DETERMINANTS OF PERFORMANCE OF THE TOURISM
INDUSTRY IN KENYA: A CASE OF KAKAMEGA COUNTY

BY
DARACHA DICK KIVEU

A research project submitted in partial fulfilment of the requirement for
the award of the degree of Master of Arts in project planning and
management

UNIVERSITY OF NAIROBI

2013
DECLARATION

This research project is my original work and has not been presented for the award of any degree in any other university.

____________________  ____________________
Daracha Dick Kiveu       Date
(L50/70057/2011)

This research project has been submitted for examination with my approval as University Supervisor.

____________________  ____________________
Mr Murunga Anthony       Date
University Supervisor
Lecturer Department of Extramural Studies
University of Nairobi
DEDICATION

I dedicate this document to my, wife Laura Ayieko Kiveu, our daughter Keyshia Khalili Kiveu and our new born Son Cruz Daracha Kiveu for their love and encouragement that led to the completion of this report.
ACKNOWLEDGEMENT

I would like to acknowledge the University of Nairobi for giving me a conducive environment, which has made it possible for me to carry out my studies successfully. I sincerely give my gratitude to my able supervisor Mr Anthony Murunga for his mature criticism, motivation and intellectual guidance, which enabled the writing of this research project proposal possible.

My appreciation goes to the resident lecturer, Dr John Mbugua who successfully coordinated all programmes at the Kakamega Extra Mural Centre annd Bungoma Sub-Centre. My gratitude also goes to assistants Mr Issah Shamir and Vincent Marani for their effective coordination of operations at the Bungoma Sub-Centre.

My recognition also goes to my 2013 M.A.P.P.M fellow course mates who have always been there for me when I required them and to my colleague William Koiyu for providing me with the relevant reading materials on the subject of study and his valuable input.

I appreciate the tour guides, hotel managers and tourist officers from Kakamega county who responded well to make data collection possible.

I recognize the great work of typesetting, proof reading and corrections done by my wife Laura Mukolwe who tirelessly ensured the entire document is reasonable and presentable.

A lot of thanks goes to my father, Richard Godfrey Daracha and my mother Roselyn Nabututu Daracha, for their moral support during my research. Thanks to my brothers, Simon Godfrey Daracha, Thomas Khaemba Daracha and Philip Sambu Daracha for encouraging me to soldier on when I almost gave up.
TABLE OF CONTENTS

DECLARATION ............................................................................................................. i
DEDICATION ............................................................................................................. ii
ACKNOWLEDGEMENT ............................................................................................. iii
TABLE OF CONTENTS ............................................................................................. iv
LIST OF FIGURES ................................................................................................... vi
LIST OF TABLES ..................................................................................................... vii
ABBREVIATIONS AND ACRONYMS ..................................................................... viii
ABSTRACT ............................................................................................................... ix
CHAPTER ONE ........................................................................................................ 1
INTRODUCTION ....................................................................................................... 1
1.1. Background to the study .................................................................................. 1
1.2. Statement of the problem ................................................................................ 4
1.3. Purpose of the study ...................................................................................... 6
1.4. Objectives of the study .................................................................................. 7
1.5. Research questions ....................................................................................... 7
1.6. Significance of the study ................................................................................ 7
1.7. Basic assumption of the study ...................................................................... 8
1.8. Limitation of the study .................................................................................. 8
1.9. Delimitation of the study .............................................................................. 8
1.10. Definition of significant terms used in the study ...................................... 9
1.11. Organisation of the study .......................................................................... 9

CHAPTER TWO ....................................................................................................... 11
LITERATURE REVIEW ............................................................................................. 11
2.1. Introduction ................................................................................................... 11
2.2. State of Roads on Performance of the Tourism Industry .............................. 11
2.3. State of Airport on performance of the Tourism Industry ......................... 16
2.4. Standard of Hotels on performance of the Tourism Industry .................... 18
2.5. Entrepreneurial skills on the Performance of the Tourism Industry .......... 23
2.7. Conceptual Framework .............................................................................. 25
2.9. Political Instability on the performance of the Tourism Industry .............. 29
2.10. Natural calamities on the performance of the Tourism Industry .............. 30
2.11. Summary .................................................................................................... 31
2.12. Gaps identified in the study ...................................................................... 32

CHAPTER THREE ................................................................................................... 33
RESEARCH METHODOLOGY ............................................................................... 33
3.1. Introduction ................................................................................................... 33
3.2. Research Design ......................................................................................... 33
3.3. Target Population ......................................................................................... 33
3.4. Sample Size and Sampling Procedure ....................................................... 34
3.5. Description of Research Instrument ............................................................ 34
3.5.1. Pilot Testing ............................................................................................ 35
3.5.2 Validity and Reliability of Instruments ................................................... 35
3.5.3 Data Collection Procedure ...................................................................... 36
3.6. Data Analysis Techniques ........................................................................................................ 37
3.7. Ethical Considerations ............................................................................................................... 38
3.8. Summary .................................................................................................................................. 39
CHAPTER FOUR ............................................................................................................................ 40
DATA ANALYSIS, PRESENTATION, INTERPRETAATION AND DISCUSSION ................. 40
4.1. Introduction ............................................................................................................................... 40
4.2. Questionnaire Return Rate ..................................................................................................... 40
4.3. Demographic Information of Respondents ........................................................................... 41
4.4. Themes of the study .................................................................................................................. 43
  4.4.1. State of Road on the Performance of the Tourism Industry ............................................. 43
  4.4.2. State of the airport on the performance of the tourism industry .................................... 45
  4.4.3. Standards of Hotels on the Performance of the Tourism Industry ................................ 45
  4.5. Influence of entrepreneurial skills on the performance of the tourism industry ............ 46
CHAPTER FIVE .............................................................................................................................. 47
SUMMARY OF FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATIONS 47
5.1. Introduction ............................................................................................................................... 47
5.2. Summary of the Findings ......................................................................................................... 47
  5.2.1. State of Roads on the Development of the Tourism Industry ........................................... 47
  5.2.2. State of the Airport on the Development of the Tourism Industry .................................. 48
  5.2.3. Standards of Hotels on the Performance of the Tourism Industry ................................ 49
  5.2.4. Entrepreneurial Skills on Performance of the Tourism Industry ................................... 50
5.3. Conclusion ............................................................................................................................... 51
5.4. Recommendations .................................................................................................................... 52
5.5. Suggestions for further Research ............................................................................................ 52
6.0. REFERENCES ......................................................................................................................... 54
APPENDICES ............................................................................................................................... 61
APPENDIX 1 ...................................................................................................................................... 61
  Letter of Transmittal .................................................................................................................... 61
  Questionnaire for Tour Guides In Kakamega County ................................................................. 62
APPENDIX 2 ...................................................................................................................................... 73
INTERVIEW SCHEDULE FOR TOURIST OFFICERS ............................................................... 73
APPENDIX 3 ...................................................................................................................................... 74
  Workplan ..................................................................................................................................... 74
  Budget ......................................................................................................................................... 75
LIST OF FIGURES

Figure 2.1: Conceptual framework ............................................................................. 26
LIST OF TABLES

Table 3.1: Methods of data analysis ................................................................. 38
Table 4.1: Questionnaire return rate ............................................................... 41
Table 4.2: Position of respondents ................................................................. 41
Table 4.3: Gender of respondents ................................................................. 41
Table 4.4: Age of respondents ....................................................................... 42
Table 4.5: Period in the tourism industry .......................................................... 42
Table 4.6: State of roads on the performance of the tourism industry .............. 43
Table 4.7: State of roads on the number of daily client ................................. 44
Table 4.8: State of Airport on Performance of Tourist Attractions .................. 45
Table 4.9: Hotel Ratings on Guest Average .................................................... 45
Table 4.10: Entrepreneurial Skills on Performance of the Tourism ................ 46.
# ABBREVIATIONS AND ACRONYMS

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTO</td>
<td>World Tourism Organisation</td>
</tr>
<tr>
<td>UN</td>
<td>United Nations</td>
</tr>
<tr>
<td>IMF</td>
<td>International Monetary Fund</td>
</tr>
<tr>
<td>KTB</td>
<td>Kenya Tourist Board</td>
</tr>
<tr>
<td>KWS</td>
<td>Kenya Wildlife Services</td>
</tr>
<tr>
<td>FD</td>
<td>Forest Department</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>UNDP</td>
<td>United Nations Environment Development Fund</td>
</tr>
<tr>
<td>GEF</td>
<td>Global Environment Facility</td>
</tr>
</tbody>
</table>
ABSTRACT
The tourism sector in Kenya is among the industries that largely depend on development of infrastructure because it is widely influenced by the international standards that are set by the World Tourism Organisation (WTO). These standards require a lot of infrastructural development and innovation in order to compete with other world destinations. Despite the fact that tourism has led to the development of infrastructure in most remote areas, the development scale is not yet enough. This study aimed at investigating the determinants of performance of the tourism industry in Kenya, a case of Kakamega county. The study was conducted in Kakamega County in the months of July and August 2013, as a representative sample of other regions. The objectives of this study were to determine the extent to which the state of roads influence the performance of the tourism industry in Kakamega County, to establish the level to which the state of the airport influences the performance of the tourism industry in Kakamega County, to investigate the influence of standard of hotels on the performance of the tourism industry in Kakamega County and to assessed how entrepreneurial skills influence the performance of the tourism industry in Kakamega County. The study used survey research design to solicit information. Questionnaires and interview schedules were used as tools for collecting primary data. Secondary data was collected from the internet as well as books, magazines and journals. The researcher employed cencus to select the respondents. The target population for this study was both male and female respondents and consisted of at least 60 respondents. This was generated from 3 tourist officers from the Ministry of tourism Western Circuit, 27 hotel managers from hotels in Kakamega County and 30 tour guides from Kakamega. The sample size therefore was 60 respondents. The above samples represented the total population. The collected data was analysed both qualitatively and quantitatively in order to achieve the desired aim of the study. Data analysis was done using the SPSS (Statistical Package for Social Sciences) computer software and descriptive statistics was done. Data was presented in tables and shown in percentages. The study established after analysis of the tested variables, the determinants of performance of the tourism industry, that the of the roads, state of the airport, standard rating of hotels, and lack of entrepreneurial skills in the Kakamega County were impeding factors to the performance of the tourism industry. The study makes specific recommendations on the area of transportation, hotel facilities and entrepreneurial skills. It also makes recommendations cutting across the areas. Among the recommendations, include: development of a proper government assessment of transportation within Kakamega County; Strengthening of the existing transportation networks, for instance through protecting tunnels against flooding; Accelerating the modernization of the hotel facilities and services in the area; involve the local community in tourist development initiatives in the region; establishing a new development fund for financing the construction, rehabilitation and the expansion of the road infrastructure by the county government; constructing an airport to facilitate the movement of visitors and link it with other tourist circuits in Kenya and providing relevant education to sharpen entrepreneurial skills.
CHAPTER ONE
INTRODUCTION

1.1. Background to the study

According to Moutinho (2011), tourism contributes to the economy in most developing nations. Various determinants form an integral part of the tourism package. For example, roads enhance accessibility of tourists to tourist attraction sites. Furthermore, Moutinho (2011) argues that, effective airports enable tourists to enjoy a comfortable journey from the plane into the destination country. Moreover, Mohanty (2008) asserts that advertisement and communication permits quick and low-priced communication between the origin country and destination thereby reducing uncertainty, fear and asymmetric information. On the same vein, Mohanty (2011) points out that other determinants such as wastewater and energy among others are also crucial to the provision of reliable services and thus enhance the attractiveness of the destination.

