

**FACTORS INFLUENCING COMMUNITY PARTICIPATION IN  
CULTURAL TOURISM AT KIT MIKAYI IN KISUMU COUNTY,  
KENYA**

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**DECLARATION**

This research project report is my original work and has not been presented for a degree award in any other University.

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## **DEDICATION**

I dedicate this work to my father, the late William Ogwang' Odege whose will I have fulfilled. His memory has inspired me to go all the way and accomplish this task in his revered honor. This work is a special dedication to my mother, the late Mama Hilda, who was of age but understood the importance of education. She continued to encourage me and prayed for my success even at the last moments of her life. I also dedicate this study to my children Beth, Gabby, Eric, Bilha, Esther, Hilda, Sluvia and my grandson Reagan for the continuous encouragement and support throughout my course.

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## **ABBREVIATIONS AND ACRONYMS**

<b>ADCL</b>	Appropriate Development Consultant Limited
<b>ATU</b>	Arizona Tourist University
<b>AOT</b>	Arizona Office of Tourism
<b>CBO</b>	Community Based Organization
<b>CDF</b>	Constituency Development Fund
<b>CEO</b>	Chief Executive Officer
<b>GDP</b>	Gross Domestic Product
<b>GVIC</b>	Gauler Visitor Information Center
<b>LVEMP</b>	Lake Victoria Environmental Management Program
<b>KNBS</b>	Kenya National Bureau of Statistics
<b>KTDC</b>	Kenya Tourism Development Corporation
<b>MTEF</b>	Medium Term Expenditure Framework
<b>NEMA</b>	National Environmental Management Authority
<b>NGO</b>	Non-Governmental Organization
<b>TAC</b>	Tourism Advisory Council
<b>TIA</b>	Travel Industry Association
<b>TTB</b>	Tanzania Tourism Board
<b>TTF</b>	Tourism Trust Fund
<b>TTAC</b>	Tribal Tourism Advisory Committee
<b>UNCTAD</b>	United Nations Conference on Trade and Development
<b>UNWTO</b>	United Nations World Tourism Organization

## **ABSTRACT**

High poverty level, especially in the rural area is one of the major developmental challenges in Kisumu County. This study is an analysis of factors influencing community participation in cultural tourism for poverty alleviation at Kit Mikayi in Kisumu County. The extent to which socio-economic characteristics of the local people influence their participation in cultural tourism was assessed, followed by an analysis on how education levels, as well as tourism policy framework influence participation in cultural tourism. Community participation in cultural tourism is at the center of development and the projects include community owned lodges and other facilities which provide positive economic benefits such as income, job opportunities and improved infrastructures. An exploratory and descriptive research designs were adopted, employing cross sectional survey with the use of questionnaires and key informant guides to get in-depth information about the community. The sample size was determined through an approach based on precision rate and confidence levels. Systematic random sampling of households was done so as to draw a representative sample from the target population. Interview schedules were administered to the key informants while questionnaires were administered to the sampled heads of household. Data was cleaned for possible errors, organized, coded and analyzed using descriptive statistics with the aid of SPSS to generate tables, frequencies and percentages. Findings of this study revealed that high percentage of Kit Mikayi residents (78.6%) have low household income, which limits the ability to start cultural tourism enterprises. It is also clear from the study that majority (61.4%) have low level of education. Spearman's correlation test revealed a relationship between level of education and community projects. Residents of this community reported positively on Government interventions to develop cultural tourism for community development. However, community involvement in development process is very low. In conclusion, cultural tourism at Kit Mikayi can improve local people's livelihood by creating self employment, income generating activities and improved standards of living. Therefore community empowerment programs should be initiated to enhance their ability to participate in cultural tourism activities. The study has suggested further research for sustainable cultural tourism development in the tourists' destinations.

# CHAPTER ONE

## INTRODUCTION

### **1.1 Background information**

Cultural tourism is not a new concept in the history of community development for poverty reduction. People have been traveling for reasons of cultural tourism since the age of the Romans, visiting historic sites, monuments, landmarks, attending special events, festivals, and museums (Georgia, 2010). This has been packaged by development agencies to enhance economic growth of tourism destinations in various parts of the world. Cultural tourism is defined as movements of persons essentially for cultural motivations such as study tours, performing arts and cultural tours; travel to festivals, visits to sites and monuments; folklore or art, and pilgrimages. It is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations (UNWTO, 2007).

This study is based on the concept of community development for poverty reduction through cultural tourism. Reid (2000) argues that the community must not only perceive to be involved in product development but must own the product in actuality so that the values on which the attraction is based can be debated in the community before inclusion in the product. The community must therefore not only have control of what goes into the formulation of the product but also what is excluded. Community development approach to cultural tourism may lead to capacity building in the local communities. Skills and insights gained during development of cultural tourism may promote growth of other projects that are needed for sustainable socio-economic and cultural development as well as environmental management.

Cultural tourism has been used in different parts of the world to generate community-based projects as a drive to leverage poverty. Such community based tourism projects have been at the forefront of the promotion of rural development both in developed countries such as Ireland (Storey, 2004) and in the developing world (Honey, 2008). According to Cornelissen, (2005), the theoretical premises of cultural tourism have a long history, originating from the participatory and empowerment development models that emerged as a new paradigm in development discourse in the 1970s. Culture and tourism are linked because of their obvious synergies and their growth potential for community development.

Telfer and Sharpley, (2008) and Flake-Naurdefer, (2008) however, argue that community based tourism projects should respect and enhance local culture and heritage for sustainable tourism development. Akama. (2005) supports the fact that culture is a main pull factor which influences visitors' initial decisions to travel to destinations in different parts of the world. In most regions of the world particularly in Europe and North America, cultural attractions have become important in the development of tourism. According to Richards (2001), cultural attractions are usually perceived as icons of important streams of global culture.

A study by TIA (2003) on tourism and poverty reduction shows that culture and heritage travelers stay longer at their destinations and spend more money there than other types of travelers. This gives the host community opportunity to venture in business and access the benefits of cultural tourism. One of the principle objectives of cultural tourism is collaboration with local organizations and the public to develop sustainable economies. Tourism creates jobs, new business opportunities and strengthens local economies. It protects natural and cultural resources, which improves the quality of life for residents and tourists who participate in the activities. Cultural tourism also promotes community pride by allowing people to work together to enhance economic and cultural development. However, as cited by Bolwell and Weinz, (2008) up to 85 per cent of the supposed benefits of tourism "leak" out of developing countries due to the power of international tour operators, foreign ownership and high import propensity of tourism (Bromen, 1996).

In Tanzania, cultural tourism adopts a commodity-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in. While economic benefit is derived from this activity, some cross cultural exchange between visitors and the local people is also developed (TTB, 2008).

Cultural Tourism development in Tanzania has taken an approach of Sustainable Pro-poor Tourism as a way of focusing specifically on unlocking opportunities for the poor to benefit more within tourism. It also attempts to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in co-operation with all major stakeholders, and the local communities to access a fair distribution of benefits.

It is important to note that many economies focus on cultural tourism to market destinations but very little have been done to ensure participation by host communities for sustainable development and improved livelihood. According to Akama, (1999) as cited in Manyara and Jones, (2007, p 629) and Muganda, (2009), “local communities are hardly involved in tourism development” and they are usually without a voice in the development process (Harvel, 1996). One approach to enhance community development through cultural tourism is to involve local community and to ensure that their potential role is tapped and maintained through active participation in the tourism industry (Beeton, 2006). This is because “the destinations of tourists are communities and it is in the communities that tourism happens” (Blank, 1986 p. 115).

Tourism industry is a major earner of foreign exchange and contributes about 10 per cent GDP and 9 per cent of formal employment to the Republic of Kenya at national levels (Republic of Kenya, 2010). It is reported to be the fastest growing sector in this country. Tourism sector is recognized to provide sector integration in development, namely environment, agriculture, manufacturing, wildlife, entertainment and handicraft; and has potential for moving the economy up the value-chain as well as promote environmental conservation and generate employment and wealth (Republic of Kenya, 2010).

Tourism and Industry Sector Report for MTEF, (2011) recommended strategies and interventions to be implemented in collaboration with other sectors. It has touched on expansion of product choice and range of tourism facilities to include culture, conference sports and community based tourism. Tourists are increasingly interested with local communities and want to stay in places that impact on the environment, wildlife and the local population. Many community-based tourism enterprises exist in Kenya, and are at various stages of development. However, in Lake Victoria Region limited information exists on community participation in cultural tourism for poverty reduction among the hosts of tourism destinations (Odede, 2013).

Kisumu County has the potential of growth as a cultural tourism destination from which the local people can start small enterprises. It is endowed with vast lake resources such as beach tourism, bird watching, rich cultural heritage, performing arts, sport tourism, traditional cuisine, ecological wetlands with rare unique species,

unique rock formation of Kit Mikayi and prehistoric sites (Odede, 2013). Despite these ecotourism features, Kisumu County is experiencing high poverty levels, especially in the rural areas, youth and women unemployment, general underdevelopment, environmental degradation, continuous loss of cultural heritage; and declining fish resources which have been the main source of livelihood for the region.

This study focuses on the host community of Kit Mikayi Rock. “Kit Mikayi”, (which means, the rock of the first wife) was chosen for the study because it is an emerging tourist site in Kisumu County. It is also located in Lake Victoria region, which the Government of Kenya has earmarked for niche tourism development in the Vision 2030 (Republic of Kenya, 2007). Being a community cultural site, a sanctuary yet a tourist attraction, Kit Mikayi requires unique approaches that aim at enhancing coexistence among the diverse users and addressing existing and potential factors that influence community participation in cultural tourism for poverty reduction, hence sustainable community development.

## **1.2 Statement of the Problem**

High poverty level is one of the major developmental challenges in Kisumu County because the majority of people are not able to invest in such income generating activities as cultural tourism. Estimates show that over 60 per cent of population is poor compared to the national average of 46 per cent as at 2006 (Kisumu County Fiscal Strategy Paper, 2014).

Interventions have been put in place to encourage participation in community-based tourism projects for poverty reduction and community development. The Government of Kenya, through Kenya Tourists Board opened Western Kenya tourism circuit in 2002 to market such emerging tourism destinations as Kit Mikayi rock and Lake Victoria beaches (Republic of Kenya, 2006). Capacity building activities have been conducted to empower the host communities on tourism related projects and efforts have been made to fund community tourism through TTF, KTDC and CDF since the year 2002 (Republic of Kenya, 2006). However, the host community of Kit Mikayi still lives in their traditional lifestyles being exploited by foreign and urban based tourism practitioners. Limited information exists on community participation in cultural tourism along Lake Victoria basin to improve their livelihood (Odede, 2013).

Environmental resources are steadily declining, including fish resources in Lake Victoria with expansion of human settlements hence sustainable livelihood is no longer guaranteed (Kairu, 2001; LVEMP, 2005; NEMA, 2006). The area relies on subsistent farming, which does not yield enough food due to poor weather conditions. The local people live in poverty, which is evident in the kind of houses people live in, high mortality rates due to lack of health facilities, high malnutrition, low education levels and unemployment (Kisumu County Development Profile, 2013).

A report by World Bank (2004) on poverty reduction strategies in Kenya reveals that, the average household income for Kisumu is kshs.7, 200 per annum. The general population has a low per capita income which affects their purchasing power (Halima, 2004); even the ability to engage in cultural tourism enterprises for income generation. Less than 2 per cent of the money spent in the tourist attractions around Lake Victoria basin benefits local people (Odede, 2013). Only 4 unclassified lodging houses with restaurants and bars are found at Kit Mikayi, which are not suitable for tourism enterprises. Tourists thus make stop over at Kit Mikayi rock to other areas where accommodation conditions are favorable. It is against this background that this study seeks to analyze factors that influence community participation in cultural tourism for sustainable tourism and poverty alleviation.

### **1.3 Purpose of the Study**

The purpose of this study was to analyze factors influencing community participation in cultural tourism by the host communities of tourists' attraction sites in Kisumu County.

### **1.4 Objectives of the Study**

The study was guided by the following objectives:

1. To assess the extent to which socio-economic characteristics of the local people influence community participation in cultural tourism at Kit Mikayi in Kisumu County.
2. To analyze how education level of the local people influences community participation in cultural tourism at Kit Mikayi in Kisumu County.
3. To establish the extent to which Tourism Policy Framework influence community participation in cultural tourism at Kit Mikayi in Kisumu County.

