free time. Only a small number were willing to be interviewed directly. This led to a delay in returning the questionnaires and double expenses in delivering and collecting them. Due to scarcity of time and financial resources and given the extent of the research area to be covered, it was not possible to make prior arrangements with interviewees, especially with the proprietors of village tourist centres, curio operators, tourists and the local residents, most of whom lacked telephone facilities and were located in very remote places.

Local residents comprised the dancers, workers and the villagers living in close proximity to the centres. They were considered for interview because they were better placed and had sufficient

information on all the operations of the centres and were the direct beneficiaries of these centres. Some village tourist centres were located far away from the local residents making it difficult for the researcher to carry out interviews. As such, sampling of village centres per cluster was adapted. Twelve (12) village tourist centres were selected randomly from 20 well established centres in the region. Twenty local residents per cluster and 10 local residents per village centre were chosen to form an adequate sample of 60. Random sampling was used to select the 10 local residents per village tourist centres. A sample distribution is given in table 3.4.

Table 3.4: Local Residents Sample

Clusters	Village Tourist Centres Sample	Number of Interviewees
South-Coast cluster	Shimoni centre	10
	Ribe centre	10
Mombasa cluster	Akamba centre	10
	Bombolulu centre	10
North-Coast cluster	Masha-iha centre	10
	Randu-Gede centre	10
Total		60

Source: Field Research (1998/99).

Interviews were restricted to persons thought to have relevant information on village tourist centres. All the questions were designed to suit the required information and were in conformity with the stated objectives and hypotheses. Direct field observation was used to collect information by taking photographs of important scenes related to this study.

(b) Secondary Data

Information was obtained from published and unpublished materials, recorded literature, brochures, and internet records. Literature was based on the performance of tourism industry in

the coast region. Others who gave important and related information included: Kenya Wildlife Services (KWS), Coast Development Authority (CDA), Mombasa and Coast Tourism Association (MCTA), The Museums of Kenya, Kenya Association of Tour Operators (KATO), Kenya Utalii College-Research section and any other literature related to the subject matter was used.

3.3 TECHNIQUES OF DATA ANALYSIS AND INTERPRETATION

3.3.1 Introduction

Various analytical techniques have been used to make statistical inferences and data presentation. These included both qualitative and quantitative methods which are useful in hypotheses testing.

3.3.2 Qualitative Analysis

Qualitative analysis used in this thesis included photographs, percentages and averages (mean). Photographs illustrated tourist activities while percentages and the averages (mean) were used to make comparisons between categories of data.

3.3.3 Quantitative Analysis

Statistical Methods employed in data analyses in this study include:

(a) LOCATION QUOTIENT

This method is used to measure the degree of specialization in any one economic activity in a region. It was used to justify the more dominant role the tourist industry plays in the coast compared to other industries in the same region. The technique used the total number of employees in the industry countrywide and in the region to justify its stand as the most

specialized industry with a larger share of employees than other industries at the coast. When the value is above 1.0 it shows that there is a high concentration and the region has a higher share of the industry as compared to other industries. A value lower than one or zero shows a low concentration of the industry in the region. This technique has been used to compare domestic and international tourism between Germany, Ireland, France, United Kingdom and the Netherlands (Pearce, 1987). It is an important tool for planning use of tourism resources in a given region or country. However, it can only be applied to a single industry in one region or town with reference to the total for the whole country without requiring all the percentages for all other region.

Location Quotient is computed using the following formula:

$$LQ = \frac{S_i/N_i}{S/N}$$

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.

Source: Mowforth, (1979: pp 49-50).

(b) NEAREST NEIGHBOUR ANALYSIS

This technique has been used mainly with settlement distributions and obviously has some relevance to central place theory (Mowforth, 1979). It is based upon the measurement of the straight line distance between a point and its nearest neighbour, that is, the point nearest to it.

This distance is compared with what might be expected if the points were distributed in a random fashion over the same area. The nearest neighbour statistic describes distribution, facilitates comparisons between distributions and lends a little more meaning to previously loose terms such as "scattered", "clustered", "dispersed", "regular", etc.

In this research, the nearest neighbour technique has been used to determine the distribution of village tourist centres and to examine the resultant pattern of the distribution in the coast region. According to Pinder, (1978), the formula for the nearest neighbour statistic contains consistent underestimation of the true value of the mean nearest neighbour distance. However Pinder has formulated a correction factor for inclusion in the formula so that it allows for this underestimation. Morworth (1979) points out that the use of the technique and interpretation of the statistic can be restricted by some of the underlying limitations given below:

1. The same distribution of points may produce differing impressions when considered over different areas and on different scales. Nearest neighbour does not distinguish between single and multi-clustered settlement patterns.
 2. Boundary definition also presents a problem when the nearest neighbour assumes that the pattern in question consists of an infinite number of points located within an infinite area but not outside the boundary. This not being possible in real life, problems occur when applying the formula within finite areas.
- An Index indicating more dispersion than the theoretical maximum index 2.15 can be obtained especially when point population is small.
 - Boundary effect is the cause of underestimation of the expected mean of distances, but Pinder (1978) has given a formula for correcting these underestimates. Pinder further states that the boundary effect is likely to be lessened with shapes posing ratios less than

those of the equivalent square. He suggests that the modified technique must only be applied to square study areas if it is to be truly accurate. The area shapes in this study are not square but the boundaries are well defined since they conform to the administrative boundaries and, therefore, portray a certain degree of accuracy.

3. Distribution of settlements or of other points may be described by the statistic as random, but this does not mean that the forces producing that distribution have been entirely random.

4. Reliability in the statistic increases as the number of points under consideration increases, and a number of 30 points is often quoted as the minimum for study. The problem with this is that the greater the number of points, the more time-consuming and tedious the measurements. The points under consideration in this study are 20 and the nearest neighbour analysis was restricted to three clusters, namely: North-coast, Mombasa and South-Coast clusters which followed the administrative boundaries of Kwale, Mombasa, Kilifi and Malindi districts. The area in which the points are located was used for the computation of the nearest neighbour, that is, the total area in kilometre squared for sub-locations in which points were contained. In this way, boundaries for the clusters were well defined. Distances from one point to its nearest neighbour were measured in kilometres to match the units used in the area under study which were given in kilometres squared. The distances were recorded, added together and divided by the number of measurements taken to obtain the observed mean of the distances (D_{obs}).

A spatial distribution map of village tourist centres was constructed using the measurements (Chapter 4). The R_n for each cluster were used to make comparisons for each of the distributions in the region.

5. Any cluster of points can give the same results for R_n . In fact, as mentioned earlier, the statistic is not a measure of the pattern but of the distribution of neighbour distances.
6. There are clear dangers in searching for a regular distribution of points with a technique which has a bias towards finding such distributions since the significant lines in the graph favour regularity (See Figure 3.1).

The procedure for the analysis is as follows:

- (a) The distances between each point and its nearest neighbour is measured.
- (b) The distances are then totalled.
- (c) The total is divided by the number of measurements taken, n . This gives D_{obs} , which is the average of the observed distances from each point to its nearest neighbour.
- d) The density of points in the area under study is then determined by:

$$d = \frac{n}{a}$$

EAST AFRICANA COLLECTION

Where:

d = the density

n = the number of points in the area under study.

a = area under study

The area should be measured in the same units as the distances, e.g., in kilometres and the area in square kilometres.

- (e) The expected mean of a random distribution of points over the same area is then calculated by:

$$r_e = \frac{1}{2\sqrt{d}}$$

Where:

r_e = the expected mean of a random distribution

d = the density of points.

(f) The Nearest Neighbour statistic can then be obtained:

$$R_n = \frac{D_{obs.}}{r_e}$$

Where

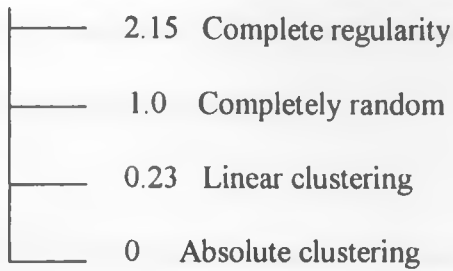
R_n = The Nearest Neighbour statistic.

D_{obs} = distance observed

The values of R_n range from 0 to 2.15. A value of 0 means that all the points are clustered together at one place and an absolute clustering of points is achieved. The other extreme value, 2.15, indicates that the points are as far as possible from each other, forming a perfectly ordered and uniform distribution or maximum regular spacing of points. A value of 1.0 suggests a completely random distribution. While 0.23 indicate clustering along lines.

Statistical significance of the nearest neighbour analysis elements of clustering, randomness and dispersion, can be checked against a prepared graph (below R_n scale) to establish a more precise meaning for the statistic and thereby to render the result of more use to the researcher.

R_n Scale Figure 3.1:



Source: Tidswell V. (1976 pp. 54).

Since R_n provides a numerical description of the spatial form of a pattern, the significance will be qualified by the calculation of a Z-score. Z-score is calculated using the formula below (Hammod and McCullagh, 1977).

$$Z = \frac{D_{obs} - r_e}{S_{r_e}}$$

S_{r_e} is the standard error of the r_e given by the formula below

$$S_{r_e} = \frac{0.26136}{\sqrt{n(n/A)}}$$

Z = 0 reflects absolute clustering

Z = 1.0 Absolute random

Z = 2.15 Absolute regular distribution.

This technique was employed to test hypothesis 4 which states that "Village centres in the coast region are evenly distributed." This hypothesis was accepted or rejected depending on the statistic R_n and the Z-score used for the significance testing .

(c) MULTIPLE LINEAR REGRESSION ANALYSIS

This model is used to measure the strength of the relationship between a dependent variable and a number of independent variables. It indicates the manner in which variables are related and the type of relationship that exists between them.

The general formula that determines the nature of statistical relationship is as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + \epsilon_i$$

Where: Y = Dependent Variable

a = Intercept

b = Slope term or gradient

X_i = Independent variable(s) such as income and the number of clients

ϵ_i = Error term (Errors that occur in the model accidentally and cannot be accounted for).

This technique is used to test the relationship between the dependent and the independent variables. The independent variables are: (a) the number of employees in the village tourist centres (b) the amount of income obtained by the local people.

The independent variables are:

X_i = Number of village tourist centres

X_{ii} = Number of members in the centres

X_{iii} = Number of clients visiting the centres per month

X_{iv} = Amount of income per month

X_v = Number of employees

X_{vi} = Levels of ownership

The technique is used to test two hypotheses namely: (a) There is no significance relationship between the number of employees in the village tourist centres and the number of village tourist centres in the region (b) There is no significance relationship between the amount of income obtained by the local people and the ownership.

A step-wise multiple regression has been employed where equations are built up commencing with one independent variable and adding others which are effective in the presence of those already in the equation. The least squares representing the best estimate of the regression equation are used. Regression coefficients given in all the calculated regression equations, also called the slope of the regression line, indicate the magnitude of the change in Y for a unit change in X. It is interpreted as follows:

A-B larger than indicates a steeper slope

If $B=0$, there is no relationship between X and Y

If B is negative there is a negative relationship between the two variables.

The volume of data in this research is large and therefore necessitate the use of a computer for analysis and reliability, using the Statistical Package for Social Scientists (SPSS).

Multiple regression model is based on the following assumptions:

- (i) The expected error of observations sums up to zero [$e_i = 0$] or [$(\sum e_i) = 0$].
- (ii) The error term has a common variance (homoscedasticity)
- (iii) The residuals of the error terms are not spatially correlated.

- (iv) The independent variables are not expected to be highly correlated and the correlation between any two independent variables should be less than that between any of them and the dependent variable).
- (v) Both the dependent and the independent variables are normally distributed.

MULTIPLE CORRELATION ANALYSIS

Multiple Correlation analysis involves the use of bivariate correlations to determine the strength and direction of the statistical cause and effect relationships derived from multiple regression analysis. The Multiple Correlation coefficient is usually denoted as R and it is used to measure the strength of the dependent and the independent variables. It estimates the degree to which individual independent variables influence the dependent variable in a multiple regression model. It is based on the multiple regression model's assumption that the correlation between any two independent variables is less than that between any two of them and the dependent variable. Any correlation between the independent variables affects the obtained value of the dependent variable. The R^2 is termed the coefficient of determination and indicates the proportion of the variance in the dependent variable accounted for by the regression model. The statistical correlations between sets of data do not necessary prove the existence of causal relationship, but emphasize the degree and direction of co-variation between the sets of data.

TESTING FOR SIGNIFICANCE USING "F" TEST

To test the significance of the relationship between variables, the "F" test is used. The calculated "F" is compared with the tabulated "F" at significance level 0.05 and degrees of freedom of 1-number of independent variables (X_n).

The general formula for F statistic is:

$$F = \frac{R^2/K}{R^2/n-K-1}$$

If the calculated "F" value is less than the tabulated value, then the relationship is not statistically significant. If the calculated "F" value is greater than the tabulated, then the relationship is statistically significant and is not by chance. The null hypotheses are rejected if the calculated "F" lies within the critical region.

DATA INTERPRETATION

This refers to the interpretation of the data collected from the field. This part is important because it contains the results of the research findings on which the conclusions of the research are based.

DATA PRESENTATION

The analyzed data has been presented using a number of techniques. These include figures, tables, photographs and maps. All these techniques were used in this study to present data in a summarized form and to make data interpretation easy.

Tables were used for making comparisons between the number of clients visiting both the hotels and the village tourist centres. Figures were used to illustrate that the years the hotels were established have a direct influence on the establishment of the village tourist centres. Figures in some cases have been used in place of tables to show the magnitude of data responses in form of frequencies and percentages.

Tables have been used widely to present summaries of different findings such as the factors influencing the establishment of village centres, the number of employees and the amount of income.

Photographs focused more on the various sceneries of interest such as the facilities found in village centres and other related tourist activities, which are important to this study.

Several maps have been used to show the location and the extent of the study area, road network distribution and the major towns in the region which are instrumental in promoting tourism.

3.4 SCOPE AND LIMITATIONS OF THE RESEARCH

Although tourism is an important economic activity, this study could not exhaustively address all tourism issues. It therefore, narrowed its focus to those activities which have a direct link with the village tourist centres in the coastal region. One of the major limiting factors was the expansiveness of the region which made the research difficult. Other problems were attributed to poor road network and remoteness. As such, the researcher concentrated on those areas where village tourist centres existed thus necessitating the sampling method to be employed. Other limitations include the following:

- (a) In the collection of data from the relevant sources, travelling was made difficult by the fact that not all parts of the study area were accessible. As a result, more expenses were incurred leading to some critical financial constraints.
- (b) The research was conducted between the months of November to January. During this period most of the firms and hotels have very busy since many tourists visit the region.

Consequently, most hoteliers prefer to remain undisturbed. Hence, the managers proved to be very uncooperative even when prior appointments were made. Again this necessitated the researcher to visit the same firm a couple of times. Others failed to fill the questionnaires and refused to be interviewed. This problem was solved by selecting new samples and approached the managers personally. This task was costly and time consuming.

(c) During the Holy month of Ramadhan which occurs during the months of December and January, the same time the research was being carried out, Muslim faithful were rarely in their houses or offices since they had to attend prayers at the mosques. This segment of the research had to wait till Ramadhan was over and relevant information was attained from the local residents who were very cooperative, although this meant spending more time in the field to obtain the required sample.

(d) Lack of relevant data was a major constraint in the field since most of the entrepreneurs basically depend on memory rather than records for information. Obtaining adequate information from the village tourist entrepreneurs, local residents and curio owners proved difficult because they suspected that by revealing their incomes, tax penalties from their earnings could be increased. A scale of income figures was used to solve the problem but still some chose to ignore any question related to income. This generally made the use of quantitative techniques and the testing of the hypothesis very difficult, forcing the research to use more descriptive techniques. Interviews were carried out among the Ministry of Tourism officials, Central Bureau of Statistics and Utalii College Research Section who also made available relevant literature to bridge the missing gaps.

(e) The local people were uncooperative especially in giving information on how beneficial village centres are to the locality. Most of them indicated that as far as there were no benefits to be gained directly, they could not answer the questions. The researcher had to take up the task of explaining the importance of the study and how answering the questions would directly influence the government policies that would favour them in future.

(f) Language was only a barrier where the researcher encountered groups of tourists who did not use English as a medium of communication, hence, it was not possible to get sufficient information from them. Local languages did not hinder the flow of information since majority of the people were quite conversant with the swahili language which the researcher used to collect data. On the other hand, the two research assistants who helped in data collection were conversant with both Swahili as well as some of the local languages. Despite the problems experienced in the field, workable alternatives were put in place.

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CHAPTER FOUR

LOCATION AND SPATIAL DISTRIBUTION OF VILLAGE TOURIST CENTRES

4.0 INTRODUCTION

This chapter begins with a description of the location and distribution of village tourist centres in the coast region. An effort is made to identify and analyse factors influencing the establishment of village tourist centres in the region. The chapter discusses tourist resource potential in the region which could be utilised to generate income and employment for the local people. The research hypothesis tested is that "Village tourist centres in the coast region are evenly distributed".

4.1 FACTORS INFLUENCING THE LOCATION OF VILLAGE TOURIST CENTRES

In order to understand factors that motivate entrepreneurs to establish enterprises in a given point in space, it is important to review some of the location theories developed by different scholars. In relation to this, the concept of industrial location has been incorporated into this study in order to provide guidance in determining the factors that influenced the village tourist entrepreneurs to establish the centres in their present geographical locations.

According to the Behavioural School of Thought, most entrepreneurs are driven by personal reasons rather than profits accruing from their locations of choice. These reasons are: aggressiveness, aspiration, innovation, youthfulness, industrialism, education, emotional stability with some preferring what satisfies psychologically rather than what is economically

viable (Pred, 1967). Instead of being a rational economic man, he is an individual making decisions in the light of the information available and in a manner related to their own ability to use that information. There may be no great desire to maximise profits but to produce reasonable return. Pred (1967) sees the ability of entrepreneurs as a function of a range of psychological factors as stated above.

This research observed that most of those involved in the establishment of village centres were young people with good educational background who could be absorbed in the formal tourism sector but who have looked for alternative means of livelihood in the informal tourist centres. Results revealed that most entrepreneurs are industrious and well acquainted with the cultural resource information which they utilise to generate income for themselves and for their families. From the above results it can be concluded that the decisions of these entrepreneurs have partly been based on behavioural influences whereby they make personal decisions to maximise their profits.

Weber (1929) asserts that some firms will cluster in distinctive agglomerations due to the influence of transport and labour. He points out that the economy can be expanded internally or externally. By externally, he means that a firm can expand and grow through investing in other firms. Internally, the hotel portrays its expansion through the establishment of village centres. Friedmann (1966) argues that industries become an economic space or geographical point where economic growth develops resulting in spatial patterns of economic activities from which growth occurs, generating significant impulses in the surroundings. This may be the case with the hotel industries which entrepreneurs asserted had made a significant contribution in the establishment of the village centres. This was confirmed by 55.0 percent

of the entrepreneurs in various centres who said that hoteliers gave financial contributions to the centres. Only 31 percent said that no financial contributions were made.

Labour is also an important factor because there exists a large unemployed labour pool at the coast which is readily available for work in the centres. Most entrepreneurs revealed that enthusiastic youths who completed school lacked jobs and were mainly absorbed in the informal enterprises which in this case include village centres.

One of the dominant factors discussed by Weber (1929) is agglomeration. Village tourist centres have been found to locate close to the hotels taking advantage of the linearity of hotel distribution and sharing the benefits of the economies of scale in the form of transport, labour provision, expertise and advice. This has resulted in the clustering of village centres along the coastal strip due to their proximity to the hotels. Weber points out that the merger of firms in sharing benefits helps to cut costs. Supporting this type of locational phenomenon of village centres, Glasson (1974) states that there are advantages of agglomeration which affect the polarisation of other economic activities around the original location. Such localisation economies arise from the close locational proximity of linked firms, such as those taking the form of village centres.

Another dominant locational factor is transport costs. Entrepreneurs locate their establishments in close proximity to the transport network. This choice enables the cultural troupes to travel easily to and from the hotels and allows the hoteliers, individual tourists and tour operating vehicles access to the village centres without much difficulty, while at the same time saving transport costs. This study revealed that most troupes from the centres

performed in different hotels within their locality, and the majority depended on public transport or vehicles from the hotels. In this case, the entrepreneur had to be conscious of the distance and its costs. Ogendo (1972) supports Weber's view that it is in the interest of an entrepreneur to locate his firm in a site where he incurs least transport cost and maximises benefits. Entrepreneurs asserted that proximity to a transport network made accessibility easier for taxis, tour company's vehicles and private vehicles to reach the centres. It was also advantageous to the centres since it enabled the local populace to visit the centres using public means of transport thus expanding the services to the hinterland.

There are many different factors which may influence the development of tourism in a given region. Pearce (1989) argues that locational factors of tourist potential or resources of an area can be grouped into seven categories, namely: climate, physical conditions, attractions, access, existing facilities, land tenure and considerations such as the availability of regional development incentives. Other factors discussed by Gunn (1988) are cultural resources, entrepreneurship, finance, labour, community attitude, government policies, organisation and leadership for tourism development, quality and quantity of natural resources. Although these different factors may influence the development of tourism in a given region, they seem to differ from one entrepreneur to another and from one region to another. However, Wafukho (1996) notes that once industries are established in an area, they become magnetic and their development attracts further development. He quotes an example of a new road to prove his point, saying that it enhances the transportation of goods to a central place thus increasing migration. This explains the impact hotels have on the migration of people from other regions through their ability to attract a large number of employees to the sector.

An important focus in this study is the concentration of the tourism industry in the coast region compared to other regions in Kenya. It is estimated that two-thirds (66.0%) of tourism expenditure takes place in the coast province, approximately 14 percent within Nairobi area and 8 percent in the Rift Valley province (Economic Survey, 1997). Table 4.1 gives an estimate of tourism revenue by province. The coast is therefore the leading tourist resort in Kenya as evidenced by the flow of both international and domestic tourists.

**Table 4.1: Estimated Tourism Revenue by Province, 1996
(Kenya Pounds)**

Province	International	Domestic	Total	%
Nairobi	172.0	15.5	187.4	14.1
Coast	857.2	19.3	876.4	66.0
N. Eastern	11.4	0.4	11.8	0.9
Eastern	31.4	1.0	32.4	2.4.3
Central	38.2	2.0	40.2	3.0
Western	10.7	0.6	11.3	0.9
Nyanza	57.4	3.0	60.4	4.6
R. Valley	101.6	5.3	106.9	8.1
Total	1280.0	47.0	1327.0	100.0

Source: Field research (1999)

Table 4.2: Hotel Bed-Nights Occupied by zone 1994-1998

Zone	1994	1995	1996	1997	1998
Coastal Beach	3071.5	3059.6	3144.9	3374.4	1505.3
Other	185.2	166.7	70.9	71.5	109.1
Coast Hinterland	133.2	120.3	114.2	59.0	43.9
Nairobi High class hotels	550.7	613.7	774.1	801.5	655.6
Other	454.7	413.8	313.0	311.8	178.0
Central	299.0	275.4	253.4	218.1	92.9
Masai land	247.8	245.3	237.1	215.0	85.2
Nyanza Basin	82.8	78.6	114.3	88.2	110.8
Western	69.9	65.5	33.0	64.3	27.3
Northern	15.2	15.9	6.3	6.5	4.9
Total occupied	5110.0	5054.8	5061.2	4910.3	2813.0
Total Available	11,908.9	11,562.2	11,354.5	9,516.6	7,1925.7

Source: Economic Survey (1999, Page 162).

Table 4.2 show that hotel-beds occupation in the coast was highest among all other destinations. Coast hotels were also more popular with European residents who accounted for over 70 percent of total bed-nights occupied. The number of bed-nights occupied by the Kenyan residents at the coast in 1998 went up to 303,000 from 291, 800 for the previous year (Economic survey, 1999).

Employment in the country stands at 5.1 million persons in all the sectors of the economy as per 1998 and out of this total, tourism contributes up to 11 percent of the total wage employment in Kenya. The tourism industry currently employs an estimated total number of 180,000 persons, while the same industry employs 12,600 people in the coast region (RoK, 1998 and Economic Survey, 1999).

The Location Quotient was used to determine the concentration of the tourism industry in the coast region. To generate the LQ index, the total number of employees in the tourism industry in the coast region and the total number of employees in the industry in the country was used. The following formula was utilized to compute the LQ Index.

$$LQ = \frac{S_i/N_i}{S/N}$$

Where:

S_i = Number of employees in the tourism industry in the Coast region
(12,600 employees)

N_i = Number of employees in the tourism industry in Kenya
(180,000 employees)

S = Number of employees in all industries in the Coast region
(205,400 employees)

N = Number of employees in all industries in Kenya
(5.1 million employees)

$$LQ = \frac{12,600 / 180,000}{205,400 / 5,100,000} = \frac{0.07}{0.0402745} = 1.73680724$$

$$LQ = 1.74$$

Location Quotient results revealed a high value of 1.74 indicating a high concentration of the tourism activity at the coast. This implies that tourism is the dominant activity in the coast

region with a high degree of specialization. Miyogo (1997), argues that the concentration of a single economic activity in a certain place at the expense of others, is likely to lead to inequalities in a region. On the other hand, an equitable distribution of economic activities is likely to result in equitable regional development. Therefore, the presence of village tourist centres is significant in counteracting such inequalities since they provide a balance in the distribution of tourism activities in the region.

The analysis of factors influencing the entrepreneurs to establish village tourist centres in the Coast region is highlighted in Table 4.3 as perceived by the Ministry of Tourism & Wildlife officials and the village centres' entrepreneurs.