According to the United Nations (UN) conference (1992), tourism was identified to be a key contributor to the economy. The conference realized that effective management of tourism could lead to sustainable development. Moreover, the conference showed that Tourism has led to economic development. In addition, the conference pointed out that there has been social and ecological development in tourist destinations. Lastly, the conference cited tourism as an effective means of conserving the environment and natural resources. Furthermore, Smanta & Mohanty (2008), explain that governments across the world have been urged to embrace tourism because it appreciates culture, heritage and the natural environment. The study further adds that to a greater degree than most activities, tourism relies on a variety of infrastructure services. The study argues that, tourism thrives when there are airports, roads, railways, and ports besides infrastructure services include hotels, restaurants, shops, and recreation facilities.
Dwyer, Forsyth & Dwyer (2010) illustrate that information technology and communication systems are part of the infrastructure that enhances tourism in any region. Furthermore, the researchers point out that, tourists in the modern world want to connect with their relatives once they reach the destination, therefore, access to internet and mobile telephone network must be guaranteed in the region. Moreover, Dwyer, Forsyth & Dwyer (2010) explain that demand and supply based on tourism, as a product cannot be of success when information technology infrastructure is not provided. In addition, the researchers insist that other infrastructure examples such as accommodation facilities must be to the required standards to guarantee a fulfilling experience.

In Africa, various tourism bodies of the leading tourism destination countries like South Africa, Egypt, Tunisia, and Morocco assert that roads, communication, advertisement and various other determinants play a big role in tourism performance. Prideaux (2000) argues that a destination should be easy to get to and easy to get around. Most tourists, being citizens of developed countries, are accustomed to modern and efficient transport infrastructure, and they expect to experience in the destination country comforts similar to home, failing which they will seek alternative destinations. Telfer & Sharpley (2008) have acknowledged that service infrastructure is crucial to the tourism sector in Kenya as it determines whether there will be high tourist demand of the destination. The study further points out that service infrastructure forms part of the larger macro-environment of the destination. The researchers argue that poor infrastructure or lack of infrastructure and technology in a destination are visible and determining features that can affect a visitor’s trip experience. Moreover, Raina & Agarwal (2008) assert that some of the infrastructure required to attract tourists in a region include road and air transportation, good accommodation and hospitality services, water and power supply, information technology, and
communication channels. Furthermore, the researchers insist that tourists’ overall impression is enhanced after visiting a destination and determining that infrastructure is of the required standard. Jamieson W. (2010) points out that while there is no disagreement about the benefit of investing in roads in order to improve tourism events, there are many various outlooks on how this can best be achieved in any region. Moreover the researcher notes that Public sector and private sector are crucial to the development of infrastructure to promote tourism and that these key sectors of the economy understand how infrastructure can contribute to sustainable development of tourism industry. Finally, the researcher notes that the process of developing infrastructure, tourism will increase employment opportunities thus reducing poverty level in the country. Until recently most roads leading to tourism destinations in Kenya like Amboseli National Park, Meru National Park, Maasai Mara National Park and Tsavo National Park, were poor. A good example is Maasai Mara National Park. In the past, a trip to the Maasai Mara would be one jarring safari. The Mai Mahiu route was terrible, and from Narok onwards, there was no road worth mentioning. Neither the investors nor the tourists were amused. Return visits and referrals by tourists who had once visited were minimal. After the government invested in the roads, the number of tourists visiting Masai Mara increased tremendously. Whereas it took four hours from Nairobi to Narok, nowadays, the norm is two hours. More investment in road construction and improvements is still needed to increase the number even further. In addition there needs to be the development of effective signage, roadside rest areas and maps; also co-operative marketing between government and local businesses.

Visser (2008) adds that any government must ensure that transport systems are according to the standards in developed countries. In connection to that, Moutinho (2011) says that tourists will
be motivated to travel when there are tarmacked roads for easy access of destination. The researcher has also cited that tourism resorts as important attractors of tourism in Kenya, especially for the high-class segment. The study further illustrates that an important part of public infrastructure such as roads is necessary for enabling the construction of high quality resorts and that if this part is not present, then investors would be expected to incur infrastructure costs, thus increasing capital and operating costs of tourism development thereby decreasing competitiveness. Telfer & Sharpley (2008) further explain that tourism resorts are necessary in making any region attractive to tourists and that tourists would not want to reside in tourism resorts that have no electricity, no water supply and have poor internet connections.

The drive to improve airports and the facilities therein is also positive development for tourism in Kenya. Appropriate airport infrastructure is a basic requirement to attract reputable airline services. The poor state of the Kakamega airstrip has greatly affected international tourist arrivals in Kakamega County as some tourists prefer travelling by air to travelling by road. Gatimu (2007) explains that regions in Kenya that have not invested on infrastructure development cannot be on high demand in terms of tourism as a product. On the same vein Gatimu (2007) explains that Kakamega lacks effective infrastructure to attract tourism such as modern roads, an airport, communication, and world class hotels.

1.2. Statement of the problem

Studies have been done on determinants of performance of the tourism industry. The first type of studies makes use of surveys. Gearing (1974) study the case of Turkey as a destination and find, that infrastructure (comprising roads, Accommodation facilities, water, electricity, safety services, health services, communications, and public transportation) is a key determinant explaining arrivals. The second type of studies is based on the estimation of an international
tourism demand equation. A recent exception is Naude and Saayman (2004) who studied the determinants of tourism flows in the case of African countries using a-panel data regression approach. Applying cross-section ordinary least squares as well as static and dynamic panel data estimation, these authors identify political stability, personal safety, marketing efforts, and available infrastructure as important factors in addition to the classical usual factors in nearly all panel sets analyzed, namely aggregate arrivals, arrivals from America, Europe, and Africa, respectively. However, the measure of infrastructure used relates to tourism infrastructure exclusively.

Going by Kakamega County Facts and Details (Kenya Counties Updates 2013) the Poverty index of the county is 57% (Rural & Urban), age dependency Ratio: 100:101. The resources of the county are gold, arable land and forests. Tourist Attractions are Kakamega Forest, Caves, Crying Stone of Ilesi. The Financial Services are 5 Commercial Banks, 3 Micro-finance. The main economic activities/industries are large-scale sugarcane farming, mixed farming, commercial businesses, ‘boda- boda’ transport business. Despite of increasing importance, tourism has attracted relatively little attention in the literature in Kakamega County perspective. The available literature is either sector specific, relatively narrow or simply different. Little study that has been conducted on Kakamega rarely appears in the contemporary tourism literature. Therefore it is not exaggerated that a limited number of studies have been conducted in Kakamega perspective comparing with that of neighbouring countries and other developed countries. The potential for tourism in the Western Tourism Circuit was identified early in 1993 and 1994 during a JICA-funded study, which recorded total arrivals of 115,000 people. The survey indicated that the ideal length of stay in the region should be four nights. Recently, the region has seen a steady increase in the arrival of tourists. There were 4,500 visitors in Mt. Elgon
National Reserve in 2004, a 27 per cent increase from the previous year. The same year, Kakamega Forest, the only rain forest in East Africa, recorded 15,005 visitors 16 per cent of who were international tourists. The Nyanza Zone recorded rising business in 2004, with a total of 68,500 bed nights occupied during the year, a 34 per cent increase from the previous year. The latest statistics conducted in 2011 have indicated a 35,000 bed capacity in Kakamega Forest, a 125,089 bed capacity in Kisumu County and a 50,148 bed capacity in Mt Elgon National Reserve. From these statistics, it is clear that Kakamega National Reserve is still lagging behind compared to tourist attractions in Kisumu County and Mt Elgon National Reserve which calls for action. The development of tourism in Kakamega County, according to the JICA study, requires a long-term strategy to introduce a lush forest image and Kenya's tourism source markets. Various determinants including state of roads, state of airport, standard of hotels, and entrepreneurial skills need to be considered in the performance of the tourism industry in Kakamega County. It is, therefore, as a matter of urgency, necessary that a study be carried out to investigate whether the development of good infrastructure in Kakamega County will develop the tourism industry in this region and make it competitive. This study will brings out the intrinsic factors that have in one way or the other hindered the competitiveness of Kakamega County yet it is endowed by many attractions. The Kenyan government is doing minimal or no effort to address this issue. The study will also prompt the stakeholders and community based organisations to invest in the development of infrastructure in Kakamega County for development and making it a competitive tourism destination.

1.3. Purpose of the study

The purpose of this research was to assess the determinants of performance of the tourism industry in Kakamega County.
1.4. Objectives of the study

The study aimed at achieving the following objectives:

1. To determine the extent to which the state of roads influences the performance of the tourism industry in Kakamega County.
2. To establish the level to which the state of the airport influences the performance of the tourism industry in Kakamega County.
3. To investigate how the standards of hotels influence the performance of the tourism industry in Kakamega County.
4. To assess how entrepreneurial skills influence the performance of the tourism industry in Kakamega County.

1.5. Research questions

The study aimed at addressing the following research questions:

1. To what extent does the state of roads influence the performance of the tourism industry in Kakamega County?
2. To what level does the state of the airport influence the performance of the tourism industry in Kakamega County?
3. How does the standard of hotels influence the development of the tourism industry in Kakamega County?
4. How does entrepreneurial skills influence the performance of the tourism industry in Kakamega county?

1.6. Significance of the study

The study was expected to provide useful information that will be relevant to the government of Kenya for the improvement performance of the tourism industry in Kakamega County. The
findings of the study were generalised to other tourism sectors in Kenya that operate under similar structures. The study generated relevant literature that was be useful in this area of study.

1.7. Basic assumption of the study

The study was based on the following basic assumptions: first respondents will corporate throughout the study period. Secondly, they will give true and honest information to the research instruments used in data collection. Thirdly, the researcher will have enough time to carry out the study. Moreover, he will have enough finances to carry out the research. Finally, the weather condition will be conducive for the research to be carried out in time.

1.8. Limitation of the study

The study was affected by the following limitations: first, the respondents might not corporate throughout the study period. Secondly, the respondents might not give true and honest information to the research instruments used in data collection. Thirdly, the researcher might not have enough time to respond to the research instruments used in the data collection. Moreover, the researcher might not have enough finances to carry out the research. Finally, the weather condition might not be conducive for the research to be carried out in time.

1.9. Delimitation of the study

The study was basically concerned with investigating the determinants of performance of the tourism industry. The study restricted itself to the determinants of performance. The study was carried out in Kakamega County only. The research respondents included: Tourist officers from the Ministry of Tourism western circuit; hotel managers from Kakamega County; and tour guides from Kakamega County.
1.10. Definition of significant terms used in the study

**Determinants:** Factors that control what something will be.

**Performance:** The standard to which someone does something such as job or examination.

**Development:** It is the process of developing or being developed. Develop means to bring to a more advanced or effective state

**Tourism:** It is travel for recreational, leisure, or business purposes.

**Tourist:** People traveling to and staying in places outside their usual environment for not more than one consecutive year for recreation, leisure, business and other purposes.