### **1.5 Research questions:**

1. To what extent have socio-economic characteristics of the local people influenced community participation in cultural tourism at Kit Mikayi in Kisumu County?
2. How has education level of the local people influenced community participation in cultural tourism at Kit Mikayi in Kisumu County?
3. To what extent has Tourism Policy Framework influenced community participation in cultural tourism at Kit Mikayi in Kisumu County?

### **1.6 Significance of the Study**

The study has provided vital information to community development agencies on integration of cultural tourism in poverty alleviation programs for rural development. It has revealed the attitude and perception of the local people about tourism industry in relation to their livelihood and economic empowerment. NGOs and relevant Government agencies will use the recommendations of this study to enhance community development through application of participatory and development models to community based tourism projects.

The study has revealed factors influencing community participation in cultural tourism at Kit Mikayi. The report will be used by the local leadership to encourage the youth to pursue quality education so that they are able to get jobs in the tourism industry. Selection of courses for career development in the tourism sector has been informed by the findings of this study. Ministry of Education will use the findings of this study for review of school curriculum to mainstream issues of culture and tourism.

Recommendations in this study have provided guidelines for review of tourism policy which will be used to develop and empower the local communities within Kisumu County. Issues raised at the end of this study will attract further research in the tourism industry using various development models for community development.

### **1.7 Limitations of the Study**

It was not easy to control the respondents' attitude given that some of the questions touched on culture of the people. Many institutions who conduct various researches around Kit Mikayi area motivate respondents with some money to get information they want. This was a challenge since the study did not cater for such fund. Data was

collected during planting time, which delayed the process of getting the sampled household heads in time since they were busy with farming activities. The research assistants were trained to administer questionnaires appropriately in order to get the required information.

### **1.8 Delimitations of the Study**

This study was done in Kisumu County in Western Kenya region. It targeted the host community of Kit Mikayi tourists' attraction site. The site lies on two sub-locations in East Seme location, namely Kit Mikayi and East Othany. The area is 29 km from Kisumu town and 1.5 km from Kombewa shopping centre. The area under study has a population of 7226 with population density of 387 per sq km and 1678 households. Socio-economic activities of the area are livestock keeping, crop cultivation, small scale businesses, cultural activities and fishing. The area is an emerging tourist destination which has been earmarked for niche product development within Western Kenya tourism circuit. Tourists frequently visit the place to experience the rock formation of Kit Mikayi Legend Rock. There is potential for cultural tourism given the fact that the indigenous knowledge and mythical stories behind the rock is with the host community. The rich cultural values, practices and cultural events are some of the potential areas for cultural tourism at Kit Mikayi in Kisumu County.

### **1.9 Basic Assumptions of the Study**

It was assumed that the respondents would be available and willing to give information about the area under study. It was also assumed that the study area has been clustered by KNBS.

### **1.10 Definition of Significant Terms:**

**Socio-economic characteristics:** These are the social, economic and cultural parameters of the host community which influence community participation in cultural tourism.

**Education level:** The highest academic attainment and professional qualifications which determine the ability to develop careers in culture and tourism for effective management of community projects.

**Tourism Policy Framework:** Document which contains vision, mission and strategies of Government agencies in charge of promotion of tourism industry in

Kenya, including strategic plans targeting poverty reduction in tourists' attraction host communities.

**Culture:** Way of life of the tourists' attraction host communities, which includes their beliefs, behavior, perceptions, language, tangible and intangible heritage, which is passed from one generation to another.

**Cultural tourism:** This is a specific type of tourism that embraces the culture of a people, including their history, traditional practices, artifacts, scientific or lifestyle/heritage offerings; it includes visits by tourists to experience festivals, music, art, craft, architecture, religious beliefs and other elements that define a community's unique way of life.

**Poverty:** Poverty is the deprivation of basic human needs, which commonly includes food, water, sanitation, clothing, shelter, health care and education. In the context of this study, it is the inability to engage in tourism industry as income generating activity.

**Cultural Tourism benefits:** Benefits going to individuals or households in the community, including participation in cultural tourism projects, training, employment opportunities and marketing of cultural tourism products.

**Community participation:** Individuals or groups engaging in tourism related projects/programs for income generation.

**Kit Mikayi:** Kit Mikayi is a tourists' attraction site at Central Seme Location in Kisumu County. Three mystically arranged granite rocks characterize the site, where the largest and centrally imposed one symbolizes the first wife in a polygamous Luo family set up. The one on the right and the left represent the second and third wives in that order. Tourists visit this community through Kit Mikayi legend rock, which is an opportunity for the local community to participate in cultural tourism.

### **1.11 Organization of the study**

This study is organized in five chapters. Chapter one is an introduction to the study; the background information, the statement of the problem, the purpose and objectives of the study. It also highlights the research questions this study intends to answer and

the significance of the study. This chapter also considers the assumptions, limitations and delimitations of the study.

Chapter two is literature review; that is, an overview of the general literature of the study, followed by the literature review under the themes of socio-economic characteristics of communities living around tourists attraction sites, their education levels and tourism policy frameworks that influence community participation in cultural tourism. The literature review has identified the existing gaps that need to be addressed by this study. Conceptual framework has been provided to illustrate the relationships between the dependent and independent variables.

Chapter three describes the methodology used for the study. It has captured research design, target population, sample selection procedure, sample size and data collection instruments, data collection procedure, data analysis techniques and ethical considerations to be made during the research process, and finally operational definition of the variables used in this study.

Chapter four is data analysis, presentation, interpretation and discussion of findings on the data collected on factors influencing community participation in cultural tourism. Chapter five is a summary of findings, conclusions, recommendations and suggestions for further research. The chapter has also provided contribution of this study to the body of knowledge.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter is a review of what other researchers have done in relation to participation in cultural tourism with a focus on community development for poverty reduction. It has enabled the study to develop new knowledge from the gaps identified in the literature which may be used as lessons learned to plan for cultural tourism programs to improve the livelihood of people living around tourism attraction sites. The review was on factors influencing community participation in cultural tourism for poverty reduction based on the themes of the study, which were derived from its objectives. A conceptual framework has been used to illustrate the relationships between the variables.

##### **2.1.1 Cultural Tourism**

Globalization of the world's economy is a phenomenon sweeping across all countries and continents. The tourism sector of the economy is not immune to this new force. In fact, tourism is one of the main products being globalised. It is the world's largest industry accounting for about 5.5 per cent of the world's Gross National Product (GNP) and 6 per cent of the employment, and it is growing fast (Glasson, 1995). Likewise, Africa is becoming, dependent on tourism as one of the top foreign income generators in most of the continent's countries. Dispersion of tourists to underdeveloped or under-utilized areas, and diversification of the product to include cultural tourism as well as reliance on nature tourism are some of the strategies used by African countries to sustain growth in tourism industry.

Richards, (1996); Shackley, (1998); Hall and MacArthur, (1998); Leask and Yeaman, (1999) define cultural tourism as a discrete product category that is differentiated from other tourist activities or attractions by consumption of a destination's tangible and intangible cultural heritage. It refers to visits to local communities to experience ancestral traditions, cultural ways attracted by people's lifestyle, their cultural practices; passage of rights and related ceremonies; participation in dance, music, festivals, cultural exhibitions, buying artifacts and souvenirs.

### **2.1.2 Tourism and poverty reduction**

Carter (1991) notes that there is a cumulative relationship between tourism development, the environment and socio-economic development; this means that if tourism is to contribute to sustainable development, then it must be economically viable, ecologically sensitive and culturally appropriate (Wall, 1997). This suggests that an economic initiative such as tourism should be based on the idea that economic development should conform to the concept of sustainable development.

Tourism is often promoted as the best solution to sustainable development because it is mainly consumed at the point of production. Because the customer comes to the product, opportunities for entrepreneurs to capitalize on linkages with the rest of the economy (e.g. tourism guide or taxi services) can be greater; most export industries depend on financial, productive and human capital (Zappino, 2005). Tourism depends on these but also on natural capital (e.g. wildlife) and culture, which are assets that some of the poor have, or are gaining increasing control over where decentralization and devolution of tenure are occurring; tourism is often reported to be more labor intensive than other productive sectors; there is a greater entrance of women and the youth in the job market; and it is also a more multi-sector industry than many others and can build upon a wide range of resources.

### **2.2 Socio-economic Characteristics**

Socio-economic characteristics are things about the community profile; the people, activities, cultural background, attitude and behavior. It includes economic status, household income/assets, and leadership structure as well as value systems. According to a report on the social and cultural impacts of tourism in Southern Australia, many Tourism impacts are socio-cultural and an outcome of lack of information, false impressions, misinformation, poor communication and poor knowledge (GVIC, 2012). Negative perceptions and attitudes towards visitors and tourism can also affect tourism/communities. Ill feelings towards tourism, delays/obstructions to tourism product development and lack of council/authority support can prevent tourism from flourishing; perhaps such communities are not ready for tourism. It is easy to blame tourism for any economic, social and environmental problems. Open communication channels, proper consultation, transparency and involvement at the community level at all stages of the planning process can aid in communities taking ownership of their tourism product.

### **2.2.1 Household Income**

Expansion of cultural tourism activities in a community creates opportunities for individuals to invest in related enterprises for income generation. Tourism stimulates investment, improving household income, which influences the ability by local people to access tourism benefits. In 2011, US\$650 billion in capital investment, or 4.5 percent of total world economy, was driven by Travel & Tourism. While a portion of this is related to individual investments in facilities that directly benefit tourists, such as the construction of hotels and resorts; tourism also drives infrastructure improvements that collectively benefit tourists, local residents, and the wider economy (WTTC, 2012).

Growth in the cultural tourism sector typically leads to development of restaurants, bars, cafes, retail establishments, theatres and other tourism related businesses. These businesses help to improve the quality of life for local residents by expanding the choices available to them in their local community. For example, the increase in international business and leisure travel in Abu Dhabi has led to private investments in Saadiyat Island, a mix of residential and leisure projects off the coast of Abu Dhabi. Once completed, the island will act as a hub of international commerce and upscale cultural district providing a host world class amenities for tourist and residents of Abu Dhabi, including access to a world class championship golf course as well as branches of the Louvre and Guggenheim museums (WTTC, 2012).

McGregor Tan Research conducted a community attitude survey in 2001. The results were very positive with the majority of South Australians seeing the value of tourism and related developments. The big challenge is not only to encourage tourism growth but also to ensure that this growth is sustainable (GVIC, 2012). Most South Australians consider that tourism has a positive impact on their region and can be sustainable in the future. Concerns were only expressed in environmentally sensitive areas. South Australian residents recognize that tourism can create employment opportunities and can create demand for business. There are high levels of community pride, although there is a perception that tourism places unreasonable demand on communities.

Akama, (2005) in the study on “The creation of Maasai image & tourism development” concluded that Kenya tourism image is constructed to revolve around wildlife and the Maasai image. The marketing of Kenya’s attractions in tourist generating countries usually present the Maasais as if they are the only existing community in Kenya. Yet Kenya is made up of 42 ethnic communities with diverse cultures and historical experiences. Therefore when tourists visit Kenya for wildlife safari they are also supposed to catch a glimpse of the exotic and diverse African cultures at local community levels. The potential in cultural values can be turned round to benefit the host communities for poverty reduction through community participation in development processes.

### **2.2.2 Community Projects**

In Thailand, cultural tourism is often recognized as a perfect example of sustainable community based tourism for community development (Breuge, 2013). The reason for this is mainly that local community participation in the development and practice of these projects is supposed to be high, and that the whole community benefits from the projects (Brohman, 1996; Hatton 1999). Community development is at the heart of cultural tourism in Thailand. Most of cultural tourism projects are small scale and they often include community owned and operated lodges and other facilities. This would provide positive economic benefits, such as income, job opportunities and improved infrastructures. Besides that, cultural tourism is regarded as less harmful to the socio-cultural environment.