Table 4.3: Factors Influencing the Location and Establishment of Village Tourist Centres

Factors	Ministry of Tourism	Village Tourist Centres
Income generation and employment creation	20%	66.7%
Diversification of tourist product	50%	16.7%
Conservation of African cultural heritage	20%	16.7%
Integration of the local people into the mainstream of tourism industry	10%	-
Total Percentage	100%	100%

Source: Field research (1999)

Table 4.3 shows that 20.0 percent of the Ministry officials stated that income generation and creation of employment were important factors. Village centres' entrepreneurs who accounted for 66.7 percent revealed that income and employment were the most significant factors which influenced the location and distribution of village tourist centres in the region.

This concurs with what Mathieson and Wall (1982) advocate when they argue that countries with low income levels, uneven distribution of income and wealth, high levels of unemployment and underdevelopment and low levels of industrial development could have some of their problems, such as hunger, sickness and lack of clean water, resolved through tourism. Similarly, Mitchell (1971) points out that employees enjoy considerable economies of scale by clustering near hotels since demand for services such as schools, medical services, markets, housing will be in close proximity. It has been suggested that the clustering of beach hotels is expected to raise the real incomes of employees even without any rise in wages. In relation to this observation, the study revealed that most of the employees from the centres lived and worked within the centres. As such, the tourist centres encourage rural development since the incomes they generate are injected into the rural areas. Therefore, village tourist centres are justified in locating close to the hotels since this is a direct way of reaping tourism benefits so long as the distribution of incomes reflects a forward linkage with the rural areas.

Diversification of the tourism product showed a strong influence on the location. About 50.0 percent of the Ministry of Tourism officials and 16.7 percent of centres' entrepreneurs acknowledged that this factor was a pointer to the direction that the key players in the industry need to focus on in reviewing this important product, in order to attract large numbers of tourists to the region. They indicated that beach and wildlife products were becoming a very common phenomenon and diversification of the tourism product was necessary in order to create a variety of choices for the tourists. From this, it can be argued that a tourist may choose an alternative country to view wildlife and enjoy the beaches, and may decide to visit South Africa's famous Krugger National Park to view elephants which

are similar to those in the Kenyan parks. But in the case of culture, traditional values, folklore, languages, he/she has to return to Kenya since each country's culture is unique. On this basis, therefore, planners and developers of tourism should concur with Ouma (1970) who argues that cultural heritage can contribute a welcomed diversification of the already existing tourist attractions. He also notes that by exhibiting music and dances on the doorsteps of prospective tourists, in addition to their other values, such attractions will definitely stimulate tourists to come. Hence, there is need for planners to focus on tourism which provides diverse opportunities for visitors which are centred in specific non-urban attractions.

Both the Ministry officials and the centres' entrepreneurs cited conservation of cultural heritage as an important factor. Twenty percent and 16.7 percent said that this factor greatly influenced the entrepreneurs to establish village tourist centres. The centres are believed to provide a level playing field where entrepreneurs seek to correct existing regional economic imbalances. They do so by giving the local people a chance to operate in the same field with the formal industry. The centres are viewed as a journey backwards where ethnic groups present their past living styles in an unspoilt rural setting giving tourists a chance not only to leave with knowledge of Kenyan traditions, but also with samples of activities of several ethnic communities as they were lived in the past. Hence, Ouma (1970) confirms this view by asserting that there is much that is worth preserving in the culture of each tribe.

Ten percent (10%) of the Ministry officials cited the integration of locals into the mainstream of tourism as a factor which led to the establishment of village centres. Although the response appears insignificant, there is great need for the local people to be the main

beneficiaries of their natural and cultural wealth since they are the heirs and protectors of their heritage. This could be achieved through the indigenization of the tourism industry through the village centres which should embark on breaking the monopoly of the industry by foreigners, and involve local participation to a maximum level.

4.2 SPATIAL DISTRIBUTION OF VILLAGE TOURIST CENTRES IN THE COAST REGION.

The analysis on the location and distribution of village centres was based on three clusters. Gunn (1988) argues that attraction clusters are what tourists come to see and do, while the community provides the services and facilities, attractions and products. These clusters find linkages to the main industry through corridors, such as the transport network, into suitable areas where resources for development are in abundance. The main objective in using these clusters was to enable the researcher to identify village tourist centre locations, and to determine their resource potential for better planning and development in the future. The results were to provide a basis for the development of successful tourism at the coast. The analysis of the results of the distribution of village tourist centres is shown in table 4.4.

Table 4.4: Village Tourist Centres Identified in their Clusters

CLUSTERS	M.T %	T.O %	L.R %	C.O %	H.M %
NORTH-COAST	20	38.1	53.2	6.3	10.3
SOUTH-COAST	20	23.8	21.9	28.1	45.9
MOMBASA	60	23.8	43.9	59.3	41.4
MISSING	-	-	-	6.3	3.4
Total	100.0	100.0	100.0	100.0	100.0
Respondents	N=10	N=21	N=32	N=32	N=29

Source: Field research (1999)

Key Respondents

- M.T = Ministry of tourism officials
- T.O = Tour operators
- L.R = Local Residents
- C.O = Curio Operators
- H.M = Hotel managers

The information in table 4.4 illustrates the distribution of village centres according to clusters chosen for easier collection of data. A sample size of 126 interviewees responded to the question concerning the identification of village centres in the clusters. The results revealed that Mombasa cluster had the highest concentration of village centres as indicated by 60.0 percent of Ministry officials, 23.8 percent of Tour operators, 43.9 percent of local residents, 59.3 percent of curio operators and 41.4 percent of hotel managers. The concentration of village centres was attributed to the earlier development of tourism and the vast growth of the hotel industry in the region. The cluster has many tourist facilities and the location is advantageous to tourists and the entrepreneurs. Mombasa has tourist attractions which have become popular among hoteliers and tour operators and it has a well developed infrastructure and a higher concentration of tourist flows.

The study revealed that North Coast cluster was second in popularity as indicated by response of 20.0 percent of Ministry officials, 38.1 percent of tour operators, 53.2 percent of local residents, 6.3 percent of curio operators and 10.3 percent of the hotel managers (table 4.4). This can be explained by the fact that North Coast has been the focus of tourism in the recent past due to the presence of Malindi, Watamu Marine National parks, the Kipepeo (butterfly) farm at Arabuko Sokoke forest as well as many other tourist attractions such as the Gede ruins.

South Coast cluster was the least concentrated cluster as highlighted by the respondents shown in Table 4.4. Twenty percent (20%) of the Ministry official, 23.8 percent of tour operators, 21.9 percent of the local residents, 28.1 percent of curio operators and 45.9 percent of hotel managers acknowledged the presence of village centres in this cluster. This cluster recorded a low concentration of village centres due to a much later and considerably slower development of tourist facilities in the area. However, the study observed that some recent developments of hotels have been drawing new entrepreneurs in the area.

Hoteliers' responses indicated that most of their clients visited village centres located in Mombasa (41.4 %), South Coast (45.9%) and North Coast (10.3 %) clusters. Hotel managers in South Coast stated that there were few village centres in the cluster and preferred taking clients to Mombasa and to the North Coast. They acknowledged that those already existing in the cluster were not as attractive as those found in other clusters where centres were well established. Hoteliers also acknowledged that local traditional troupes performed for guests in the hotels for pay. They indicated that in the three clusters there existed various troupes which represented different ethnic communities countrywide. About 37.0 percent of the

respondents showed that Mombasa had the highest number of dancing troupes, 20.0 percent acknowledged that some troupes were based in the South Coast while 13.8 percent were found in the North Coast cluster. Some hoteliers (17.2%) said that some of the troupes also performed in other clusters outside their own locational base. Only 3.4 percent stated that they did not invite troupes to perform at the hotels, but preferred to leave clients free to make their own arrangements to visit the village tourist centres. These hotels were mainly of the one star category, especially those located in the busy town of Mombasa whose clients are the local and international tourists who have little or no time for leisure due to business commitments.

Tourists were also interviewed regarding their interest in visiting village tourist centres. They were interviewed randomly from the star classified hotels (Appendix XIII), from the village centres and along the beaches. The tourists' respondents could not identify village tourist centres by name but when asked whether they visited or were willing to visit any of the centres, they gave the following responses: 78.1 percent indicated that they had visited some of the centres in the region, while 21.9 percent stated that they had not visited any of the centres but were hoping to do so before leaving the country. Table 4.5 is a summary of estimates of the money tourists spent or were willing to spend in village tourist centres.

Table: 4.5 : Estimate of Money Tourists Spent/Willing to Spend in Village Tourist Centres

Money spent/willing to spend	Percentage %	Cumulative %
Below Kshs. 600	34.4	34.4
Kshs. 600-1000	37.5	71.0
Kshs. 1000-3000	18.8	90.6
Unlimited amount	3.1	93.8
Missing variables	6.3	-
Number of respondents	32	100.0

Source: Field Research (1999).

About 34.4 percent of the tourists said that they had spent or were willing to spend on village tourist centres a total below Kshs. 600, while 37.5 percent were willing to spend between Kshs. 600-1000, 18.8 percent were willing to spend Kshs. 1000-3000, while 3.1 percent were also willing to spend an unlimited amount. The amount of money was to be spent during their stay at the coast. Tourists further stated that village tourist centres were an important tourist product that should be given first priority, especially to suit those tourists who visit the country specifically for the purpose of learning about culture.

4.3 THE DEVELOPMENT OF VILLAGE TOURIST CENTRES

Most of the village centres surveyed revealed that they were established between 1980 and 1999 when tourism returns were favourably high. The growth of tourism at the coast during this time expanded rapidly as a result of infrastructural expansion and competitive facilities, matched by a rapid incorporation of tour operating companies who were actively involved in tourism promotion (RoK, 1996). Table 4.6 shows the increase in the number of tourists during this period.

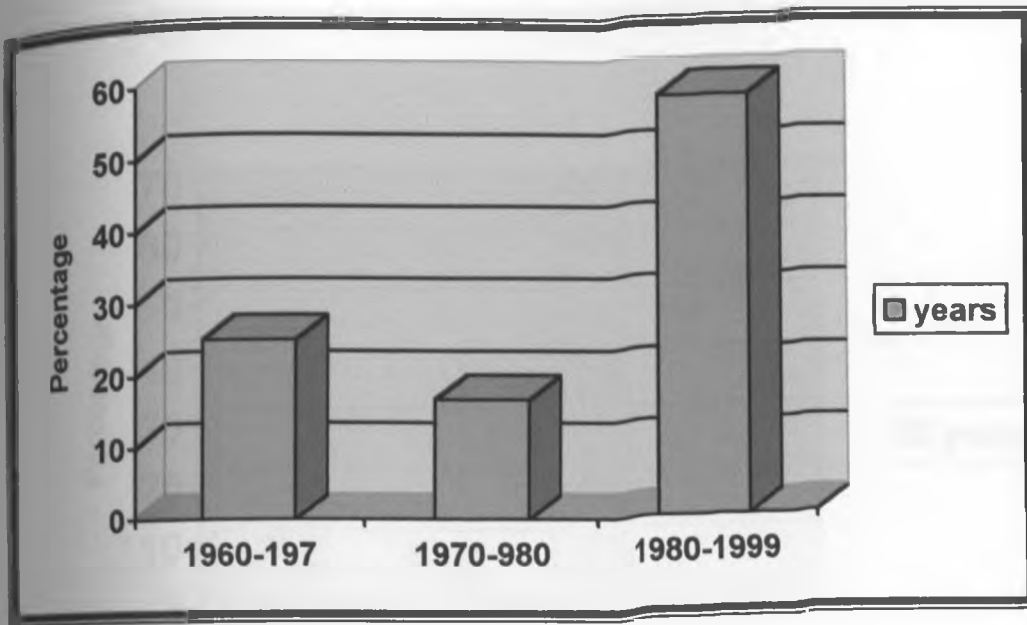
Table: 4.6: Arriving Visitors by Purpose of Visit 1986-96
(000's)

Year	Holiday	Business	Transit	Other	Total
1986	476.6	65.7	59.1	12.8	614.2
1987	529.1	66.1	58.9	7.2	661.3
1988	555.9	69.5	61.4	8.1	694.9
1989	642.1	53.8	34.5	4.3	734.7
1990	728.90	42.4	23.1	6.3	800.7
1991	673.3	77.6	38.3	15.4	804.6
1992	606.7	109.3	50.8	14.7	781.5
1993	679.8	97.6	46.8	2	826.2
1994	679.2	122.6	58.1	3.5	863.4
1995	537.9	96.1	53.9	2.6	690.5
1996	558.2	98.7	57.9	2.6	717.4
1997	744.3	94.0	66.2	-	904.5
1998	672.9	85.0	91.9	-	849.8

Source: Economic Survey (1997, p.13, 1999, p. 160)

The data presented in Table 4.6 illustrate the number of visitors by purpose of visit to Kenya between 1986 and 1996. It supports the fact that, as the number of visitors increased in the region, the more hoteliers and local entrepreneurs ventured into new establishments of hotels and village centres.

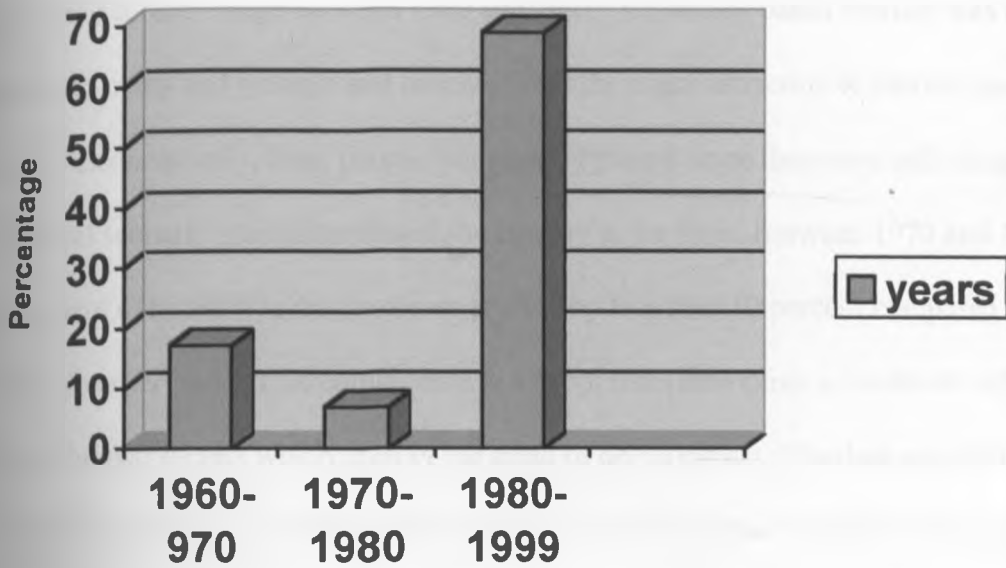
Figure 4.1: Establishment of Village Tourist Centers



Source: Field Research (1998/99).

The data in Figure 4.1 reveals that 25 percent of village entrepreneurs indicated that village tourist centres were established between 1960 and 1970, 16.7 percent said that some were established between 1970 and 1980, while the majority (58.3%) of the centres were established between 1980 and 1999. This period of establishment of village centres was marked by a rapid expansion and development of the sector.

Figure 4.2: Establishment of Hotels



Source: Field Research (1998/99)

The stages of hotel development shown in Figure 4.2 began in early 1960 as revealed by 18 percent of the respondents. Between 1970-1980, there was a decline and only few hotels were established. The majority of hotels were established between 1980 and 1999. This data, therefore, indicate that hotels were established during the same period village tourist centres flourished at the coast.

Between 1980 - 1999 there was a rapid growth of hotels and reasons for the expansion are explained in chapter two. This period of hotel expansion was acknowledged by 70 percent of the hoteliers. Missing variables (less than 10%) were attributed to hotel managers who were not sure of the dates hotels were established. Both the hotels and the village tourist sectors were in their infancy stage between 1960 and 1980. Culturally based tourism was still unknown to many and wildlife and beaches were the major attraction to tourists and investors. Economically, local people were poorly placed since they were still struggling with the political scenario which dominated the country at the time. Between 1970 and 1980 development of hotels was much slower as cited by less than 10 percent compared to the tourism of earlier years. This coincidence is a proof that there exists a symbiotic relationship between the two sectors which portray the trend of development. The data sets also suggest that a close correlation exists between the sectors. As the number of hotels increased, there was also a significant increase in the number of village tourist centres. Therefore, the period of establishment of the hotels and village tourist centres provides evidence that there exists a close relationship between the two sectors. Initially, what could have been referred to as village tourist centres only existed in the form of dancing troupes with just a practising base. One of the oldest of these troupes was the Giriama Dancers at Gede in the North Coast. This troupe has undergone many changes and the present group has only one member who belonged to the original one.

Field research revealed that some of these groups broke up as a result of misunderstanding among the members. The main cause of the problem was cited as exploitation of members by their leaders whom they accused of keeping all the benefits, while the members received a meagre salary. This is still a very common problem among some groups. Another reason

given by the centres' entrepreneurs was that some of the troupes found their way out of the country through the assistance of the Ministry of Culture and Social Services, others found jobs in the hotel industry, while others were lured to join the Bomas of Kenya in Nairobi which at the time was seen to offer better income. This study also revealed that the majority of those who joined the Bomas of Kenya came back to the region with new and varied experience which was utilised to establish village tourist centres (Mr.Kilonzo, 1999 and Mr. Mohammed Swaleh, 1999-personal communication).

4.4 GOVERNMENT ROLE IN PROMOTING VILLAGE TOURIST CENTRES

This section examines the important role the government has played in the establishment of village tourist centres and its ambitious target for further expansion of the sector. The section focuses mainly on the potential of the tourist sector for generating productive employment opportunities and increasing foreign earnings over an extended period. Through the existence of village centres the local people can realise their goals. The role of the government in promoting village tourism in the region is summarised in Table 4.7

Table 4.7: The Government Role in Promoting Village Tourist Centres

Government Role in Village Tourist	Frequency	Percentage
Government offers technical advice to village tourist centres through the Ministry of Tourism	8	60.0
Government offers training through world Bank	2	20.0
Government has incorporated cultural groups in government programmes on public days	2	20.0
Total	12	100.0

Source: Field Research (1998/99).

The data in Table 4.7 show that 60.0 of Ministry Officials recognized the government's role in offering technical advice to village tourist centres. This was done through the continuous contact tourism officials centres have with village tourist centres. About 20 percent of the respondents saw the government as an instrument for offering training through the sponsorship of the world Bank. Another 20 percent noted that cultural groups were incorporated in the government programmes on public days and special occasions thus creating awareness to the public the importance of culture as a tourist attraction. Village centres entrepreneurs acknowledged participating in seminars which are organized by the Ministry of Tourism. However, entrepreneurs suggested that the government could do more by rewarding their efforts with better remuneration and attractive incentives. Entrepreneurs appreciate the opportunity granted to them occasionally by the Ministry of Culture that enabled them to visit other parts of Kenya, as well as other countries. This gave them an

opportunity for greater public exposure and indirect advertising and marketing of their cultural products.

Tourism officials considered village tourist centres as significant in providing a means of economic development to the region. About 40 percent of the tourism officials revealed that the government provides financial assistance to village tourist centres through soliciting funds from donors. Other 20 percent stated that the government has set up facilities and other social amenities such as roads for the use of village centres. However, entrepreneurs pointed out that most of the roads leading to the centres were poorly maintained and hampered access to the centres as well as faster development of the region. The centres were mainly inaccessible during the rains when the roads were muddy and in the dry season when the roads were dusty and bumpy. It is on this note that Makopondo (1994) asserts that poor access to rural attractions hampers the development of tourism in any given region.

4.5 FACILITIES AND SERVICES OFFERED IN VILLAGE TOURIST CENTRES

All the interviewees from five different tourist activities acknowledged that facilities and services offered at the village centres were an attractive commodity for tourists visiting the region. The respondents observed and identified the following facilities and services offered in village tourist centres as shown in Table 4.8

Table 4.8: Facilities and Services Offered in Village Tourist Centres

Facilities and services offered	TR	CO	LR	TO	HM
Traditional huts and homesteads, Kayas	♦	♦	♦	♦	♦
Traditional dances, rituals, and costumes	♦	♦	♦	♦	♦
Traditional furniture, koffia, mats etc.	♦	♦	♦	♦	♦
Jewellery, beads and metal items	♦	♦	♦	♦	♦
Workshops/exhibition of hand printed African designs	♦	♦	♦	♦	♦
Animals such as crocodiles, donkeys, camels, fish.	♦	♦	♦	♦	♦
Restaurant & traditional African dishes	♦	♦	♦	♦	♦
Banana, palm and sisal items, leather items	♦	♦	♦	♦	♦
African Art	♦	♦	♦	♦	♦
Water sport-canoes	♦	♦	♦	♦	♦
Total Respondents	30	32	32	21	29

Source: Field Research (1998/99).

Key:
 ♦ = Responses from interviewees who identified different facilities and services observed in the village centres

VTC = Village Tourist Centres LR = Local Residents

TR = Tourists TO = Tour Operators

CO = Curio Operators HM = Hotel Managers

From Table 4.8, it is clear that village centres offer a variety of facilities and services making this sector particularly attractive. About 85.7% of both local and foreign tourists, saw the facilities and services as popular and unique attractions, especially in the centres where they are offering extra leisure facilities and services such as crocodile, donkey and camel viewing.

Other participatory activities are harpoon fishing, canoeing, floating on a raft and camel riding. The facilities and services offer a unique opportunity to tourists to participate in all the activities taking place at the centres. Plates 4.1 and 4.2 illustrate some of the activities which take place in the centres.

Plate 4.1: Camels are a Great Attraction to Tourist. A camel from Northern Kenya at Ngomongo Villages, Mombasa



Photo by: Njeri wa Kamau (1998/99)

Plate 4.2: A Tourist Taking A Camel Ride Along Watamu Beach Hotel.

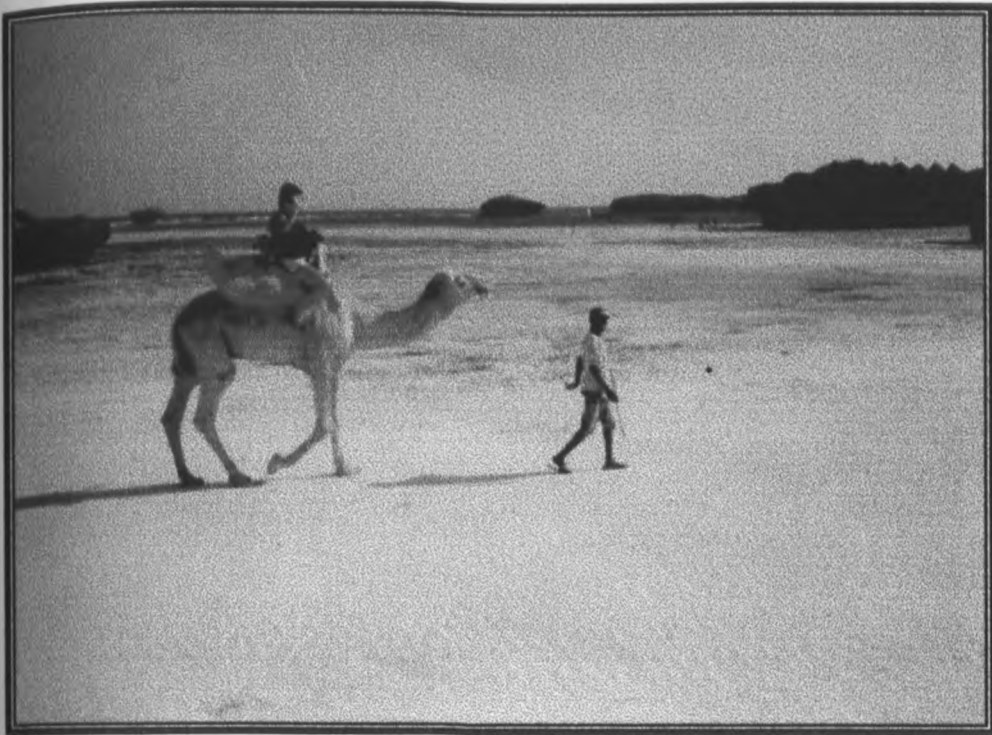


Photo by: Njeri wa Kamau (1998/99)

This study observed that most of the restaurants in the centres have adopted the traditional rounded African huts design (Plate 4.3) and offered a variety of traditional African dishes. African artists displayed their work for sale in the village centers and along the beaches.



Photo by: Njeri wa Kamau (1998/99)

Other attractions, such as bead works, were made primarily by the Maasai women, wood and stone carvings were a specialisation of the Akamba and Kisii communities, while furniture, mats, hats, baskets, bags and leather belts were produced by the Miji-Kenda, the Swahili and people from upcountry. Sisal and banana handwork was carried out by the Akamba and the Kikuyu women while palmwork was the occupation of the coastal women from the Miji-Kenda communities.

African homesteads represented a cross-section of the country's ethnic communities and portrayed a high degree of authenticity, which reflected a glorious past, provided satisfaction to those seeking personal contact and interaction with different cultural environments and

different ethnic communities. Their presence was a great attraction to many tourists who visited the centres. This was evidenced by David Thompson, General Manager, Whitesands Hotel when referring to the authenticity of Bombolulu Cultural Centre: "I am absolutely amazed at the extent and depth to which research has been undertaken to ensure complete authenticity". He said that the organisers deserved a round of applause. Thompson commended the cultural centre whose extensive knowledge of the culture and way of life of each tribe represented therein is spellbinding (Coast Week, July 1-7, 1994).