**Road:** A road is an open way, usually surfaced with tarmac or concrete, providing passage from one place to another. Roads are usually used by vehicles

**Airport:** Any facility specially designed to accommodate the landing and taking off of aircraft. Many airports are also designed to accommodate the boarding of passengers.

**Hotel:** A commercial establishment providing lodging, meals, and other guest services.

**Infrastructure:** It is basic physical and organizational structures needed for the operation of a society or enterprise, or the services and facilities necessary for an economy to function. It can be generally defined as the set of interconnected structural elements that provide framework supporting an entire structure of development. The term typically refers to the technical structures that support a society, such as roads, bridges, airports, water supply, sewers, electrical grids, telecommunications and accommodation facilities such as hotels.

1.11. Organisation of the study

This study was organised such that the preliminary pages contained declaration, dedication, acknowledgement, abstract, and abbreviations and acronyms. Chapter one contains background
of the study, statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, basic assumptions of the study, limitations of the study, delimitations of the study, definition of terms and organization of the study. Chapter two contains literature review, conceptual frame work and theoretical framework while chapter three contains the research methodology and data analysis techniques. Chapter four is about data analysis and interpretation and chapter five contains discussion, conclusions and recommendations. The study concludes with references, appendices, and letter of transmittal questionnaires, interview schedules, work plan, and finally the budget.
CHAPTER TWO
LITERATURE REVIEW

2.1. Introduction

This chapter analyses various literature that have been written concerning the determinants of performance of the tourism industry. This chapter deals with determinants such as roads, airport, hotels and entrepreneurial skills. The chapter also provides reviewed literature on strategies put in place in to improve infrastructure. Other determinants of performance of the tourism industry such as government policies, political instability and harsh weather conditions have also been discussed in this chapter.

2.2. State of Roads on Performance of the Tourism Industry

According to Biehl (2009) it has long been recognized in the tourism literature that transportation is an important facilitator of travel and tourism. Many authors have conceptualized the relationship between tourism and transport in terms of accessibility (Inskeep, 1991; Gunn, 1994). Others have examined the important role that new breakthroughs in transport technology (For example the roads) have played in influencing the historical evolution of mass tourism (Mill 1992; Prideaux, 2000). The authors argue that transport has emerged as one of the more ubiquitous and complex global economic sectors and that it forms the backbone of national and international commerce by acting as a mechanism for the movement of freight and people. As a result, growth in transport systems shares synergies with growth in tourism, and vice versa (Biehl, 2009).The researcher further explains that the global growth of tourism has largely been facilitated by the increase in accessibility of tourist destinations on a global scale and that global tourism has grown significantly in the past few decades and even over the past century. The scope of international travel is positive in some regions despite overall setbacks experienced in
2005 due to increased costs for fuel spurred by rising oil prices (IATA, 2005). With UNWTO predicting almost 1.6 billion arrivals by 2020 (UNWTO, 2005a), and with several airlines such as Qantas and Emirates purchasing next-generation aircrafts such as the Boeing 787, the Airbus A350 or the A380, the importance of air transport provision becomes clear. Development in air transport can, and will, have an enormous impact on people’s mobility, and tourist motivation and demand in general already has significant impacts on the way people travel (Hall, 2005).

Duval (2007) asserts that transport is the vector by which movement and mobility is facilitated and that it represents the means by which people are shuttled from place to place, but most importantly it allows for some places to become accessible and connected across networks. According to Duval (2007) accessibility is the most critical aspect of understanding transport networks in the context of the layering tourist flows. Bergman and Sun (2006) argue that governments are tasked with ensuring that the infrastructure is adequate in order to service tourists, both domestic and international. For example, most tourism destinations have multiple networks associated with them, largely because more than one mode of transport can be used for access. Laslo (2007) asserts that various levels of government may therefore use information on the overall pattern of transport serving destinations in order to make decisions regarding, for example, incentives for upstart transport providers or gauging the extent to which public transport for transport infrastructure is necessary. The researcher further explains that if the road network is not adequately increasing the degree of connectivity between nodes, the government should consider focusing on supporting alternative means of transport through direct policies or subsidies. Bunja (2009) give an example, in some small Caribbean islands, it can often take up to two hours to travel between two points that are seemingly, geographically proximate to one
another and thus appear to be relatively accessible (Duval, 2007). Duval says that the reason for this is the poor condition of roads.

According to Dwyer (2005), people from the developed countries are the ones who play a key role in tourism industry because they are the ones who leave their countries to visit different destinations in the world. These people are used to driving the vehicles in modern road networks that ensure that they are completely satisfied. Mo, Howard & Havitz (1993) point out that, tourists from developed countries expect to find the roads of similar status when they visit developing countries. If after the initial visit tourists find poor infrastructure, they are likely to seek alternative destinations in future. Dickman (1994) explored the history of tourism and how the development of transport modes has contributed to the growth of tourism. The relationship between tourism and transport is unique because it is only defined in terms of accessibility. However, the study by Mill & Morrison (1992) took a different perspective because they the importance of transport as the major component in tourism development.

Mill & Morrison (1992) observed that tourism is growth rate is very high as compared to the other sectors that contribute to the GDP of a country and tourism dominates the service sector. Bunja (2009) asserts that it is astonishing to note that in a short span of fifty years, tourism has fast grown up as a pursuit of profound human interest, developing itself as the world’s most important industry in terms of export earnings. Moreover, Bunja explains that the world recognizes tourism as an industry for generating immense business opportunities, a creator of wealth, income multiplier, a catalyst for employment and preserver of culture and environment. The researcher further claims that in this ever changing dynamic world, tourism has shown a remarkable and sustained growth as both an activity as well as an industry in almost all geographical areas of the world.
According to Dwyer (2005), roads network, air transport and hotel industry serve as the base of tourism sector and that they are the most important elements in the development of tourism. Infrastructure increases the efficiency of privately producing and distributing tourism services, and in certain cases, such as tourism enclaves on remote destinations, makes possible the supply of tourism services. Dukic and Meler (2008) assert that tourists travel to destinations in the world, thus making passenger transportation infrastructure a key element. Whether travel is by land, air or sea, the supporting airport and harbour transportation nodes, as well as railway, road, bridge and tunnel networks, are required. Chew (1987) argues that the roads networks of a country are the sole determining factor to the magnetic effect of any tourism destination. Road network acts as the major foundation to transportation services. In respect to tourism, transport infrastructure is alleged to be the most essential determinant.

According to Kaul (1985) road network is an important component in tourism development. It is postulated that “transport plays an important role in the successful creation and development of new attractions as well as the healthy growth of existing ones” (Kaul, 1985). The writer further argues Areas that have been presumed dead in relation to tourism have had a magical transformation by provision of suitable transport infrastructure. Revival of transport has transformed these areas into lively and prosperous destinations which have attracted multitudes of international and local tourists. Many researchers in the tourism sector have acknowledged the need for suitable and well-organized road network as an overall factor in tourism growth (Tefler & Sharpley (2008). However, limited studies have been conducted to look into the role that is played by roads network in development of tourism destinations.
Kandari & Chandra (2004) observe that the road network is vital for tourism as almost 70 percent of passengers in the world travel by road and that many tourist circuits are entirely dependent on roads. Transport system which comprise of air transport, road transport and, water transport ferry tourists from one destination to the other (Prideaux, 2000). Roads are important because they connect one destination to the other. A tourism destination should be easily accessible, especially if destinations are geographically dispersed. It is of paramount importance to improve road networks particularly the road capacity improvements such as increasing the lanes, improving reliability, improvement of passenger safety through widening the lanes, improving signage, and improving the quality of road surfacing (Batten & Kalsson, 2007). All these are referred to as hard transport infrastructure investments and they create a major impact on tourism development.

Gatimu (2007) explains that Kakamega Forest is a rain forest and is a part of the area around Mount Elgon which is an important tourist attraction. Kakamega Forest is said to be Kenya’s last remains of the Guineo-Congolian rain forest which once extended throughout the continent. The local people, the Luhya, rely heavily on the forest for their needs. Kakamega is Kakamega County headquarters. It is one of the more well-known towns in Kenya and in the neighboring Uganda. The area of Kakamega gets a lot of rain and includes Kakamega Forest. Kakamega is also said to be home to Africa’s largest and most aggressive cobra. Kenya can learn various lessons from Morocco. According to Mahajan (2009), recognizing that tourism and foreign remittances were the largest source of income for Morocco. In announcing his vision for Morocco tourism, King Mohammed VI called for the creation of an infrastructure to house 10 million tourists by 2010. By 2010, Morocco had constructed 250, 000 hotel beds (Mahajan, 2009).
2.3. State of Airport on performance of the Tourism Industry

Mahajan (2009) admits that there is limited research on the role that is played by airports in development of tourism and that the connection between airports and tourism development is not well defined. Airports link major towns making transport efficient and fast. Airports also link countries, which are the source of international tourists. Several authors (Mill & Morrison, 1985; Dickman, 1994) explored airport factor citing it as one of the components, which largely contributes, to tourism development. Many authors have developed tourism models and flows; however, airport is viewed to play a limited role in tourism development. Other authors treat air transport as a supplementary constituent that links rural and metropolitan destinations. Air transport is the only means of transport that can effectively link different regions. Airport also improves the appearance of a tourist destination. In his study, Gearing (1974) offers a comprehensive analysis of the role that is played by airports in improving the attractiveness of a tourist destination.

Graham, Papatheodorou & Forsyth (2010) explain that South Africa is viewed as “a world in one country” (Nagle, 1998). It offers a bewildering array of recreational options in such places as game reserves, mountain resorts, un-spoilt beaches and cosmopolitan cities. In 1995, investment in tourism stood at US$ 1.5 billion and US$5 billion for hotels construction and upgrading. Car rental, airline fleets were expanded as well as airports improved. This has tremendously contributed to the success of tourism sector in South Africa. The study further shows that Africa is an area experiencing many controversial phenomena. It is a vast region combining low growth in development indices and abundance of natural resources. On the other hand, the African continent has suffered from warfare and internal fighting that impeded its tourism development. This oxymoronic situation is also observed in the air transport and tourism sectors. The works by

In their review Graham, Papatheodorou & Forsyth (2010) pointed out that air transport is undoubtedly a crucial means of transport for the continent because Africa is an immense region where the airlines offer a necessary transport service. They concluded that air transport would be essential in Africa because road network is underdeveloped. In addition, they observed that almost 70 percent of the total passenger air traffic flow is operated by 10 busiest countries, which include South Africa, Egypt and Morocco among others. This trend introduces the impotence of the national government bodies in charge to advance the development of the air transport and the supportive infrastructure to offer realistic and feasible airline services within the tourist destinations (Raina & Argawal, 2008).