Tourism is increasingly becoming an important economic sector in many developing countries. For host communities, participation and employment are essential objectives in any tourism initiative that seeks to address issues of poverty. According to Tourism White Paper, (1996), tourism industry in South Africa has been woefully protected from foreign competition, demanding long-stay tourists of homogenous clientele. As such, the potential of the tourism industry to spawn entrepreneurship, to create new service (e.g. local entertainment, handicraft etc.), to drive other sectors of the economy, to strengthen rural communities, to generate foreign exchange and to create employment has not been realized.

Apleni, (2013), in the study on Community Participation in South Africa illustrates that tourism activities have been happening in South Africa however, the main issue

was that host communities have been excluded previously. There are a number of reasons which attributed to this exclusion. For instance, apartheid had an adverse impact in community participation as the system was meant to benefit the White population only (Viljoen, & Tlabela, 2007). The 1996 Tourism White Paper (TWP) claims that many communities particularly those in the rural areas that have not actively participated significantly in the tourism industry, possess cultural tourism resources. It was foreseen that the communities would play a pivotal role in developing rural tourism. Women in particular play a significant role in the development of responsible tourism in rural areas (Alpeni, 2013).

While it has been possible to involve local communities in the tourism business and that some of the revenue have been accrued to them, indications are that most of the community tourist projects are performing poorly (Mbaiwa, 2002). A study conducted in Botswana on the socio-economic and environmental impacts of tourism development revealed that, there is no meaningful reinvestment of the tourism revenue into other tourist projects. This is mainly a result of lack of entrepreneurship and marketing skills in the tourism business (Mbaiwa, 1999). Informal interviews with CBO Board members in the Okavango Delta pointed out that benefits (e.g. revenue) that local communities obtain from community-based tourism are insignificant when compared to those obtained by the private tour operators or by government. This means tourism in the Okavango Delta does not have substantial and meaningful economic benefits to the local people; hence its sustainability in terms of socio-economic benefits becomes questionable.

Some communities in Kenya that have allowed access to their land have seen their lifestyles improve through increased revenue in form of wages, land leases and development funds (ATLAS 2002). Cultural tourism is largely an ecotourism venture which has helped many communities develop and leverage poverty levels. Some ecotourism projects have built boreholes, schools and clinics for local communities. Notable community tourism projects include Ngwesi and Tassia in Laikipia County, Sarara in Namunyak, Shompole in Magadi and Losikitok in Amboseli. They range from complete community management to a partnership with an investor that provides capital for building guest houses and related facilities (ATLAS, 2002). The

projects may still suffer from other factors such as cultural attitudes and exploitation by tourism practitioners from outside the communities.

As a poverty intervention strategy, tourism probably does not compare with more direct tools, such as investment in health, education and agriculture. But as a strategy for promoting broad-based growth, which is also assumed to be essential for achieving poverty elimination, pro poor tourism can be valuable. Various tourism products have different impacts on the poor. Some of them, such as rural tourism, eco-tourism and cultural tourism, are considered to have a high impact on the poor especially in terms of job creation, handicraft development, etc.

### **2.2.3 Cultural Activities**

There is a global trend towards investment in interpretation of natural and cultural resources in Southern Australia (GVIC, 2012). Attraction to natural and heritage icons often helps fund conservation efforts and provides opportunities for effective management of sensitive and significant areas. However, cultural attractions are not the sole draw card for visitation but provide one of many experiences. A growing number of cultural celebrations are emerging highlighting important events and paying homage to ancestry. Cultural events assert cultural identity and help preserve local traditions in younger generations while influencing visitors firsthand.

Australia's primary urban areas are multicultural and have developed their own unique cultures, however many regional areas are still heavily influenced by the food and culture of their founders. Tourism allows for local crafts, foods and personalities to be kept alive while raising funds for the community. Tourism can boost the preservation and transmission of cultural and historical traditions. This often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a revival of indigenous cultures, cultural arts and crafts.

Smith, (1997) argues that development of cultural tourism in the indigenous African communities can only contribute to socio-economic development among the local people if participatory approach to planning mechanisms is applied. If cultural tourism is to be encouraged then one must consider by whom and with what criteria? What cultural aspects should be commoditized? At least local communities should be

empowered to determine what forms of cultural tourism facilities they want to be developed in their respective communities, and how the tourism costs and benefits are to be shared among different stakeholders.

### **2.3 Education Level**

Level of education attained is a crucial component for people to be able to access such benefits as scholarships, training and job opportunities accruing from the tourism sector. Students who are able to access training on tourism related courses add value to their local communities. The host community benefits from the addition and availability of skills and labor such as foreign language, technology, and cultural knowledge. Increased labor mobility allows companies access to a larger pool of skilled workers (WTTC, 2012).

The extent of participation is determined by the extent to which local communities are able to leverage cultural knowledge and skills as resources for entrepreneurship (Van Vuuren, 2004). This means that local people should be able to turn cultural and heritage resources into marketable products of profitable value. In most cases local communities lack knowledge of the scale, volume and economic significance of cultural tourism, and these result in lack of enthusiasm in participating in tourism development issues, thus translating to less than expected benefits for local communities (Page & Thorn, 1998 in Hall & Lew, 1998).

#### **2.3.1 Academic and Professional Attainments**

Tourism makes it easier for students to travel abroad to study. In particular there has been a large increase in the number of students from emerging economies that have been able to study at developed world universities (WTTC, 2011). Their home countries benefit when the students take their education back home and add to the pool of highly educated talent that is crucial for increases in productivity and economic development. In addition, students are likely to make many contacts that will contribute to both global social cohesion and the development of trade (Oxford Economics, 2011). A Peruvian travel writer and TV presenter cites the educational level of community members as being crucial to the success of tourism projects: The level of education makes a great difference in the quality of service. Language is important too, and educated people are better able to have a business vision. It seems

a very simple thing, and it is true, educational level determines the success of a project.

In the Caribbean, Pantin (1998) states that about nine out of ten management positions in the hotel and restaurant sectors are occupied by expatriates with average salaries several times higher than those of the unskilled local workers. In the Okavango Delta, the reasons that have been given for this development is that expatriates possess skills in the tourism industry which locals do not have. It can, therefore, be concluded that even though tourism in the Okavango Delta has led to the creation of employment opportunities and the generation of revenue for the people of the area, the poor-quality jobs and low salaries they get indicate that tourism can be an exploitative industry to local people if proper management and control are not in place (Mbaiwa, 2012).

### **2.3.2 Community Empowerment on Tourism Skills**

Cultural tourism must be based on transformative learning principles rather than being guided by pure market forces. Transformative learning seeks to fundamentally change the worldview of the individual and not simply add to the bank of information stored in the cranium (Creid, 2005). It is trans-active so that, in the cultural tourism context, both parties involved in the process are fundamentally changed. As Clark (1993) suggests, transformative learning shapes people: they are different afterward, in ways both they and others can recognize.

The process can be gradual or sudden and it can occur in a structured educational environment or in the classroom of ordinary life. Trans-formative learning is a two way process, and while hosts and guests in the exchange learn about each other's culture, the hosts who live in traditional non-money economy will need to receive an education in all aspects of the market economy, including skills of literacy and numeracy. There is need for fundamental education in target communities to accompany tourism development. Local communities must develop strategies for receiving and interacting with tourists as well as displaying themselves and their visible culture. This holistic approach is characteristic of development but not necessarily of the pure growth model (Clark, 1993).

A report by Ole Sipitiem (2012), the Program Manager, Conservation Enterprise Development African Conservation Centre on Community benefits and participation

in tourism projects in Kenya emphasized the importance of community awareness levels on issues of local tourism. The report highlights challenges and interventions which included community training and capacity building, Policy dialogue, developing partnerships and community horizontal exposure. The report however does not highlight factors that influence community participation in cultural tourism.

### **2.3.3 Tourism Project Management**

According to Carnaffan (2005) on a study on community-based home stay in Peru, tourism is growing in popularity as a way of redressing the glaring inequalities created by the mass tourism industry. Mainstream tourism has long been criticized for excluding local, indigenous people whose 'exotic' images promote tourism in iconic destinations such as Peru. Community-based tourism has been established for nearly 40 years on the islands of Taquile and Amantani on Lake Titicaca and many similar projects are starting up throughout the country.

Carnaffan (2005) however argues that, while it is true that many communities in the Andes preserve traditions of communal decision making and sharing work, it does not follow that everyone in these communities is equal. The Swiss communities are very difficult as they are not the untouched world where everything is fine. They are often highly hierarchical and divided along economic, education, family and gender lines. Community-based tourism accentuates these inequalities because it builds on existing power structures and further brings communities into markets.

### **2.4 Tourism Policy Framework**

Tourism Policy Framework is the document that contains vision, mission and strategies of the agency in charge of promotion of tourism industry. Community participation in cultural tourism largely depends of the strategies set by the development agencies of a given economy. A tourism policy is an indispensable precursor for any tourism planning and development as it provides a framework for tourism development strategic planning.

Tourism policy draws developmental parameters from the availability of resources, nature of the tourism products, marketing, envisaged target markets, outlined alternatives, choices, strategies and plans. Generally, the tourism policy should specify the tourism goals which would include economic goals, socio-cultural goals, environmental goals, market development goals and government operations (political)

goals. Once the tourism policy has been established, a tourism strategy is needed to achieve the goals and objectives of the policy. In 2001 Department of Entertainment, Trade and Investment, Ireland carried out a fundamental review of tourism policies with the aim of producing a strategic framework of coherent and coordinated policies, including aims and structure arrangements to enable tourism in Northern Ireland to grow and prosper.

#### **2.4.1 Decision-making Process**

It is stated in the five-year (2014-2018) strategic plan of the Arizona Office of Tourism (AOT) that Tourism is the number one export industry in the state of Arizona. Arizona has an established and well-organized tourism development system including AOT, Tourism Advisory Council, and Tribal Tourism Advisory Committee. These three different bodies are all part of a unique system (AOT, 2013).

AOT is a state government agency dedicated to preparing, organizing and carrying out marketing programs that aim to keep Arizona top-of-mind as a world class destination and strengthen the economy and people of Arizona. The director of the office, who is appointed by the governor, is responsible for promoting and developing tourism business and planning, and developing a campaign of information, advertising, exhibition and publicity relating to tourism business, including the recreational, scenic and historical attractions of this state and all communities and regions of this state, and disseminating such information to the public through various state, national and international media. (AOT, 2013)

The Tourism Advisory Council (TAC) is a Government agency whose duties are to formulate policies, plans and programs designed to promote tourism, advise with and make recommendations to the governor and the legislature on all matters concerning tourism, make an annual report to the governor and the legislature on its activities, finances and the scope of its operations. The council serves as a kind of bridge between the governor/legislature and the tourism sector.

The Tribal Tourism Advisory Committee (TTAC) promotes tourism development both in tribal areas and throughout the whole state of Arizona. The committee members are appointed by tribal leadership and meet quarterly. The main duty of the committee is to advise the Arizona Office of Tourism to enhance the marketing efforts and cultural experiences offered to Arizona's visitors. The committee is

responsible for enhancing communication between tribal tourism offices and AOT, expanding tourism opportunities on tribal lands, and working with AOT in the development of tribal tourism products.

The National Tourism Policy (2009) states that the Government of Kenya shall encourage the formation of local and regional tourism development associations (or forums) and local community-based organizations (CBOs) that can manage viable tourism enterprises and perform effective lobbying to advance the tourism interests of their communities at higher levels. The Policy also states that technical assistance shall be provided to enable local community-based groups and individual entrepreneurs to develop feasible tourism enterprises, while fiscal and other incentives shall be provided to attract investors willing to undertake tourism enterprises with local partners in previously neglected regions.

A new approach which is aimed at re-enforcing the universally accepted Eco-Tourism and other forms of alternative Tourism has been outlined in the Tourism policy framework and emphasized in the National Tourism Development Master Plan (Republic of Kenya, 2010). This document has chartered the way forward into the new millennium. Some of the salient factors considered in the new policy focus include: establishing active partnership with all stakeholders in tourism and at the same time respecting their rights; equitable distribution of benefits accruing from tourism; respect and safeguarding of the local customs and culture; harmonious development of the tourism sector in tandem with other economic sectors.