Plate 4.4: A Luo Traditional Homestead. African Huts Maintain Their Authenticity and reflect a glorious past.



Photo by: Njeri wa Kamau (1998/99)

Plate 4.5: A Maasai Homestead



Photo by: Njeri wa Kamau (1998/99)

The showroom which houses a variety of products enables the centres to display to the best advantage their full range of exotic jewellery, woodcarvings, leatherworks, fashion wear and baskets.

Plate 4.6: The Showroom Displays a Variety of Leather Products For Sale at Bombolulu Centre.



Photo by: Njeri wa Kamau (1998/99)

Plate 4.7: The African “Ciondo” Displayed for Sale at Bombolulu Centre



Photo by: Njeri wa Kamau (1998/99)

ASSESSMENT OF FACILITIES AND SERVICES IN THE VILLAGE TOURIST CENTRES

Different interviewees were expected to assess the facilities offered in the centres and to give their own opinion. Using the criteria given in Table 4.9, hoteliers, tour operators and tourists were asked to give their views on the quality of the facilities and services offered in the village centres.

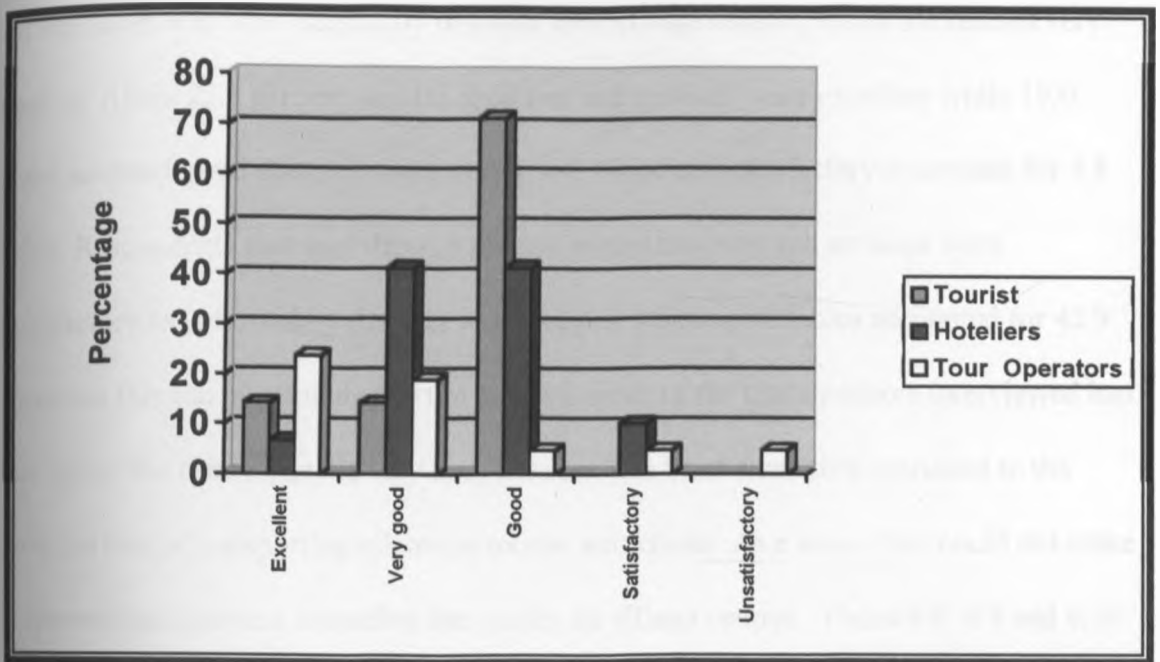
Table 4.9: Criteria Guiding Respondents in Assessing Facilities and Services in Village Tourist Centres

ASSESSMENT OF FACILITIES	TYPE OF FACILITIES
EXCELLENT	Accommodation with lodging facilities, a restaurant, traditional architectural designs (makuti huts), traditional homestead, traditional/cultural troupe with proper costumes, water, light, telephone, etc., cultural artifacts, proper management.
VERY GOOD	Restaurant, traditional architectural designs (makuti huts), traditional/cultural troupe, with proper costumes, water, light, telephone, cultural artifacts.
GOOD	Traditional architectural designs, homestead, traditional/cultural troupes with proper costumes. Absence of facilities such as light, telephone, etc.
SATISFACTORY	A well organised cultural dancing troupe which has a common meeting place where it practices for performance in the hotels.
UNSATISFACTORY	Poorly organised groups with no particular meeting place for practice.

Source: Field Research (1999).

Figure 4.3 show that 14.3 percent of the tourists noted that the facilities were excellent, while another 14.3 percent acknowledged that they were very good. Good was cited by the highest number of respondents (71.4 %) and none of the tourists found the facilities satisfactory or unsatisfactory.

Figure 4.3: Assessment of Facilities, Services and Performance of Village Tourist Center.



Source: Field Research, (1998/99)

The judgement of the tourist regarding the facilities and services should be taken with caution since they were seeing the facilities for the first time and had nothing else to compare them with. It should be noted that the first impression of these facilities were more positive than the negative and the facilities were generally acceptable since they met tourist satisfaction.

Hotel managers considered village tourist centers' facilities to be both good and very good. Only 6.9 percent of the respondents expressed satisfaction with the facilities by choosing the excellent variable. The other 10.3 percent considered the facilities as satisfactory.

To both the tourists and hotel managers the unsatisfactory variable was not significant in assessing the quality of the facilities.

Tour operators who were constantly in touch with village centres, found the centres very attractive. About 23.8 percent said the facilities and services were excellent while 19.0 percent acknowledged that they were very good. Good and satisfactory accounted for 4.8 percent. Respondents also said that 4.8 percent of the facilities and services were unsatisfactory as indicated by the data in figure 4.3. Missing variables accounted for 42.9 percent and this can be attributed to the fact that most of the tour operators interviewed had never visited the centres, and if they had, the visit was brief since they entrusted to the drivers the task of transporting clients to tourist attractions. As a result they could not make any appreciable comment regarding the quality of village centres. Plates 4.8, 4.9 and 4.10 illustrate the different hut designs and other facilities found in the centres.

Plate 4.8: An El-Molo Moran Displays His Traditional Headgear Outside His Hut

At Bombolulu Centre

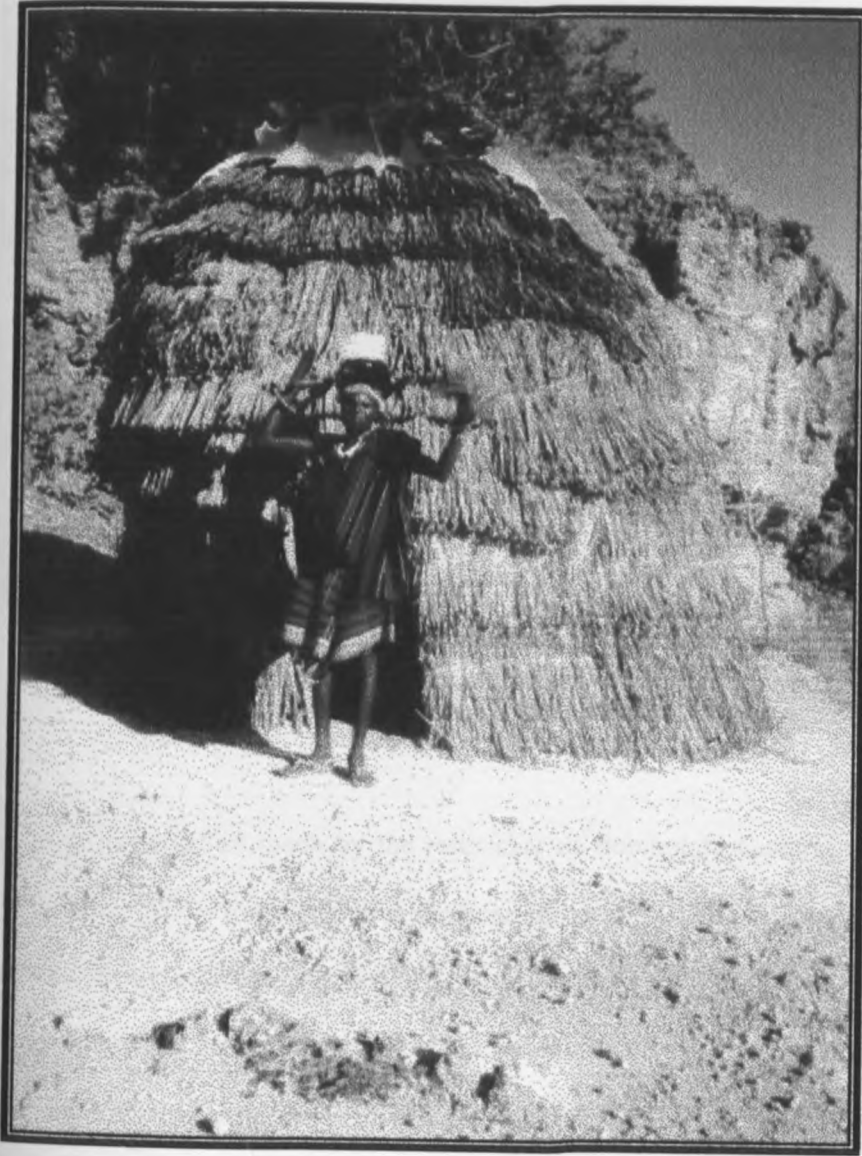


Photo by: Njeri wa Kamau (1998/99)

**plate 4.9: A Kalenjin Couple Displays Their Traditional Attire Outside Their Hut and
Traditional attire At Ngomongo Villages.**

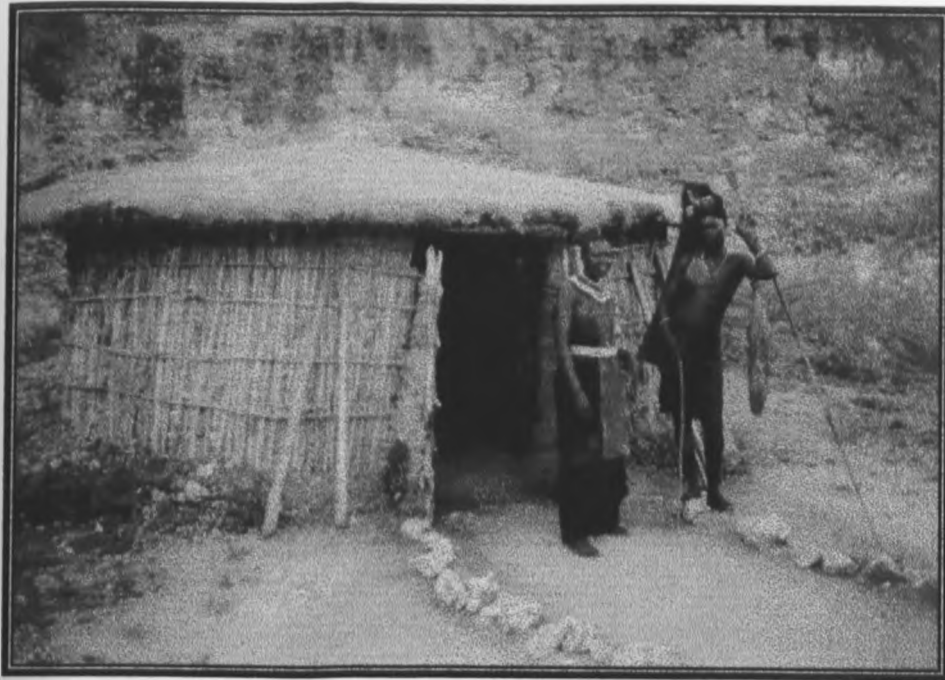


Photo by: Njeri wa Kamau (1998/99)

According to an observation made by the researcher at Bombolulu Cultural Centre, it was found to offer some of the most attractive facilities for guests. This includes traditional and modern fashion shows, refreshments served by a well-trained staff in its spacious open-sided circular "makuti"-roofed arena, with its built-in banquettes and stage for entertainment. The centre has many different attractions including a snack bar with "makuti" sun umbrellas over tables situated on terrace from which there is a "birds eye" view of the traditional homesteads and arena. The architectural designers of the Luo, Giriama, Bukusu, Maasai, Orma, Meru,

Turkana, Taita, and Kalenjin, offer tourists a real taste of the rich African cultural heritage (CoastWeek, July, 1-7, 1994).

Plate 4.10: A Giriama “Makuti” Hut at Ribe Cultural Centre in Diani, Kwale.



Photo by: Njeri wa Kamau (1998/99)

Plate 4.11: A Tour Guide Displays a Kamba Traditional Sugarcane Miller at Ngomongo Village



Photo by: Njeri wa Kamau (1998/99)

Miji-Kenda Kaya highlights the traditional ways and beliefs at the cultural centre. There is a medicineman's hut where catastrophes and epidemics are cast out and remedial action is taken. Kayas are important since they have been traditionally a secret meeting place for the community elders, and it is here where important decisions were made. Fronting the homesteads is a large arena where acrobatic shows and traditional dancers are performed and handicrafts are displayed.

Besides the assessment criteria, observations made during the fieldwork suggested that most village centres in the region lacked basic facilities, such as water, electricity, telephone and

were poorly managed. The well equipped centres were located in more accessible areas than those that only possessed homesteads and a few designed huts. These centres had restaurants where tourists and other visitors from the surroundings could go for a meal, a drink and could spend leisure time. All the centres lacked facilities for lodging and the majority lacked means of transport and, generally, relied on the tour operators and tour guides for a supply of clients.

4.7 DATA ANALYSIS

The use of the Nearest Neighbour Analysis in this study was employed because it was found to be relevant and easy to apply and has been used to test the hypothesis that "Village tourist centres in the Coast region are evenly distributed". It is a descriptive statistic that does not offer any explanation but simply describes the scatter of points as either random or non-random. The plotting of points was used to identify the type of distribution, whether random, clustered or dispersed. Hence, Clark and Evans (1954) argue that distance to the nearest neighbour is a measure of spacing.

The measurements of points (village tourist centres) were restricted to the three sample clusters in the study area. The names and distances from one village centre to the other are given in Table 4.10. The Nearest Neighbour ratio for the clusters was calculated as indicated in Table 4.10. A down trend for the R_n (Nearest Neighbour) values of village tourist centres was then drawn based on the R-scale index which ranges from 0 to 2.15. The analysis based on the R scale was used to test the null hypothesis, while the Z-Score was used to test the significance

4.8 DATA INTERPRETATION

The Nearest Neighbour analysis results were as follows: South Coast Cluster had an R_n of 4.1 (Table 4.12) indicating that the pattern of distribution is tending towards dispersion and not towards an even distribution as predicted by the null hypothesis. Mombasa Cluster had an R_n of 3.0 indicating increasing dispersion of village centres, thus contradicting the null hypothesis (Table 4.13). North Coast Cluster had an R_n of 3.0 (Table 4.14). This was above the maximum measure of 2.15 meaning that the points (village centres) were not lying in the same location. However, the distribution shows some close relationships between the hotels and the village centres.

This distribution was explained using some of the observed factors in the field. For example, both sectors offered similar products and they also shared a common market for their products. The two sectors had common clients. This explains the clustering of village centres close to the hotels as they are located only a few kilometres away from each other as depicted by Figure 4.4 which illustrates the spatial distribution of village tourist centres in the study area. The map also depicts the beaches as a pull factor which have a positive influence on the location of village centres.

As such, village tourist centres hold strong competitive positions since they both offer convenient services to the clients. This observation was evidenced by the calculation of the mean distances from the hotels to the nearest village centres illustrated in Table 4.11.

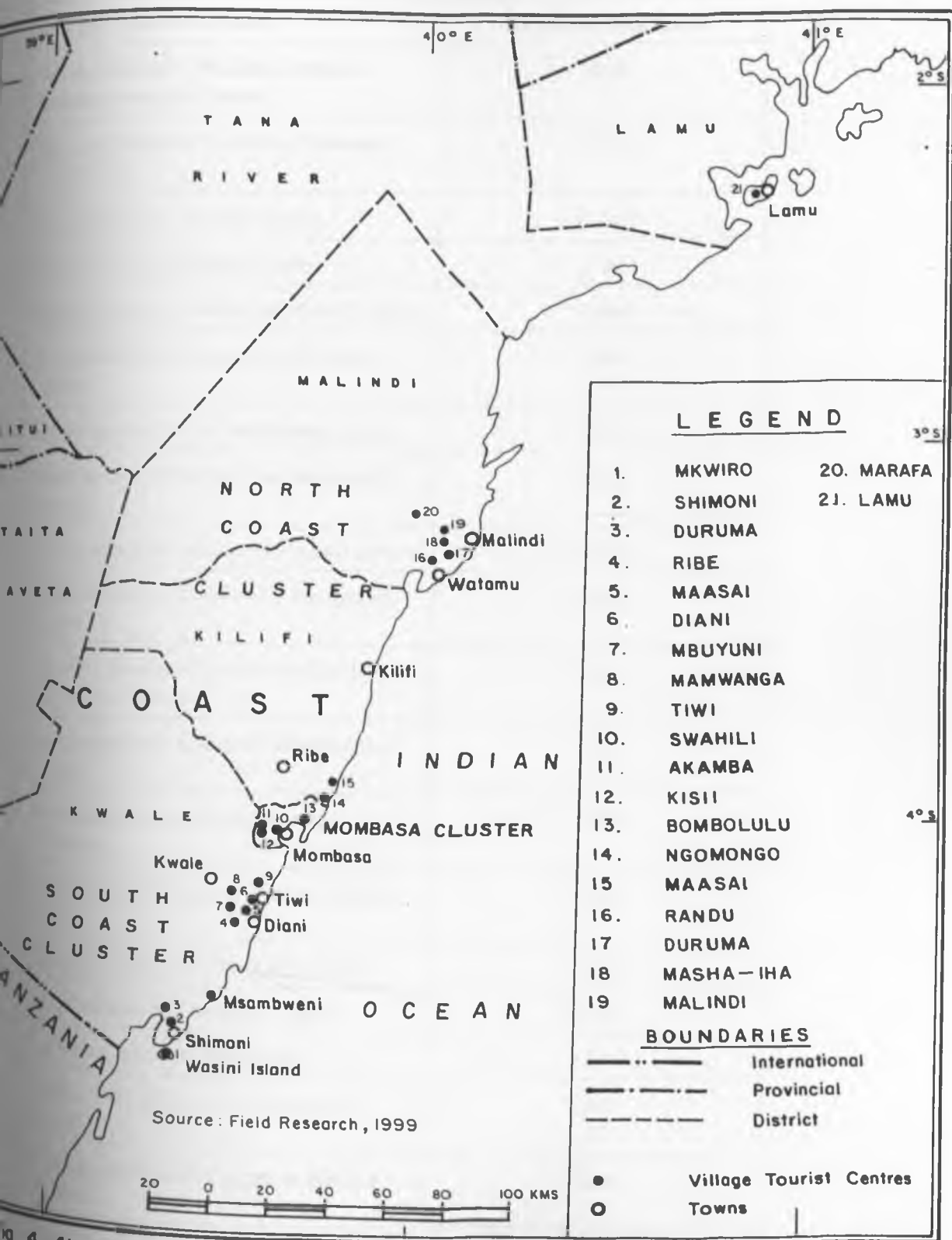


Fig. 4. 4: SPATIAL DISTRIBUTION OF VILLAGE TOURIST CENTRES IN THE COAST REGION

Table 4.10: Village Centres and Their Nearest Neighbour

Village Tourist centres	Estimate Distances
Wasini-Mkwiro Women centre to Shimoni women Centre	4km
Shimoni Women Centre to Duruma Centre	10 km
Duruma centre to Ribe centre	35 km
Ribe centre to Maasai centre	2 km
Maasai centre to Diani handicraft centre	2 km
Diani handicraft centre to Mbuyuni centre	5 km
Mbuyuni centre to Mamwanga centre	5 km
Mamwanga centre to Tiwi handicraft centre	10km
Tiwi handicraft centre to Swahili centre	20 km
Swahili Centre to Akamba handicraft centre	10 km
Akamba handicraft centre to Kisii soapstone Centre	1 km
Kisii soapstone Centre to Bombolulu centre	14 km
Bombolulu centre to Ngomongo Villages	1 km
Ngomongo Villages to Maasai Marine-land	6 km
Maasai Marine-land to Randu centre	4 km
Randu centre to Duruma Centre	60 km
Duruma Centre to Masha-Iha	5 km
Masha -Iha to Malindi Handircraft Centre	4km
Malindi Handicraft Centre to Marafa Centre	7km
Total/Mean distance	199/20= 10km

Source: Field Research (1999).

Table 4.11: Estimated Distances from Village Tourist Centre and the Nearest Hotel/s

Village Tourist centres	Estimate Distances	Nearest Hotel/s
Wasini-Mkwiro Women centre	2 km	Wasini hotel
Shimoni Women centre	0.1 km	Shimoni Reef
Duruma centre	10 km	Shimoni Reef
Ribe centre	2 km	Diani hotels
Maasai centre	2 km	Diani hotels
Diani handicraft centre	0.5 km	Diani hotels
Mbuyuni centre	4 km	Diani hotels
Mamwanga centre	7 km	Diani hotels
Tiwi handicraft centre	4 km	Diani hotels
Swahili centre	0.5 km	Mombasa hotels
Akamba handicraft centre	10 km	Mombasa/Bamburi hotels
Kisii Soapstone	10 km	Mombasa hotels
Bombolulu centre	2 km	Mombasa hotels
Ngomongo villages	1 km	Serena Beach hotels
Maasai Marine-land	0.1 km	Marine-land
Randu centre	7 km	Watamu hotels
Masha-Iha centre	4 km	Malindi Hotels
Malindi handicraft centre	1 km	Malindi hotels
Marafa centre	7 km	Malindi hotels
Total/Mean distance	74.2 /19 = 3.9 km	

Source: Field Research (1999).

The mean distance from one village centre to another is ten kilometres (Table 4.10) while the mean distance from the village centre to the nearest hotel/s is 3.9 kilometres. The mean distances for the three clusters are given in appendices VIII, IX and X. These are: The North

Coast cluster had a mean distance of 3.8 km, Mombasa cluster 4.7 km, and South Coast cluster 3.5 km. The distances were significantly short but there was a marked dispersion of the centres over a wide area. Mean distance to the nearest village tourist centre varied from one cluster to another. This phenomenon helped to explain why village centres relied on hotels for clients while hotels depended on the centres for performances/entertainment and other products. Pearce (1989) concurs with this fact by arguing that attractions have to lie within fairly short distances of each other to allow easy movement and contact between the two. He, however, notes that there is need for the attractions to have a high degree of quality and uniqueness. From the above information it is possible to conclude that most of the village tourist centres have emerged as a result of the increased agglomeration of hotels and the increased number of tourist flows in the region. Hence, the benefits of agglomeration have provided a mutual attraction to the blooming of village centres in the region.

Regularity in the distribution of village tourist centres was strongly observed where the centres are located close to the hotels. This concurred with Miller and Stephen's (1966) view that this type of relationship in distribution pattern has been found to be normal in the social behaviour of living things. Smith (1971) discussing the patterns of industries in the space economy, also stated that industries which result from human decisions may be found to occur randomly or isolated in rural areas. He further argued that some places have industries closely related to other activities in the region, while others have no connection with local activities. The observation in this study revealed that most of the village centres are located adjacent to the hotels thus indicating a close relationship between the two sectors. The result has been a randomly dispersed distribution of village centres in the region. Patterns occur at different times and at different points indicating an era of great prosperity, while others show

an era of vigorous growth and a tendency to disperse to new regions.

Tables 4.12, 4.13 and 4.14 illustrate the R_n value for each cluster given the estimated distances from one village centre to another.

Table 4.12: South Coast Cluster

Name of Centre (From-To)	Nearest Neighbour (R_n)	Distance (Km)
Wasini traditional carpet makers -to- Shimoni Centre		4
Shimoni traditional mat makers -to-Duruma Centre		10
Duruma traditional dancing troupe-to-Ribe Centre		35
Ribe Cultural centre-to-Maasai Centre		2
Maasai traditional troupe-to- Diani Centre		2
Diani handicraft group-to- Mbuyuni Centre		5
Mbuyuni Cultural centre-to- Mamwanga Centre		5
Mamwanga Cultural-to-tiwi Centre		10
Total distance		73
Mean distance		8
Total area	(R_n) = 4.1	161 Km²

Source: Field Research (1999)

Table 4.13: Mombasa Cluster

Name of Centre (From-To)	Nearest Neighbour (R_n)	Distance (Km)
Tiwi handicraft centre-to-Swahili Centre		20
Swahili Cultural Centre-to-Akamba Centre		10
Akamba handicraft centre-to-Kisii soapstone Centre		1
Kisii soapstone Centre to Bombolulu Cultural Centre		1
Bombolulu Cultural Centre-to- Ngomongo Villages		14
Ngomongo Villages-Theme Park -to- Maasai Villages		6
Total distance		53
Mean distance		8.8
Total Area	$R_n = 3.0$	218 Km²

Source: Field Research (1999).

Table 4.14: North Coast Cluster

Name of Centres (From-To)	Nearest Neighbour (R_n)	Distance (Km)
Maasai Villages-to- Randu Villages		4
Randu-Giriama Villages -to-Duruma Centre		60
Duruma Cultural Centre-to- Masha-Iha Centre		5
Masha-Iha Cultural Centre -to- Malindi Centre		4
Malindi handicraft centre -to- Marafa Centre		4
Marafa traditional dancing troupe-		7
Total Distance		84
Mean Distance		14
Total Area	$R_n = 3.0$	532









Source: Field Research (1999)

A high R_n value of above 2.15 indicates maximum regular spacing of points or dispersed pattern, while a low R_n of 0 shows absolute clustering of points. Table 4.15 illustrates point distribution using a standardized scale.