In their work Graham, Papatheodorou & Forsyth (2010) suggested that African airlines should have alliances. The alliances make airlines to be profitable thus attracting capital investments. Without capital injections the African airlines cannot easily develop. The reform of the air transport industry was first introduced more than 20 years ago, in several parts of the world (Jones & Haven-Tang, 2005). Africa is still experiencing a transition period. Airport increases the efficiency of privately producing and distributing tourism services, and in certain cases, such as tourism enclaves on remote destinations, makes possible the supply of tourism services. Tourists travel to destinations in the world, thus making passenger transportation infrastructure a key element. Lack of an airport in Kakamega County is disadvantageous to the tourism sector.
(Gatimu, 2007). Availability of tourist attraction sites cannot fully lead to development of tourism without an airport.

Otenyo (2012) emphasizes that an airport construction in Kakamega would give the County a chance of becoming a destination for mass tourism and that a successful tourism destination is composed of good transport infrastructure that draws predictable volume of visitor traffic. The airstrip in Kakamega does not have a modern passenger terminal, which sometimes makes the surrounding hotels and destination sites stand empty. Possibly one of the classic errors or shortcomings in Kakamega tourism development programs lies in insufficient planning or establishment of an airport. Failure by government to construct an airport in Kakamega leaves the area without sufficient capacity to support both tourists and citizens. In worst case, tourism attractions such as Kakamega Forest and accommodations stand unused or underutilized. Sharma (2003) states that infrastructure elements cannot be designed and developed in a vacuum. In 2012, the former Ikolomani member of parliament highlighted the importance of constructing an airport instead of an airstrip given that Kakamega is the second largest county in Kenya (Otenyo, 2012). He observed that the region has been sidelined by the past and current regimes in terms of infrastructure development. Though a tourism program may mandate infrastructure development, everyone living in the area is affected. In many ways, the impact of tourism development improves the lifestyles of local residents.

2.4. Standard of Hotels on performance of the Tourism Industry

Judd and Simpson (2008) point out that hotel rating is often used to classify hotels according to their quality and that the development of the concept of hotel rating and its associated definitions display strong parallels. From the initial purpose of informing travellers on basic facilities that can be expected, the objectives of hotel rating has expanded into a focus on the hotel experience
as a whole. Today the terms 'grading', 'rating', and 'classification' are used to generally refer to the same concept, which is to categorize hotels, mostly using stars as a symbol. There are a wide variety of rating schemes used by different organizations around the world. Many have a system involving stars, with a greater number of stars indicating greater luxury. Forbes Travel Guide, formerly Mobil Travel Guide, launched its star rating system in 1958. Taken with reference from "Research Department of the Caribbean Tourism Organization 2002" AA rating system (British System), this system focuses on a consumer's perspective on accommodation properties. The objective was to introduce a classification system easily understood by the consumer. This system is part of the description of properties seen in travel books. The American version is the AAA system. Minimum Requirements for AA Recognition classification is according to one star to five-star. One-star hotels are likely to be small and independently owned, with a family atmosphere. The owner and family on an informal basis may provide services. There may be a limited range of facilities and meals may be simple. Lunch, for example, may not be served. Some bedrooms may not have en suite bath/shower rooms. Maintenance, cleanliness and comfort should always be of an acceptable standard. Two Star hotels will typically be small to medium sized and offer more extensive facilities than at the one star level. Some business hotels come into the two star classification and guests can expect comfortable, well-equipped, overnight accommodation, usually with an en-suite bath/shower room. Reception and other staff will aim for a more professional presentation than at the one star level, and offer a wider range of straightforward services, including food and drink. Three Star hotels are usually of a size to support higher staffing levels, and a significantly greater quality and range of facilities than at the lower star classifications. Reception and the other public rooms will be more spacious and the restaurant will normally also cater for non-residents. All bedrooms will have fully en suite bath
or shower rooms, and offer a good standard of comfort and equipment, such as a hair dryer, direct dial telephone, toiletries in the bathroom. Some room service can be expected, and some provision for business travellers. Four Star Hotel level include a degree of luxury as well as quality in the furnishings, decor and equipment, in every area of the hotel. Bedrooms will also usually offer more space than at the lower star levels, and well-designed, coordinated furnishings and decor. The en-suite bathrooms will have both bath and fixed shower. There will be a high enough ratio of staff to guests to provide services like porterage, 24-hour room service, laundry and dry-cleaning. The restaurant will demonstrate a serious approach to its cuisine. Five Star Hotels have spacious and luxurious accommodation throughout the hotel, matching the best international standards. Interior design should impress with its quality and attention to detail, comfort and elegance. Furnishings should be immaculate. Services should be formal, well supervised and flawless in attention to guests' needs, without being intrusive. The restaurant will demonstrate a high level of technical skill, producing dishes to the highest international standards. Staff will be knowledgeable, helpful, well versed in all aspects of customer care, combining efficiency with courtesy.

A study done by Elliot (1997) discussed the hotels image in the first place, followed by the topic of engagement / response to tourism planning by the community members. In addition, it explores the entertainment in the hotels as a tool to improve certain hotels image and finally, it reviews the effect of hotel facilities on tourism development. Nowadays, tourism industry plays a key role in economic development because of the high level of income it generates to the economic sector in many countries all over the world. Similarly, Moutinho (2011) asserts that it is the reason that has led the main governments, local governments and other institutions to
direct their efforts on creating tourism attractions and improving hotels in order to compete with related destinations that offer similar services.

According to Hakfoort (2006), the world recognizes tourism as an industry for generating immense business opportunities, a creator of wealth, income multiplier, a catalyst for employment and preserver of culture and environment. Moreover, the researcher points out that in this ever changing dynamic world, tourism has shown a remarkable and sustained growth both as an activity as well as an industry in almost all geographical areas of the world. Middleton & Hawkins (1998) believe that the success of the tourism industry over the last fifty years has forced governments to devise new ways of acting in the tourism sector. Hall (200) asserts that in what concerns to hotels marketing, the increasing number of hotels, in addition with the increases on leisure time, levels of income and transport infrastructures; place marketers in a position where strategies have to be clear in order to position the hotels in differentiated places in relation with its competitors without forgetting about the importance of a good position in the mind of potential tourist (Etcher and Ritchie, 2003). The researcher further explains that destination image which in this case is the hotel is sometimes defined simply as “impression of a place” or “perceptions of an area.

Chathoth (2002) asserts that the concept of the image of hotels as destination sites for tourists is the compendium that results of the interrelation of the “perceptive/cognitive evaluations referring to the individual’s own knowledge and beliefs about the object (an evaluation of the perceived attributes of the object), and affective appraisals relating to an individual’s feelings towards the object” (Martin & Beerli, 2004). In their study (Martin & Beerli, 2004) argued logically that the cognitive component goes before the affective component, and the response to the stimuli by consumers is directly related to their knowledge of the destination. The condition of hotels can
therefore play a key role in attracting or repelling tourists. The sum of the cognitive and affective component gives a clear picture of the destination hotel. The potential tourist will either have a positive or negative perception of the destination place and it may influence such a visitor to choose another destination if the conditions are not favorable.

Mugambi (2011) proposed that the government should set up a tourism development plan, which should be designed to provide a detailed program for infrastructure development and tourism sector development plan designed to develop hotels. In the case of tourist hotels, the information coming from many different sources can change the image that the potential tourist has of the particular destination. This information comes from promotional literature (such as travel brochures or tourist guides), from other people’s opinion or general media. Finally, the image can be modified or assured by the personal experience by visiting the particular destination. (Etcher and Ritchie, 2003). Dealing with a different approach and taking into account the research made by Chon (1991), in the field of tourism there is a special importance addressed to the hotel image when is related with the traveller’s buying behaviour. Through this framework, the consumer’s buying process is divided into different steps, starting from the moment where the consumer identifies a particular need that has to be satisfied. After that identification that could be named as motivation, the consumer expects something of the process of purchasing the determinate item or service (Ritchie & Crouch, 2009). The relationship between tourist satisfaction and his or her behaviour intention due to the state of hotel facility has been highly studied by different authors and researchers and linkage between them well-established in their studies (Baker & Crompton, 2000).
The combination of tropical beaches and spectacular wildlife makes Kenya an ideal tourist destination. According to observations (Bowden, 2007) visitors numbers have grown rapidly from just 61,000 at independence to 925,000 by 1996. However, there have been increasing security concerns, which include pre-election violence and American Embassy bombings in 1998. This has caused a sharp decline in tourist numbers. In 1998, only 792,000 tourists visited Kenya, which was a 10.8 percent decline in just two years. In his book, Bowden (2007) highlights several factors that have led to slow recovery of tourism in Kenya which include competition from other tourist destination especially South Africa, which has high class hotels compared to Kenyan hotels; ageing infrastructure, and re-introduction of visa charges in March 2001.

Mugambi (2011) mentions that in Kakamega, curio shops sell handicrafts, postcards and other tourist merchandise. This is done near or outside the major hotels in Kakamega. In Kakamega County, the difference between the luxury tourist resorts and life of those living just beyond their boundaries is often worlds apart. The researcher further concludes that the county government of Kakamega is making efforts to develop hotels in that region by involving the local community, especially around Kakamega Forest.

2.5. Entrepreneurial skills on the Performance of the Tourism Industry

The ultimate purpose of tourism development and marketing is to utilize the region’s heritage resources to stimulate economic impact. Heritage resources attract residents and visitors alike by providing desirable amenities, experiences, and a sense of place. Tourism, in turn, can support local businesses, job opportunities, and tax revenues, and expand interest in the preservation of community culture and heritage. Tourism is a major component of the Kenyan economy. When tourism marketing and advertisement efforts by the government and local organizations are put
in place, they will contribute to significant visitation throughout Kenya. Some of the influence of marketing and advertisement include creating awareness of the attractions in Kakamega county thereby attracting visitors to maximize economic impact from tourism within the county. The economic impact of tourism in Kakamega County can be maximized by increasing visitor spending through increased visitation, extended stays, and higher value customers.
Marketing and advertising also help in developing the tourism products in Kakamega County while protecting and preserving the resource like Kakamega Forest National Reserve. Increased coordination will improve the efficiency, reach, and effectiveness of existing tourism development and marketing efforts while providing an opportunity to establish a stronger, more unified identity for the County. Media is a vital marketing and advertisement tool in enhancing tourism due to its characteristics of tourism development is highly dependent on the capacity of tourist information about places of recreation and travel. The development of the print media, radio, television, computer systems, has dramatically expanded offer in tourism, as well as enhance the operational issues of the organization of travel solutions.
Other entrepreneurial factors include technological advancements like IT to provide details on availability of flights, and accommodation. This makes it easier for tourists to access information without having to employ the use of tour operators. Use of credit cards, facilitating financial transactions and purchases. This makes it easier and faster for tourists to make payments. This can make tourists make purchases even when they are in their own countries making it difficult for them to forfeit visits. Increased education levels and better training of personnel within the tourist industry. Training and retraining of tourism personnel aids in the provision quality and profesional services. Setting up of support and recreational facilities near the tourist attraction sites like hotels, shopping centres, and gyms to make life easier for the tourists.
2.6. Theoretical Framework

Tourism development in a destination is dependent of different factors. The factors must work in a combined effort not only achieve development but also sustainable development. In building up effective development strategies, a number of factors must interact. The factors include improvement of hotel facilities and development of the infrastructure leading to the destination. Furthermore, development strategies should be geared towards achievement of development. Once strategies are put in place, the development agenda becomes realistic. In achieving development goal in Kakamega, proper road network is crucial. An airport will also improve transportation by making the destination more accessible. Development factors should work systematically to achieve sustainable development. On the other side, impeding factors like political stability hamper the achievement of the target development in the attraction. The government should embrace development initiative to empower the development agenda. The focus of the development agenda is dependent on the infrastructural networks and strategic planning. The county government and attractions management professionals should work together in propelling achievable development strategies in the attraction. If this is not done, little or no development will be the results.