#### **2.4.2 Community Awareness on Government Initiatives:**

AOT is active in many tourism development programs, including branding, advertising, national and international marketing, and training in order to encourage and promote travel to Arizona. As the leader in Arizona's tourism industry, AOT is committed to building the brand architecture that will define the Grand Canyon State as a premier travel destination. One example is the Arizona Tourism University (ATU): The Arizona Office of Tourism's educational outreach program, ATU, conducts free workshops to assist Arizona's communities and tribal entities with their tourism development and marketing efforts. The workshops offer information on tourism topics and provide opportunities to learn, network and partner with AOT and other Arizona communities.

As a policy issue, the Government of Kenya encourages public, private individuals and institutions to establish and maintain networks that promote cultural tourism while ensuring that cultural products and services are not unduly exploited and/or corrupted. The Government actively assists individuals, public and private institutions/organizations, communities in organizing, managing and marketing cultural products through festivals and services (National Policy on Culture and Heritage, 2009).

Meaningful community participation, together with public sector support presents opportunities for the development of small scale indigenous tourism project in less developed areas. The review of Kenya's National Tourism Policy has highlighted, changes which are necessary for growth, given that Government's role is now more concerned with that of planning, development, promotion, facilitation and service provision rather than that of being directly engaged in commercial activities (National Tourism Policy, 2009).

A study conducted by Misiko (2013) on niche tourism potential at Kit Mikayi revealed that 76 per cent of the local community expressed willingness to partner with the government to develop tourism; 20.8 per cent advocated for a hybrid collaboration (combination of the government agencies and the non-governmental organizations), and 3.2 per cent indicated the desire to work with the NGOs. Collaboration with external actors is limited to facilitation and not the management of the site's anticipated tourism projects. 49 per cent of the residents argued that the local community should manage the site's economic activities. Participatory approach to planning and implementation of tourism programs can enhance community accessibility to the benefits accruing from the projects.

#### **2.4.3 Planned Cultural Tourism Activities**

In the Caribbean region tourism is the most important industry especially after the crisis of the other sectors such as agriculture and manufacturing. Zappino (2005) however argues that despite its impacts on the local economy its potentialities are underutilized because it remains insignificantly understood especially by local policy makers. Based on World Travel and Tourism Corporation (WTTC) statistical data (2004), tourism in the Caribbean generated more than 800 thousand direct jobs and more than 2.4 million indirect jobs (equivalent to 15.5 per cent of the total labor

force). Its impact on local economies is significant considering that the tourism demand generated around 40.3 billion dollars in tourism activities, amounting to 4.5% of regional GDP. It generated around 18 per cent of total exports in 2004.

Community participation in the tourism planning process is advocated as a way of implementing sustainable tourism and at the same time empowering local communities. As cited by Okazaki, (2008), a community participation approach has long been advocated as an integral part of sustainable tourism development, which is aimed at channeling the benefits to the local community. It is envisaged that the approach can increase a community's carrying capacity by reducing tourism's negative impacts while enhancing its positive effects (Murphy, 1985; Haywood, 1988; Jamal & Getz, 1995). According to Cannel, (1997), participation is "not only about achieving the more efficient and more equitable distribution of material resources; it is also about the sharing of knowledge and transformation of the process of learning in the service of people's self-development. Arnstein (1969), states that participation enables the societies to redistribute benefits and costs. In the context of cultural tourism planning, Haywood (1988) defines community participation as a process of involving all stakeholders in such a way that decision-making is shared.

Tourist destinations are developing and promoting the cultural heritage of the people as a means of attracting and enhancing visitor experience. This is also because cultural tourism is being used as a tool to boost local economy and has the potential to aid in the seasonal and geographical spread of tourism (Long and Perdue, 1990). Most rural areas in South Africa are characterized by a lack of infrastructure, high illiteracy rates, unemployment, underdevelopment, poverty and a general lack of knowledge and understanding of tourism development issues. Several studies have recommended various approaches, such as the pro-poor strategies that can be used to improve the living conditions and increase tourism development benefits for rural poor (Ashley & Roe, 2002).

The White Paper on the Development and Promotion of Tourism in South Africa has contended that the prime tourism attractions are not located in the city centers but in the rural areas (DEAT, 1996). It is imperative that resources for tourism development are used in a sustainable manner which dictates that tourism should be planned, developed and operated within the context of sustainable development principles.

Tourism development in rural areas is a challenge that needs to be managed. Ashley & Roe (2002) warn that in order to sustain participation by local communities, expectations should be managed. It is important for local people to understand that the successful implementation of the strategy requires action at various levels on “several fronts including product development, marketing, planning, policy and investment” (Ashley & Roe, 2002: p.80).

In Mozambique, a Joint Program for Strengthening Cultural and Creative Industries and Inclusive Policies was implemented from August 2008 to February 2012. UNESCO as lead agency joined forces with several UN agencies, namely ITC, ILO, FAO, UNHCR, and UNFPA (ITC, 2013). The first activity was an assessment on national stakeholder priorities to identify cultural tourism itineraries. Interviews were undertaken with governmental bodies, tourism operators and hotels to establish typical client itinerary and the potential for the cultural tourism activities and service structures. Based on the study’s findings UNESCO undertook a mapping of local cultural assets from culinary culture to music and dance performance to crafts. The local stakeholders were assisted to identify and improve cultural products and services in selected locations of the project provinces. The bottom up approach constantly applied by ITC and the partner agencies achieved the full involvement of the local concerned actors.

The main interventions concerned capacity building and awareness creation. A series of workshops were conducted in the project provinces to make the government (local municipality, culture, tourism, youth, and directorates), the private sector (receptive tourism, tourism and craft entrepreneurs) and the educational institutions aware of the importance and potential of cultural tourism for the socio-cultural development of the beneficiary communities and poverty reduction. The aim was to recognize cultural tourism as an economic driver and include it into development planning. Selected local communities were encouraged by ITC to proactively participate in the design of new tourism tours to bring tourists in the villages and familiarize them with local culture and skills (ITC, 2013).

#### **2.4.4 Tourism Implementation Processes**

In conjunction with having ownership of the product, communities, with the assistance of the Government, should take a problem solving approach to

development so that the community can solve its most pressing problems through cultural tourism. It may be an economic problem that is the focus of attention for development or it may be some other dynamic in the community that can be solved through cultural tourism development guided by participatory approach to planning. For example, it may serve as a method for introducing the young people of the community to cultural practices, and hence their heritage, which may be on the verge of extinction through lack of interest on the part of the majority of society, especially the youth. This has been the method used by many North American Aboriginal communities to pass on cultural practices which otherwise would have been lost some years ago.

At the multilateral level, the United Nations World Tourism Organization (UNWTO) is a sector advocacy organization that has been a firm proponent of tourism's contribution to poverty reduction (WTO, 2001). Since 2002 it has specifically recommended the adoption of pro-poor approaches. The UNWTO New Year message for 2007 stated that this year: “. . . *should be a year to consolidate tourism as a key agent in the fight against poverty and a primary tool for sustainable development*” (UNWTO, 2007). Many national governments in developing countries have recent and explicit policy statements asserting a role for tourism in strategies for the reduction of poverty.

About 80 per cent of African Poverty Reduction Strategy Papers include a reference to encouraging tourism (Gerosa, 2003). Although tourism advocates often leap on this as evidence that African governments understand the potentially positive role of tourism, the priority afforded to tourism in important policy documents is very much less than more traditional preoccupations with agriculture, rural development and infrastructure. At a local level many governments, non-governmental organizations (NGOs) and civil society organizations embrace tourism as a tool to facilitate local economic development. However, the empirical basis for making policy choices or recommendations often appears thin.

## **2.5 Theoretical Framework**

Theoretical framework in the context of this study consists of models, theories, principles, generalizations and research findings which are related to cultural tourism

development for community development. This study assumes participatory approach to community development.

### **2.5.1 Participatory and Empowerment Model:**

Participation is an old term used not only in tourism but also in other study areas as well as by the general public. In 1969 the Skeffington Report defined public participation as “a sharing action to formulate policies and proposals” whereas Brager and Specht in 1973 gave a more complete definition of public participation: “the means by which people who are not elected or appointed officials of agencies and of government influence decisions about programs and policies which affect their lives” (Marzuki, 2008).

Participatory models of development have a dual focus, because they seek to achieve some specific development referred to as an outcome and evaluated by “outcome indicators”, and also to empower communities via participation, referred to as process, and evaluated by “process indicators”. Evaluation of outcomes can be undertaken by observation of results such as tourism activities and improved standard of living (Moris, 2003). According to Timothy (1999) participatory tourism planning includes two aspects: involvement of locals in decision making and involvement of locals in benefits from tourism. This author does not explicitly make reference to local participation in other stages.

In the 1970s some critique on tourism development was brought forward mainly due to the negative impacts that it can bring to a destination (Scheyvens, 2002). At the same time neo-populist approaches to development emerged, which held that bottom-up, rather than top-down, development is preferred. Development became more about empowerment of communities through knowledge, skills and resources. Neo-populist approaches stressed the importance of an increased role of civil society in tourism development, rather than it being market led, or state controlled (Scheyvens, 2002). This thought brought forward the idea of sustainable tourism. Because the local population is in control, they decide which cultural traits they share with their guests. Breuge, (2013) pointed out that community members are often the best to judge what is best for their natural surroundings. The small scale character of cultural tourism also means that small amount of tourists are visiting and therefore do not cause overcrowding of the socio-cultural and natural environment.

Chanan (2000) suggests that within a community, members will choose to or otherwise become involved at different levels in an activity project or program and that the numbers of involved people will decrease as the levels increase thus creating a pyramid. However, all parts of the pyramid must be supported as they depend on one another and such support will allow all people in all possible entry points. In proposing his pyramid, Chanan states, “the ‘higher’ levels, such as representing the community in a scheme, rest on the ‘lower’ levels, such as cooperation between organizations.” Brohman (1996 p.60) states that *‘community-based tourism development would seek to strengthen institutions designed to enhance local participation and to promote the economic, social, and cultural well-being of the popular majority’*. Hatton (1999) describes CBT as innovative tourism development in local communities, involving individuals, groups, small business owners and local organizations and governments.

Chanan further discusses that it is crucial to support the community sector generically to aid community involvement. He states that it is important to support engagement processes by maximizing participation at a full range of levels at the same time. Local participation could be the key tool for finding a balance between cultural tourism development and the local people’s livelihood. The best way of checking if this could be a solution to poverty reduction is looking at one destination where local participation is being used. Through a research comparing various CBT projects in Asia, Hatton (1999) found out that many of the CBT projects started with the prospect of economic gain; they are frequently led by the initiator, which is often one person or group; cultural heritage as well as natural environment are the main attractions for tourists; CBT creates employment opportunities for marginalized groups; and finally, cooperation between corporations and local communities is stimulated. Two elements are thus of importance for CBT projects: on one side local participation or even initiation, and on the other side economic, social and environmental sustainability.

### **2.5.2 Relevance of Participatory and Empowerment Models**

Murphy, (1985) stressed the importance of local involvement in tourism development. He indicated that the success of tourism relies on the goodwill and cooperation of local people because they are part of the tourism product. He argues that if tourism development and planning does not match with the local aspirations and capabilities,

this can destroy the industries' potential. However, there are various ways in which local communities can be involved in tourism activities. Thus, while there is little discussion as to whether or not locals should be involved in tourism development, there is discussion about how they should be involved (Mowfort & Munt, 1998). Because local participation is generally regarded as a contributing factor in the success of development projects, it is now incorporated in policies of many NGOs and governments (Pretty, 1995). Many organizations talk about having locals participate in their programs, which makes their projects look good on paper. In reality however, there is not one form of participation, and therefore the term may sometimes be used inappropriately. Mowfort and Munt, (1998) indicate that it is the uncritical manner in which participation is conceptualized and practiced that draws increasing attention.

### **2.5.3 The Principle of Responsible Tourism**

One principle of responsible tourism is that it is not sufficient for the host communities to gain material benefits from tourism development without having control over the tourism process (Scheyvens, 2003). However, the active local participation has turned out to be challenging to promote in practice. Greg Richards and Derek Hall (2006) claim that a stronger role of NGOs is perceived as a potential solution to promote the participation and empowerment in tourism development. Cañada and Gascón (2007) see that international development agencies should follow the model of community-based tourism in their tourism development strategies and concentrate on equal distribution of benefits within marginalized groups. Development agencies have been recently increasingly interested in funding tourism development projects with a high degree of community involvement. Therefore community-based tourism is seen as a safe option for community development and poverty reduction (Ashley & Roe, 1998). It has been noticed at the global level that unless the funds are targeted to assist in the community tourism development projects, the potential for community development may be lost in the pressures of the global economy (Tefler 2003, 160).