Table 4.15: R_n Scale ranging from 0-2.15

Increasing aggregation ←

→ Increasing dispersion

R_n Value	0.33	0.667	1.00	1.333	1.667	2.000	2.15
							

The R_n scale is shown as below

Maximum regular spacing is	—	2.15
Completely random is	—	1.0
Clustering along lines is	—	0.23
Absolute clustering is	—	0

The score of zero (0) represents a situation where the mean distance of all the points is zero and that there is no spacing between the points, and all the points are lying in the same location. This reveals an extreme case of absolute clustered pattern.

An $R_n = 1$ it indicates that the resultant pattern is completely random. A high R_n score of 2.15 and above indicate various degrees of dispersion, with $R_n = 2$ resulting from the limiting regular pattern based on a triangular lattice. In general, R_n values less than 1 indicate distribution tending towards a clustered pattern and R_n greater than 1 indicates a pattern tending toward dispersion.

Computations for R_n for the three clusters and the Z-scores were carried out using distances in kilometres. If the computed Z was greater than that found in the Z tables, the hypothesis was rejected. Results for Z-score and R_n computations (Appendix VIII, IX, X) revealed that village centres were dispersed over space since both R_n and the Z-scores were higher than the medium R_n 2.15 and Z-score = 3.9 shown in tables 4.12, 4.13 and 4.14. Computations leading to the rejection or acceptance of the hypothesis were as follows. South Coast cluster gave an R_n of 4.1 and a Z-Score of 16.78. North Coast cluster had an R_n of 1.0 and a Z-Score of 9.3, while Mombasa cluster had an R_n of 3.0 and a Z-Score of 3.7. From these results, the null hypothesis was rejected and the alternative which state that " Village Tourist Centres in the Coast region are unevenly distributed" accepted on the basis that R_n values were above 2.15, thus tending to move toward dispersion and the Z-score was high except for Mombasa cluster. This signifies a general dispersed pattern or uneven distribution of village tourist centres in the region. The table below explains the steps taken in the rejection of the hypothesis.

Table 4.16: Hypothesis Rejection Level at (95%) Significance

Clusters	Computed R_n	Computed Z	Z-Score (Tables)	Rejection level at 95%
South-Coast Cluster	4.1	16.78	3.9	Hypothesis rejected
Mombasa Cluster	3.0	3.7	3.9	Hypothesis rejected
North- Coast Cluster	3.0	9.3	3.9	Hypothesis rejected

Source: Field Research (1999).

The hypothesis was also rejected on the grounds that the Z value for the North and South Coast clusters was above the critical Z-score test for significance and was above the 3.9

maximum score at 0.05 (95%) significant level. This implied that village tourist centres were more dispersed than regular although they tended to locate close to the hotels whose distribution reflect linearity. Hence, it can be deduced that the rapid growth of the hotel industry induces the concept of spread effect which states the dynamic propulsive qualities of the growth pole radiate outwards into the surrounding space (Glasson, 1974). The distribution has assumed a linear but a dispersed pattern over space with no indication of organized planning. This observation is affirmed by Mwanyule (1979) when carrying out his research in Malindi town. He noted that the land-use pattern and the resultant physical development of the town is largely due to tourism development. Therefore, the extensive ribbon development in Malindi is a pointer to this.

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CHAPTER FIVE

THE ROLE OF TOURISM IN REGIONAL DEVELOPMENT

5.0 INTRODUCTION

Tourism is and will continue to be one of the major economic activities at the coast, since its potential has been recognized as a stimulus for economic development. At a time when the country was no longer able to sustain high levels of employment the industry was perceived as a means of revitalizing the Kenyan economy, hence, it is still considered a resource for development and an attraction for both local and foreign investors. Similarly, village tourist centres have been a key player in generating income and creating employment in the region. Therefore, there is need to examine the contributions village centres make in the development of the region and to the general economic welfare of the local people.

Village tourist centres as an economic activity are expected to be a substantial economic generator and to have a positive influence on the general development of the region (Mwanyule, 1981). This development should become visible through the improvement of income levels in the periphery and in the enhancement of the quality of life of the local people, since tourism in many regional and national economic systems is conceded to be a major and, at times, the primary growth industry (Brayley and Var, 1989).

This chapter discusses the role played by village tourist centres in regional development based on the research findings and the perception of the respondents.

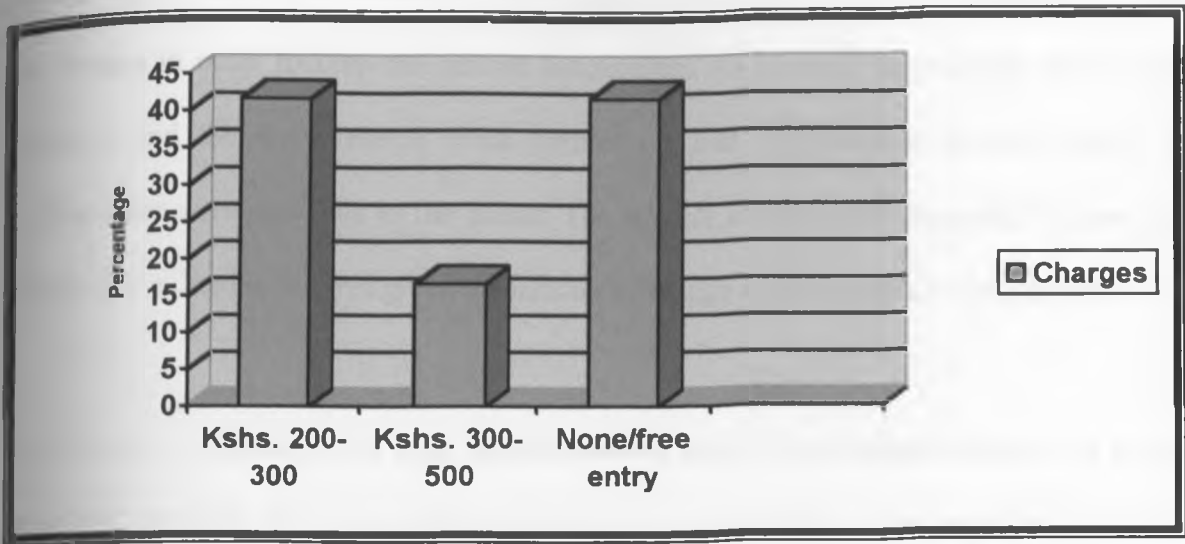
The chapter begins by examining the role of village tourist centres in achieving the set objectives and goals in this study. It also examines the linkages which strengthen or weaken the performance of village centres. Problems hindering the success of village centres and suggestions to resolve the problems are discussed.

5.1 Generating Income

Although centres may appear as insignificant tourist facilities making little contribution, they nevertheless offer an alternative means of livelihood and provide adequate earning opportunities for the adult population in the region. However, income variables, though easily quantifiable, are rarely known in the sector because they generally exist outside the government statistics.

The contribution of village tourist centres in the region is strongly evident since their efforts in generating income have enabled the local people to respond to the problem of poverty and to promote self-reliance. In order to establish the performance of village centres and the contribution they make in the region, it is important to focus on existing centres as a measure of income flow to the centres. Figure 5.1 gives a summary of the fees charged per person by different centres.

Figure 5.1: Charges Per Person



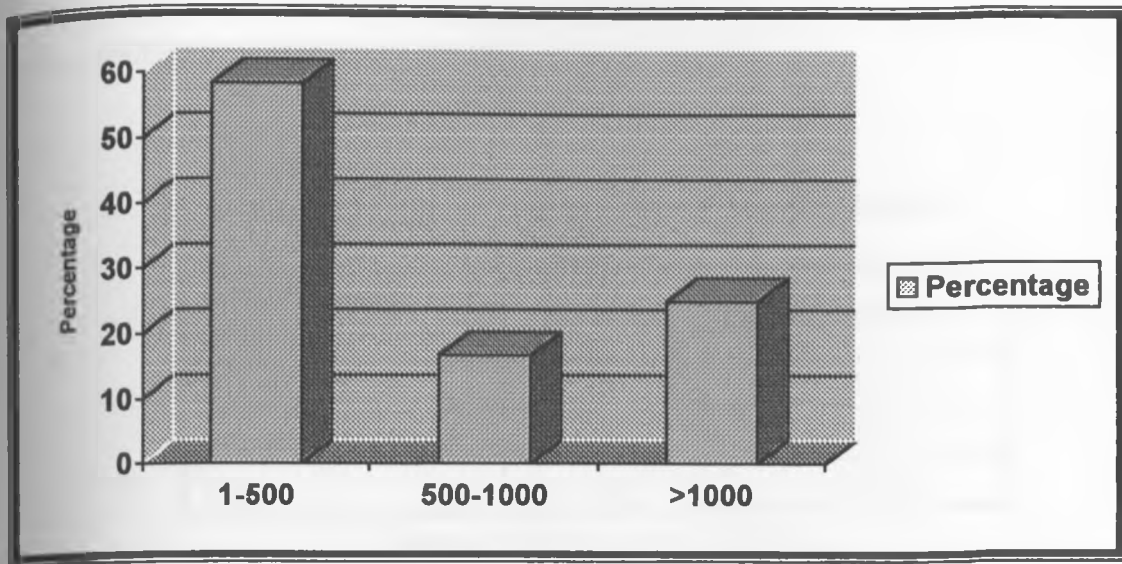
Source: Field Research (1989/99)

Figure 5.1 shows that above 58.4 percent of the centres had fixed charges for their clients. About 41.7 percent charged between Kshs. 200-300 per person, while 16.7 percent charged between Kshs. 300-500. Accordingly, 41.7 percent of the centres did not charge any fees, implying that entry was free. This was true where centres basically sold items such as carvings, jewels, mats, paintings, furniture and other traditional items. Customers called in at the centres freely and purchased whatever attracted them. In this way, the centres gained income directly. Centres which charged higher fees were better managed and issued official receipts to the clients. These centres also had better and more reliable records which were useful to this research.

Those which charged lower fees were often inconsistent in their charges. Although the charges were fixed, they were regulated by the number of clients who visited the centres. For example, during the low season, the number of clients declined, necessitating the management to lower the charges in order to keep the centres functioning. As a result, negotiations between tour operators and the entrepreneurs were carried on and a consensus reached before any performances were presented to the guests. The amount charged also depended on how much competition existed in the area given the number of village tourist centres in that locality.

From the above results, profits from money received from clients determines the total income each centre received, while those with no fixed charges depended on the sale of souvenirs and other products. The total income received determines the amount village tourist centres contributed to regional development. Therefore, there is need to examine the flow of clients in order to accord significance to the performance of the centres. Figure 5.2 illustrates the flow of clients to the centres per month.

Figure 5.2: Number of Clients per Month



Source: Field Research (1989/99)

The analysis in Figure 5.2 shows that 58.3 percent of the centres received clients ranging from 1-500 persons. These number of clients indicates that the centres were small or newly established, hence, their popularity with tour operators and the hoteliers was minimal. About 16.7 percent received clients ranging from 500-1000 a month, while 25 percent showed the highest flow of clients (above 1000). This study observed that the centre's greatest task was to embark on a vigorous campaign to make the centres' more attractive in order to lure more clients. Although campaigns were carried out along the beach fronts and in the hotels, competition with experienced freelance tour guides campaigning for safaris was very stiff. Therefore, centres are expected to be more innovative in setting up effective strategies and policies which will strengthen and favour their operations.

A further analysis revealed that village centres generated income which provided for many local people who would otherwise have no source of income. Table 5.1 shows the average monthly income realised by village tourist centres.

Table 5.1: Village Tourist Centres' Monthly Income

Income Levels (Kshs.)	Frequency	Percentage (%)
20,000-100,000	6	50.0
100,000-200,000	6	50.0
Total	12	100.0

Source: Field Research (1998/99).

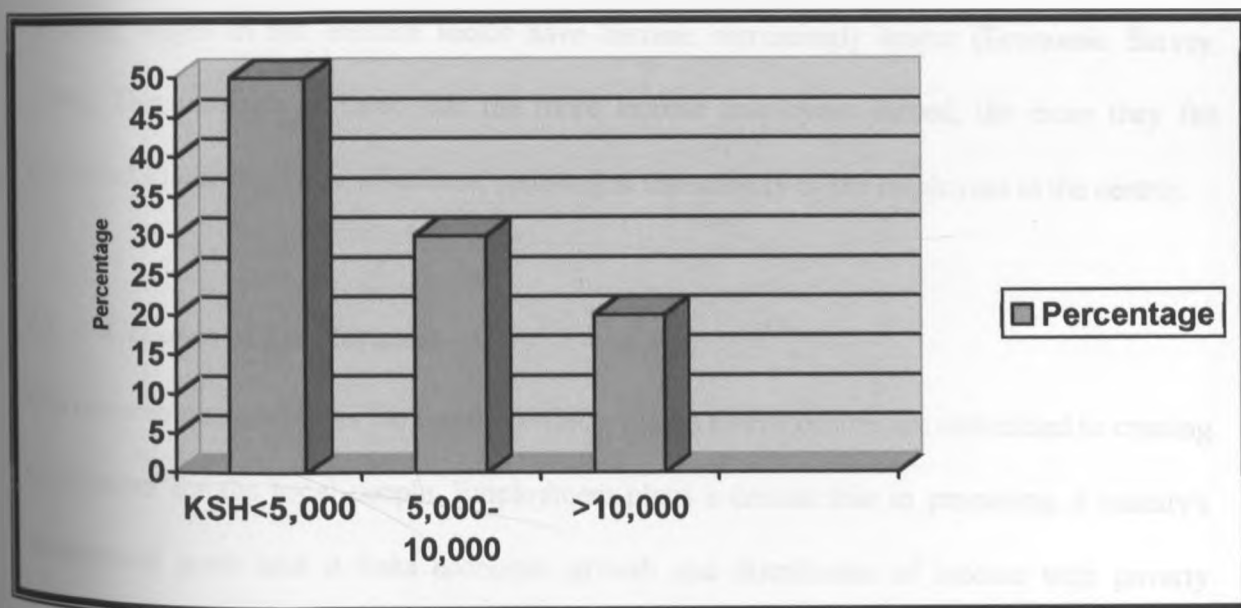
From the results given in table 5.1, 50.0 percent of the centres realised income ranging from Kshs 100,000 and 200,000 per month, while the other 50.0 percent received amounts ranging from Kshs. 20,000-100,000. The differences in income portray the lack of adequate facilities and services in the centres, hence, the need to equip the centres in order to meet the required standards for visitor satisfaction. Only those centres which charged fees were able to quantify the average income from which the salaries of workers in the centres were derived. Income balances were also used to further develop the centres and to address regional needs.

Hoteliers (44.8%) on the other hand indicated that income realised was a significant factor in offsetting imbalances created by unequal distribution of incomes in rural areas. However, a general observation that featured strongly in this sector was the accelerated emergence of local capitalists resulting in the local people receiving small wages,

while individual owners amassed wealth for themselves. This practice amplified the ongoing process of material differentiation among local residents, even when they were employed. Hence, equitable income distribution was lacking leading to the disintegration of many groups. This explains to a certain extent why most centres lasted for only a short time. Despite the low remuneration, however, the local people were able to meet their basic needs and the lives of the poor majority improved.

To determine whether the local people benefit directly from village centres wage categories were evaluated in comparison to the wages in the modern sector. Figure 5.3 summarizes the wage brackets of local employees in the village centres.

Figure 5.3: Wage Scales in Village Tourist Centres



Source: Field Research (1998/99).

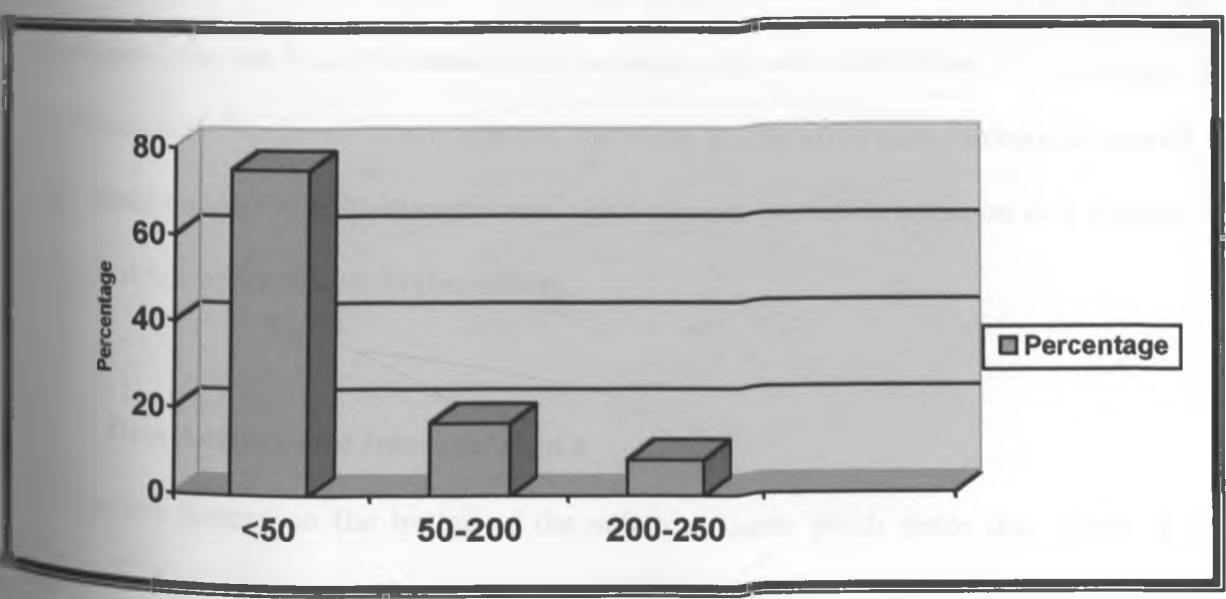
The analysis in Figure 5.3 shows different levels of remuneration for employees in Village tourist centres. According to the data, 50.0 percent received salaries below Kshs. 5,000 per month. Thirty percent (30%) received amounts ranging from Kshs. 5,000 to 10,000, while 20 percent of the workers received over Kshs. 10,000. The lowest scale of wages covered mainly the dancing troupes. Employees in the Kshs. 5,000-10,000 salary bracket worked as accountants, secretaries, tour guides and drivers. Managers and directors of village centres received above Kshs. 10,000. The average gazetted monthly basic wages in Nairobi and Mombasa were given as Kshs. 1,362 in 1997, while in 1998 the amount rose to Kshs. 1,567. Therefore, it can be deduced from the wage scales that most of the centres offer better wages to workers than the modern sector (Economic Survey, 1999). Hence, the centres can be viewed as contributing significantly to income generation in the region. It is for this reason then, that a large proportion of the labour force continues to join the informal sector as opportunities for securing wages in the modern sector have become increasingly scarce (Economic Survey, 1999). This research revealed that the more income employees earned, the more they felt motivated to increase their workforce, resulting in the stability of the employees in the centres.

5.2 Creation of Employment

This research also examines the extent to which village tourist centres are committed to creating employment for the local people. Employment plays a central role in promoting a country's development goals and it links economic growth and distribution of income with poverty alleviation. In an effort to curb the problem of unemployment, most countries find

themselves in a dilemma. Kenya in particular has been unable to keep pace with population growth and as a result, there has been a slow expansion of employment in the modern sector nationally since independence. In 1998, the formal sector employed 5.1 million people, and 205.4 thousand persons worked at the Coast Province. Most of the jobs were created by the expansion of the informal sector with a total of 410.6 persons, while employment in the modern sector expanded by only 1.1 percent in 1998 (Economic Survey, 1999). As a result, the burden of unemployment appears to lay heavily on the rural folk who finally end up in the informal sector to seek training or employment. However, by finding employment in the village tourism sector, the people have found an alternative solution to unemployment problems in the region and has become the means by which people provide themselves with access to the essential needs (Obilo, 1989). This research examined the number of local employees in the village centres (Figure 5.4).

Figure. 5.4: Number of Local Employees in Village Tourist Centers



Source: Field Research (1999).

Figure 5.4 reveals that 75.0 percent of the village centres absorbed a relatively small number of employees ranging from <50 persons. About 16.7 percent indicated that some centres employed between 50-200 employee, while 8.3 percent employed as many as 200 to 250 employees. The 75.0 percent comprised dancing troupes while some employees were involved in other activities. Field observation revealed that most of the centres had few facilities to attract and to cater for a large number of tourists, hence, they could not support a large number of employees. Village tourist centres with 50-200 employees were well established with adequate facilities and a variety of attractions besides entertainment and traditional artefacts.

The number of employees was used as a measure of the size and the type of facilities the centres offered, while the size of the centres was seen as a function of the capital injected in the centres. This concurs with hotel interviewers who viewed the centres as playing a key role in the creation of employment in rural peripheries at the coast. In this case they considered them as a tourist resource for development and an attraction for investment for both locals and foreigners. It is important, therefore, for the government to take an interest in new establishments to help strengthen its move towards poverty eradication as it focuses on the industrialization process in the country.

5.3 Data Analysis and Interpretation 1

This section focuses on the testing of the null hypothesis which states that "There is no significant relationship between the number of people employed and the number of village tourist centres in the region."

To test this hypothesis, the Multiple Regression Analysis technique was used where the number of employees (dependent, Y) was regressed with the following independent variables: (V2) the number of members (V3) the level of ownership (V4) the amount of income per month (V5) the number of clients, and (V6) the number of village tourist centres. The formula used for Multiple Regression analysis is:

$$Y = a + X_i b_i + X_{ii} b_2 + X_{iii} b_3 + \dots + \epsilon_1$$

The SPSS programme employed stepwise technique in the analysis. In step one, V6 was regressed with V1. In step two, V4 was included in the analysis. In step three, V3 was included in the analysis. In step four, V2 was included and in step five, V5 was included in the analysis. The addition of independent variables in the equation increased the Multiple R² as shown in the Multiple correlation coefficient 1. Multiple R² was noted to rise from 10% to 43% after the addition of V6, V4, V3, V2 and V5.

MULTIPLE CORRELATION COEFFICIENT 1.

	V6	V4	V3	V2	V5
Multiple R	= .32018	.60347	.63078	.63342	.65505
R ²	= .10251	.36418	.39789	.40123	.42909
Adjusted R ²	= .07156	.31876	.33099	.30911	.31491

Multiple R^2 of 31% (Appendix X1) indicates a positive relationship between the number of the people employed in the village tourist centres and the number of village tourist centres in the region. The obtained R^2 when multiplied by 100 suggests that 31 percent of the variation in the dependent variable (Y) is attributed to variation in the independent variables. Hence R^2 of 31% of the obtained relationship is accounted for by the independent variables, while 69% is unaccounted for. The 69% is accounted for by other variables such income (V4) and the number of clients (V5) among others. This shows that there could be other factors that determine the number of people employed in the centres other than the number of village tourist centres. However, the statistical analysis revealed that the amount of income per month is a stronger determining factor of the number of employees in the village tourist centres as indicated by correlation output 1.

A correlation analysis was computed to determine the strength of the relationship between the dependent variable and the independent variables, and among the independent variables. The results of the correlation analysis are shown in correlation output 1.

CORRELATION OUTPUT 1

	V1	V2	V3	V4	V5
V1	1.0000	-.2094	0.705	.5557***	.5412**
V2	-.2094	1.0000	.1538	-.3580*	-.3738*
V3	0.705	.1538	1.0000	-.2079	-.2208
V4	.5557**	-.3580*	-.2079	1.0000	.8284**
V5	.5412**	-.3738*	-.2208	.8284**	1.0000

* - Significant level 0.5 ** Significant level 0.1 (2-tailed)

With the exception of V4 (amount of income) and V5 (no of clients) the correlation output reveals weak positive correlations between Y and the independent variables. Variables (V4), the number of clients (.54%) and (V5) the amount of income (56%) are the two important variables that determine the number of employees in the centres. The correlation output 1 reveals a strong relationship among the independent variables. V1 correlated with V2 (21%) reveals a negative relationship. V1 and V3 show the weakest correlation (7%) among all the variables. Therefore, it can be deduced that ownership had a weak influence on the number of people employed in the centres. However, V1 and V4 show that a strong correlation explained by 56 percent exists between these two variables. This suggests that the amount of income accruing to the centres is a strong determining factor towards the number of people employed in the centres. V1 (number of employees) and V5 number of clients) show a strong correlation between them explained by 54 percent. This suggests that the number of clients visiting the centres directly influenced the number of employees in the centres. This tallied with field observation which revealed that most of the centres depended on the income they derived from tourist expenditures.

There was a high level of multicollinearity between the independent variables, thus violating one of the assumptions of Multiple Regression Analysis which states that " independent variables are not expected to be highly correlated." Variables V4 and V5 revealed the highest correlation (83%) suggesting that the amount of income obtained by the local people was strongly influenced and determined by the flow of clients in the centres. Therefore, village tourist centres depend entirely on the number of clients visiting the centres, while the success of their operations is determined by the amount of income that accrue to the centres.

The analysis of variance show that F critical was constantly greater than significant F. The "F" test indicates that all observed F-values (12.95875) are greater than the Significant F=2.60, meaning that there is a significant relationship between the dependent and independent variables. In the analysis, the F-values were constantly high, hence, there is enough evidence to reject the null hypothesis stating that "There is no significant relationship between the number of people employed and the number of village tourist centres in the region " Therefore, the alternative hypothesis stated that "There is a significant relationship between the number of people employed and the number of village tourist centres" is accepted at 0.05 significant level.