2.7. Conceptual Framework

In this study, the conceptual framework was guided by the research objectives. The objectives that were used are;

Firstly, the study aimed at determining the extent to which the state of roads influence the performance of the tourism industry in Kakamega County. Secondly, it sought to establish the level to which the state of the airport influence the performance of the tourism industry in
Kakamega County. Thirdly, the study investigated how the standards of hotels influence the development of the tourism industry in Kakamega County. Lastly, the study sought to assess how entrepreneurial skills influence the performance of the tourism industry.

Figure 2.1 shows conceptual framework

The model shows determinants of performance of the tourism industry which includes the state of roads, state of airport, standards of hotels and entrepreneurial skills. State of roads, state of airport, standard of hotels and entrepreneurial skills are the independent variables (their indicator are listed below them) and improve the performance of a tourist destination making it more competitive. Depending on the scale and nature of the development of these factors, they can either lead to a more competitive destination or a less competitive destination. Infrastructure
can have both negative and positive effects to a tourist destination. If the determinant is well managed, the competitiveness of the destination is enhanced increasing the number of tourists visiting the area. Other factor such as government policies economic constraints and political instability form the moderating variable while harsh weather conditions such as very heavy rains form intervening variables.


Batta (2008) asserts that most tourism originates from the desire of wealthy people in developed countries to tour other countries abroad and the companies, which have emerged to service tourism market, have organized themselves in a manner to exploit this demand. According to Woodside & Martin (2008), there are three main branches in the tourism industry – airline, tour companies and hotel industry have become key players in the development of tourism in the 21st century to the point where these industries dominate all others. Third world countries wishing to attract international hotels have few alternatives to this arrangement and are thus immediately locked into an unequal trading relationship (Telfer & Sharpley, 2008). In the case of air travel the government is clearly concerned to ensure good accessibility, a share of revenue from fares and freight, and participation in important decisions about the direction, volume and timetabling of air movements. In all these areas inequality between the transnational and national airline companies and the government interests persist. As stated by Telfer & Sharpley (2008), governments will increasingly recognize the importance of tourism not only as an economic force, but also as a social-cultural force of increasing significance. Regions such as Eastern Europe and countries such as China and India are rapidly developing. They are now generators of tourists, as well as destinations for tourists. Some engage in tourism with mixed emotions and,
at times, ambivalence. For instance, Bali is concerned that tourism is destroying its culture as farmland becomes resorts and new jobs unravel family values.

The government response on tourism is positive. It is in the interest of the tourist industry to protect wildlife and the Kenyan government uses this argument as its main justification for maintaining national parks and game reserves such as Kakamega Forest. There are many government policies that seek to protect and maintain tourist attraction cites such as Kakamega Forest. For example, due to increased damage to crops by the wild animals, the Kenyan government financially compensates the affected persons (GOK, 2001). However, compensation is often inadequate and irregular. Lerner and Haber (2009) argue that due to rapid population growth, there is increased conflict between animals and human beings. With such a rapid growing population, pressure on land is considerable and there is often a fundamental conflict of interests between the domestic farming and livestock economy in Kakamega County and preservation of game parks for tourists. The greatest challenge for the Kenyan government comes from the critics who have often questioned the profitability of allocating large tracts of Kenya’s land to wildlife-life based tourism. Future government policies must aim to balance the needs of indigenous people with those of the ever-growing numbers of tourists (Hudman & Jackson, 2003).

According to Binns (1994), heavy reliance on foreign capital and expertise has biased Kenyan tourism industry in favour of the luxury market, much to the advantage of the foreign entrepreneurs who control the tourism industry. However, recent government policy has tried to popularize domestic tourism and to increase the participation of Kenyans in tourism industry through ownership and management. Lubbe (2009) emphasises that the government must approach formulation of such policies with caution because this process of indigenization must
not rapidly replace the expatriates, as this would damage the country’s favourable reputation as a tourism destination. Muchapondwa and Obert (2011) assert that due to its unique wildlife display, East African countries have continued to draw tourists. This has led the East African governments to formulate policies that protect wildlife. For example, the government of Kenya set aside approximately 6 million acres of land for wildlife conservation (GOK, 2001). As stated by Mann & Elliot (2004), Kenya is the one of the few countries in the world that have natural resources which are unspoiled and this makes her create a unique relationship between economic growth and tourism development. According to Hudman & Jackson (2003) in every tourism sector, government policy becomes the most essential infrastructure. McCool and Moisey (2008) conclude that for tourism to thrive, the government must establish long-term as well short-term policies. These policies enable the government to manage and regulate the operations of the tourism activities.

2.9. Political Instability on the Performance of the Tourism Industry

According to Phakdisoth and Kim (2007), political stability is also important in determining the desirability of a destination for international tourism. Teo, Chang & Ho (2001) explored the effects of political instability on tourism development. Their study pointed out that man-made disasters such as war, intrastate conflicts, political instability, civil disturbances, insurgency, industrial accidents and terrorist acts can present the same problems seen with a natural disaster, plus additional threats: physical threats due to unexploded ordnance and mines, social and political instability, and possibly a residual or continued threat from crime and hostile groups. Moreover, Khanou, Pawson and Ivanovic (2009) agree that Man-made threats may also shift from area to area, constantly changing the dynamics of the risk environment, and requiring flexible and real-time responses. As stated by Gatimu (2008), tourism cannot stand without
relying on other sectors. Tourism is a constituent of other segments of economy such as local government, transport and many others.

Balan, Balaure & Veghes (2009) point out that political instability such as the one that was witnessed after 2007 general elections and state weakness have been key factors preventing long-term tourism development in Kenya. Instability interrupted development planning and reduced confidence amongst overseas investors. In an extreme form, as in the neighbouring Uganda, prolonged instability has lead to the complete destruction of its infrastructure and resource base. According to Lea (1988), in several cases attempts to establish regional airlines among groups of small countries such as Kenya have met with failure because of political differences among participants and the sheer difficulty in keeping abreast of costs and maintenance from a peripheral location. Tourism in Kakamega County must attempt to flourish in a world that is considered to be under severe political distortion and instability. Currently, Kenya is facing great challenges created by terrorism threats, which hampers the flow of visitors and because of these difficulties, tourism industry continues to suffer. The economy of Kenya is capitalistic. Kenya follows this direction as a rule and this continues to impact negatively on tourism industry.

2.10. Natural calamities on the performance of the Tourism Industry

The world has become a global community, opening places unimaginable decades earlier: the wonders of Antarctica, the secrets of the Himalayas, the rain forests of the Amazon, the beauty of Tahiti, the Great Wall of China, the dramatic Victoria Falls, the origin of the Nile, and the wilds of the Scottish islands (Raina & Agarwal, 2008). According to World Tourism Organization (WTO), the year 2004 saw an additional 70 million international tourists. Growing pollution levels at the Grand Canyon and overcrowding in Yosemite Valley may significantly diminish the attractiveness of these great national parks (Tribe, 1999). Sullivan and Sheffrin (2003) argue that,
because of global warming, Kenya tourism in the 21st century has suffered immensely thus discouraging tourism.

Assaker, Vincenzo & O’Connor (2011) argue that in Kenya, there is much longer tradition as compared to the other countries in Africa in relation to tourism based on wildlife in national parks, where, ecotourism accounts for a significant portion of total Gross Domestic Product. Ecotourism accounts for 11.6 percent of Kenya’s GDP (GOK, 2007). This option is being lost due to human encroachment on forests and other tourist sites. The forests are being fragmented resulting in the removal of essential habitat and the marginalization of large populations of animals. Kakamega forest plays a significant role in preservation of soil fertility, given the region’s low utilization of fertilizers and the harsh climatic conditions prevalent in most parts of Kenya (Guthiga, Mburu & Holm-Muller, 2008).

2.11. Summary

According to Sharma (2003), planning and implementation of tourism development program constitutes a major project and that as a project, this effort will have a predefined termination point; a time when the developmental effort ends. In forecasting the future of tourism, the government of Kenya and other key stakeholders should always err on the side of scepticism. In his review Sharma (2003) states that “one has to assume that most things one personally wants may be realized if there is some effort. In the case of air transport, the governments must put extra effort because the continued erosion of artificially high airfares will continue, thus charter flights will eat further into the market. Major world destinations are already being flooded by millions of tourists. These destinations are reaching their capacity limits. Therefore, it becomes necessary for the government of Kenya to tap most of these tourists through improvement and upgrading of infrastructure in the country especially in Western region. In conclusion, Sharma
(2003) explores the role of World Tourism Organization in tourism development. The researcher suggests that WTO should look at tourism as a social phenomenon, which requires extremely delicate handling.

2.12. Gaps identified in the study

The cases cited in the study were thoroughly carried out and all their findings are valuable. However, there exist gaps that have prompted the researcher to come up with the particular study that he is advancing. The main shortcomings are as follows:

1. Despite of increasing importance, tourism has attracted relatively little attention in the literature in Kakamega County perspective. The available literature is either sector specific, relatively narrow or simply different. Little study that has been conducted on Kakamega rarely appears in the contemporary tourism literature. Therefore it is not exaggerated that a limited number of studies have been conducted in Kakamega perspective comparing with that of neighbouring counties and other developed countries. Tourism is an activity generating a number of economic and social benefits. It not only augments foreign exchange earnings, the scarce resource of the country, but also creates employment opportunities – direct and indirect and induced employment, through backward and forward linkages with other sectors of the economy.

2. With the coming of the county governments in Kenya, the researcher found it wise to explore the potential of the tourism industry in Kakamega County, which has the ability to improve the economy of the county.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1. Introduction
Research methodology is defined as the general approach the researcher takes in carrying out the research project (Leedy & Ormrod 2001). This chapter describes research design, which details the nature of research that is being conducted; the target population and the procedure of sampling the required population, and the methods of data collection and analysis. The chapter goes further to discuss the validity and reliability of instruments of research methods of data analysis and the operational definition of variables.

3.2. Research Design
According to Mugenda (2003), a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. A survey research design was used for this study. Survey research design is preferred for the study because it provides information about the characteristics, attitudes, perceptions and options in order to generalize the findings to a population that the sample is intended to represent. This study used both qualitative and quantitative approaches in collecting and analyzing data. This approach allowed the respondents to express themselves freely. Mugenda(1999) asserts that qualitative methods provide in-depth explanations while quantitative provide the (hard) data needed to meet the required objectives and to test the hypothesis

3.3. Target Population
Mugenda and Mugenda (2003) define a population as a complete set of individuals, cases or objects with some common observable characteristics. Target population regards a group of members of real set persons as to which a researcher is willing to generalize the results of the
research study Mugenda, *et. al.*, (1999). The target population for this study was both male and female. The target population consisted of at least 60 respondents for the study. This was generated from 3 tourist officers from the Ministry of tourism Western circuit, 27 Hotel managers from Hotels in Kakamega County and 30 tour guides from Kakamega County.