## 2.6 Conceptual Framework

The conceptual framework is an illustration of the relationships between the independent variables of the study, (which are socio-economic characteristics of the community under study, level of education and Tourism Policy Framework) and the dependent variable which is community participation in cultural tourism.

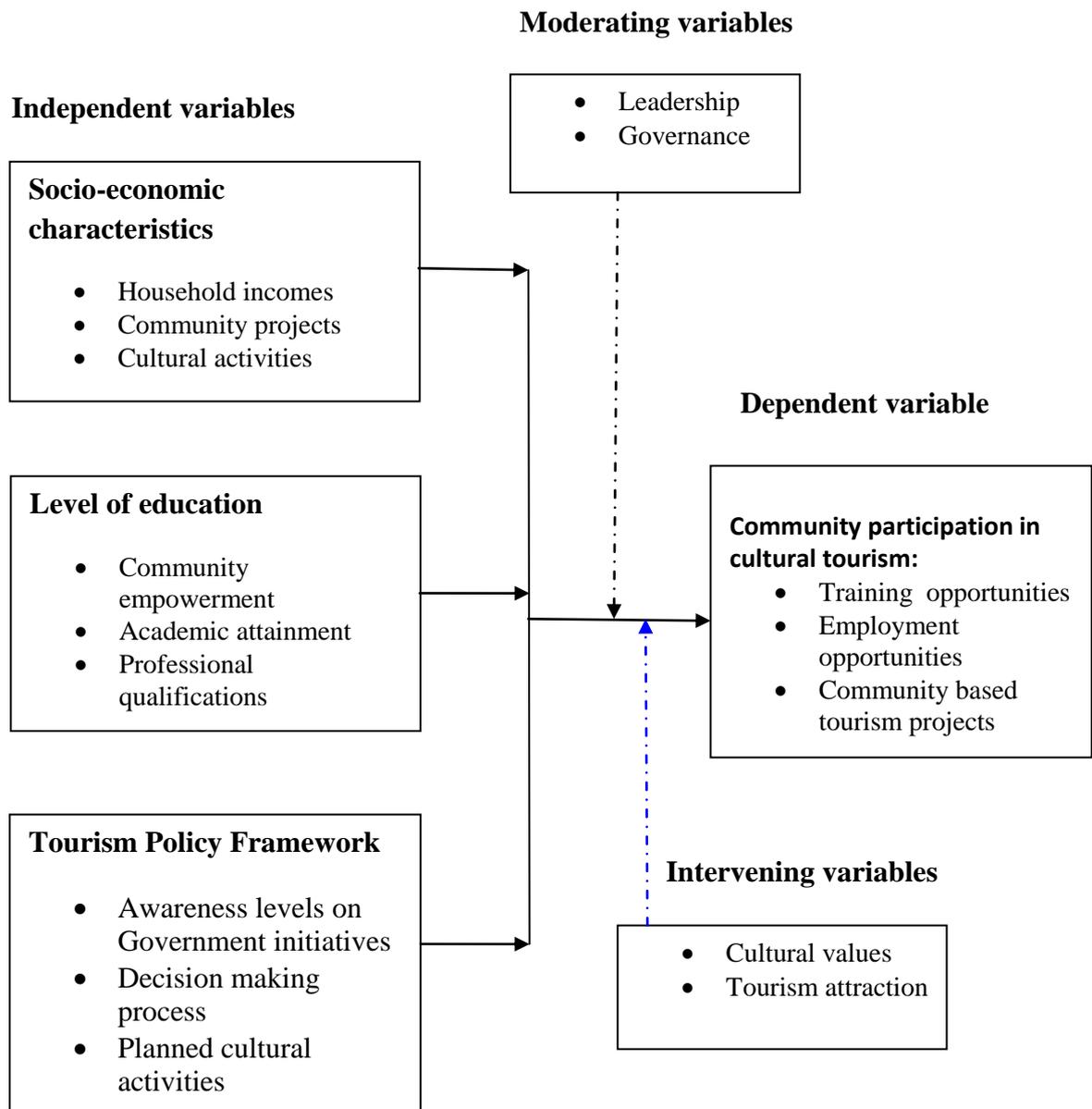


Figure 1: Conceptual Framework

### **2.6.1 Relationships of Variables**

The conceptual framework (figure 1) illustrates the relationships between the independent variables of the study, (which are socio-economic characteristics of the community under study, level of education and Tourism Policy Framework) and the dependent variable, which is community participation in cultural tourism.

Socio-economic characteristics of a community can have either positive or negative effects on community participation in cultural tourism. The relationship between socio-economic characteristics and community participation in cultural tourism was assessed. Factors such as household incomes, cultural activities and community projects in the study area were analyzed. The study also determined whether such socio-economic characteristics are associated with community participation in cultural tourism to influence people's livelihoods.

This study analyzed the influence of education levels on community participation in cultural tourism. The research assessed the influence of academic levels and professional qualifications attained as well as community awareness levels on cultural tourism benefits. The community capacity to participate in decision making processes on aspects of their culture to be developed for cultural tourism was analyzed to determine the relationships between such factors and job opportunities, training opportunities and tourism projects which impact on local people's livelihoods.

The research also analyzed the existing documentaries to determine how the tourism policy framework influences community participation in cultural tourism. A study to determine the relationship between the planned cultural tourism activities and Tourism projects was undertaken to establish the extent to which Tourism Policy Framework influences community participation in cultural tourism by host communities of tourists' attraction sites in Kisumu County. The results of this study also depended on the intervening variables which include local leadership and County Government priorities for development purposes. Intervening variables were the existence of tourists' attraction site and rich cultural values.

### **2.7 Gaps in Literature Reviewed**

A lot of literature on the contribution of cultural tourism to various levels of economic growth exists. The literature review of this study has highlighted cultural tourism benefits to include economic growth, popularizing tourism destinations and enhancing

community development especially in the less developed areas of an economy. However, very little has been done to determine factors that influence community participation in cultural tourism programs. This study examined the influence of such variables as socio-economic characteristics of the local communities, education levels and tourism policy framework on community participation in cultural tourism; hence added new knowledge which will contribute to strategic planning in the tourism industry for sustainable community development in Kisumu County.

## **2.8 Summary of Literature Review**

The literature review has touched on areas that are relevant to cultural tourism as a strategy for community development. It has related the independent variables of the study, which are factors that influence participation in tourism activities by the tourists' attraction host communities for poverty reduction and improvement of their livelihood.

Tourism is regarded as one of the world's fastest growing industries for economic development and cultural tourism is largely used to develop the underdeveloped economies through participatory approach to community development. This is because the products are consumed at production levels and mostly owned by the poor people at local levels.

Most of the underdeveloped areas of the world economies are found in the rural areas and have similar socio-economic characteristics like low household incomes, types of community projects and cultural activities/practices that impact either negatively or positively on their livelihoods. Tourism stimulates investment, improving household income, which influences participation in cultural tourism for poverty reduction.

This literature review has also highlighted education level as being crucial for getting training and employment opportunities in the tourism sector. It is also possible for students to acquire professional training in developed countries and benefit their home countries on identification and development of tourism projects for enhancement of local people's livelihood.

Cultural tourism is a fast growing economic development tool globally. The review has revealed that many economies have developed tourism policy frameworks to integrate cultural tourism into their development agenda, especially for empowerment

of local people. The policy documents have been developed to include participatory planning models involving local people in cultural tourism project management activities. According to the analyses done in this review, cultural tourism creates jobs, training and business opportunities as well as environmental conservation.

However, an assessment of tourism's contribution to economic development in host regions requires an analysis of the backward and forward linkages between tourism and other sectors, an understanding of the spatial location of cultural tourism activities and identification of the beneficiaries of its economic and other impacts. This means if cultural tourism is to have a major influence on the economy of a country or a particular region; it should have strong linkages with the rest of the domestic economy. Tourism can, therefore, be a catalyst for national and regional development, bringing employment, exchange earnings, balance of payments advantages and important infrastructure developments benefiting locals as well as visitors alike (Glasson, 1995).

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter provides an overview of the research methodology including: description of the research design, the target population, the sample size and sampling procedures, data collection methods and instruments used. Validity and reliability of the instruments will be tested through pilot study.

#### 3.2 Research Design

A research design refers to the overall strategy that assists the researcher to integrate the different components of the study in a coherent and logical way. Orodho (2004) defines research design as a program which guides the researcher in collecting, analyzing and interpreting observed facts.

The research design used in this study is exploratory through interview based surveys. This is because the study is a qualitative research which involves conversations with the host community members to obtain in-depth information about their way of life, cultural values and their socio economic characteristics. The study also analyzed the relationships between the cultural significance of Kit Mikayi rock and the host community participation in cultural tourism. Mugenda & Mugenda (2003) confirms that qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. The main advantage with qualitative research is the ability to study and describe experiences and social phenomena (Silverman, 2006).

Descriptive research design was also employed to describe the demographic characteristics of the target population at Kit Mikayi in terms of age, gender and education levels. As explained by Attachariya, (2008), the use of descriptive statistics is a convenient way of description using tables organized to give suitable overall picture at a glance.

#### 3.3. Target Population

The study targeted heads of households at East Othany and Kit Mikayi Sub-Locations in East Seme Location and 6 key informants (County Director of Tourism, County Director of Culture, CEO of Lake Victoria Tourism Association, Curator of Kisumu Museum, Chief of East Seme Location and the coordinator of Kit Mikayi Cooperative

groups). 10% of the sample size was used to conduct pilot study for validity and reliability of data collection tools.

A population consists of all subjects to be studied (Yount, 2006). It comprises all the possible cases (persons, objects and events) that constitute a known whole in the sample frame. According to Kodhari (2004), target population is a well-defined or set of people, services, elements and events, group of things or households that are being investigated. Yount (2006) suggests that since it is not usually possible to reach all the members of a target population one must identify that portion of the population which is accessible. The nature of the accessible population depends on the time and resources of the researcher. Target population and sample frame are illustrated in Table 3.1 and Table 3.2.

**Table 3.1: Target population for the study area**

<b>Category</b>	<b>Description</b>
Males	3408
Females	3818
Total population	7226
No. of households	1678
Area in km <sup>2</sup>	19.1
Population density	387

**Source:** Population and Housing Census, (2009)

**Table 3. 2: Sample frame**

<b>Category</b>	<b>Description</b>
Household heads	1678
Key informants	6

### **3.4 Sampling Procedure**

This section presents the method used to determine the study sample size from which data was collected. It also describes the sampling techniques used in selecting elements to be included as the subjects of the study sample. Sampling is a crucial step that will determine the survey to be conducted.

### 3.4.1 Sample Size

A sample is a subset of the total population that is used to give the general views (Robert, 2003). Choosing a study sample therefore, is an important step in any research project since it is rarely practical, efficient or ethical to study the whole population. The sample size was determined through an approach based on precision rate and confidence levels as recommended by Kothari (2004). Hence the formula as prescribed by Kothari is:

$$n = \frac{Z^2 p \cdot q \cdot N}{e^2 (N-1) + Z^2 p \cdot q}$$

Where:

n = desired sample

$Z^2$  = standard variant at the required confidence interval (C.I).

p = the sample proportion in the target population estimated to have the characteristics being measured

q = 1 - p

N = size of the target population

$e^2$  = acceptable error (the precision)

In this study confidence interval of 95%, p value of 0.05 ( $p = 0.05$ ) and acceptable error (the precision) of 0.05 ( $e = 0.05$ ). Z will be 1.96 as per table area under normal curve for the required C.I of 95% and N will be 1678, number of households in East Seme Location. Thus:

$$n = \frac{(1.96)^2 (0.05) (1-0.05) (1678)}{(0.05)^2 (1678-1) + (1.96)^2 (0.05) (1-0.05)}$$

69.988

= 70

Thus the study targeted 70 heads of households who were randomly selected in the interval of every 4<sup>th</sup> homestead within the study area. For key informant interviews purposive sampling was used to identify the respondents by virtue of the roles they play in tourism sector. This included County Tourism Officer, County Director of

Culture, Coordinator of Kit Mikayi Cooperative group, Chief of East Seme Location, Curator of Kisumu Museum and CEO of Lake Victoria Tourism Association.