5.4 Market For Local Products

Tourism is an industry that produces secondary growth through an economic "multiplier" effect, whereby expansion and concurrent benefits will occur in other traditional sectors of the economy. It has initiated changes in the traditional way of life of local farmers, fishermen and small business people who are viewed in this context as rural residents with no prior exposure to large-scale "mass" tourism. Village tourism, whose activities emanate from the activities of mass tourism, was seen to bring effective change in the coastal region by providing a market for local products.

In this study, centres played a significant role in purchasing local goods such as "makuti" for the construction of traditional huts, furniture, cloth, thread, and carvings. The centres were seen to stimulate profitable domestic industries such as guide services and the production of souvenirs and handicrafts. Plate 5.1 shows tourists purchasing souvenirs at Ngomongo Villages. Tourist spending on local products, such as wood-carvings, soap stone, etc., helps to inject money into the region and encourages locals to venture into such businesses to generate income.

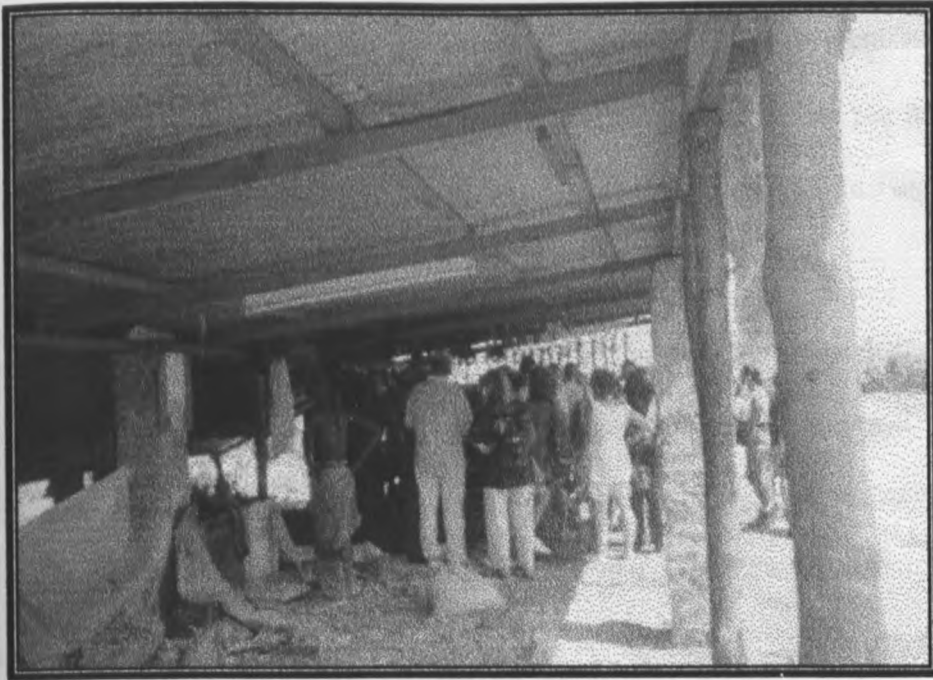


Photo by: Njeri wa Kamau (1998/99)

Table 5.2 provides a summary of the different types of products village centres purchase in the region.

Table 5.2: Products Purchased by Village Centres From the Locality

Type of Products	Frequency	Percentages (%)
Makuti, wood for construction, cloth, thread, tools and other materials	9	75.0
Missing variables	3	25.0
Total	12	100.0

Source: Field Research (1998/99).

Table 5.2 indicates that 75.0 percent of village centres purchased local products, while 25.0 percent were missing data. This high percentage confirms the assumption that any

economic activity in a region should have a direct influence on the economic performance of the region in question. On this note, Waajaenberg (1996) states that tourism diversifies the local economy, particularly in rural areas where agricultural employment is sporadic or insufficient. Village centres, on the other hand, are believed to stimulate the rural economy by creating a demand for agricultural produce as well as injecting capital into the region.

When asked to comment on the role village tourist centres play in creating market for local products 6.9 percent of hoteliers confirmed that the centres purchased local products and provided clients with traditional African dishes. This encouraged the sector to spread economic benefits from tourism to the local farmers since the purchases made were of local items. Therefore, if the tourist demand for the products is high, it will permit the provision of agricultural products, help raise the prices of these products and provide facilities which would otherwise not be available to residents. The increased returns in income and the demand for employment resulting in a high multiplier effect in the region which will enable the local people to use domestic resources to serve and supply goods to tourists. Hence, the benefits from the tourists will eventually become the benefits of farmers and residents in the remote areas. If the purchase of supplies is made locally, economic benefits from tourism will increase and this will strengthen both forward and backward linkages between the two sectors

CONTRIBUTION OF VILLAGE TOURIST CENTRES TO REGIONAL DEVELOPMENT

Besides employment, income and provision of markets for local goods, interviewees revealed that centres contribute significantly to local development as shown in Table 5.3.

Table 5.3: Contribution of Village Centres to Regional Development

Type of Contribution	Local Residents	Tour - Operators	Hotel Managers	Curio Operators
Promotion of Education and Training skills.	41.6	-	10.3	21.9
Road upkeep	25.0	-	16.7	3.1
Contribution to government revenue	16.7	30.0	6.9	6.3
Promote tourism	16.7	10.0	6.9	3.1
Entertainment and Cultural Education	-	40.0	10.3	41.6
Provide alternative tourist product	-	-	3.1	-
Provide market for local goods	-	20.0	25.0	6.9
Preservation and promotion of culture	-	-	10.3	16.7
Missing variables	-	-	-	-
Total	32	21	29	32

Source: Field Research (1998/99).

Table 5.3 illustrates the different roles played by village centres in the regional economy of the coast region as highlighted by 119 interviewees (21 Tour operators, 29 hoteliers, 32 curio operators and 32 local residents) The table depicts the role played by village centres through various contributions such as the promotion of education and skills, road upkeep, government revenue, promotion of tourism and foreign exchange, cultural education and entertainment,

market for local goods, preserving and promoting culture and providing an alternative tourist product within the tourism sector.

5.5.1 Education and Skills

One of the important contributions village centres make is the education and skills they offer to the local residents. Table 5.3 presents findings of local residents, hotel managers and curio operators (41.6, 10.3 and 21.9 %) who cited the centres as providing school fees and harambee contributions to the locality. School fees enabled capable but poor children to go to school, while harambee money was used to assist in projects such as the building of schools, dispensaries and water projects. They also said that the locals benefited from piped water and wells which were already in use in some parts of the coast. Schools provided the locals with proper educational facilities for their children and dispensaries assisted the sick in their localities.

Training skills were acquired by the youth through apprenticeship or through regular training which gave them the opportunity to develop new skills, and knowledge was increased through education. Interviewees revealed that centres provided education for school children (nursery), and adult literacy classes gave adults opportunity to learn when there were no performances. To ease the problem of communication with the guests, centres sponsored programmes for the youth to learn foreign languages such as German and French. Plate 5.2 illustrates the centres as places for the young to learn from.



Photo by: Njeri wa Kamau (1998/99)

5.2 Infrastructural Improvement

Another area in which village tourist centres play an important role is in the improvement of the infrastructure. Table 5.3 shows that village centres contribute to road maintenance and upkeep in the region. Twenty five (25%) percent of local residents, 16.7 percent of hoteliers and 3:1 curio operators acknowledged that entrepreneurs regularly worked on the improvement and maintenance of feeder roads leading to the centres. This was to provide access for tourists on bush tours. Although the centres had the effect of improving the

improvement and maintenance of feeder roads leading to the centres. This was to provide access for tourists on bush tours. Although the centres had the effect of improving the infrastructure, particularly roads, the study observed that activities tended to be concentrated only in the tourist zones. As highlighted by WTO (1992), infrastructural improvement in the centres could double the visitor capacity, and at the same time double the returns. In this way, village centres were seen as stimulating local transportation and communication infrastructures which in turn benefited the local people.

5.5.3 Revenue Contribution

Through the licensing of village tourist centres, the government realizes a substantial amount of income (Table 5.3). This was acknowledged by 30.0 percent of tour operators, 16.7 percent of local residents, 6.9 percent hoteliers and 6.3 percent of curio operators. High revenue contribution was attributed to the centres' attractiveness to large numbers of tourists, who bring foreign currency and create wealth for the region. Hence, the regional multiplier increases as a result of the centres' contributions.

5.5.4 Promotion and Conservation of Culture

The conservation and preservation of culture was highlighted by the response of 10.3 percent of hoteliers and 16.7 percent of curio operators (Table 5.3). Besides the sale of cultural items, centres have played a significant role in the conservation of the cultural heritage in the form of handicrafts, art and music, religious rituals, architecture, language, dress and leisure, and other traditions that the community holds as valuable. By using the local languages centres maintain their distinctiveness and stabilize the local culture. The erosion of language has serious implications for the host society, for it implies a supplanting of its norms and values by an

outside culture in the very matter of everyday communication. Therefore, the centres' activities have led to a resurgence in local art forms and have helped stimulate new ideas and increased creativity which will enrich the local culture.

One of the most meaningful roles of village centres as cited by officials of the Ministry of Tourism is the offering of culture as a tourist product and creating a space where tourists can learn and experience the Kenyan culture. Village centres are seen to create an alternative cultural space for performance, participation and interpretation of the community identity. The cultural heritage is expressed through the construction of a place and in the community identity and they serve as a means to recall the past and to represent it as it was through traditional cultural practices. In doing this, the customs of host communities, their traditional and religious practices, local taboos and sacred sites and shrines must be respected. At the same time, artistic, archaeological and cultural treasures must be preserved in order to facilitate understanding and respect of culture. The centres foster understanding and friendly relations among peoples at both the national and international levels, and contribute to peace and harmony in the world. It fosters understanding of the customs, beliefs and behaviour of the host communities and a greater respect for their natural and cultural heritage (plate 5.3).

Plate 5.3: A Taita Woman Pounding Grain in Preparation of Traditional Porridge Outside her Homestead as Visitors Watch.



Photo by: Njeri wa Kamau (1998/99)

By giving visitors a chance to participate in traditional activities, it will leave with them a lasting impression of the host culture and a basis for them to other tourists to visit these cultural centres.

The centres' architectural styles reflect the past and are a source of pride and identity for the community. This is recognized by Ryan (1991), who asserts architecture is an expression of the aspirations of a society, and may even reflect the norms of that society. The coastal communities have for centuries maintained their structural designs of "makuti" and the "kaya" homesteads which are a major attraction to tourists. Plate 5.3 and 5.4 shows the use of grass and skins in constructing traditional huts.



Photo by: Njeri wa Kamau, 1998/99

The performance of rituals by medicinemen reflects another side of the communities' cultural values which coincides with practices of other communities world wide. These rituals reflect a culture where religious beliefs are still alive and strong compared to some places in the west where cathedrals, monasteries and temples, have been turned into museums and have been stripped of their sense of the holy. Kenyans in the coast still maintain their religious beliefs, hence, tourists interested in visiting coastal shrines have found themselves in touch

with the reality of the past and the sacred. Promoting and conserving culture enables the local people to appreciate their own cultural heritage, while visitors become more receptive to it because it is an integral and living part of the common human heritage.

This study revealed that village centres were instrumental in promoting local cultural values especially in the construction designs of most hotels at the coast. They reflect the unique appearance of the values of the host community as shown in plat 5.5. As a result the government views the centres as an important tourist resource which include not only wildlife and the environment, but, traditional townscapes and the country's cultural heritage.

Plate 5.5: Watamu Beach Cottages



Photo by: Njeri wa Kamau (1998/99)

Hence, Kenya should consider herself fortunate to have ample resources such as unexploited beaches, parks, fascinating cultures and intriguing historical monuments (Gakahu, 1992). Cultural resources will enhance the performance of village tourist centres and improve their competitiveness in the international market and maximize tourism satisfaction.

5.5.5 Promotion of Tourism in the Region

Table 5.3 reveals that centres play a crucial role in promoting tourism in the region. This was acknowledged by 16.7 percent of local residents, 10.0 percent of tour operators, 6.9 of hoteliers and 3.1 of curio operators. These respondents indicated that the centres have attracted foreign and domestic tourists and increased foreign currency in the region. The centres provide entertainment in the form of dances and the presentation of traditional regalia. They also offer local dishes, African art and sculpture. In so doing, they are able to meet the visitors' expectations and their satisfaction influences the other visitors' choice of destination.

Karenga (1995) supports this observation by arguing that a destination that does not meet tourists' expectations is liable to lose customers in future; and the very existence of any hospitality facility depends on its ability to attract visitors be they be foreign or domestic. Such a resort must offer a quality package that meets the needs and expectations of its guests. The unique product the centres offer attracts and promotes the region thus drawing both local and international tourists. For example, where the availability of tourism products leads to a decision to remain in Kenya in preference to going abroad. This prevents the leakage of money out of the country and a subsequent negative effect on economic performance. Table 5.6 shows estimates of domestic earnings in Kenya for the year 1996.

Table 5.4: Tourism Receipts, 1996 (K. Million Pounds)

Source of Revenue	K. Million pounds
International ₁	1,280
Passenger Fares ₂	285
Total Foreign	1,565
Domestic tourism ₃	47
Total	1,612

Sources: 1. Economic Survey 1997

2. Central Bureau of Statistics(1997)

3. Estimate by consultant (1997)

Although statistics indicate that there has been a decline in domestic tourism due to declining standards and the poor performance in the economy, a high proportion of domestic tourists continue to visit the coast yearly as indicated by 47 Kenya million pounds realized in 1996. Interviewees acknowledged that Kenyans have realized the importance of the centres as entertainment, leisure and educational attractions. Although statistics to prove this claim were lacking, responses from the local people would counteract the declining trends of foreign tourists in the region (Economic Survey, 1997). It is therefore, the task of the Ministry of Tourism to encourage citizens through public awareness programmes to support locally based tourism to generate higher benefits in the sector.

5.5.6 Entertainment and Cultural Education

Entertainment and provision of cultural education was highlighted by 40.0 percent of tour operators, 10.3 percent hoteliers and 41.6 percent of curio operators. Those interviewed saw the centres as a platform for entertainment, recreation and leisure (Table 5.3). Research revealed that centres offered a variety of dances, rituals, and acrobatic performances which

enticed both young and old. This enabled people from different cultural backgrounds to meet and be enriched by cultural interaction and understanding (Musyoki, et al., 1992). Both entertainment and cultural education provided leisure and generated tourist satisfaction by offering new information and a unique cultural experience. The result is the development of an appreciative attitude towards traditional values and skills in the minds of the majority of the local people. Plate 5.6 shows traditional dancers in the centres presenting their unique traditional dance and song, while plate 5.7 illustrates how a locally made 'piano' can be useful to bring harmony and peace in work places.

Plate 5.6: A Group of Traditional Dancers at the Ngomongo Villages Mombasa.



Photo by: Njeri wa Kamau (1998/99)

Ngomongo Villages, While Taking a Break From Work.

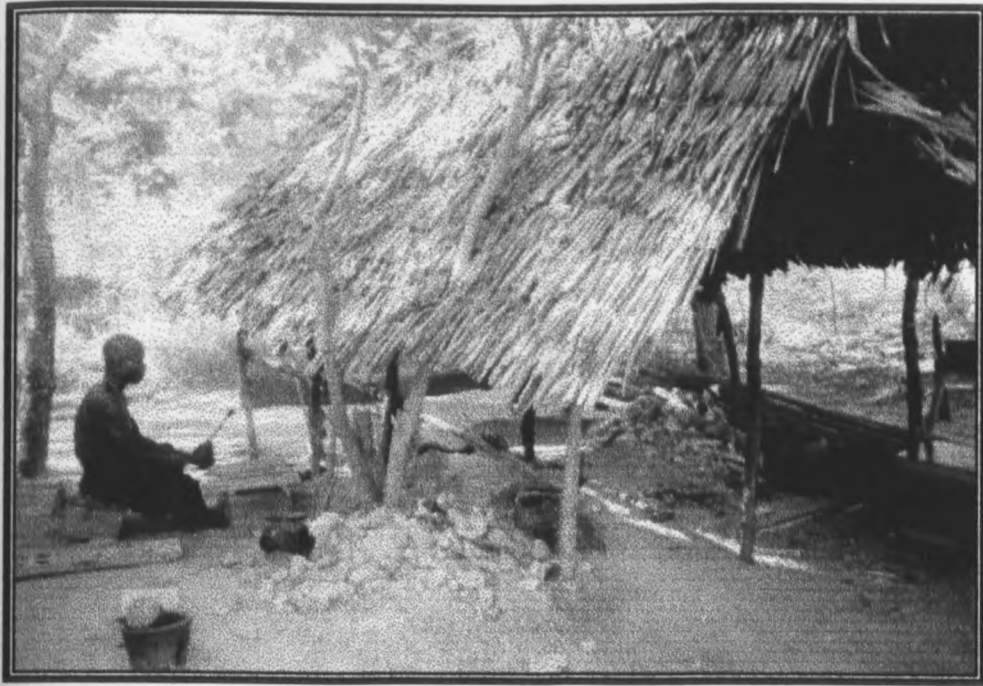


Photo by: Njeri wa Kamau (1998/99)

5.5.7 Alternative Tourist Product.

Table 5.3 showed that hoteliers (3.1%) suggested that an alternative tourism product calls for a critical evaluation of the industry if it is to survive the stiff competition facing it currently. They assert that village centres are an asset for the region since they will not only provide an attractive and alternative product, but help to inject money back to the community and strengthen linkages between the industry and the local economy by providing a high economic multiplier in the region (Irandu, 1995).

Today, the improved political climate elsewhere in Africa has created new destinations and competition is increasingly discriminating and tourists have put an end to the days when Kenya could take growth for granted. At the same time, tourist expectations are changing as

visitors become more environmentally conscious and more selective about the options available. In the atmosphere of stiffening competition, attention has focused on the overcrowding and declining quality of Kenya's two primary attractions: the coast and wildlife parks. Kenya must, therefore, face up to international competition and satisfy rising tourist expectations or risk becoming a second-rate destination for low paying visitors (Ngai, 1997). It is on this basis that village tourist centre provide an alternative tourist product especially for culturally motivated tourists.

5.5.8 Promoting Environmental Conservation

The deterioration in quality of recreation resources has been a primary concern of village centres. Measures to combat adverse environmental effects have been the daily commitment of the local community and a part of the traditional curriculum for the young. This study has revealed that protective measures to conserve the environment have been one of the community's priorities which has been in practice for many years. It is the duty of the local people to do this since they are the rightful owners of the land and are justified in exercising the responsibility of conserving and protecting their natural heritage. Through such practices, village centres are perceived as the enablers of environmental conservation although bold policies and keen leadership are required to secure this vision.

As village centres encourage good conservation practice to sustain the fabric of the environment, the community's concern with the historical, social, cultural factors and architectural values need to be maintained in their everyday environment. In so doing, they minimize the negative impact of the industry in order to achieve sustainable development.

The preservation of natural attractions and historical sites is profitable to the extent that the

environment and the true value of tourism is appreciated by residents. Therefore, the communities must work together for the conservation and maintenance of the environment since the disappearance of tourism would lead to at least a temporary depression of the economy. Hence, it is imperative for the local population to move local economic benefits in the future. This fact has been the focus of most centres as shown by the rehabilitation of Ngomongo villages shown in plate 5.8

Plate 5.8: Ngomongo villages (Theme Park) is a Rehabilitated Quarry. The Beehives and Millet are an Attraction to Many Tourists.



Photo by: Njeri wa Kamau (1998/99)

According to Thoya 1998, one of the important models of eco-tourism is the Ngomongo Villages (Theme Park). He argues that the park is one of Kenya's major eco-tourism attractions which had laid wasted as a rugged landscape of rocks and gullies after mining

took its toll. Today the dream of restoring the area to its original state through rehabilitating the quarry has resulted in the creation of a man-made lake which is a home to many birds, fish and crocodiles, and in the rejuvenation of the environment by making it more homely for the visitors. The park is seen as a showpiece of the world-wide campaign of land reclamation, and was founded by the need to educate the public on its responsibility toward the conservation of the environment. Mitchell (1969) recognizes eco-tourism as a contributing factor not only to the economic development of the coast region, but that its potential is an important part of planning strategy.

Nyamweru (1996) states that there is need for the community to conserve the environment and cites the example of the "Kayas" that have been threatened by land developers in the region, which the community's traditional laws stipulate its use without degrading it. Another successful project where eco-tourism practices have borne fruits is the Mwaluganje Elephant Sanctuary in Kwale. Since its inception, the local people have been entrusted with its management in collaboration with the Kenya Wildlife Service (KWS). The effort of the community to support the strategies, policies and programmes has resulted in a harmonious co-existence of people and the environment, while at the same time bringing better economic returns which have drastically raised the standard of living of the local people. (Chairman, Mwaluganje Project, 1999, Personal communication).

5.6 LOCAL PARTICIPATION IN VILLAGE TOURIST CENTRES

This section attempts to evaluate the role the centres play in creating a platform for local participation in the ownership and management of the centres. The section attempts to achieve the set objectives and test the null hypothesis stating that: "There is no significant

relationship between the amount of income received by the local people and the ownership and management of the village tourist centres”.

5.6.1 Ownership and Management of Village Centres

Unlike other sectors in the tourism industry, village centres create opportunities for local participation where top management jobs are held by the local people. The study revealed that the ownership and management of village centres is in the hands of the local people. Thus, allowing the local population to play a greater role in ownership of the tourist industry (Milne 1990). Table 5.5 provides a summary of ownership levels as perceived by local residents.

Table 5.5 Village Centres Ownership Levels.

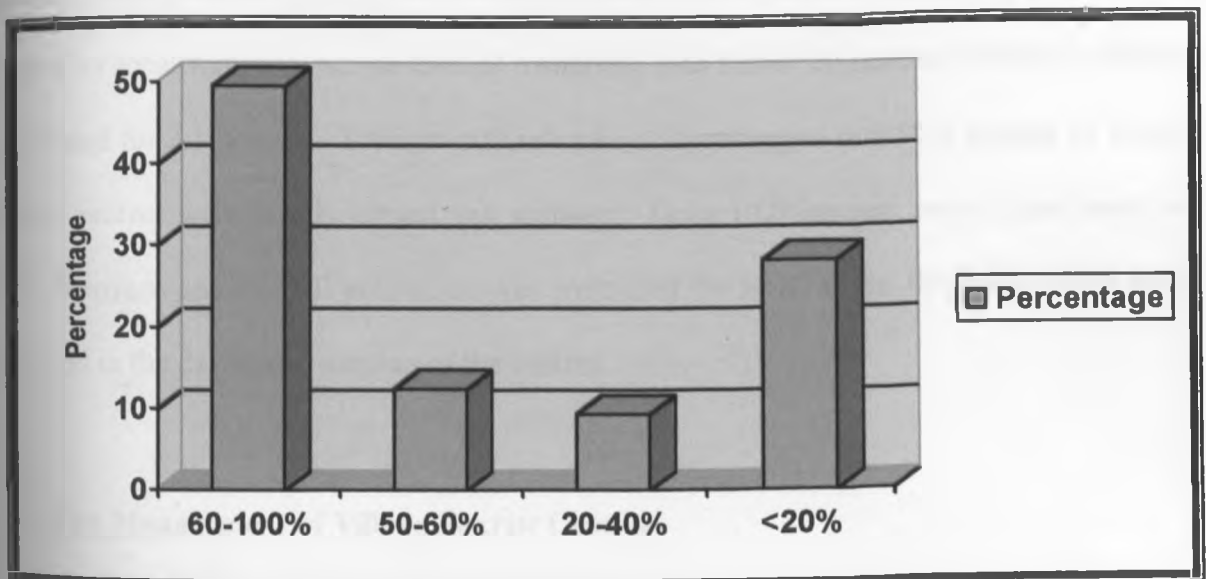
Frequency	Ownership	Percentage %
16	Local people (coast)	50.0
9	Kenyan outside coast	28.0
4	Local people and other Kenyans	12.5
3	Local people and foreigners	9.4
32	Total	100.0

Source: Field Research (1998/99).

Fifty percent (50%) of the respondents indicated that the land on which the centres were constructed was owned by local people from the coast. About 28.0 percent was owned by Kenyans from outside the coast. The land basically belonged to individuals except in very rare cases where it belonged to the community. Of the thirty-two interviewees, 12.5 percent

said that both local and other Kenyans owned the land, while foreigners and local people's ownership was accounted for by 9.4 percent. Results revealed that the levels of ownership conform to the process of indigenization for which the local people have advocated since the inception of the tourism industry. Ownership enables the local control of land use and helps retain tourism income within the community. It also encourages maximum local participation in the tourism industry, something that has not been visible for many years.

Figure 5.4: Level of Ownership



Source: Field Research (1998/99)

5.6.1.1 Ownership Cited by Curio Operators

Thirty-two local residents were presented with a scale to guide them in assessing the level of ownership of village tourist centres in the region. The results are presented in Figure 5.5 and indicate the different levels of ownership of village centres as perceived by curio operators.

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Results shown in figure 5.5 revealed that local ownership levels were high in the region. The local people owned the highest percentage (>60%) of village tourist centres in the region as indicated by 46.9 percent. Both locals and other Kenyans (12.5%) owned between 50-60 percent, locals and foreigners (9.4 %) owned between 20-40 percent, while 28.1 percent were owned by local Kenyans, whose level of ownership was below 20 percent. Missing variables accounted for 3.1 percent. Tourism officials who acknowledged that 90.0 percent of village tourist centres were locally owned and managed. Only 10.0 percent were in the hands of other Kenyans and a small proportion was controlled by NGO's, but the local people were involved in the day to day running of the centres.