3.4. Sample Size and Sampling Procedure

The purpose of the study was to generate as accurate information as possible. A sample that is representative of the characteristics of the entire population was studied to gain information about the whole population. The population was classified into subgroups because each subgroup is expected to generate specific information (Mugenda & Mugenda, 1999).

The subgroups are as follows

1. Tourist officers from Ministry of Tourism Western Circuit ..... 3 members
2. Hotel managers from hotels in Kakamega County ......................27 members
3. Tour guides in Kakamega County ........................................30 Members

Kakamega Forest Tour Guides are professional licensed tour guides by the Ministry of Tourism in Kenya carrying out Tour Guiding service, they provide the Best Luxury Vacations in Kenya.

The tour guides based in Kakamega forest are 30 in total.

According to Mugenda and Mugenda (1999), to select a representative sample, the researcher must first have a sampling frame. The frame was acquired from the Kakamega County office.

From the above groupings, census method of data collection was used. In this case, the target population is 60. The sample size therefore is 60 respondents, same as the target group.

3.5. Description of Research Instrument

Both primary and secondary data were utilized for the study. The primary was collected by use of questionnaires. Furthermore, secondary data was collected from published materials that were
obtained online and from books, journals and circulars. The research involved the use of two instruments of research to collect the data required. Interviews will were used for the tourist officers since in-depth information was needed, while Questionnaires were used for both tour guides and hotel managers from hotels in Kakamega County. Questionnaires have the following advantages; they permit respondent time to consider their response without interference from an interviewer, distributions of questionnaires to large number of people simultaneously are very possible and often questionnaires are designed so that answers to questions scored and summed to obtain an overall measure of the attitudes and opinions of the respondent. On the other hand, interviews allow the researchers to interact with the respondent, thereby giving the respondent a chance to ask questions where he does not understand.

3.5.1. Pilot Testing

A pilot study is the pre-testing or 'trying out' of a particular research instrument Mugenda (2003). A pilot test discards all unnecessary, difficult or ambiguous questions and establishes that replies can be interpreted in terms of the information that is required.

A pilot test was conducted to field test the reliability and the validity of the instruments using 30 respondents.

3.5.2 Validity and Reliability of Instruments

Validity is the extent to which a test measures what it is supposed to measure. The question of validity was raised in the context of three points in this research, the form test, the purpose of test and the population for whom it was intended. Type of measures used- At a very broad level the research used interviews and self-report measures i.e. questionnaires that were both open-ended and close-ended, Likert-type scales, interviews that were semi-structured and close-ended. Each type of measure had specific types of issues that needed to be addressed and this led to
meaningful, accurate, and efficient results. The population for which the measure was intended was effective in addressing the immediate research questions at hand. Third, the purpose of the scale was to come up with clear data from the field in order to answer the research questions. The measures used were effective. In cases where the respondents lied to impress the interviewer, a comparison of the responses from the sample was done.

Validity ratio: \( CVR = \frac{(ne - N/2)/N}{2} \)

Where \( CVR = \) validity ratio, \( ne = \) number indicating "essential", \( N = \) total number of panellists.

This formula yields values, which range from +1 to -1; positive values indicate that at least half the rated variables are valid and essential in the study. The mean \( CVR \) across items may be used as an indicator of overall test of validity.

\[
CVR = \frac{51 - 60/2}{60/2} = \frac{51 - 30}{30} = \frac{21}{30} = 0.7
\]

Reliability was ensured by framing the instruments in such a way that there is consistency in answering the questions than once if so administered. The consistency was ensured by the validity.

3.5.3 Data Collection Procedure

The researcher presented the approved research proposal to the National Council of Research to seek for permission. After attainment of permission through a written document, the researcher moved to various identified departments to seek further permission to carry out the research. The management of the identified department introduced the researcher to the respondents and
explained the reason for his visit. The researcher gave the respondents questionnaires. The respondents were at least one week to fill the questionnaire. Where interviews will be applicable, the respondents were approached and interviewed. The researcher collected the questionnaire for data analysis.

3.6. Data Analysis Techniques

The data for achievement of objectives was analysed using frequencies and percentages. The data was presented using tables. The researcher found the use of frequencies and tables useful for analysis of data. This was carried out on the collected raw data to help uncover underlying structures, extract important variables, detect any abnormalities and test any underlying assumption(s), if any. Descriptive statistics was used to analyze the data collected. The Statistical Programme for Social Science (SPSS), a computer-based statistical package was used to generate descriptive statistics comprising of frequency tables and cross tabulations. Qualitative findings (majorly from personal interviews and observations) was analyzed using a quick impression summary (an inference), where key findings were summarized, explained, interpreted, and a conclusion given. The data was analyzed comprehensively and both questionnaires and the interview schedule were used. The fully analyzed data was presented using frequency tables, percentages and cross tabulations.
Table 3.1: Methods of data analysis

<table>
<thead>
<tr>
<th>Research questions</th>
<th>Independent variables</th>
<th>Dependent variables</th>
<th>Statistical method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To what extent has the state of roads influenced the performance of the tourism industry in Kakamega County?</td>
<td>State of roads</td>
<td>Tourism industry</td>
<td>Percentage Cross tabulation</td>
</tr>
<tr>
<td>2. To what level has the state of the airport influenced the development of the tourism industry in Kakamega County?</td>
<td>State of airports</td>
<td>Tourism industry</td>
<td>Percentage Cross tabulation</td>
</tr>
<tr>
<td>3. How has low standard hotels influenced the development of the tourism industry in Kakamega County?</td>
<td>Standard of hotels</td>
<td>Tourism industry</td>
<td>Percentage Cross tabulation</td>
</tr>
<tr>
<td>4. How has entrepreneurial skills influenced the performance of the tourism industry in Kakamega County?</td>
<td>Entrepreneurial skills</td>
<td>Tourism industry</td>
<td>Percentage Frequency tables</td>
</tr>
</tbody>
</table>

3.7. Ethical Considerations

The researcher first assured the respondents that the responses they gave remained confidential. The respondents were not required to indicate their names on the questionnaires. The
respondents were informed of the purpose of study and that the findings of the study were not be hidden at any time.

3.8. Summary

This Chapter has discussed the research design to be used in the proposed study, target population, sampling size and instruments of data collection together with their validity and reliability measures. It ends with data collection procedures, methods of data analysis, ethical considerations and summary
CHAPTER FOUR
DATA ANALYSIS, PRESENTATION, INTERPRETAATION AND DISCUSSION

4.1. Introduction
This chapter begins by considering the return rate of questionnaires administered by the researcher as well as the response of interviewees who were subjected to interview using a written schedule. The profile of the respondents is also discussed in detail. Data that was collected was analysed, presented, interpreted and discussed in this chapter as guided by the research questions. The study sought to assess the determinants of the performance of tourism in Kakamega County.

4.2. Questionnaire Return Rate
Fifty seven questionnaires were administered to groups whose all correspondents are literate. The interview schedules were filled during interactive sessions with the tourist officers. The required data was gathered in time, which facilitated timely analysis. Questionnaires were administered to 30 tour guides and 27 hotel managers within the Kakamega County, which is part of the western tourist circuit. Hotel managers and tour guides filled different questionnaires. Three tourist officers in the western circuit thein which Kakamega county is a member were interviewed. Both the questionnaires and interview schedule sought to find out the shortfalls occurring in the performance of the tourism industry in Kakamega county. There was a 100% return rate. The data collected was cleaned and coded using statistical package for social sciences (SPSS) version 20.0 and Microsoft excel. The results were presented based on the specific objectives in the subsequent section. Presentation of the results was done using frequency tables, percentages and cross tabulations.
Table 4.1: Questionnaire return rate

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivered</td>
<td>57</td>
<td>100%</td>
</tr>
<tr>
<td>Returned</td>
<td>57</td>
<td>100%</td>
</tr>
<tr>
<td>Not returned</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3. Demographic Information of Respondents

In this part general information of respondents was analyzed by use of frequencies and percentages.

Table 4.2: Summarizes the Position of the Respondents

<table>
<thead>
<tr>
<th>Position</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel managers</td>
<td>27</td>
<td>47.4</td>
</tr>
<tr>
<td>Tour guide</td>
<td>30</td>
<td>52.6</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.2 shows that 27 of total respondents were hotel managers and 30 were tour guides. Tour guides presented a greater part of the study.

Table 4.3: Summarizes the Gender of the Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>33</td>
<td>57.9</td>
</tr>
<tr>
<td>Female</td>
<td>24</td>
<td>42.1</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>
Table 4.3 shows that out of the 57 respondents both male and female tour guides and hotel managers participated in the study. Male respondents were 33 and females were 24.

Table 4.4 Summarizes the Age of the Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>19</td>
<td>33.3</td>
</tr>
<tr>
<td>26-40</td>
<td>14</td>
<td>24.6</td>
</tr>
<tr>
<td>41-60</td>
<td>18</td>
<td>31.6</td>
</tr>
<tr>
<td>Over 60</td>
<td>6</td>
<td>10.5</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.4 shows that majority of respondents who participated were aged between 18 years and 60 years. From the 60 respondents only 6 were above 60 years of age.

Table 4.5: Summarizes the Period in the tourism Industry

<table>
<thead>
<tr>
<th>Period in the tourism Industry</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>14</td>
<td>24.6</td>
</tr>
<tr>
<td>1-5 years</td>
<td>13</td>
<td>22.8</td>
</tr>
<tr>
<td>6-10 years</td>
<td>22</td>
<td>38.6</td>
</tr>
<tr>
<td>More than 10</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>
A large group of the respondents had an experience of more than 5 years in the tourism industry according to the analysis. 24.6% had less than 1 year experience while 22.8% were between 1 to 5 years work experience in the tourism industry.

4.4. Themes of the study

The study focussed on four themes derived from the objectives of the study. They are guided by the research questions which were designed to address the statement of the problem and the objectives.

4.4.1. State of Road on the Performance of the Tourism Industry

Table 4.6: State of road on the performance of the tourism industry in Kakamega County

<table>
<thead>
<tr>
<th>Road conditions</th>
<th>Frequency (Tourist attractions visits)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Average</td>
<td>7</td>
<td>23.6</td>
</tr>
<tr>
<td>Good</td>
<td>20</td>
<td>65.4</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

The results from the above cross tabulation between road condition and visiting of attractions shows that, as the road condition improves, the attractions will get more clients. From the table above, respondents said that poor road condition leads to low tourism development. When the road conditions were fairer, the development of tourism will be higher at 23.6% while the highest development would be achieved if the road conditions were better and this is shown at 65.4% in the table above. Majority of the respondents said that all tourist attractions within Kakamega County would experience an increase in the number of tourist arrival. Both adventure
and wildlife tourism were rated the highest in terms of tourist arrivals if the road conditions were improved. The data shows that tourism development can improve if the condition of roads leading to the different attractions were improved.