### **3.5 Data Collection Instruments**

These are tools used to collect information, which are questionnaires and Key informant guides in this study.

#### **3.5.1 Questionnaire**

The main part of the survey in this study is formed by questionnaires. It serves to test the analytical model directly or more specifically to test the relationship between community participation in cultural tourism and the selected independent variables. Questionnaires were administered to household heads from the sampled households, guided by the research questions. According to Kothari (2004) questionnaire gives respondents adequate time to give well thought answers.

#### **3.5.2 Key Informant guide**

The study used key informants to obtain in-depth information about the host community of Kit Mikayi tourists' attraction site. A key informant is an expert form of information (Marshall, 1996). Key informants are those people who are knowledgeable and closely linked to the target population interests. In-depth interviews with key informants were conducted to get an understanding of the community being studied. According to Gavart-Perret (2008), face-to-face interview with appropriate respondents yields credible research data. The instrument was used to follow-up questions during discussions to provide specific responses and to ensure that the discussions do not go outside the topic of the study. The respondents included County Director of Tourism, County Director of Culture; the CEO Lake Victoria Tourism Association; Chief of East Seme Location, Curator of Kisumu Museum and the coordinator of Cooperative groups in East Seme Location.

An interview is a direct face-to-face attempt to obtain reliable and valid measures in the form of verbal responses from one or more respondents. According to Orodho, (2003), interview is a set of questions that an interviewer asks when interviewing a respondent. Interviews provide reliable, valid and theoretical satisfactory results. They are methods of gathering information through oral quiz using a set of preplanned core questions. According to (Shneiderman and Plaisant, 2005), interviews can be very productive since the interviewer can pursue specific issues of concern that may lead to

focused and constructive suggestions. Depending on the need and design, interviews can be unstructured, structured, and semi structured with individuals, or may be focus-group interviews. The Interview schedules were designed to suit the key informants in this study.

### **3.5.3 Validity of the Instruments**

Validity of the questionnaire was established by peers and a panel of experts from the University of Nairobi. The research instruments were examined by the Supervisor of this study and availed to the experts, who established its content to determine the casual relationship between independent and dependent variables In this case the causality would be whether there is a relationship between the identified factors and community participation in cultural tourism.

Validity indicates the degree to which an instrument measures what it is supposed to measure, the accuracy, soundness and effectiveness of an instrument (Kothari, 2004), or the degree to which results obtained from the analysis of the data actually represents the phenomena under study (Mugenda and Mugenda, 2008). It requires that an instrument is accurate, but Winterstein and Kimberlin (2008) argue that an instrument can be valid but not reliable. It is therefore important to test both validity and reliability of the instrument used for the study.

### **3.5.4 Reliability of the Instruments**

This study used split-half technique to measure the degree of consistency. A set of items within the questionnaire was split in half, results computed separately and then evaluated to determine the degree of agreement between two scores.

According to Mugenda and Mugenda (1999) reliability can be looked at as a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Frankel and Wallen (2000) termed reliability as the consistency of score cards obtained, how consistent they will be on each individual from using one instrument to another, and from a set under study to another. Joppe (2000) refers to it as the extent to which results are consistent over time and an accurate representation of the total population under the study. The formula below was used to arrive at a coefficient of 0.87.

*Reliability of scores of total tests = 2 x reliability for 1/2 tests/1 + reliability for 1/2*

A coefficient of 0.80 or more implies that there is high degree of reliability of the data. This study used split-half technique to test the reliability of the instruments.

### **3.6 Data Collection Procedure**

A letter of recognition was obtained from the University of Nairobi to be used in acquiring the relevant documentations needed for the study. This was used to get permit from the Ministry of Science and Technology; and permission to conduct research in Kisumu County was given by the office of the County Director of Education in Kisumu. The researcher visited the Chief of East Location for further discussions on the process of data collection, including identification of research assistants, who were trained administration of the questionnaires to the respondents.

Questionnaires were administered to the sampled household heads. Systematic random sampling of households within the study area was done by employing equal intervals between prospective homesteads so as to draw a representative sample from the target population.. The respondents' informed consent was sought, the research procedure explained and confidentiality assured. Appointment was made with the key informants at their convenient time to allow for quality discussions with them. The interviews were carried out on a face to face basis with the key informants. Marshall, (1996) confirms that the aim of all quantitative sampling approach is to draw a representative sample from the population, so that the results of studying the sample can then be generalized back to the population.

### **3.7 Data Analysis Technique**

Qualitative data collected from open and semi structured questions were coded to allow for exploratory and descriptive data analysis. Data analysis is of great significance as it is the core through which variables are employed to code data in the study bringing out meaning in content. Data was analyzed using inferential statistics and descriptive statistics with the aid of SPSS. Computed Spearman's correlation, tables, frequencies, percentages and means have been presented and interpreted.

### **3.8 Ethical consideration**

Research assistants were trained on how to handle respondents and to maintain confidentiality throughout the survey. Confidentiality of respondents was assured and consultation with the area chief was done for the purpose of effective coordination. Ethics defines what is, or what is not legitimate to do, or what moral research

procedure involves. Many ethical issues involve a balance between two values: the pursuit of scientific knowledge and the rights of those being studied or of others in the society (Neuman, 2000).

### **3.9 Operational Definition of Variables**

Mugenda and Mugenda (2003) say that operationalization is defining concepts making them measurable by looking at their behavioral dimensions, indicators and properties denoted by the same concept to make it measurable and observable. These measures were used to construct meaningful data collection instruments.

Operational definition of variables defined chosen variables in terms of measurable indicators. The data collection, analysis techniques and instruments are mentioned on each variable. Operational definition of variables is a demonstration to help process the variables, in terms of the specific assessment of validation test used to determine the presence of results quality.

**Table 3.3: Operational Definitions of Variables**

<b>Objective</b>	<b>Variables</b>	<b>Indicators</b>	<b>Measurement scale</b>	<b>Instruments of analysis</b>	<b>Type of analysis</b>
To assess the extent to which socio-economic characteristics influence community participation in cultural tourism in Kisumu County.	<p><b>Independent variable</b></p> <p>Socio-economic characteristics</p> <p><b>Dependent variable</b></p> <p>Community participation in cultural tourism</p>	<p>Household incomes</p> <p>Community projects</p> <p>Cultural activities</p>	<p>Ratio</p> <p>Nominal</p>	<p>Questionnaires</p> <p>Interview guide</p>	<p>Tables</p> <p>Frequencies</p> <p>Percentages</p> <p>Correlation</p>
To analyze how level of education influences community participation in cultural tourism in Kisumu County.	<p><b>Independent variable</b></p> <p>Level of education</p> <p><b>Dependent variable</b></p> <p>Community participation in cultural tourism</p>	<p>Awareness levels</p> <p>Academic attainment</p> <p>Professional qualifications</p>	<p>Nominal</p> <p>Ratio</p>	<p>Questionnaires</p> <p>Interview guide</p>	<p>Tables</p> <p>Correlation</p> <p>Frequencies</p> <p>Percentages</p>
To establish the influence of Tourism Policy Framework on community participation in cultural tourism in Kisumu County.	<p><b>Independent variable</b></p> <p>Tourism Policy Framework</p> <p><b>Dependent variable</b></p> <p>Community participation in cultural tourism</p>	<p>Policy documents</p> <p>Planned cultural tourism activities</p> <p>Awareness levels</p>	<p>Nominal</p> <p>Ratios</p>	<p>Interview guide</p> <p>Questionnaires</p>	<p>Correlation</p> <p>Tables</p> <p>Frequencies</p> <p>Percentages</p>

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSIONS

#### 4.1 Introduction

This chapter presents data analysis, presentation, interpretation and discussion of findings. The following sub-section reports on response rate, background information and answering the research questions accomplished through a survey of 70 of Kit Mikayi residents and 6 experts in community-based tourism. The research questions were derived from the research objectives which were based on socio-economic characteristics of the community, education levels and Tourism Policy Framework. Data was collected from the sampled household heads and the outcome presented in a table format. The questionnaire and interview schedule employed in this study is presented in appendix II and appendix III.

#### 4.2 Questionnaire Return Rate

The study sampled 70 heads of households and six key informants, that is, the Chief of East Seme location, County Director of Culture, County Tourism Officer, CEO of Lake Victoria Tourism Association, the Coordinator of Kit Mikayi Cooperative groups and Curator of Kisumu Museum. All the sampled 70 heads of households and six key informants were able to participate in the process, representing 100% as shown in Table 4.1.

**Table 4.1: Questionnaire response rate**

<b>Response</b>	<b>Frequency</b>	<b>percentage</b>
Returned	70	100
Not returned	0	0
Total	70	100

This was a high rate of response that was achieved through cooperation of the respondents and seven research assistants who were hired and trained for the process and therefore according to (Kothari, 2008) the data is analysable. The research assistants were all briefed on the questionnaire contents and the researcher ensured that they understood.

### 4.3 Demographic Characteristics of the Respondents

In this section the study sought to know information on Gender, age and residency of the respondents.

#### 4.3.1 Gender of Respondents

To answer the question on gender, residents were asked to state their gender and the response were summarised in Table 4.2.

**Table 4.2: Response on Gender**

Gender	Frequency	Percentage
Male	31	44
Female	39	56
Total	70	100

Table 4.2 shows that female residents were 39(56%) and male were 31(44%). The findings revealed that most of the households at Kit Mikayi are headed by women. This is a reflection of the target population which shows that there are more women than men in the study area.

#### 4.3.2 Age category of the Respondents

The study sought to know the age category of respondents. To answer the question on age, respondents were asked to specify their age and the response were summarised in Table 4.3.

**Table 4.3: Respondents age**

Age category(Years)	Frequency	Percentage
Below 25	13	18.6
25-35	17	24.3
36-45	14	20
Over 45	26	37.1
Total	70	100

Table 4.3 shows that 37.1 per cent of the respondents were in age category of over 45 years, followed by 24.3 per cent in age category of 25-35, 20 per cent of the respondents were of age category of 36-45 and 18.6 per cent were below 25 years. The study revealed that the average age of household heads at Kit Mikayi is 37 years old. This reflects a youthful population, which can easily adapt to tourism activities and start small enterprises to generate income for poverty reduction.

### 4.3.3 Residency of respondents

The study sought to know the number of years respondents have been residents of Kit Mikayi. To answer the question on residency, respondents were asked to state the number of years lived at Kit Mikayi. Data was analyzed and presented in Table 4.4

**Table 4.4: Residency of respondents**

<b>No. of years lived</b>	<b>Frequency</b>	<b>Percentages</b>
All my life	34	49
More than 20 years	19	27
Less than 20 years	7	10
Less than 10 years	10	14
<b>Total</b>	<b>70</b>	<b>100</b>

Table 4.4 shows that highest percentage (49%) of respondents had lived at Kit Mikayi all their lives and 27 per cent had stayed in the study area for more than 20 years. This means that these people have wealth of knowledge about the study area and are capable of making decision on the cultural traits that can be packaged for cultural tourism.

#### 4.4 Socio-Economic Characteristics of local people and Cultural Tourism

The presentation, interpretation and discussion of the findings in this section relate household income, community projects and cultural activities with community participation in cultural tourism for poverty reduction. Data was analyzed and summarized as illustrated in Table 4.5, Table 4.6 and Table 4.7.

Respondents were asked to state their monthly household income

**Table 4.5: Monthly household Income of Respondents**

Monthly income	Frequency	Percentage (%)
High	1	1.4
Medium	14	20
Low	55	78.6
Total	70	100

Table 4.5: Shows that monthly income of residents at Kit Mikayi (78.6%) was low, (20%) medium and (1.4%) was high. High percentage of Kit Mikayi residents had low monthly household income. This could also be observed from the type of houses the residents live in. This is challenging for sustainable cultural tourism development for poverty alleviation because many people are not able to invest in tourism projects. Spearman's correlation analysis of the findings revealed that there is a relationship between household income and participation in cultural tourism.