5.6.2 The Management of Village Tourist Centres

Interviewees revealed a high level of local participation in the management of village centres (Table 5.6). Data given by local residents indicate that 88.5 percent participated at different levels in the management of the centres. They stated that the local people work as managers, administrators, accountants, and tour guides. Other occupations include drivers, dancers, woodcarvers and secretaries. About 6.2 percent provided useful ideas and took part in decision-making processes of the centres since they were on the boards of directors

This study showed a significantly high level of involvement of other Kenyans, thus, portraying the sector as diverse with the ability to absorb not only the local people but other Kenyans as well. However, leadership, management and control of village centres was in the hands of the local people and much of the labour was drawn from the locality. Generally, it was also observed that the local people lacked administrative and managerial skills since tourism over the years had failed to integrate them into the mainstream of its operations, especially in areas of employment.

5.6.3 Membership in Village Tourist Centres

Another area in which the locals participate in the ownership and management of village centres is in the incorporation of members. Table 5.7 gives the average number of members in the centres.

Table 5.7: Number of Members

Number of members	Frequency	Percentage %
100-1000	4	33.3
1000-3000	1	8.3
No Members	7	58.3
Total	12	100.0

Source: Field Research (1998/99).

Table 5.7 indicates that 58.3 percent of the entrepreneurs stated that the centres had no members beside the employees. This implied that these centres had only workers, and

income from tourist expenditure was shared between the employees and the management. A total of 33.3 and 8.3 percent had members ranging from 100 to 1000 and between 1000 and 3000 members respectively. Members benefited through the sale of their artefacts, since they specialised in wood and stone carvings. Members formed a co-operative through which they could get loans directly. Centres created a conducive working environment for the production of highly specialized goods whose demand went beyond the Kenyan borders such as Tanzania and the islands in the Indian Ocean. Some members also received special orders from hotels that required distinctive types of items, which were later distributed as tokens to the clients.

This concurs with a study carried out among the Sharpas of South America which showed that their socio-economic prestige and social structure was boosted tremendously by tourism. "Opportunities to acquire economic wealth have turned the Sharpas economy on its head. The young learn English as they accompany the tourist. They are reliable, honourable and fair" (Gormsen, 1988). This study revealed that the participation of local people in the sector was beneficial to the region. Experience the members gained from one centre to another, helped them to enrich their operations.

The major step in revamping the tourism industry is the empowerment of the local communities to manage tourist resources and involve them in tourist activities. Community involvement in planning for resources will provide the local people with adequate democratic participation, while allowing them to control and to reap tourism benefits (Mitchell, 1969; Gakahu, 1992).

5.7 DATA ANALYSIS AND INTERPRETATION 2

This section focuses on the statistical testing of the null hypothesis stating that " There is no significant relationship between the amount of income obtained by the local people and the ownership and management of village tourist centres in the region".

Multiple Regression and Correlation Analysis were used to analyse the data and the following Regression equation was used. The SPSS stepwise technique of Regression Analysis was used. The technique involved the following variables.

$$Y_i = X_{i1} b_1 + X_{i2} b_2 + X_{i3} b_3 + \dots + \epsilon_i$$

The technique employed the following variables: The dependent variable Y was the amount of income obtained by the local people (V4). The independent variables were: V2 the number of members in village tourist centres, V3 the ownership levels, V5 the number of clients in the village tourist centres per month and V6 are the number of number of village centres in the region.

Step one of regression analysis involved Y against V2. In step two, V3 was included in the analysis against Y. In step three, V5 was included in the analysis. In step four, V6 was included in the analysis and the results are summarized in Multiple Correlation Coefficient 2.

MULTIPLE CORRELATION COEFFICIENT 2

	V2	V3	V5	V6
R	.35796	.35796	.82842	.82842
R ²	.12814	.12814	.68627	.68627
ADJ. R ²	.09908	.09908	.67582	.67582

The analysis in correlation coefficient 2 revealed that the addition of V3 and V6 caused no increase in the R² value. With the addition of V5, Multiple R² increased significantly from 13 percent to 69 percent, revealing a very high relationship between dependent and independent variables. The results of the regression analysis suggests that about 69 percent of the variation in the dependent variable Y is attributed to variation in the independent variables. In order to determine the strength of the relationship between the dependent variable and the independent variables and among themselves, correlation analysis was used as shown in Output 2.

CORRELATION COEFFICIENT OUTPUT 2

Income	V1	V2	V3	V5	V6
V1	1.0000	-.3580*	-.2079	.8284**	.1779
V2	-.3580*	1.000	.1538	-.3738*	-.3550
V3	-.2079	.1538	1.0000	-.2208	-.1252
V5	.8284**	-.3738	-.2208	1.0000	.1627
V6	.1779	-.3550	-.1252	.1627	1.0000

*-Significant Level 0.5 ** - Significant level 0.1 (2-tailed)

The correlation coefficient output 2 revealed weak correlation between variables at 0.05 and 0.1 significant levels. Findings also indicate that V5 (number of clients) is an important factor of income that accrue to the centres per month. Although correlations between the dependent and the independent variables were weak, V5 showed the highest positive correlation with V1 (83%) at 0.1 significant Level. This tallies with field observation which revealed that the attractiveness of the centres to the clients determined the flow of income per month. The number of members (V2) showed a low correlation with income V1 which was also negative (-36%) at 0.5 significant level. This is attributed to the fact that many of the centres in the region had no members, and those with members received no extra income from them. Ownership levels (V3) correlated with income V1 (-21%) showed a low and negative correlation. This suggests that the influence of ownership levels on the amount of income was not very significant, hence, it is deduced that other factors played a significantly influential role in the amount of income local people obtained from the centres.

The number of village tourist centres (V6) weighed against the amount of income (V4) showed weak but positive correlation of 18%. Hence, V6 (the number of village tourist centres) was not a very strong factor in determining the amount of income although a relationship between the two variables existed. However, multicollinearity was noted between V4 and V5.

The analysis of the variance show that critical 'F' were constantly greater than the significant F.

The F test showed that there is a significant relationship between the dependent and the independent variables. The F test therefore, suggests that the observed (Critical F = 4.40915) is not significantly different from the expected (Significant F = 2.74). From this statistical

evidence, the null hypothesis stating that "There is no significant relationship between the amount of income obtained by the local people and the ownership and the management of village tourist centres" is rejected and the alternative accepted at 0.5 significant level.

5.8 LINKAGES BETWEEN HOTELS AND VILLAGE TOURIST CENTRES

This section analyses data on linkages existing between the hotel industry and village tourist centres. Linkages encourage the centres to achieve their objectives, and demonstrate the manner in which the industry improves its performance in encouraging growth in other sectors. The purpose of the examination of other linkages is to determine the impact they generally have on the regional economy. Linkages portray the flow of services and goods between sectors and the extent to which sectors interact with each other.

Responses to the question on linkages were drawn from curio operators, tour operators, residents, hoteliers and entrepreneurs of village centres. This was done to find out whether there existed any relationship between hotels and village centres. In response, 86.2 percent of hoteliers indicated that a strong relationship existed, while 6.9 said there was no relationship at all. These responses were used to test the null hypothesis stating that "There are no significant linkages between the hotel industry and the village tourist centres". Table 5.8 presents findings on linkages as perceived by hotel interviewees.

linkages between the hotel industry and the village tourist centres". Table 5.8 presents findings on linkages as perceived by hotel interviewees.

Table 5.8: Linkages Between Hotels and Village Centres Cited by

Hoteliers

Type of linkages	Frequency	Percentage (%)
Purchase products from centres	21	69.0
Contribute funding and provide equipment to centres	3	10.3
Provide employment to graduates from centres.	1	3.4
Missing variables	4	17.2
Total	29	100.0

Source: Field Research (1998/99).

Table 5.8 shows that there exists a strong relationship between the hotels and village centres. According to the responses from hoteliers the linkages were in the form of purchases of products from the centres (69%), fundings (10.3%) and the provision of employment (3.4%) to the graduates from the centres. Respondents acknowledged that the two sectors depended on each other thus promoting strong linkages as shown in Tables 5.9 and 5.10.

5.8.1. Accommodation

Table 5.9 reveals that hotels provide accommodation to clients who visited the village centres since none had any accommodation facilities. Village entrepreneurs (41.6%) acknowledged that the majority of their clients resided in nearby hotels, while 87.5 percent of the tourists interviewed confirmed their residence was in the hotels.

5.8.2. Financial linkages

Hotels contributed financially to village tourist centres as shown in Table 5.10

Table 5.10: Hotels' Contribution to Village Centres' Establishments.

Hotel contribution	Percentage (%)
Equipment	10.3
Funds	55.2
No funds	31.0
Missing	3.4
Total	100.00

Source: Filed Research (1998/99).

Although hoteliers did not directly indicate the amount they contributed to village centres in table 5.10, 10.3 percent (hoteliers) and in table 5.9, 10.3 percent (centres' entrepreneurs) said they provided equipment in the form of furniture as well as text books to village tourist centres. About 55.2 percent of hoteliers acknowledged giving funds to establish the centres, while 31.0 percent gave no funds. Equipment provided by hotels was basically school equipment which assisted the young school-going children who resided in the centres, while the money was mainly spent for the establishment of village centres. This data is a proof that strong financial

linkages exist and could be strengthened in order to provide for further spread of tourism benefits in the region.

5.8.3. Personnel and Employment Linkages

From tables 5.8 and 5.9, it is noted that hotels provided employment to young graduates from the village centres, especially those who specialized in skills such as carpentry and furniture making. Village entrepreneurs (8.3 %) stated that hotels were provided with fully skilled personnel who were responsible for the upkeep and maintenance of most of the hotels. About 20.1 percent (centre entrepreneurs) and 3.4 percent (hoteliers) said that dancing troupes were paid per performance by hoteliers, hence, keeping the troupes employed.

5.8.4. Marketing Linkages

Tables 5.8 and 5.9 show that marketing linkages between village centres and the hotels exist. Entrepreneurs (33.3%) and hoteliers (69 %) acknowledged that hotels spent a substantial amount of hotel income in purchasing goods, thus, providing markets for goods such as carvings, mats and furniture, which were produced in the centres. Such strong linkages have not only created job opportunities for many local people, but have also assured them of marketing avenues. In conclusion, the data in the tables clearly show that there exist direct and strong linkages between the hotel industry and the village tourist centres which tend toward reciprocal dependency in the provision of materials to the hotels and financial benefits for the village centres. Plate 5.9, shows some of the African prints produced by village tourist centres. Most hotels buy these materials for covering serving tables and other decorations, while tourists purchase them for daily wear. The study found out that some of the African prints are exported to several other countries.

Plate 5.9: African Prints displayed at Bombolulu Workshops, Mombasa.



Photo by: Njeri wa Kamau (1998/99).

Plate 5.10: Tourists Purchase Local Printed Cloths Along Bamburi Beach, Mombasa



Photo by: Njeri wa Kamau (1998/99)

Locally made furniture is in high demand in most of the hotels and offices in the region. This was confirmed by Mr. Athman the director of Swahili cultural centre, Mombasa who indicated that the hotels purchased most of their products in the form of furniture. Local products are preferred because they are durable and contain a variety of beautiful local designs.

5.8.5 Leisure and Entertainment

Table 5.10 shows that the demand for leisure and entertainment facilities was met by village tourist centres as indicated by 16.7 percent of the respondents. Hoteliers invited dancing troupes to perform for guests in the hotels for pay. This relationship promoted understanding and appreciation of local traditions, while at the same time boosting the financial status of the local people.

5.9 HOTEL LINKAGES WITH OTHER SECTORS

5.9.1 Linkages with Curio Operators

In response to the question whether there exists a relationship between curios and the hotels, 90.6 percent of the curio operators answered in the affirmative, while 9.4 did not respond. Thirty-two curio interviewees acknowledged that a strong relationship existed between them and gave the following types of relationships as shown in Table 5.11.

Table 5.11: Hotel -Curio Relationship

Type of relationship	Frequency	Percentage (%)
Provide clients from hotels	24	75.0
Purchase curio items	4	12.5
Establish curios	2	6.3
Hotels fund business	1	3.1
Missing variables	1	3.1
Total	32	100.0

Source: Field Research (1998/99).

Table 5.11 illustrates the type of relationship that hotels and curio operators share. A total of 75.0 percent said that hotels provided clients with accommodation. The clients also purchased curio items from curio kiosks. About 12.5 percent noted that different hotels purchased curio items to stock their boutiques. Besides accommodating clients, hotels were involved in the establishment of curios as indicated by 6.3 percent. Only 3.1 percent confirmed that hotels funded curio businesses, while 3.1 percent did not respond to the question.

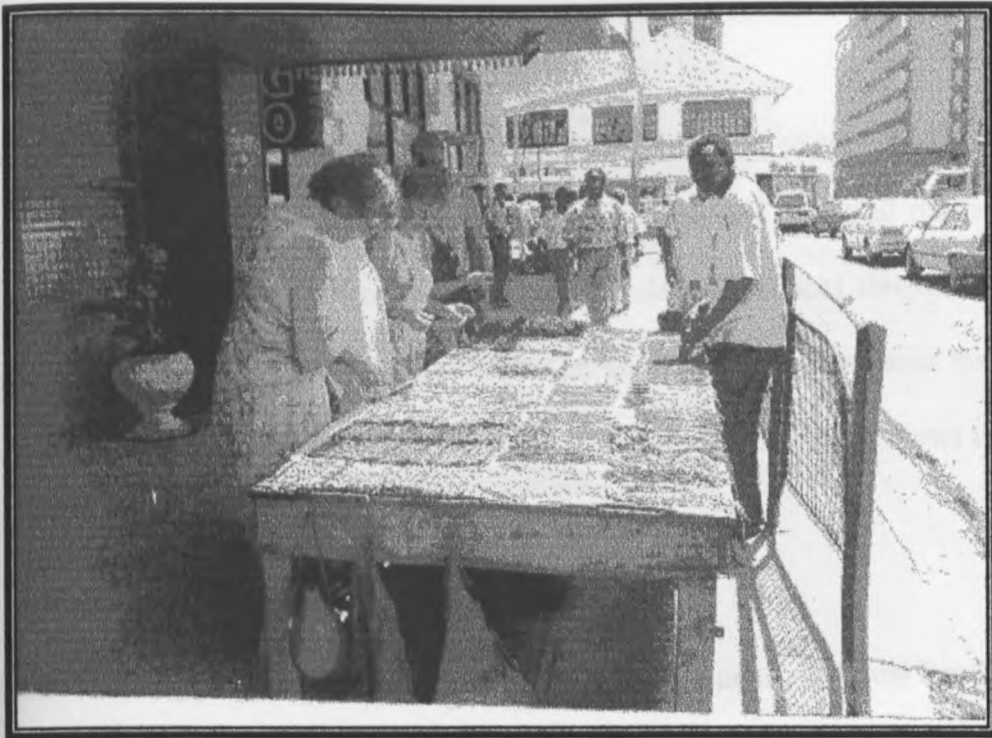


Photo by: Njeri wa Kamau (1998/99)

5.9.2 Linkages with Local Residents

5.9.2.1 Economic Linkages

Hoteliers reported that there existed strong linkages between the hotel industry and other sectors of the economy such as agriculture. The presence of such linkages seems to demonstrate a positive spread effect from the hotels to their surroundings. The existence of these linkages portrays the tourism industry as stimulating other sectors of the economy. This concurs with Myrdal (1957), Hirschmann (1958), and Friedmann (1966, 1972) who pointed out that integrated regional development takes place through a system of interactions. In this way, the hotel industry through its linkages with the local residents has stimulated development in the periphery by indirectly initiating village tourist centres, thus, showing strong spread effects. On the same line, Ericksen (1974) argues that leading firms, such as the tourist industry, should

induce economic development in the hinterland by exerting growth generating forces which are transferred through industrial linkage.

Hoteliers acknowledged spending a substantial amount of money on local products. This shows that there exist strong economic linkages between the hotels and the local residents. Local communities are mainly confined to the supply of goods and services through the sale of handicrafts and traditional dance entertainment. The quantity of the purchases made by the hotels is a positive move toward poverty alleviation in the region. Table 5.12 shows the average expenditures for products purchased locally.

Table 5.12: Approximate Amount of Money Hotels Spend on Local Products

Total expenditure (Kshs.)	Frequency	Percentage (%)
100,000-250,000	5	17.2
250,000-500,000	4	13.7
500,000-750,000	6	20.7
Above 1 million	8	27.5
Missing variables	6	20.7
Total	29	100.0

Source: Field Research (1998/99).

From table 5.12, it is observed that 27.5 percent of the hotels spent above Kshs. 1,000,000 while 51.6 percent spent below Kshs. 1,000,000. Missing variables accounted for 20.7 percent. From the results, it can be deduced that hotels have direct and favourable economic linkages with the locality. The missing variables were high because hoteliers did not to reveal confidential financial reports. They omitted the question altogether or indicated "confidential" on the

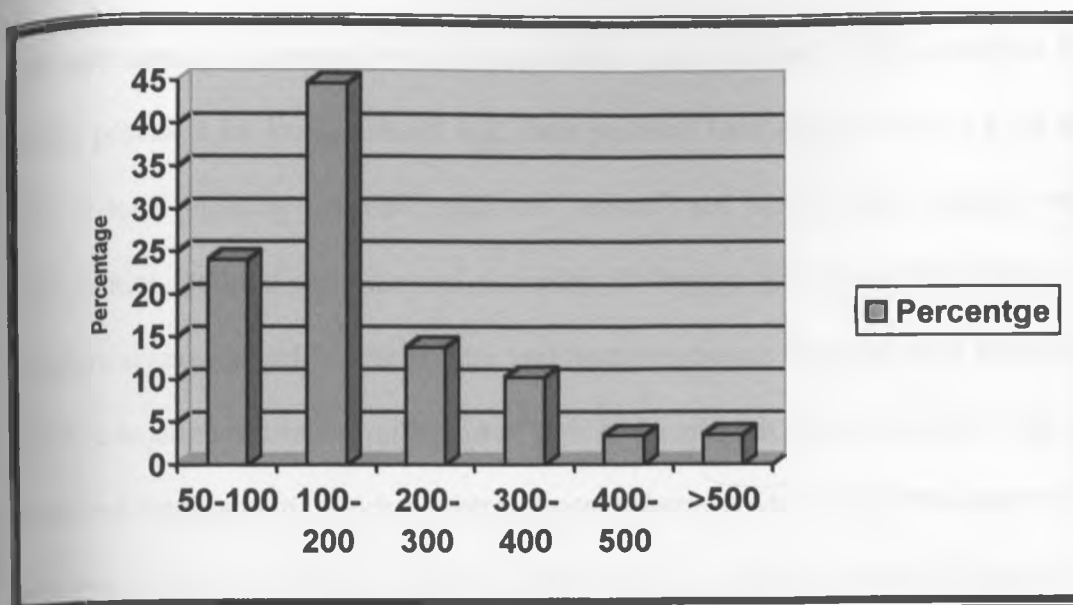
questionnaire, although they generally accepted that they purchased local products. Hoteliers demonstrated great interest and commitment in the development of schools, dispensaries and churches. They did so by giving funds to schools for fees, school equipment and building schools in poor areas, as well as for construction of churches and dispensaries in the region. Kwale residents explained that Mivumoni school was one of the beneficiaries of hotel and tourist contributions (Personal communication with Joseph Kenga, 1999). Residents revealed that some tourists who visited the region spontaneously became benefactors to the school and also provided school fees for poor children.

5.9.2.2 Employment Linkages

Hoteliers acknowledged that strong linkages existed between the hotel and the local residents in the region. Hotels provided employment for the local people. They indicated that the local people and other Kenyans were provided with jobs in different categories by the hotel industry.

Figure 5.6. highlights the hotels' contribution to employment in the region.

Figure 5.6: Average Number of Local Employees in Hotels



Source: Field Research (1998/99)

From Figure 5.6, it can be seen that about 44.8 percent of the hoteliers employed between 100-200 people, 24.1 percent employed 50-100, 13.8 percent employed from 200-300, 10.3 percent employed from 300-400 and 3.4 percent employed above 400-500, while 3.4 percent employed above 500 persons. These statistics reveal that the numbers are slightly low since at the time this research was in progress most of the hotels had retrenched many workers. This was due to the poor performance of the tourism sector which has been deteriorating since 1996 and further in 1998. Statistics highlighted that wage employment decelerated from 4.0 percent in 1996 to 1.8 in 1997 and to 1.1 in 1998 (Economic Survey, 1999). The slow growth is attributed to the current downturn which has led to reduced recruitment and retrenchment of employees. Tourist arrivals fell from 1,000,600 in 1997 to 894,700 persons in 1998. Consequently, earnings from tourists fell by 22.7 percent to stand at Kshs. 875 million pounds (Economic Survey, 1999). However, employment of locals surpassed that of non-locals in the hotel industry.

5.9.2.3 Agriculture and Raw Material Linkages

Linkages directly influenced by hotel operations were examined. These activities focused on market provision for local products, e.g., farm produce, handicrafts and other local artifacts, as well as local building materials, such as "makuti" and timber, thus creating employment opportunities for local residents and providing the region with favourable foreign exchange. Hoteliers acknowledged buying poultry and mutton products from the local farmers, and they said they required substantial quantities of pork and goat meat. Fish was also in high demand at the coastal hotels and in the urban centres. Local fishermen who comprise a group of traditional fishermen sold their catches to traders on the beach or to stockists with refrigeration facilities who later sold them to hotels and local consumers.

This research observed that most farmers sold their produce to the nearest markets such as Kongowea, Ukunda and Marafa, where hoteliers made their purchases. Mwanyule (1985) notes that greater use of local agricultural products by the hotels is an indication of a positive impact on the local residents, but agrees that the sector is underdeveloped in agriculture and livestock production. He suggests that as the number of tourists grows and hotels and village centres increase, the quantity of local produce flowing into the hotels should also increase. Table 5.13 shows some of the products hotels purchase from the locality.

Table 5.13: Products Purchased by Hotels From The Locality

Type of products	Frequency	Percentage (%)
Foodstuffs	28	96.6
Other items-timber and makuti.	1	3.4
Total	29	100.0

Source: Field Research (1998/9).

The data in Table 5.13 show that hotels have been instrumental in stimulating agricultural production since significant quantities of local agricultural produce are consumed in the hotels and village centres. Hotels spent large amounts of money in purchasing local products, especially foodstuffs. The presence of cottages and tourists apartments where tourist do their own cooking indicate the need for groceries and provisions that are provided by the local farmers. These linkages need to be strengthened to enable the local people to reap higher benefits from local production of goods.

From the data survey, hotel managers (96.6%) indicated that foodstuffs such as vegetables, fruits, coconuts, fish, and meat, were purchased from the region. A total of 3.4 percent indicated that other local items such as wood and stone carvings were sold at the hotel boutiques; African batiks, mats, furniture and building materials such as makuti and timber were also purchased. 3.4 percent was significantly low because makuti and timber are not in high demand except when a new hotel is under construction. However, most of the timber was brought from upcountry since the quality was considered better than that found in the region.

5.10 LINKAGES BETWEEN VILLAGE TOURIST CENTRES AND OTHER SECTORS

5.10.1 Linkages with Tour Operating Companies

All tour operators acknowledged that tourist centres shared strong ties with tour companies.

About 25.0 percent noted that they considered the inclusion of a visit to the centres their first priority since this provided foreign tourists with an opportunity to learn more about local cultures. They stated that they included the centres in the brochures since centres offered

unique attractions that could not be observed anywhere else. They viewed this as a way of assisting the centres since the majority lacked any form of public awareness programme or marketing strategy. In this way, they made tourists aware of what to expect and the type of tourist facilities that were available, besides the beaches and parks.

5.10.2 Linkages with Local Residents

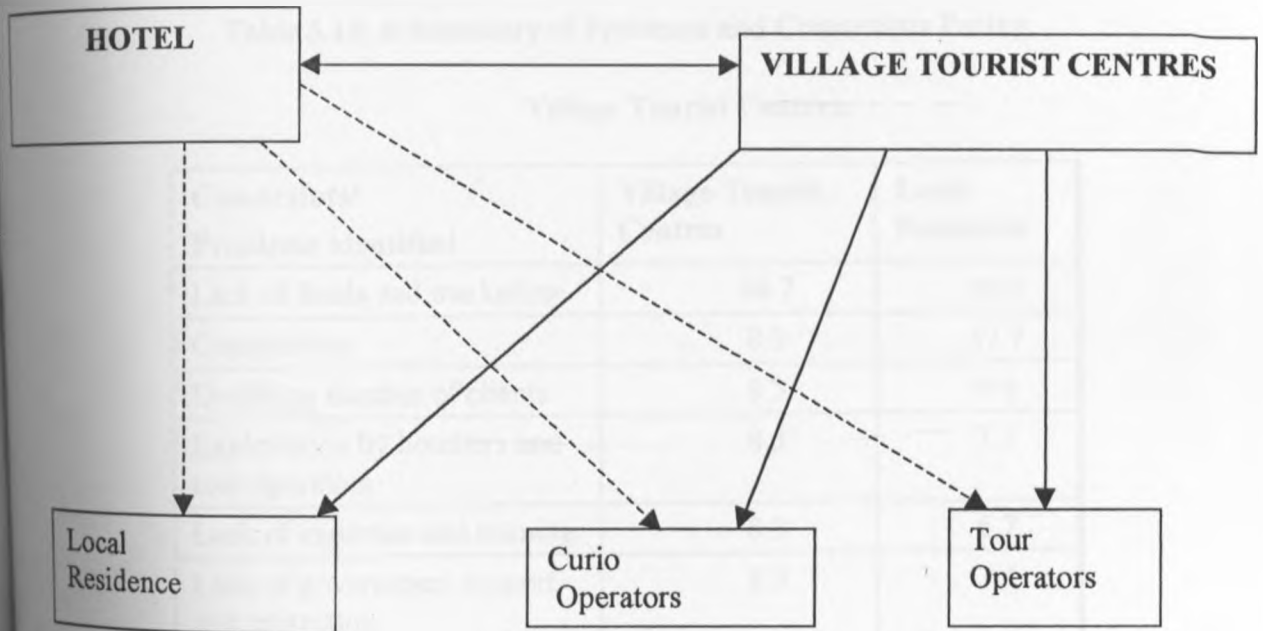
This study observed that centres provided families with a home, employment and income. The community supplied labour and cultural traditions to the centres which were the main attraction for tourists. The centres on the other hand provides housing and employment to the local residents. This was confirmed by one of the residents at Bombolulu centre who said that, "Bombolulu is our home and hope." (CoastWeek, July 1-7, 1994). Most of the employees were provided with either a free house or constructed one in the centres. Some of the families have lived and worked there since they came from as far away as northern Kenya.