Table 4.7: Road condition on the number of clients daily

<table>
<thead>
<tr>
<th>Road condition</th>
<th>Number of clients (Target)</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>1-5</td>
<td>5</td>
<td>17.6</td>
</tr>
<tr>
<td>Average</td>
<td>6-10</td>
<td>10</td>
<td>33.87</td>
</tr>
<tr>
<td>Good</td>
<td>Above 10</td>
<td>15</td>
<td>48.53</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

From the data collected most respondents said that the condition of the roads in Kakamega county were poor. They also stated that poor conditions attract few clients daily. For instance, from the analysis, with poor road conditions, most respondents said that the average visitor target would be between 1-5 clients. If the road conditions were average, the overall visitor target will improve in daily target. The highest daily target will be recorded when the road conditions were above average i.e. tourist facilities will have an average target of more than 5 clients per day. Table 4.7 above shows the results from the analysis.
4.4.2. State of the airport on the performance of the tourism industry

Table 4.8: Poor state of the airport on performance of tourist attractions

<table>
<thead>
<tr>
<th>Indicators of Performance</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low client turn up</td>
<td>8</td>
<td>27.23</td>
</tr>
<tr>
<td>Slow development</td>
<td>7</td>
<td>23.88</td>
</tr>
<tr>
<td>Poor development of tourist facilities</td>
<td>15</td>
<td>48.89</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table, a greater number of the respondents said that poor state and lack of an airport caused poor development of tourist facilities in the region. A large number of respondents also agreed that poor state of the airport led to the slow development in the overall development and performance of all the attractions. All respondents agreed that poor state of the airport slowed the development of all tourism activities in Kakamega County. From the analysis of the interview schedules, all the respondents also conceded that the poor state of the airport caused slow development of all tourist services.

4.4.3. Standards of Hotels on the Performance of the Tourism Industry

Table 4.9: Hotel rating ratings on guest average

<table>
<thead>
<tr>
<th>Hotel rating</th>
<th>Guest average</th>
<th>Frequency</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1Star</td>
<td>Less than 5</td>
<td>4</td>
<td>13.3</td>
</tr>
<tr>
<td>2Star</td>
<td>5-20</td>
<td>6</td>
<td>23.2</td>
</tr>
<tr>
<td>3Star</td>
<td>More than 20</td>
<td>17</td>
<td>63.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>27</td>
<td>100</td>
</tr>
</tbody>
</table>
According to table 4.9, most respondents said that the hotels within Kakamega country were between 2-star and 3-star rating. Low hotel rating recorded lower capacity compared to the other stars. There was no hotel rated above 4-star by the respondents. Most of the respondents agreed that the hotel rating affected the development of tourism in the region due to low hotel occupancy. In most hotels, the average daily visitor was between 5 and 20.

4.5. Influence of entrepreneurial skills on the performance of the tourism industry

Table 4.10: Entrepreneurial skill on the performance of the tourism industry

<table>
<thead>
<tr>
<th>Entrepreneurial skills</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>Promotion of support investments</td>
<td>4</td>
<td>13.3</td>
</tr>
<tr>
<td>Training of tourist personnel</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>Use of latest technology</td>
<td>8</td>
<td>26.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From the frequency table 4.10, 40 % of the respondents said that advertisement was necessary as an entrepreneurial skill for the improvement of the tourist attractions. After analysis, 13.3% of the respondents said that promotion of support services such as restaurants and shops would improve the performance of the tourism industry. Additionally, 26.7 % of the respondents said that use of latest technology such as internet would help in the growth of tourism activities. A 20% of the respondents said that training of tourism personnel on hospitality will go a long way to improve the performance of the tourism industry. All the respondents gave different ways through which entrepreneurial skill would improve the performance of the tourism industry.
CHAPTER FIVE

SUMMARY OF FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

Most of the previous studies conducted in determining the determinants of performance of the tourism industry have indicated that roads, airport, hotels and entrepreneurial skills are a key determinant of the growth of many tourist destinations. For instance, Bowden (2007) argues that proper road network increases the accessibility of an attraction thus leading to more visitors. As visitors increase in number, there is a need to develop the existing tourist facilities to meet their needs. Chathoth (2002) adds that, poor infrastructure in a tourist destination can lead to slow development of the particular attraction.

This research was carried out in the Kakamega County with the aim of assessing the influence of state of roads, standard of hotels and entrepreneurial skills in the performance of the tourism industry. The research also sought to find out whether the availability of an airport in good state would accelerate the growth and development of the region.

5.2. Summary of the Findings.

The study had the following key findings which were organized around the four objectives of the study.

5.2.1. State of Roads on the Development of the Tourism Industry

Poor infrastructure is a main factor holding back the fast growth of tourism in many destinations especially in the third world economies (Dixit, 2005). The researcher further states that poor roads and underdeveloped air travel have acted as a deterrent to efforts to attract more tourists.
from developed countries. In addition, while Kakamega County is endowed with unique tourist attractions favourable for the growth of the sector, the improvement of the road conditions to promote tourism is still in its infancy. There are still enormous natural, cultural and historical resources that are still un-exploited. Improving the road conditions will diversify tourism activities in the western circuit and reduce pressure on the other circuits in Kenya. Poor road condition is a key reason for poor development of tourism in different destinations of the world. Gatimu (2008) argues that it is difficult to persuade customers to book longer tours to regions with poor development of roads, as they do house many tourism sites, and do not have good services. All foreign tourists to Kenya like its natural landscapes. The western circuit of Kenya has forests, mountains, great wildlife, and many natural heritages that cannot be seen in the rest of the world. Poor road conditions are however, creating barriers to accessing the region. According to the study, majority of the respondents argued that the region was lacking proper roads leading to the destination making the area remote. Poor roads create transportation problems and this impedes the growth of tourism in the region. All the tourist officers interviewed cited that poor road networks make the region inaccessible especially during rainy seasons. They also agreed that with the development of the road, more visitors would be expected.

5.2.2. State of the Airport on the Development of the Tourism Industry.

Travel is very crucial factor in the development of the tourism industry. Destinations, which lack proper transport network, face challenges in development. Due to the increasing movements of people in the world, air transport is facilitating movement. According to Hudman and Jackson (2003), air transport saves time for travellers and makes the travelling easier and convenient. For rapid expansion of tourist activities, many tourist attractions are incorporating air transport to
foster the growth of attractions. By constructing an airport near a tourist attraction, the region can open up easily and network with other destinations within the region and outside.

From the study, it was evident that constructing an airport to serve the western circuit would be a great milestone towards the achievement of development initiatives within the region and Kenya. Majority of the respondents said that lack of an airport within the region has hidden its natural beauty. Results from the tourist officers interviewed showed that all of them proposed the construction of an airport to link the western circuit better into the mainstream tourism. The unavailability of an airport led to low visitor turn up and slow development of the region. It also led to slow growth of the hotel facilities within the region. From table 4.8, it is clear that Kakamega region requires an airport to develop and open up the area for more tourism.

A comprehensive air transport network between the region and the rest of the world allows greater freedom for air carriers to fly between the region and other circuits in the country. For example, quick connections between the region and other attractions in Kenya will be improved.

5.2.3. Standards of Hotels on the Performance of the Tourism Industry.

The hotel sector is one of the fastest growing sectors within the tourism industry globally. This has a significant multiplier effect in the development of tourism activities in different destinations globally. Developing high end-service hotels can lead to the adoption of the international standards of service. In most developing tourist destinations, the quality of hotel facilities is low and this prevents some visitors from going to the region. Improving hotel facilities is a way of opening up regions that have low visitor turn up. Controlled development of lucrative hotel facilities can increase the number of visitors to the region.
The research revealed out that the bed capacity in many hotels was low. In addition, most respondents said that most of the hotels were rated between 1 and 3 stars. There was no hotel with 5 star facilities and services. Further, many hotel managers said that most tourists who come to the hotels lack some services for instance entertainment among other auxiliary services. Lack of these services makes visitors dissatisfied and they may give a poor recommendation about the region. The state of hotel was not satisfactory to many visitors and this means that it needs more attention for further development of the tourist activities in Kakamega County. The tourist officers interviewed also noted that, hotel development was required to meet the needs of the visitors as well as attracting more visitors from developed countries. The region will also experience higher visitor turn up with the improvement of hotel infrastructure.

**5.2.4. Entrepreneurial Skills on Performance of the Tourism Industry**

The development of innovative tools by entrepreneurs will help tourism owners and operators succeed. Innovativeness will create the industry tool kits to help small and medium-sized businesses leverage in branding western tourist attractions. Government involvement was identified as a major thing that is lacking in the development of infrastructural facilities in Kakamega. From the frequency table 4.10, 40% of the respondents said that advertisement was necessary as an entrepreneurial skill for the improvement of the tourist attractions. After analysis, 13.3% of the respondents said that promotion of support services such as restaurants and shops would improve the performance of the tourism industry. Additionally, 26.7% of the respondents said that use of latest technology such as internet would help in the growth of tourism activities. A 20% of the respondents said that training of tourism personnel on hospitality will go a long way to improve the performance of the tourism industry. All the
respondents gave different ways through which entrepreneurial skill would improve the performance of the tourism industry.

Bieh (2009) argues that intelligence to help operators make business decisions, market, and promote their products and services, and find their best customers is a way of developing tourism in undeveloped regions. These resources help businesses transform their tourism offerings into the extraordinary experiences that will keep visitors coming back. Destination management organisations play a pivotal role in the alignment of activities within a tourist region. Involving the management of the region can incorporate suitable and appropriate strategies that can turn the visitor turn up of Kakamega region. A good number of respondents agreed that the involvement of destination management initiatives is necessary during the study. If destination initiatives are incorporated by creating a platform of action, tourism in the western region may start experiencing enormous growth.

5.3. Conclusion

The aim of the study was to assess the determinants of the performance of the tourism industry in Kenya, a case of Kakamega County. This was achieved using different variables related to the performance of tourism attractions. After analysis of the determinants of performance of the tourism industry were done. From the results, new findings were established. It was clear that poor road condition, poor state of the airport, low standard hotels and low entrepreneurial skills in the Kakamega County were impeding factors to tourism performance. However, it is crucial to note that the study did not capture all the influencing determinants on the performance of the tourism. In-depth research is required using a larger population for better results. This will help in expanding the existing knowledge on the topic. The researcher believes that future efforts are
necessary to validate the finding, as it is impossible to establish the validity of findings based on a single study.

5.4. Recommendations

In its assessment, the research describes vulnerabilities associated with poor development in transportation and hotels. Transportation facilities are susceptible to visitors, which can undermine visitor turn up. The county government lacks a unified tourism management operation that can cover all road network shortfalls, improve the hotel facilities and upgrade the airport. The study makes specific recommendations the area of transportation, hotel facilities and infrastructure financing. It also makes recommendations cutting across the areas. Among the recommendations, include: Development of a proper government assessment of transportation within Kakamega County; Strengthening of the existing transportation networks, for instance through protecting tunnels against flooding; Acceleration of the modernization of the hotel facilities and services in the area; Involve and train the local community in tourist development initiatives in the region; Establish a new infrastructure fund for financing the construction, rehabilitation and the expansion of the road and airport infrastructure by the county government; Constructing and expanding the airport to facilitate the movement of visitors and link it with other tourist circuits in Kenya and finally Provision of education to sharpen entrepreneurial skills of the inhabitants of Kakamega county.