The study sought to establish the type of community projects people were involved with for the service of tourists.

**Table 4.6: Community Services and Products to tourists**

Rate	Frequency	percentage
Yes	39	55.7
No	31	44.3
Total	70	100

Table 4.6 Shows whether residents of Kit Mikayi provide services/products to tourists; yes was 55.7 per cent and no was 44.3 per cent. Majority of the residents had provided services/products to tourists that visit the community. Some of the community services offered to tourists at Kit Mikayi are shown in Table 4.6.

**Table 4.7: Types of community services/products**

Services/Products	Frequency	Percent
Accommodation	0	0
Home stay	3	4.3
Guide	14	20
Shop	9	12.9
Restaurant	0	0
Traditional performance	14	20
Transport	0	0
Total	70	57.2

Table 4.7: Shows that a higher percentage of the services offered by Kit Mikayi residents (20%) are either in the form of guiding visitors to the direction of Kit Mikayi rock or entertaining visitors with traditional dance (20%). Those who operate curio shops are 12.9 per cent and those who are engaged in home stay services to tourists are only 4.3 per cent of the respondents. The research revealed that no respondent owned accommodation facility, restaurant or transport for the service of the tourists in this community. Most of the people who guide tourists said that they

simply give direction of the tourists' site to the visitors but not for business. This means that cultural tourism at Kit Mikayi is underdeveloped and therefore has not been realized by the local residents. The kind of tourism that takes place at Kit Mikayi is either religious or is linked to foreign based tour guides who have nothing to do with development of the community.

Growth in cultural tourism sector typically leads to development of restaurants, bars, cafes, retail establishments, theatres and other tourism related businesses. These businesses help to improve the quality of life for local residents by expanding the choices available to them in their local community. According to McGregor Tan Research, (2012), the big challenge is not only to encourage tourism growth but also to ensure that this growth is sustainable. During discussions with the key informants it was noted that household income may affect investment and therefore the majority of them suggested that people should be empowered to enhance their knowledge and ability to participate in cultural tourism as a business. The study sought to assess the level of involvement by the local people with tourists.

**Table 4.8: Contact with tourists**

Age bracket(Years)	Frequency	Percent
Yes more than once a week	5	7.1
Yes, but less than once a week	0	0
Yes monthly	3	4.3
Yes rarely	17	24.3
No	45	64.3
Total	70	100

Table 4.8: Shows that high percentage of Kit Mikayi residents (64.3%) do not have direct contact with tourists, 24.3 per cent rarely have direct contacts with tourists, 7.1per cent have direct contact more than once a week. Only cumulative 11.4 per cent of the respondents reported to have contact with tourists at least on a weekly basis. High percentage of the respondents believed that tourists visit the community to arrive at Kit Mikayi rock for spiritual reasons. Cultural activities at Kit Mikayi are therefore concentrated around the rock, limiting the exploration of cultural tourists to visit and

experience life and the wealth of indigenous knowledge which is found among members of the community. The respondents (72.9%) agreed that community members have a wealth of indigenous knowledge about mythical stories of Kit Mikayi.

#### 4.4.1 Views on Socio-Economic Characteristics of Local People

Statements were presented to the respondents to give their views on influence of socio-economic characteristics of local people on community participation in cultural tourism. The scores range from 1(strongly disagree) to 5(strongly agree) as illustrated in Table 4.9.

**Table 4.9: Respondents' ratings on socio-economic characteristics**

Statements	Average score	5	4	3	2	1
		Percentages (%)				
1.Household income determines one's ability to participate in cultural tourism	4.95	27.1	21.4	14.3	28.6	8.6
2.Cultural tourism creates opportunities for small enterprises in this community	4.01	22.9	50	8.6	12.9	5.7
3.Cultural tourism is only practiced by cultural dancers	2.0	8.6	5.7	12.9	46	27.1
4.Kit Mikayi rock is the only reason why tourists visit this community	5.0	59	20	3	15.7	1.4
5.Community members have a wealth of indigenous knowledge about mythical stories of Kit Mikayi	4.05	22.9	5	8.6	12.9	5.7
6.Most of income generating activities is related to cultural tourism projects	2.0	4.3	7.1	7.1	50	31.4
7.Cultural tourism has improved the livelihood of people in this community	2.0	4.3	18.6	10	41.4	26
8.Cultural tourism has improved the growth in other sectors in this community	4.0	10	41.4	2.8	24.3	21.4

Likert scale: 5=strongly agree, 4=Agree, 3= Not sure, 2= Disagree, 1= strongly disagree

Table 4.9 shows that high percentage of respondents (48.5%) agreed that household income determines one's ability to participate in cultural tourism at an average score of 4, 95 and 72 per cent of the respondents agreed that cultural tourism creates opportunities for small enterprises at Kit Mikayi community.

While a high percentage of respondents (67.7%) disagreed with the fact that cultural tourism is only practiced by cultural dancers, most of them (79%) agreed at an average score of 5 that Kit Mikayi rock is the only reason why tourists visit the community. Cumulative 72.9 per cent agreed that community members have a wealth of indigenous knowledge about mythical stories of Kit Mikayi, while the highest percentage of the respondents (81.4%) disagreed that income generating activities are related to cultural tourism projects.

Cultural values, spiritualism, performances and Kit Mikayi legend rock are some of the reasons why tourists visit the community. From the experts' point of view, cultural activities attract many tourists to this community, which means that the community members have the potential of participating in cultural tourism through cultural events like community festivals and display of artifacts. There is a growing trend towards investing in interpretation of natural, cultural and heritage resources in tourists' destinations for economic growth of less developed economies and sustainable tourism development. Attraction to natural and heritage icons often help fund conservation efforts and provide opportunities for effective management of sensitive and significant areas. Kit Mikayi community is very rich in cultural values, which need to be packaged for sustainable development. This is in line with a study conducted by TIA (2003), which shows that culture and heritage travelers stay longer at their destinations and spend more money there than other types of tourists.

#### 4.4.2 Household Income and Community Participation:

The study analyzed the relationship between household income and community participation in cultural tourism, using Spearman's correlations. Data was analyzed and summarized in Table 4.10.

**Table 4.10: Household income and community participation**

	Value	Asymp. Error <sup>a</sup>	Std.Approx.	T <sup>b</sup> Approx.	Sig.
Spearman Correlation	.853	.058	13.467		.000 <sup>c</sup>
Pearson's R	.756	.027	9.512		.000 <sup>c</sup>
	70				

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 4.10 shows spearman's correlation set at null 5%,  $p=0.853$ ,  $r=0.058$ . There is a relationship between residents having direct contact with tourists, household income and participation in cultural tourism. The study has clearly revealed that people at Kit Mikayi have low household income and thus are not able to engage in tourism investments hence a vicious circle of high poverty levels in this community. Therefore, instead of striving to be in contact with affairs related to tourists people strive to find 1\$ per day for survival.

#### 4.5 Education Levels and Community Participation

The study sought to know the highest level of education of the respondents and to analyze how this influences community participation in cultural tourism. Data was analyzed and summarized as illustrated in Table 4.11 and Table 4.12.

**Table 4.11: Respondents highest level of education**

Level of education	Frequency	Percent
Below Primary	8	11.4
Primary	35	50
Secondary	19	27.2
Diploma	4	5.7
Degree	4	5.7
Total	70	100

Table 4.11 shows that cumulative 61.4 per cent of respondents had up to primary level, secondary level was 27.2 per cent, and diploma and degree were 5.7 per cent each. Majority of residents (61.4%) at Kit Mikayi have low education levels. Only 5.7 per cent are holders of degree and of diploma certificates. This is an indication that even those who attained secondary school certificates have no professional skills to manage community projects. According to Van Vuuren (2004) participation in cultural tourism is determined by the extent to which local communities are able to leverage cultural knowledge and skills as resources for entrepreneurship. This means that local people should be able to package cultural and heritage resources into marketable products of profitable value.

The study sought to establish the type of work the local people were involved with for their livelihood.

**Table 4.12: Respondents Occupation**

Occupation	Frequency	Percent
Farming	38	54.3
Business	21	30
Fishing	1	1.4
Tour guide	4	5.7
Other	6	8.6
Total	70	100

Table 4.12 shows that 54.3 per cent are farmers, 30 per cent are in business, 8.6 per cent other. 5.7 per cent of the respondents are tour guides and only 1.4 per cent is engaged in fishing. Those involved in other activities other than the ones listed above are teachers, technical workers, casual workers and cultural dancers. Most of the residents resort to subsistent farming, which does not do well due to uncertainty in weather conditions. This explains the vicious cycle of poverty in this community.

#### 4.5.1 Views on Education Levels

Respondents were asked to give their views on statements about influence of education levels on community participation in cultural tourism. Data was analyzed and summarized as given in Table 4.13.

**Table 4.13: Respondents' views on Education**

Statements	Average score	Percentages (%)				
		5	4	3	2	1
1. Education level of an individual determine his/her ability to manage cultural tourism projects	4.1	22.9	40	2.9	24.3	10
2. Community requires tourism experts to enhance cultural tourism for improved livelihood	5.0	61.2	22.9	2.9	7.1	4.3
3. Cultural tourism encouraged students to complete education	1.9	15.7	17.1	17.1	27.1	22.9
4. People in this community pursue tourism courses because of cultural tourism	2.1	5.7	12.9	18.6	12.9	48.6
5. Cultural tourism create job opportunities to graduates of all levels in this community	1.76	7.1	17.1	10	30	36
6. Cultural tourism should be the platform for skills training and learning new ideas for this community	5.0	37	24.3	8.6	26	2.9
7. Cultural tourism is a form of education for tourists to understand and appreciate way of life of this community	4.5	31.4	35.7	12.9	17.1	2.9
8. Local people should be encouraged to work for tourism sector within this community after completing school	5.0	50	30	2.9	14.3	2.9

Likert scale: 5=great extent, 4=moderate extent, 3=non committal, 2=small extent 1=no extent

In Table 4.13, 62.9 per cent of the respondents said that education level of an individual determines his/her ability to manage cultural tourism projects. High

percentage (84.1%) agreed at an average score of 5 that the community requires tourism experts to enhance cultural tourism for improved livelihood.

While 61.5 per cent of respondents said that cultural tourism does not encourage people to take tourism courses and also does not create job opportunities to graduates of all levels, a higher percentage (87.3%) agreed that cultural tourism should be the platform for skills training and learning new ideas. Respondents are of the view that cultural tourism is a form of education for tourists to understand and appreciate way of life of this community. Respondents want local people to be encouraged to work for tourism sector within this community after completing school (80%). Key informants in this study were of the view that people should be empowered to enhance their knowledge and ability to participate in cultural tourism as a business. It was also established that educational institutions visit Kit Mikayi for cultural and environmental studies, which is an indication of the value of Kit Mikayi rock, not only to the community but also for learning purposes.

Those who have skills in tourism management can use such opportunities to venture in cultural tourism in partnership with big investors in the tourism industry to develop such projects as tourists' facilities, transport and infrastructures for tourism friendly environment. Such investments create employment opportunities to the local people. A well managed tourism program leads to sustainable cultural tourism hence economic growth, which enhances the GDP for the County as well as the Nation at large.

#### 4.5.2 Education Levels and Cultural Tourism Jobs:

The study sought to assess the relationship between education levels and acquiring jobs in the tourism sector. Data was analyzed using Spearman's correlation test and results presented in Table 4.14.

**Table 4.14: Education and tourism jobs**

	Value	Asymp. Error <sup>a</sup>	Std.Approx. T <sup>b</sup>	Approx. Sig.
Spearman Correlation	.843	.032	12.942	.000 <sup>c</sup>
Pearson's R	.766	.033	9.816	.000 <sup>c</sup>
No. of Valid Cases	70			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation

Table 4.14 shows Spearman's correlation set at null 5%,  $p=0.843$ ,  $r=0.032$ . There is a relationship between level of education and ability of an individual to engage in cultural tourism jobs.