5.10.3 Linkages with Curio Operators

In response to the question whether there existed a relationship between the centres and the curios, 87.5 percent of village centres entrepreneurs said yes, while 6.3 percent said no relationship existed. Only 6.3 percent were missing variables. Curio operators (56.3 %) stated that village tourist centres provided goods for sale in their businesses. Such goods included wood and stone carvings, baskets, mats, hats, leather materials, and jewels. The low response of 6.3 percent revealed that centres ordered goods from curio operators. These centres did not produce local goods but presented cultural performances. According to the 6.3 percent, some curios were expanded businesses of village entrepreneurs and most curio operators depended on

goods produced in village tourist centres. The researcher observed that there have been continuous and enduring linkages with all sectors related to tourism. Myrdal (1958), points out that firms located close to each other are linked to each other through interfirm transactions due to the power of interaction. Linkages between the hotel, village tourist centres and other sectors are illustrated in the linkage model developed by Gereffi (1994).

Figure 5.7: Tourism Linkage Model



Source: Adapted from Gereffi G. (1994, Figure 51).

However, some of the linkages were found to be exploitative in nature. This was evidenced by the underlying problems village centres faced in their operations, as discussed at the end of this chapter.

5.11 CONSTRAINTS HINDERING THE PERFORMANCE OF VILLAGE TOURIST CENTRES

Out of 42 interviewees, 44.0 percent identified some of the major constraints hindering the successful performance of village tourist centres in the region. The interviewees included entrepreneurs of village centres and local residents. This research revealed that the failure of the community to realize its objective in controlling this sector was linked to lack of funds, lack of political support and an unfavourable market policy. Table 5.14 presents a summary of constraints and problems identified by different respondents.

Table 5.14: A Summary of Problems and Constraints Facing Village Tourist Centres.

Constraints/ Problems identified	Village Tourist Centres	Local Residents
Lack of funds and marketing	66.7	40.0
Competition	8.3	37.7
Declining number of clients	8.3	9.4
Exploitation by hoteliers and tour operators	8.3	3.1
Lack of expertise and training	8.3	6.7
Lack of government support and protection	8.3	3.1
Total %	100.0	100.0

Source: Field Research (1998/99).

(i) Lack of funds.

Table 5.14 shows that 66.7 and 40.0 percent of the entrepreneurs and local residents saw lack of funds and inadequate marketing as two of the major hindrances the sector was facing. However, the management of the centres has sought to strengthen the interaction between the tourists and

the local community in order to improve their own profits. Table 5.15 presents information on the financial resources of the local people in the establishment of village tourist centres.

Table 5.15: Sources of Funding For The establishment of Village Tourist Centres

Source of funding	Percentage (%)
Personal savings funding	50.0
Community contribution	25.0
Family savings	8.3
Co-operative loan	8.3
Government assistance	8.3
	100.0

Source: Field Research (1998/99).

Table 5.15 show that the majority (50.0%) of the entrepreneurs used personal income to establish the centres. About 25.0 percent used community resources, while family and friends, co-operative loan and government assistance made a minimal contribution as indicated by 8.3 percent of the entrepreneurs. Entrepreneurs stated that their operations depended on funds from personal savings, which made it difficult for them to invest fully in the sector.

(ii) Marketing

Marketing problems were identified by 66.7 percent of the entrepreneurs (Table 5.14). They said that most infrastructural facilities needed for effective marketing were lacking. Inadequate advertising, promotion and marketing of village centres and other tourist attractions and services existing in the region were cited as major factors affecting the performance of tourism centres in the region. Guide books and promotional literature, including some brochures, failed to include sufficient information on tourist facilities and attractions, especially those related to village

centres. The researcher observed that most tourist literature say nothing about cultural attractions especially those related to village tourist centres. The industry has concentrated on the promotion of wildlife or safari destinations without giving much attention to other potentially viable tourist attractions.

(iii) Competition

Competition is a serious problem affecting village centres. The study revealed that 8.3 and 37.7 percent of the entrepreneurs and local residents respectively were jeopardized by hoteliers who sold the same products within the hotel premises. Some middlemen bought products in quantity at very low prices and were able to sell them at prices lower than was possible for the small businessmen. They expressed concern over entrepreneurs who paid large "commissions" to tour guides to direct tourists to their businesses. The result of this practice forced the small businessmen to face a shortage of clients and curtailed tourists' freedom of choice.

(iv) Exploitation

This study noted that most entrepreneurs suffered exploitation at the hands of both hoteliers and tour operators. About 8.3 percent of the entrepreneurs and 3.1 percent of local residents stated that hoteliers paid very little money for performances, while tour drivers and guides demanded a share of whatever tourists paid as fees. Not meeting this demand hampered the entrepreneurs' need to keep the flow of clients consistent. This practice was seen as a way of bribing and buying favours from tour drivers.

(v) Lack of skills, expertise and training

A scarcity of skilled and experienced manpower to run tourism enterprises adequately was identified by 8.3 percent and 6.7 percent of entrepreneurs and local residents, respectively. This study revealed that most of the entrepreneurs lacked managerial skills and depended on the knowledge gained in school. This problem has been traced back to the time of inception of the tourism industry when tourist activities were undertaken by expatriates for the basic reason that many other activities were financed and managed by foreign experts. As a result, lack of capital in the hands of the citizens and the scarcity of citizens with the requisite skills to run all enterprises in these economies necessitated their turning to non-skilled labour as a solution. Despite government efforts in training local personnel, the problem has persisted in the industry.

(vi) Lack of government protection and policy

Lack of government protection and encouragement was cited by local residents (8.3%) and 3.1 percent of the entrepreneurs. This loophole exposed the local entrepreneurs to exploitation and competition and, as a result, only a small proportion of the local population could benefit from the centres. It is observed in the study that government policy favouring village centres was lacking. The government, tour operators and other stakeholders in the tourism industry emphasized the development and promotion of wildlife and beach tourism, and de-emphasized the promotion of village centres and other related attractions and services in the region. Policies were found to be discriminative and discouraged the promotion of other attractions existing in the region. For example, village centres did not feature prominently in tour company and hotel brochures. On this note, Moutinho *et al.*, (1996) suggests that the state formulate policies that aim at supporting the tourism industry both economically and politically, since Government

planning will create a climate of confidence and stability for the sector entrepreneurs and in the private sector.

(vii) Declining Number of Clients

Local residents (9.4%) and village entrepreneurs (8.3 %) noted that the industry was currently experiencing a decline in the number of tourists in the entire region. The total number of visitor arrivals dropped significantly from 1,000,600 persons recorded in 1997 to 894,300 persons in 1998 (Economic Survey, 1999). As a result, most centres had to reduce the number of employees and they in return lacked the necessary capital to provide adequate tourist facilities.

(viii) Lack of Tourism Education

Tourism education which include public awareness on the stock of tourist attractions for local citizens was generally lacking. This resulted in poor tourism leadership and a multiplication of other social problems. Local residents with the means and capital failed to invest or engage in tourism activities because they did not understand nor appreciate its importance as a profitable business and leisure activity. This might explain why Kenyans opted to travel abroad to see what was right at their door-steps. In this way the country has been denied the tourist income and benefits much needed for economically developing areas such as the coast region.

(ix) Poor Infrastructure

Entrepreneurs of village tourist centres noted that most village centres were located in rural areas where roads were poorly maintained. In fact, very few were located along major highways, which made movement of vehicles to the centres very difficult. Lack of infrastructural development such as roads, electricity and telephone has been a key player in the

poor performance of most village tourist centres in the region. However, most centres took it upon themselves to clear roads for easier access and as a way of attracting tourists.

5.12 SUGGESTED SOLUTIONS

Entrepreneurs suggested measures that would help the sector to flourish and to move in the right direction. Suggestions and solutions proposed by interviewees are summarized and presented (Table 5.16).

Table 5.16: Suggested Solutions

Solutions	Frequency	Percentages (%)
Government support to construct durable structures	6	50.0
Centres be part of official itinerary	2	16.7
Formation of a body to work with the Ministry of tourism.	2	16.7
Withdrawal of licences from hotel boutiques	2	16.7
Total	12	100.0

Source: Field Research (1998/99).

(i) Government Support

From table 5.16, 50.0 percent of the entrepreneurs emphasized that the government should support the funding and training of the centres' entrepreneurs. This would enable the sector to offer adequate and quality facilities and services to their clients. Government financial support would enable entrepreneurs to construct more durable and attractive structures and maintain their cultural authenticity. The funds would also spread out to the local people and provide assistance in planning and providing managerial input for other local projects.

(ii) Aggressive Marketing

Aggressive marketing was cited by 16.7 percent of the entrepreneurs as an important activity that could improve and revamp the performance of village centres. About 16.7 percent said the sector should be formalized by making part of the official itinerary of the tourists and be included in tourist promotion literature. Centres had something unique to offer to tourists and to the industry as a whole, hence, they should be acknowledged and treated with equal importance as other attractions.

The inclusion of Bamburi Nature Trail as an official itinerary is a proof that once an attraction is given maximum support, it becomes a source of income for the country and the local residents. As such, Bamburi has attracted a large number of local and international tourists since it began its operations as a tourist resort (RoK, 1996). This concurs with the Economic Survey (1998), that a country which has not created an awareness in the market place of its existence as a tourist destination cannot expect to do much effective promotion that will generate additional tourism business. Therefore, revenue is central to the whole function of marketing and promotion. Marketing problems can be addressed by securing an increase in tourism expenditure in order to attract a greater number of international tourists to the already existing tourist attractions but especially to the less popular ones. This will lead to an overall increase in the number of visitors, promote renewed efforts in tourism promotion and lead to an expansion in tourism revenue. Kiarie (1995) and Law (1995) emphasize the need for tourism marketing promoters to shift their focus to other marketing sources such as Asia and the Indian ocean Islands. Once marketing promotion strategies are put in place it is expected that there will be an increase in the scale of tourism activity in the region.

(iii) Formation of a regional tourism body

It was realized from this study that the sector was operating more on an individual basis. Respondents (16.7%) noted that the sector was poorly organized and there was a general lack of regional cooperation among all tourism stakeholders. The formation of a body to work in a joint venture type of partnership would lay down strategies which would provide guidance to the operations of all the sectors in the tourism industry. It would undertake the organization of meetings and seminars which all stakeholders would participate in and would collaborate with the Kenya Tourist Board (KTB), Mombasa and Coast Tourism Association (MCTA) and Kenya Association of Tour Operators (KATO). This would create a platform where issues affecting the sector could be discussed in order to pave the way for new strategies and goals. This optimistic development would lead to a better understanding and appreciation of each other's operations. This new venture would give way to better planning and management and close all avenues of exploitation and make the centres' impact on the region felt.

(iv) Withdrawal of licenses from hotel boutiques.

The operations of boutiques in hotels denied the local people the opportunity to benefit from the industry. As a result, 16.7 percent (Table 5.16) of the interviewees said that the government should withdraw licenses from hoteliers who operate the curio businesses when there are similar businesses outside their premises. By such regulations, the benefits from tourist expenditures would be shared, paving the way for local participation and creating a balance in the economy within the region. Stakeholders and business developers felt policies regulating the business activities of the local residents were too restrictive. There was too much interference to the extent that entrepreneurs could not run their businesses effectively.

In conclusion, this research observed that the marketing and promotion of village tourist centres was paramount since it was an important product worth recognition. Suggestions to incorporate village centres in the brochures and other tourism literature would also promote community values and image which would encourage a community based planning approach. In this way, Li-Yiping (1995) asserts that the planners would be able to highlight the "intimacies" and the inventory of the attractions and places which a given community can offer.

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CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.0 INTRODUCTION

This chapter provides a summary of the findings and conclusions based on the objectives of the study, the hypotheses and the core chapters. The study focuses on the role of tourism in regional development in the Coast Province using village tourist centres as a case study. Suggestions, recommendations and contributions of the study and areas of further research are highlighted. Finally, problems and constraints are examined that affect entrepreneurs and hinder them from realizing their objectives and goals for successful economic performance in the region are examined. This study addressed the following objectives:

- (a) To identify existing village tourist centres and related tourist resources in the region.
- (b) To determine the nature of existing linkages between village tourist centres and the formal hotel industry and examine linkages with other sectors of the economy.
- (c) To assess the participation of the local people in the ownership and management of the village tourist centres.
- (d) To analyze the problems and constraints hindering the performance of the village tourist centres in the region.

In the study, four null hypotheses (H_0) were formulated and tested.

These are: (a) There is no significant relationship between the number of local people employed and the number of village tourist centres in the region (b) There is no significant relationship

between the ownership and management of the village tourist centres and the amount of income obtained by the local people (c) There are no significant linkages between the village tourist centres and the formal hotel industry (d) Village tourist centres in the coast region are evenly distributed. The null hypotheses were tested using different statistical methods and the results are presented in the research findings. Other important findings revealed by this study and not related to the formulated hypotheses are also discussed.

6.1 RESEARCH FINDINGS

Research revealed that there existed a significant relationship between the number of employees and the number of village tourist centres in the clusters. Statistics, however, indicated that the amount of income accruing to the centres determined the number of people the centres employed. Thus, the amount of income flowing to the centres from their clients was a stronger factor in determining the number of employees, rather than the number of centres in the region.

Statistical computations revealed that a significant relationship existed between local ownership of village tourist centres and the amount of income the local people obtained from the centres as shown by the Multiple R of 68.0 percent which is statistically positive. The results also revealed that ownership had a significantly low correlation with income, but that the number of clients visiting the centres was a stronger determining factor of the amount of income the local people obtained from the centres.

This study revealed that the centres were locally founded, hence, local ownership levels were very high. Although ownership was not exclusively restricted to the local people but was also distributed among other Kenyans, the management of the centres was in the hands of the local

people. Individual ownership accelerated the emergence of local capitalists who however, failed to share their surpluses with their employees. However, village tourist centres gave the locals an opportunity to participate effectively in the sector through employment and other related economic activities. Incomes accruing to the centres are generally low, resulting in low remuneration, hence leading to low contribution to the development of the region. Despite the low salaries, however, the people were able to meet their basic needs and the life of the poor majority improved.

Findings from this study revealed that strong linkages existed between the village tourist centres and the formal hotel industry. The linkages revealed in this study are: (a) economic linkages, i.e, funding and establishment of centres (b) provision of equipment (c) provision of skilled personnel (d) provision of employment for graduates from the centres (e) provision of markets for products made in the centres (f) accommodations for clients in hotels (g) payments for performances. Linkages pointed toward a prospective dependency in terms of funding, employment, leisure and entertainment and marketing. It is through these linkages that the performance of the village centres has been strengthened, and the hotels have benefited by the proximity of local products at reasonable prices. Economic linkages with related sectors of the economy, especially with the local residents, were found to be strong and their existence was appreciated since they were beneficial and uplifted the economic status of the local people through employment and purchase of local products.

The Location Quotient Index (LQ) was applied in this study to determine the concentration of tourism activities in the region. Its purpose was to justify the reasons for the establishment of the village centres. A high LQ index of 1.74 showed that the region had more than its share of

employees since it was the dominant activity in the region. The region also portrays a great potential for the development of village tourist centres since cultural resources are abundant and a major attraction to tourists. One problem that held the sector back and hindered its development was lack of finances and an inadequate government policy which only favoured the formal sector and failed to protect local entrepreneurs.

The discussion on locational factors and the distribution of village tourist centres in the coast region revealed that some of the locational theories conformed with the motivational factors expressed by entrepreneurs and were influential in the choice of the present geographical location of village centres. The entrepreneurs pointed out that several factors strongly influenced their decision in the establishment of the village centres. These are: (a) income generation (b) creation of employment (c) diversification of tourism product (d) conservation of culture (e) integrating the local people in the tourism industry. Analysis of factors and motives for the establishment of the centres revealed that the personal decisions, initiative and spirit of the local people and the desire to generate income and create employment were solely the result of the current distribution pattern which dominated the region. The scattering of points in a large area projected a dispersal distribution trend of village centres tending to linearity due to the presence of hotels as illustrated by Figure 4.1. It is deduced that a strong relationship between the two sectors exists, which began in the 1960's when the impact of tourism at the coast was first felt. Figures 4.1 and 4.2 present comparative data on the stages of development of the hotels and the village tourist centres from 1960 to 1999. Tests related to the distribution of the centres were subjected to the Nearest Neighbour Analysis and the Z-score. The results revealed that the region had a high R_n index above the maximum of 2.15 and a high Z-score of 9.39 above the maximum 3.9. As a result, the null hypothesis stating that " Village tourist centres in the coast

region are evenly distributed” was rejected at 95% significance level and the alternative accepted.

Findings showed that village tourist centres offer unique tourist facilities and services. These were: traditional homesteads representing a cross-section of most Kenyan communities architectural designs, as well as bead, sisal, palm, African printed cloth and wood works. Other attractions were a sugar-cane plantation and African dishes. Fishing and rafting are also important attractions, although they are limited to a few centres. Entertainment is presented by different dancing troupes, including traditional rituals within the "Kaya" premises. These attractions were rated against the following criteria and the following results were obtained: (a) Excellent (b) Very good (c) Good (d) Satisfactory (e) Unsatisfactory. The highest response came from tourists (71.4 %), hoteliers (41.4%) and tour operators (19.0%). The hoteliers (41.4 %) and tour operators (19.0%) found the facilities very good. Some of the tour operators (23.8%), tourists (14.3%) and hoteliers (6.9%) found the facilities excellent. Most tour operators and the hoteliers suggested that the hut designed structures be improved but their authenticity be retained. This tallied with field observation which revealed that most of the facilities, services and all the items sold to the tourists retained their original form, thus making them very attractive to tourists.

This study revealed that most village tourist centres were visited mainly for the purpose of seeing the dances and viewing the traditional structural designs. This gave local and foreign tourists an opportunity to take photographs. Tourists' itineraries, however, allocated little time for visits to tourist centres, which denied them a chance to interact with the local people and to appreciate what the centres offered.

The study revealed the following contributions of village centres to regional economic development: (a) employment creation (b) income generation (c) marketing of products (d) participation of local people in ownership (e) promotion of tourism (f) attraction of foreign exchange (g) conservation of culture-ecotourism (h) infrastructural development. Although the centres do not realize large amounts of income, they provide employment as well as an alternative means of livelihood for many local people who would otherwise have no source of income.

Problems that entrepreneurs faced in their operations which hindered village tourist centres from realizing their goals and objectives are linked to the following: (a) lack of funds (b) lack of protective government policy (c) competition (d) exploitation (e) lack of skills, expertise and training (f) declining number of clients (g) lack of marketing strategies (h) lack of tourism education (i) poor infrastructure. Government financial support (8.3%) was minimal and was insufficient to cope with the demands facing local investors. In view of these problems, entrepreneurs recommend that comprehensive planning and policies be formulated and be enforced by the government in order to revamp the sector.

62 CONCLUSIONS

The study found that tourism had a catalytic impact on the economy of the region with regard to the generation of income and creation of employment. The establishment of village centres was closely linked to the rapid development of hotels between 1980 and 1990. The major factors that motivated entrepreneurs to locate the centres were income and employment. This fact was demonstrated by the number of local employees working in the centres.

The study revealed that village centres offered a unique attraction to both local and foreign tourists and could be an effective tool for rural development. Although the centres played a relatively smaller part in the regional economy, they stimulated the growth of other sectors of the economy which led to the general growth of the region.

Results from Multiple Regression and Correlation Analysis revealed that the number of people employed in the centres was determined by the amount of income accruing to the centres from tourist expenditures. Other variables such as the number of village tourist centres in the region showed a weak correlation with the number of employees. Hence, it was not a very strong factor in determining the number of employees in the centres. On the other hand, the number of clients visiting the centres was to a certain degree the most significant factor in determining the amount of income obtained by the local people from the centres per month. Statistics also showed that there was a high proportion of local ownership in the region. There was, however, on the one hand a low correlation between ownership and the income local people obtained, while on the other hand the amount of income that accrued to the centres was related to a significant degree to the number of clients visiting the centres.

The analysis of linkages revealed that strong and enduring relationship existed between the hotels and the village tourist centres. The relationship exhibited was symbiotic characterized by the provision of clients, accommodation, transport, skilled personnel, entertainment and cultural education. These linkages played a crucial role in providing employment, creating opportunities for local participation, while the local people contributed by conserving cultural knowledge and community identity.

The study established that village centres have effectively stimulated the economy of the region due to the authenticity, uniqueness and quality appeal they offer to tourists. Despite the important role the centres play in the region, their impact on regional economy was not strongly felt. This was attributed to the following problems which hindered village centres from realizing their goals and objectives: lack of funds, marketing, competition, exploitation, lack of skills, expertise and training, declining number of tourists, lack of tourist education and poor infrastructure.

6.3 RECOMMENDATIONS

(i) To Government Planners and Policy Makers.

From this study, planning and policy issues regarding village centres' operations need to be addressed since culture is a major factor and one of the major tourist attractions at the coast.

Some of the recommendations include:

- ◆ There is need for the government to create avenues for local people to gain access to financial assistance by including them in the loaning system which would enable them to acquire funds to invest and to expand their businesses. Government support in other areas would include training of entrepreneurs in managerial skills. Policy planners should target entrepreneurs who show signs of success in their operations and are aware of marketing opportunities in the sector. Entrepreneurs could be identified by the Ministry of Tourism since they deal closely with them. In this way, the government will ensure that training is given to the right personnel.

- ◆ Government assistance is needed in marketing village centres as tourist products since they have till now relied on individual promotion with minimal result. This research recommends that public awareness be raised through mass media and literature, in order to highlight, along the beaches and wildlife the importance of village centres as tourist attractions. The awareness campaign should target both the domestic and international clientele. In order to encourage tourism at the cultural level, the local populace needs to be educated about the economic importance of tourism, to foster greater participation in local festivities and create opportunities for tourists to take photographs during such events. This will open opportunities for competition with other tourist products in the region.

- ◆ The government should develop well defined policies that provide entrepreneurial protection from middlemen and exploiters in the major industry. Through such measures the local people will be able to improve their operations: left on their own or at the mercy of the dominating foreign industry, their enthusiasm will be stifled.

- ◆ To maximize profits from cultural attractions, the upkeep of original customs and the authenticity of traditions of tribes, artistic and folkloric displays, publication of a calendar of events and its distribution to market sources should be encouraged at all cost. This will attract tourists to the villages and town markets in the interior and will encourage the production and sale of local handicrafts.

- ◆ Land use planning is important in order to regulate uncontrolled and comprehensive physical spatial planning of village centres. Planning will indicate the location which will be accompanied by proper infrastructural management. The government should ensure that facilities and services offered to clients are satisfying the tourist demand and meet

government standards. Cultural values and community identity should receive greater emphasis in the planning process rather than centering only on economic variables.

- ◆ Tourist Resource exploitation in the region should favour the local people since they are the main stakeholders of the resources and are committed to the protection of the environment and to eco-tourism goals and objectives.
- ◆ Control of issuance of licences to operate hotel boutiques should allow a free and competitive market for local entrepreneurs.
- ◆ In order to harmonize tourism operations, the industry should form a body to coordinate all informal tourist activities. This would create a platform where all stakeholders could address their problems and issues of interest together. This body's task would be to fix standardized fees for all village centres and organize seminars which would bring together both the formal and the informal sectors of the industry.
- ◆ The government should ensure that adequate security is provided in the region by strengthening the police force in order to eradicate crime. This study recommends that an independent tourism police force be established and be well equipped with skills pertaining to tourism laws. The force could be under KWS or under the umbrella of the Ministry of Tourism and could collaborate with all the stakeholders in the tourism industry.
- ◆ The existence of some linkages between related tourism sectors is an indication that strengthening linkages between agriculture and the local infrastructure would strengthen the

regional multiplier. The government should commit revenue to facilitate the reorganization of the infrastructure which is at present a major hindrance to the performance of the village centres and the tourism industry as a whole.

(ii) **To Scholars**

Scholars in the tourism field will find the information given in the form of maps, statistical tables and figures useful in providing new information and data for reference purposes. The new maps reveal the relationship between the hotels and village tourist centres, while tables and figures provide explanations for the existing linkages in different sectors within the tourism industry.

The use of the Location Quotient in this study provides an alternative to the use of percentages and at the same time enriches tourism language. The application of the Nearest Neighbour Analysis can be used in studies related to distributions of other phenomenon including that of natural and cultural resources in any region, which would assist planners within the industry.