5.5. Suggestions for further Research

Further research needs to be done on the determinants of the performance of the tourism industry. This should involve a larger population and a different setting. For example tourism
sites such as beaches for beach tourism should be exploited for purposes of gathering more information.
6.0. REFERENCES


APPENDICES

APPENDIX 1

Letter of Transmittal

DARACHA DICK KIVEU
UNIVERSITY OF NAIROBI
P.O.BOX 30197
NAIROBI

Dear Sir/Madam,

RE: INFLUENCE OF INFRASTRUCTURE ON THE DEVELOPMENT OF THE TOURISM INDUSTRY A CASE OF KAKAMEGA REGION

I am a student of the university of Nairobi pursuing a Master’s degree in Project Planning and Management. The purpose of this study is to investigate the influence of infrastructure on development of the tourism industry, with emphasis on Kakamega region.Your genuine responses to the items in this paper will make the study successful and help various sectors of government make decisions that will help in the development of the tourism industry in the area.

Please indicate your answer to the statements carefully by ticking the appropriate responses according to you. Please write a brief statement where you are asked to do so. Kindly respond to the statement as honestly as you can. Your responses will be treated with utmost confidentiality.

Thank you for taking part in this important exercise and May God bless you abundantly.

Yours faithfully,

Dick Kiveu Daracha
Questionnaire for Tour Guides In Kakamega County

SECTION A: Personal information

(Kindly tick or fill as appropriate)

1. What is your Gender?
   
   Male [ ]   Female [ ]

2. How old are you?
   
   18 to 25 [ ]
   26 to 40 [ ]
   41 to 60 [ ]
   61 and above [ ]

3. What are your qualifications?
   
   Primary [ ]
   Secondary [ ]
   Certificate [ ]
   Diploma [ ]
   Degree [ ]
   Masters [ ]
   Other [ ]

4. Period in the tourism industry
Less than a year  [ ]
2-5 years     [ ]
5-10 years    [ ]
More than 10 years   [ ]

SECTION B: knowledge of the tourism industry

(Kindly provide brief opinions)

1. Which tourist attractions are mostly visited in Kakamega County?
   Bull fighting  []
   Cock fighting  []
   Adventure tourism []
   Wildlife tourism []

2. Do the attractions you have worked for employ tourist development initiatives
   Yes []          No []

3. If No, which is the main challenge
   Financial []       lack of awareness on tourist development []
   Poor attraction management []

4. What do you think could be done to improve attractions in the area?
   Improving infrastructure  []
   Developing more tourist facilities [ ]
   Involving the local people [ ]
SECTION C: Determinants of the performance of tourism

1. How many tourists do you receive on average per day?
   1-5 [ ]       5-10 [ ]       above 10 [ ]

2. Are you comfortable with the number above?
   Yes [ ]       No [ ]

3. What is your target in terms of tourist arrival per day?
   1-20 [ ]       20-30 [ ]       30-40 [ ]       40-50 [ ]       more than 50 [ ]

4. Briefly list the factors that in your own opinion affect tourist arrivals?
   Seasonality [ ]
   Cost [ ]
   State of tourist facility [ ]
   Infrastructure [ ]
   Security [ ]

5. From your experience which form of transport is preferred by most tourists?
   Air [ ]
   Water [ ]
   Railway [ ]

6. What facilities do the tourists ask for from hotels?
7. Do you have knowledge on Hotel rating?

   Yes [ ]       No [ ]

8. If your answer to the previous question is yes, what is the rating of the hotels?

   One star [ ]
   Two star [ ]
   Three star [ ]
   Four star [ ]
   Five star [ ]

9. Do you think the rating of the hotels have any effects on the number of guest arrivals?

   Yes [ ]       No [ ]

10. How far are these hotels from the nearest airport?

    Less than 1km [ ]    1-2km [ ]    more than 2 km [ ]

11. What type of road leads to your hotel?

    Murram [ ]      tarmac [ ]

12. What is the condition of the road?

    Poor [ ]
13. Do you think the condition of the road has any effect on the number of tourists visiting a destination?

Yes [ ]

No [ ]

14. Explain your answer above.

Impassability [ ]

Unmaintained [ ]

All weather road [ ]

15. Is the government making any efforts to improve the condition of the road?

Yes [ ]

No [ ]

I don’t know [ ]

16. Do you think Entrepreneurial skills will improve the performance of tourism?

Yes [ ]

No [ ]

17. Explain your answer to the question above.

........................................................................................................................................

........................................................................................................................................

18. What do you think should be done to improve the entrepreneurial skills of the people of Kakamega County?

........................................................................................................................................

........................................................................................................................................

........................................................................................................................................
SECTION D: Infrastructure in Kakamega county (kindly rate the following and give your opinion)

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Standard of Hotels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>State of roads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>State of Airport</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Is your ministry under the government taking any measures to improve the quality of road networks in Kakamega region?
   Yes [ ]  No [ ]

4. How does the unavailability of an airport in Kakamega County affect tourism development in this region?
   Low tourist turn up [ ]  slow development [ ]  poor development of tourist facilities [ ]

5. What is the state of hospitality facilities; particularly hotels in Kakamega County?
   Poor [ ]  good [ ]  excellent [ ]  don’t know [ ]

6. What other factors do you think hinder tourism development in Kakamega County?
   Social cultural [ ]
   Technological [ ]
   Political [ ]
7. In your opinion, what strategies should be employed to improve infrastructure in Kakamega County?

- County government involvement
- Participation of the local community in development initiatives
- Constructing an airport
- Destination management initiatives
Questionnaire for hotel managers from hotel in kakamega

SECTION A: Personal information

(Kindly tick or fill as appropriate)

1. What is your Gender?
   Male [ ] Female [ ]

2. How old are you?
   18 to 25 [ ]
   26 to 40 [ ]
   41 to 60 [ ]
   61 and above [ ]

3. Marital status
   Single [ ] Married [ ] separated [ ] divorced [ ]

4. What are your qualifications?
   Primary [ ]
   Secondary [ ]
   Certificate [ ]
   Diploma [ ]
   Degree [ ]
   Masters [ ]
   Other [ ]

5. Period in the Hotel industry?
   Less than 1 year [ ]
   2-5 years [ ]
5-10 years [ ]
More than 10 years [ ]

SECTION B: Knowledge of the tourism industry

(Kindly provide brief opinions)

1. Are there services that tourists ask for and you do not have in your hotel?
   Yes [ ] No [ ]

2. If yes, do tourists complain when they find that some services are lacking?
   Yes [ ] No [ ]

3. State some of the strategies you have put in place to ensure that your visitors are satisfied?
   Improve customer service [ ]
   Employ more competent staff [ ]
   Increase hotel capacity [ ]
   Improve auxiliary services [ ]

SECTION C: Determinants of performance of tourism industry

(Kindly provide brief opinions)

1. What is the rating of your hotel?
   One star [ ]
   Two star [ ]
   Three star [ ]
   Four star [ ]
   Five star [ ]
2. What is the bed capacity of your hotel?
   20-50 []   50-100 []   over 100 []

3. How many guests do you receive on average per day?
   Less than 5 []   5-20 []   over 20 []

4. Are you comfortable with the number above?
   Yes [ ]   No [ ]

5. What do you think affects the turn up of these guests, especially tourists?
   Accessibility []
   Cost of services []
   Facilities available []
   Management []

6. Do your guests receive all the services they ask for?
   Yes [ ]   No [ ]

7. What is the condition of the road leading to your hotel?
   Poor [ ]   Average [ ]   Good [ ]   Very good [ ]

8. Do you think the conditions of the road affects tourist turn up?
   Yes [ ]   No [ ]

9. Explain your answer to the question above.
   Impassability []
   Unmaintained []
   All weather roads []

10. How far is the nearest airport from your hotel?
Within 10 km  []
More than 10 km  []

11. Is the government making any efforts to improve the condition of the road?
Yes [ ] No [ ] I don’t know [ ]

SECTION D: Infrastructure in Kakamega county (kindly rate the following and give your opinion)

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Standard of hotels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>State of roads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>State of Airport</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 2

INTERVIEW SCHEDULE FOR TOURIST OFFICERS

1. How long have you been in the tourism industry?

2. In your opinion, how can you rate the quality of road networks in Kakamega County?

3. How has the quality of road networks affected tourism development in Kakamega County?

4. What is your view and that of the clients on the unavailability of an airport in Kakamega County in terms of tourist arrivals?

5. How has the quality of hospitality facilities affected the development of tourism industry in Kakamega region?

6. What do you think is the impact of the current infrastructure on tourism development in the Kakamega County?

7. In your opinion, what measures can be taken to improve infrastructure in Kakamega County?

8. In your opinion, what factors do you think hinder tourism development in Kakamega County?

9. Do you think the government is trying to promote Kakamega County as a tourist destination and why?

10. What strategies can be put in place to improve infrastructure in Kakamega region?
**APPENDIX 3**

**Workplan**

The study time is stipulated below

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2013 and March 2013</td>
<td>Preparation of proposal</td>
</tr>
<tr>
<td>April 2013</td>
<td>Defence of proposal</td>
</tr>
<tr>
<td>May 2013</td>
<td>Data collection and analysis</td>
</tr>
<tr>
<td>June 2013</td>
<td>Writing and presentation of Preliminary findings of the first draft</td>
</tr>
<tr>
<td>July 2013</td>
<td>Writing of the final draft and presentation</td>
</tr>
<tr>
<td>August 2013</td>
<td>Defence of Project</td>
</tr>
</tbody>
</table>
## Budget

<table>
<thead>
<tr>
<th>No</th>
<th>Activity</th>
<th>Unit Cost</th>
<th>Total Cost Ksh.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Report Proposal</td>
<td>5@ 660</td>
<td>3300</td>
</tr>
<tr>
<td></td>
<td>Typing and photocopy</td>
<td>5@ 660</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Binding</td>
<td>5@ 50</td>
<td>250.00</td>
</tr>
<tr>
<td>2</td>
<td>Data Collection piloting</td>
<td>14,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transport and Subsistence</td>
<td>8000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>questionnaires</td>
<td>4,300.00</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Data analysis</td>
<td></td>
<td>3,000.00</td>
</tr>
<tr>
<td>4</td>
<td>Report Writing</td>
<td>5@ 900</td>
<td>4500.00</td>
</tr>
<tr>
<td></td>
<td>Typing and Printing</td>
<td>5@ 900</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Binding</td>
<td>5 @ 50</td>
<td>250.00</td>
</tr>
<tr>
<td>5</td>
<td>Miscellaneous</td>
<td></td>
<td>3,000.00</td>
</tr>
<tr>
<td></td>
<td>Grand Total</td>
<td></td>
<td>40,600.00</td>
</tr>
</tbody>
</table>