6.4 **AREAS FOR FURTHER RESEARCH**

This study has been exclusively concerned with the operations of village centres in the coast region, however, studies could be carried out in other regions of Kenya in order to point out opportunities to local investors and encourage local participation in the tourism industry.

Continual research in this area in view of building and compiling current data is important, hence, the need to gather relevant data which will assist in the development of the sector. A number of areas, however, remain unexplored and it could be of interest to researchers to

examine the role of women in decision making, since gender imbalance is a common phenomenon in other sectors and even in tourism itself.

Village centres are an expression of past history and portray a community's identity. Therefore, research based on the structural harmony of ethnic communities as satisfying visitors' interest could reveal how different communities might integrate their cultural values to build a wholesome and attractive tourist product.

6.5 CONTRIBUTION OF THE STUDY

This study focuses on the area of recreational tourism which is a major aspect of Economic Geography. The study highlighted some useful tourism models, such as the tourist flow model, origin-destination, structural and evolutionary models which can foster the growth of tourism in Kenya and other developing countries.

The use of the Location Quotient to establish the concentration of tourism in the coast is another important aspect of this study. The inclusion of the Nearest Neighbour Analysis in tourism studies contributes new knowledge. This study is an important contribution since it is more analytical than most past studies.

The conceptual model fits in explaining the relationships and linkages existing between different tourism sectors. The scholarly literature used in this study is helpful in updating some of the present outdated materials. Research revealed new data on levels of employment, ownership, organization management of the centres, sources of funding and the general performance of village centres which heretofore were lacking

New maps depicting the location and distribution of village centres and their close relationship to the hotels could be useful to planners in fostering new developments of the industry. Much of the data in the form of statistical tables, graphs, charts and photographs are original in nature and can contribute to the economic data bank resource as reference for researchers and scholars. The topic of this study is new since little or no research has been done on this area, hence, its contribution is very significant in encouraging the development of new tourist facilities.

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APPENDICES

APPENDIX 1 QUESTIONNAIRE FOR TOURISTS

(Please tick where appropriate)

1. Nationality-----

2. Age

(1) Below 30 []

(2) 30-35 []

(3) 35-40 []

(4) 40-45 []

(5) 45-55 []

(6) 55-60 []

(7) >70. []

3. Sex

[1] Male [] [2] Female []

4. Marital status

[1] Married [] [2] Single []

5. Specify your Occupation

[a] -----

[b] -----

[c] -----

6. Indicate place of resident while at the coast

[1] Hotel [] [2] Cottage []

[3] Others (Specify)-----

7. Have you visited Any Village Tourist Centre?

[1] Yes [] [2] No []

8. Services/Performances offered
- [1] African Art and Jewellery, Dances/Rituals, Food, Kayas, Animals
- [2] Some of the Above
- [3] Others (Specify) _____
9. Estimate Money Spent/Willing to Spend in Village Centres?
- [1] Below Kshs. 600
- [2] Above Kshs. 600-1000
- [3] 1000-3000
- [4] Unlimited.
10. Means of Travel to Village Tourist Centres?
- [1] Walking
- [2] Bicycle/Motor-Bike
- [3] Organized Tour by Hotel
- [4] organized by Tour Company/Guide
- [5] Others [Taxi]
12. Use the table of criteria to assessment the facilities, services and the performance offered in village tourist centre
- (i) Excellent (ii) Very Good
- (iii) Good (iv) Satisfactory
13. Suggestions on how to make these centres more attractive?
- _____
- _____

Thank you for your cooperation.

APPENDIX II

QUESTIONNAIRE FOR VILLAGE TOURIST CENTRES

(Please tick where appropriate)

1. Name of the centre _____
2. Name of owner _____
3. Ownership of establishment (tick one)
 - (a) Foreign []
 - (b) Local []
4. If local, state the place of origin by:
 - (i) District []
 - (ii) Division []
 - (iii) Location []
5. Date of establishment _____
6. Number of employces
 - (a) Foreigners [] (b) Local []
7. Number of visitors per month
 - (a) <50 []
 - (b) 50-100 []
 - (c) 100-200 []
 - (d) >200 []
8. Charges per person (Kshs)
 - (a) Kshs. 200-300 []
 - (b) Kshs. 300-500 []
 - (c) Kshs. >500 []
 - (d) None/Frec []

9. Give an estimate of your income per month
- (a) < Kshs. 20,000 []
- (b) Kshs. 20,000-100,000 []
- (c) Kshs. 100,000-200,000 []
- (d) > Kshs. 200,000 []
10. What facilities does the centre have?
- (a) _____
- (b) _____
- (c) _____
11. Where do your visitors come from?
- (a) _____
- (b) _____
- (c) _____
12. How do the visitors come to the centre? (Tick one)
- (a) On their own []
- (b) Through tour guides/travel agents []
- (c) Hotel organization []
- (d) Village tourism promotion/initiative []
- (e) Other (Specify) []
13. Reasons for the establishment of the village centre
- (a) _____
- (b) _____
- (c) _____
14. Sources of funding to establish and run the centre?
- (a) Government assistance []
- (b) Cooperative loan []
- (c) Family/friends []
- (d) Personal efforts []
- (e) Bank loan []
- (f) Others (specify) []
15. What relationship(s) exist between the centre and the hotels in this region?
- (a) _____
- (b) _____

16. In which ways does the centre benefit from the tourist facilities in the region?

(a) _____

(b) _____

17. Does the centre purchase local products?

Yes [] No []

18. If Yes, which ones?

	Product	Cost (kshs)
(a)	_____	_____
(b)	_____	_____
(c)	_____	_____

19. In which ways does the centre support development programmes in the region?

(a) _____

(b) _____

(c) _____

20. What problems do you face in your operations?

(a) _____

(b) _____

(c) _____

21. Suggestions on how to solve these problems?

(a) _____

(b) _____

(c) _____

Thank you for your cooperation

APPENDIX III

QUESTIONNAIRE FOR TOUR OPERATORS

(Please tick where appropriate)

1. Name of the firm _____
2. Name of the owner _____
3. Nationality
(a) Local [] (b) Foreign []
4. Ownership of firm
(a) Local []
(b) Non-local []
5. Date of Establishment [] [] [] []
6. Number employees
(a) Local []
(b) Non-local employees []
8. Average number of clients per month?
(a) < 100 { }
(b) 100-300 { }
(c) 300-500 { }
(d) >500 { }
9. Where do you get your clients from?
(i) Package tours from outside []
(ii) From hotels []
(iii) Individual demand []
(iv) Local arrangement with other firms []
(v) Others (specify) []

10. Income per month per month?
- (a) < Kshs. 5,000 []
- (b) Kshs. 5,000-10,000 []
- (c) Kshs. 10,000-15,000 []
- (d) > Kshs. 15,000 []
11. Do you benefit from the hotel industry in the region?
Yes [] No []
12. If yes, how?
- (a) _____
- (b) _____
- (c) _____
13. Estimate contributions made to local development projects? (Kshs)
- (a) Kshs. 500-1000 []
- (b) Kshs. 2000-3000 []
- (c) > Kshs. 3000 []
14. Identify (by name) the village tourist centres your clients visit in the region.
- (i) in Mombasa _____
- (ii) in Kwale _____
- (iii) in Kilifi _____
- (iv) In Malindi _____
15. Identify facilities and services in the above centres.
- (a) Traditional dances
- (b) Traditional African huts
- (c) African dishes
- (d) Art and Craft/African boutique
- (e) Animals, plants and birds
- (f) Rafting and fishing
- (g) Others/Specify

16. Use the table to assess facilities, services/performances offered in village centres.

- (i) Excellent []
- (ii) Very good []
- (iii) Good []
- (iv) Satisfactory []
- (v) Unsatisfactory []

17. Give suggestions on how the facilities and services can be improved.

- (a) _____
- (b) _____
- (c) _____

Thank you for your cooperation

APPENDIX IV

QUESTIONNAIRE FOR HOTELIERS

(Please tick where appropriate)

1. Name of the Hotel _____

2. Name of owner _____

3. Nationality of owner _____

4. Number of employees

(a) Foreign []

(b) Local []

5. Date of establishment [][][]

6. Average number of clients per month

(a) Below 100 []

(b) 100-200 []

(c) 200-300 []

(d) 300-400 []

(e) Above 500 []

7. Charges per person per day?

(a) Below Kshs. 2000 []

(b) Kshs. 2000-3000 []

(c) Above Kshs. 3000 []

8. Average amount of income per month/year

(a) < Kshs. 100,000 []

(b) Kshs. 100,000-500,0 []

(c) Kshs. 500,000-1,000,000 []

(d) Kshs. >1,000,000 []

9. Do you purchase products from the coastal region?

Yes [] No []

11. If Yes, please specify

	Products	Costs(kshs)
(a)	_____	_____
(b)	_____	_____
(c)	_____	_____
(d)	_____	_____
(e)	_____	_____

12. If No, please give reasons.

- (a) _____
- (b) _____

13. Give names of village tourist centres your clients visit in your in the region.

- (a) In Kwale _____
- (b) In Mombasa _____
- (c) In Kilifi _____
- (d) In Malindi _____

14. Using the table, assess the facilities, services and performances in these centres?

- | | | | |
|--------------------|-----|-------------------|-----|
| (i) Excellent | [] | (ii) Very good | [] |
| (iii) Good | [] | (iv) Satisfactory | [] |
| (v) Unsatisfactory | [] | (please tick) | |

15. Is there any existing relationship between the hotel and the village centres?

Yes [] No []

16. If yes, specify

- (a) _____
- (b) _____
- (c) _____

17. If No, why
- (a) _____
 - (b) _____
 - (c) _____

18. Does the hotel make any financial contribution to the development of these centres?
Yes [] No []

17. If yes, please specify
- (a) _____
 - (b) _____

18. Identify way(s) in which hotels contribute to local development?
- (a) _____
 - (b) _____
 - (c) _____

19. In your opinion, what role do the village tourist centres play in this region?
- (a) _____
 - (b) _____

20. Any suggestions on how to improve the village tourist centres in the region?
- (a) _____
 - (b) _____
 - (c) _____

Thank you for your cooperation

APPENDIX V

QUESTIONNAIRE FOR THE MINISTRY OF TOURISM OFFICIALS

1. Give a brief history of tourism status in the coast region

2. What is the average number of tourists in the region per month?

- (a) 10,000 [] (c) 30,000 [] (e) 50,000 []
(b) 20,000 [] (d) 40,000 [] (f) Above 50,000 []

3. What problems is the industry currently facing?

- (a) _____
(b) _____
(c) _____

4. Give name of village tourist centres existing in this region.

- (a) _____
(b) _____
(c) _____

5. How many of these are managed by the local people?

Total number []

6. What benefits are derived from these centres by the local people?

- (a) _____
(b) _____

7. What role do these centres play in regional development?

- (a) _____
(b) _____
(c) _____

8. What is the government stand in the promotion and development of these centres?
- (a) _____
- (b) _____
- (c) _____
9. What are some of the factors that led to the emergence of these centres in the region?
- (a) _____
- (b) _____
10. What role does the hotel industry play in the establishment of these centres?
- (a) _____
- (b) _____
- (c) _____
11. Identify some of the problems these centres face?
- (a) _____
- (b) _____
12. What suggestions can you offer in order to solve these problems?
- (a) _____
- (b) _____

Thank you for your cooperation.

APPENDIX VI

QUESTIONNAIRE FOR CURIO OPERATORS

1. Name of the business _____
2. Owner of the business _____
3. Nationality of the owner:
(a) Local []
(b) Non-local []
4. Date of establishment [] [] []
5. Number of local employees []
6. Number of non-local employees []
7. Identify items sold in your business
(a) _____
(b) _____
(c) _____
8. Indicate whether these items locally made or purchased from elsewhere
(a) Locally made []
(b) Purchased from elsewhere []
9. If from elsewhere, identify the location of the place and name of the establishment.
10. Where do your customers come from
(a) Hotels []
(b) Village Tourist Centres []
(c) Tour companies []
(d) Safari sellers []
(e) Walk-in individuals []
(f) Others []

11. Average number of customers

- (a) Below 50 []
- (b) 50-100 []
- (c) 100-200 []
- (d) 200-300 []
- (e) Above 300 []

12. Average income per month

- (a) Below Kshs. 5,000 []
- (b) 5000-10,000 []
- (c) 10,000-15,000 []
- (d) 15,000-20,000 []
- (e) Above Kshs. 20,000 []

13. Is there any existing relationship between this business and the hotels

Yes [] No []

14. If yes, briefly explain the type of relationship.

15. Source of initial capital to establish this business.

- (a) Bank loan []
- (b) Government Assistance []
- (d) Cooperative loan []
- (e) Family/friends []
- (f) Personal efforts []
- (g) Others/specify []

16. Does this business contribute to local development?

Yes [] No []

17. What percentage does the centre contribute to local development programmes?

- (a) Below 1000
- (b) 1000-5000
- (c) 5000-10,000
- (d) Above 10,000

18. Identify village tourist centres (cultural) within the locality of this business.
- (a) _____
- (b) _____
- (c) _____
19. Use the table to assess the facilities/services and performances offered in village centres
20. Is there any relationship between the tour company and the village centres?
21. If yes, identify the type of relationship.
- (a) Provide goods for sale in this business
- (b) Order goods from this business
- (c) Own the business/gave funds for establishment
- (d) Others-specify _____
22. What percentage (%) of the village centres is owned by (i) the local people in the region (ii) Local people and other Kenyans (iii) Local people and Kenyans (iv) People from other parts of Kenya (Kenyans) (v) Foreigners. Use the scale to show the level of ownership.
- (a) Below 20% []
- (b) 20-40% []
- (c) 50-60% []
- (d) 60-100% []
23. Do centres make a significant contribution to the development of this region?
- Yes [] No []
24. If yes, how?
- _____
- _____
25. Should be more of these centres be established and why? Give your own views.
- _____
- _____
26. In your own opinion are these centres well equipped?
- Yes [] No []

27. If no, give suggestions on how they could be improved

28. What problems do you face in your business?

- (a) _____
- (b) _____

29. Suggest how these problems can be solved.

- (a) _____
- (b) _____
- (c) _____

Thank you for your cooperation

APPENDIX VII

QUESTIONNAIRE FOR LOCAL RESIDENTS

1. Name _____
2. Age _____
3. Sex Male [] Female []
4. Marital Status Single [] Married []
5. Occupation _____
6. Place of resident _____
7. Identify (Give names) the nearest village tourist centres in your locality.
 - (a) _____
 - (b) _____
 - (c) _____
 - (d) _____
8. Who owns the village centres you have identified?
 - (a) Local people []
 - (b) People from other parts of Kenya []
 - (c) Local people & Kenyans []
 - (d) Foreigners []
 - (e) Others-specify []
9. How do the local people participate in:
 - (i) The establishment of village tourist centres? Give your opinion.
 - (a) _____
 - (b) _____
 - (c) _____
 - (ii) Using the percentages below identify the level of ownership of village centres
 - (i) Local People
 - (ii) Local people and other Kenyans
 - (iii) People from other parts of Kenya.
 - (iv) Foreigners.
 - (a) <20% [] (b) 20-40% []
 - (c) 40-60% [] (d) 60-100% []

(iii) How do the local people participate in the management of village tourist centres?

(a) _____

(b) _____

(c) _____

10. Who are the main clients in the village centres?

(a) Foreign tourist []

(b) Local Kenyans []

(c) The coast people []

11. Do these centres purchase local products?

Yes [] No []

12. If yes, please specify the type of products purchased

(a) _____

(b) _____

(c) _____

13. If no, specify where they purchase from

(a) _____

(b) _____

(c) _____

14. Identify ways in which village centres benefit the local people

(a) _____

(b) _____

(c) _____

15. How do the village centres contribute to the development of the following projects.

- (a) Water _____

- (b) Roads _____

- (c) Hospitals _____

- (d) Schools _____

16. In your opinion, should more of these centres be established?

Yes [] No []

17. If yes, give your views

- (a) _____
- (b) _____
- (c) _____

18. If no, give reasons

- (a) _____
- (b) _____
- (c) _____

19. What are some of the problems do village tourist centres experience in your locality/region?

- (a) _____
- (b) _____
- (c) _____

20. Give suggestions on how these problems can be addressed

- (a) _____
- (b) _____
- (c) _____

Thank you for your cooperation

**Criteria Guiding Respondents in Assessing Facilities and Services in
Village Tourist Centres**

ASSESSMENT OF FACILITIES	TYPE OF FACILITIES
EXCELLENT	Accommodation with lodging facilities, a restaurant, traditional architectural designs (makuti huts), traditional homestead, traditional/cultural troupe with proper costumes, water, light, telephone, etc., cultural artifacts, proper management.
VERY GOOD	Restaurant, traditional architectural designs (makuti huts), traditional/cultural troupe, with proper costumes, water, light, telephone, cultural artifacts.
GOOD	Traditional architectural designs, homestead, traditional/cultural troupes with proper costumes. Absence of facilities such as light, telephone, etc.
SATISFACTORY	A well organised cultural dancing troupe which has a common meeting place where it practices for performance in the hotels.
Unsatisfactory	Poorly organised groups with no particular meeting place for practice.

Source: Field Research (1999).

APPENDIX VIII

TESTING FOR SIGNIFICANCE

SOUTH-COAST CLUSTER

Computation of R_n Value

$$\text{Area} = 161$$

$$\text{Number of Points} = 73$$

$$N = 8$$

$$\text{Distance observed} = D_{\text{obs}}$$

$$\text{Density} = d$$

$$D_{\text{obs}} = \text{Distance}/N$$

$$D_{\text{obs}} = 73/8 = 9.125$$

$$\text{Density } (d) = 8/161 = 0.0496894$$

$$r_e = 1/2 \cdot d$$

$$= 1/2 \cdot 0.0496894$$

$$= 2.2430476$$

$$R_n = D_{\text{obs}}/r_e$$

$$= 9.125/2.2430476$$

$$= 4.068$$

$$R_n = 4.1$$

Testing the significance using Z Score

$$Z = D_{\text{obs}} - r_e / S_{r_e}$$

$$= 9.125 - 2.243 / 0.41$$

$$Z = 16.78$$

APPENDIX IX

NORTH COAST CLUSTER

$$\text{Area} = 532 \text{ in Sq. Km.}$$

$$N = 6 \text{ (Number of points)}$$

$$\text{Total Number of points} = 84$$

$$D_{\text{obs}} = \text{Distance} / N \text{ (} D_{\text{obs}} \text{ is mean distance observed)}$$

$$= 84/6 = 14$$

$$\text{Density} = N/A \text{ (density is denoted by } d)$$

$$= 6/532$$

$$= 0.0112781$$

$$r_e = 1/2.d \text{ (} r_e \text{ = Expected mean of a random distribution)}$$

$$= 4.7081732$$

$$R_n = D_{\text{obs}}/r_e$$

$$= 14/4.7081732$$

$$R_n = 2.97$$

$$\text{Z-Score} = D_{\text{obs}} - r_e / S_{r_e}$$

$$= 14 - 4.7081732 / 1.0$$

$$Z = 9.29$$

APPENDIX X

MOMBASA CLUSTER

$$\text{Distance} = 53$$

$$N = 7$$

$$\text{Area} = 218$$

$$D_{\text{obs}} = 52/6$$

$$D_{\text{obs}} = 8.7$$

$$\text{Density N/A} = 6/218$$

$$d = 0.03$$

$$r_e = 1/2.d = 1/2.0.03$$

$$r_e = 2.8571428$$

$$R_n = D_{\text{obs}}/r_e$$

$$8.7/2.9 = 3.0$$

$$R_n = 3.0$$

$$Z\text{-Score} = D_{\text{obs}} - r_e/S_{re}$$

$$Z = 8.7 - 2.8571428$$

$$Z = 3.69$$

APPENDIX XI

R OUTPUT 1

Multiple R	.55674
R ²	.30885
Adjusted R ²	.28501
Standard Error	.41867

Analysis of the Variance

	DF	Sum of Squares	Mean Squares
Regression	1	2.27151	2.27151
Residual	29	5.08333	.17529

F = 12.85875 Sig. F = .0012

Variables in the Equation	B	SE B	BETA	T	Sig. T
V4	.541667	.150470	.555738	3.600	.0012
Constant	.125000	.104668		1.124	.2421

Variables not in the Equation	Beta	In Patial	Min Toler	T	Sig. T
V2	-.007258	-.008127	.866464	-.043	.9660
V3	.170113	.2014627	.970956	1.089	.2853
V5	.259762	.177555	.322917	.955	.3479
V6	.238234	.2829562	.974982	1.561	.1297

End Block 1 Pin = .050 Limits reached.

APPENDIX XII

R OUTPUT 2

Multiple R	.82842
R ²	.68627
Adjusted R ²	.67582
Standard Error	.28868

Analysis of Variance

	DF	Sum of Squares	Mean Squares
Regression	1	5.46875	5.46875
Residual	30	2.5000	.08333

F = 65.62500 Sign. F = 0.0000

Variable in the Equation	B	SB	BETA	T	Sig. T
V5	.833333	.102269	.822417	8.101	.0000
Constant	1.0403E	-16.077152	.000		1.0000

Variables not in the Equation

Variable	Beta	In	Partial	Min Toler	T	Sig T
V3	-.026188		-.045601	.951233	-.246	.8075
V2	-.056181		-.93034	.860301	-.503	.6186
V6	.044289		.078019	.973545	.421	.6765

End Block Number 1 Pin = 0.50 Limits reached.

APPENDIX XIII

HOTELS CLASSIFICATION

COAST PROVINCE:

Name of Hotel	District	Number of Beds	Star Rate
Five Star			
Serena Beach	Mombasa	344	*****
Paradise Beach	Mombasa	308	*****
Nyali Beach	Mombasa	413	*****
Inter-Continental	Mombasa	360	*****
Dolphin Hotel	Mombasa	224	*****
Mombasa Beach	Mombasa	302	*****
Shanzu Beach	Mombasa	238	*****
Silver Star	Mombasa	246	*****
Flamingo Beach	Mombasa	274	*****
Whitesands Hotel	Mombasa	652	*****
Hemmingways Hotel	Kilifi	156	*****
Leisure Lodge Club	Kwale	280	*****
Leopard Beach	Kwale	320	*****
KazKazi Hotel	Kwale	386	*****
Golden Beach	Kwale	304	*****
Diani Reef	Kwale	600	*****
Neptune Paradise	Kwale	184	*****
Four Star			
Sun 'N' Sand Beach	Kilifi	600	****
Silversand Villas	Kilifi	60	****
Tropical Village	Malindi	216	****
Turtle Bay Beach	Malindi	300	****
Eden Rock Hotel	Malindi	304	****
Watamu Beach	Malindi	278	****
Safari Beach	Mombasa	418	****
Plaza Beach	Mombasa	176	****
Silver Beach	Mombasa	224	****
Palm Beach	Mombasa	400	****
Bahari Beach	Mombasa	198	****
Severin Sea Lodge	Mombasa	390	****
Africana Sea Lodge	Kwale	332	****
Jadini Beach	"	320	****
Reef Hotel	"	348	****
Coral Beach	"	400	****
Traveller's Beach	"	460	****
Leisure Lodge	Kwale	226	****
Robinson Baobab Club	"	300	****
Two Fishes hotel	"	200	****
Indian Ocean B. Club	"	398	****
Ocean Village Club	"	132	****

Southern Palm	B. Resort "	600	****
Blue Bay Village	Malindi	-	****

Three Star

Castle Hotel	Mombasa	112	***
Kenya Beach	"	200	***
Giriama Beach	"	144	***
Outrigger Hotel	"	90	***
Shanzu Village	"	62	***
Osyster Bay Beach	"	130	***
Manor Hotel	"	108	***
Bamburi Beach	"	300	***
Oceanic Hotel	"	200	***
Neptune Beach	"	156	***
Le 'solcil B. Resort	Kilifi	140	***
Bougan Village	Malindi	120	***
Blue Marlin Hotel	"	282	***
Blue Bay Beach	"	180	***
Lawfords hotel	"	320	***
African Dream Village	"	130	***
Mnarani Hotel	Kilifi	180	***
Whispering Palms	"	300	***
Palm Tree club	Malindi	34	***
Kivulini Village Beach	"	72	***
Temple Point	"	170	***
Scopio Villas	Kilifi	80	***
Diani Sea Lodge	Kwale	330	***
Diani Beach Cottages	"	62	***
Black Marlin Hotel	"	144	***
Lagoon Reef	"	228	***
Lamu Palace	Lamu	46	***
Baobab Holiday Resort	Mombasa	118	***
Fisherman's Leisure Inn	"	68	***
Baobab Lodge	Kilifi	56	***

Two Star

Sapphire Hotel	Mombasa	110	**
Ocean View Beach	"	216	**
Shelly Beach Hotel	"	266	**
Hotel Hermes Ltd	"	38	**
Lotus Hotel	"	30	**
Piccolo Beach Hotel	"	80	**
Baracuda Inn	Malindi	128	**
White Elephant Sea L.	"	85	**
Coconut Village	"	72	**
Driftwood club	"	70	**
Yatch Club Mnarani	Kilifi	164	**
Trade Winds hotel	Kwale	206	**
Seascapes Beach Villas	"	96	**
Neptune Village	"	184	**

One Star

Shimo la Tewa	Mombasa	180	*
Hotel Splendid	"	72	*

Ocean Sports Ltd	Malindi	60	*
Shimoni Reef Fishing C.	Kwale	32	*
Kiwayu Safari Village	Lamu	40	*
Pettley's Inn	Lamu	22	*
Stone House Hotel	Lamu	31	*
Challa Hotel	T/Taveta	60	*