Based on normal approximation Spearman's Correlation, the study revealed that there is a relationship between respondents level of education and individual's ability to manage cultural tourism projects. This is in consistent with Mbaiwa, (2012) in his findings on cultural tourism at Okavango Delta that tourism can be an exploitative industry to local people if proper management skills are not attained. Level of education makes a great difference in the quality of service delivery to visitors. The industry is growing in popularity as a way of redressing the glaring inequalities created by the mass tourism industry; therefore professionals in cultural tourism who are residents of Kit Mikayi are required to ensure livelihood of people is not exploited by outsiders. A high percentage of respondents (84.1%) thus suggested that the community requires tourism experts to enhance cultural tourism for improved livelihood.

#### **4.6 Tourism Policy Framework and Community Participation**

Tourism policy draws developmental parameter from the availability of resources, nature of tourism products, marketing, envisaged target markets, outlined alternatives, choices, strategies and plans. The findings were based on awareness level on tourism programs and community participation in decision-making on cultural tourism. To answer the question on influence of Tourism Policy Framework on community participation in cultural tourism, data was assessed and findings were summarized in Table 4.14 and Table 4.15.

##### **4.6.1 Awareness levels on Tourism programs:**

The study sought to establish the community awareness level on Government initiatives to develop Kit Mikayi community through tourism programs. Respondents were asked if they were aware of Government planned activities in the area. Data was analyzed and summarized as illustrated in Table 4.15. The respondents were asked to state Government interventions for community development they were aware of.

**Table 4.15: Programs for community development**

Program	Frequency	percentage
Tourism program	30	42.9
Other programs	7	10
None	33	47.1
Total	70	100

Table 4.15 shows that 42.9 per cent are aware of tourism programs, 10 per cent were aware of other programs, which include education, social development and water projects, and 47.1 per cent were not aware of any program undertaken by the Government for community development.

##### **4.6.2: Community Participation in Decision Making Forums:**

The study sought to establish if community members are involved in decision making for cultural tourism development in this community. The respondents were asked if they have attended meetings organized by the Government on issues of tourism development at Kit Mikayi. Data was analyzed and summarized in Table 4.16. Respondents were asked to state if they have participated in decision-making forums

for tourism development. Respondents were asked to state if they have participated in decision-making forums for tourism development.

**Table 4.16: Community participation in decision-making forums**

Rating	Frequency	percentage
Yes, many times	15	21.4
Yes, but only once	15	21.4
No	40	57.2
Total	70	100

Table 4.16 shows that 21.4 per cent of the respondents had attended tourism meetings many times, 21.4 per cent had attended such meetings only once, and 57.2 per cent had not attended any meeting where tourism development was discussed. The study revealed that majority of residents does not participate in decision-making forums for cultural tourism development at Kit Mikayi.

Tourism destinations are developing and promoting the cultural heritage of the people as a means of attracting and enhancing visitor experience. Cultural tourism is the means through which less developed economies can be developed. This is in line with the findings by Long and Perdue, (1990) on the tourism development in South Africa, which confirms that cultural tourism is a tool to boost local economy. 41.4 per cent of the respondents agreed that cultural tourism invites other organizations to assist development of this community. Interventions have been put in place by the Kenya Government through KTB to expand tourism programs for sustainable tourism and community development especially in the host communities. However, according to the findings of this study, local people are not aware of such interventions, and therefore community participation is limited. This means that advocacy on cultural tourism as a tool for poverty reduction has not been done by the tourism development sector in Kisumu Count

#### **4.6.3: Views on Tourism Policy Framework and Community Participation**

To answer the question on influence of Tourism Policy Framework on community participation in cultural tourism, respondents were asked to give their views on

statements about Tourism Policy Framework for cultural tourism development. The scores ranged from 1 (strongly disagree) to 5 (strongly agree) and presented in Table 4.17.

**Table 4. 17: Views on Tourism Policy Framework**

		5	4	3	2	1
Statements	Average score	Percentages (%)				
1. Government come to this community to implement cultural tourism projects for poverty reduction	4.0	11.4	37.1	15.7	24.3	12.9
2. Local people are encouraged to invest in tourism sector	4.1	12.9	42.9	10	25.7	8.6
3. Cultural tourism invites other organizations to assist this community	4.2	10	41.4	18.5	15.7	14.3
4. Cultural tourism promotes cultural restoration and conservation in this community	4.2	15.7	41.4	24.3	11.4	7.1
5. Tourism unites various groups inside the community to work together for poverty reduction	4.5	32.9	40	12.9	10	2.9
6. Local people are encouraged to take part actively in tourism decision making process	4.2	15.7	41.4	8.6	25.7	8.6
7. Local people are consulted when tourism policies are being made	4.1	11.4	40	7.1	28.6	14.3
8. Tourism regulations limit people from participating in cultural tourism	1.99	15.7	27.1	8.6	25.7	20

Likert scale: 5=strongly agree, 4=Agree, 3= Not sure, 2= Disagree, 1= strongly disagree

Table 4.17 shows that 48.5 per cent of the respondents agreed that Government/NGO normally come to this community to implement cultural tourism projects for poverty reduction. Respondents (55.8%) agreed that local people should be encouraged to invest in tourism sector and 41.4 per cent agreed that cultural tourism invites other organizations to assist in development of this community. The study shows that

people of Kit Mikayi (57.1%) are aware that cultural tourism promotes cultural restoration and conservation in this community. They also agreed (72.9%) that tourism promotes unity among community groups to work together for poverty reduction.

Most respondents (72.9%) agreed that tourism promotes unity among various community groups to work together for poverty reduction. Respondents agreed at 57.1 per cent that local people should be involved actively in tourism decision-making process. However, 27 per cent of respondents agreed that tourism regulations limit people from participating in cultural tourism.

#### 4.6.4 Decision-Making and Tourism Development:

The relationship between community participation in decision-making forums and tourism development programs was analyzed using inferential statistics and findings were summarized in table 4.18.

**Table 4.18: Decision-making and tourism development**

	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Gamma	1.000	.000	23.823	.000
Ordinal Spearman Correlation	.926	.012	20.282	.000 <sup>c</sup>
Interval by Pearson's R	.936	.006	21.927	.000 <sup>c</sup>
Interval				
N of Valid Cases	70			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 4.18 shows spearman's correlation set at null 5%,  $p=0.926$ ,  $r=0.012$ . There is a relationship between residents' consultation and programs undertaken by the Government.

Success of cultural tourism projects largely depends on community involvement in implementation of tourism activities. This is in consistence with Timothy (1999) that participatory tourism planning includes two aspects: involvement of locals in decision making and involvement of locals in benefits from tourism. Accordingly, findings of this study revealed that 57.2 per cent of the local people had not attended any meeting where tourism development was discussed. This means that little has been done in terms of advocacy for the local community to involve themselves in cultural tourism

activities. This supports Murphy, (1985) on participatory model of tourism development, which indicates that the success of tourism relies on good will and cooperation of local people because they are part of the tourism products.

Consequently, there are plans by the Government of Kenya to provide technical assistance to local community-based groups and individual entrepreneurs to develop feasible tourism enterprises, while fiscal and other incentives shall be provided to attract investors willing to undertake tourism enterprises with local people in previously neglected regions. This is in consistence with the views of Tefler, (2003: p.160), that “It has been noticed at the global level that unless the funds are targeted to assist in the community tourism development projects, the potential for community development may be lost in the pressure of the global economy.”

#### **4.7 Key Informants’ views**

Analysis of results from experts in the field of cultural tourism involved an exploration of words used and concepts discussed. These led to themes through exploration of the context usage (Patton, 2001). Further understanding is built on a process of discovering themes that run through the raw data and interpreting the implication of themes of the research questions.

Respondents were asked to state their views on the identified statements at a rate of likert scale of 5. Data was analyzed and summarized as given in the Table 4.19.

**Table 4.19: Key informants' views**

		5	4	3	2	1
Statements	Average score	Percentages (%)				
<b><u>Socio-economic characteristics</u></b>						
Cultural activities in this community attract a variety of tourists	4	50	33.3	0	0	16.7
Investment in cultural tourism projects depends on average household income	3.3	16.7	33.3	16.7	33.3	0
<b><u>Education level</u></b>						
1. Education level has influenced community participation in cultural tourism at Kit Mikayi	3	16.7	16.7	16.7	50	0
2. Education has enhanced efficiency in management of community projects at Kit Mikayi.	2.7	16.7	16.7	16.7	16.7	33.3
<b><u>Tourism policy Framework</u></b>						
Requirements for investment in tourism projects limit local people from participating in cultural tourism at Kit Mikayi.	3.7	16.7	66.7	0	0	16.7
Local people are rarely involved in tourism planning and development processes at Kit Mikayi	3.5	16.7	33.3	33.3	16.7	0

Likert scale for socio-economic characteristics and tourism policy framework: 5=strongly agree, 4=Agree, 3= Not sure, 2= Disagree, 1= strongly disagree

Likert scale for education levels: 5=great extent; 4=moderate extent; 3=non committal; 2=moderate extent; 1=no extent.)

Higher percentage of key informants (83.3%) agreed that cultural activities in this community attract a variety of tourists. During discussions with the key informants it was noted that household income affects investment in cultural tourism and therefore the majority of them suggested that people should be empowered to enhance their knowledge and ability to participate in cultural tourism as a business. As cited by Okazaki, (2008), a community participation approach has long been advocated as an integral part of sustainable tourism development, which is aimed at channeling the benefits to the local community.

The experts were also of the view that education can enhance project management through management skills acquired through training. However, it was noted that requirements for investment in tourism projects limit local people from participating in cultural tourism, and at the same time the expert opinion revealed that cultural tourism can enhance people's livelihood if they are involved in the initial stages of planning for sustainable tourism development. On average 78 per cent of the experts supported the fact that most community members are not even aware of the benefits that accrue from cultural tourism and therefore are hostile to tourism related issues at Kit Mikayi.

This point of view is supported by Scheyvens, (2003) that it is not sufficient for the host communities to gain material benefits from tourism development without having control over the tourism process. Brohman, (1996) also states that community-based tourism development would seek to strengthen institutions designed to enhance local participation and to promote the economic, social and cultural well-being of the popular majority. Participatory approach to cultural tourism is therefore the solution to poverty reduction strategy in the host communities of tourism attraction sites.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter includes a summary of findings, conclusion and recommendations in accordance to the research questions generated at the beginning of the study. The chapter has also offered suggestions for further research.

The study was guided by the following objectives:

1. To assess the extent to which socio-economic characteristics of the local people influence community participation in cultural tourism at Kit Mikayi in Kisumu County.
2. To analyze how education level of the local people influences community participation in cultural tourism at Kit Mikayi in Kisumu County.
3. To establish the extent to which Tourism Policy Framework influence community participation in cultural tourism at Kit Mikayi in Kisumu County.

#### 5.2 Summary of Findings

From the data analyzed it is evident that community participation in cultural tourism for poverty alleviation is low. The majority of respondents are not able to invest in such tourism projects as accommodation and transport due to low income levels. Majority of the respondents (78.6%) reported low family income. The analysis revealed that majority of community members (64.3%) who have been in contact with tourists guide them to the direction of Kit Mikayi rock. Most of the experts (83.3%) reported that cultural tourism attracts variety of tourists to this community, but people are not empowered to take up tourism enterprises.

Most of the respondents had attained up to primary education (61.4%). The extent of participation in cultural tourism projects is determined by the extent to which local community is able to leverage cultural knowledge and skills as resources for entrepreneurship (Van Vuuren, 2004). 50 per cent of the respondents agreed that tourism can create opportunities for employment if only people can be trained. Creid, (2005) confirms that transformative learning seeks to fundamentally change the

worldview of an individual. However, most of the experts indicated that education has not contributed to effective management of cultural tourism projects.

The study aimed at establishing how tourism policy framework influences community participation in cultural tourism for poverty reduction. Tourism policy draws developmental parameters, strategies and planned activities for the purpose of sustainable growth. This is in line with the views of Long and Perdue, (1990), that cultural tourism is being used as a tool to boost local economy.

While the majority of respondents (47.1%) are not aware of programs undertaken through Government initiatives at Kit Mikayi, a significant number (42.9%) are aware of the existence of such programs and still 10% of the respondents are only aware of other programs other than tourism. Within a community members will choose to be involved at different levels of development process (Chanan, 1990). Most respondents (37%) agreed that Government/NGO normally come to this community in an attempt to implement cultural tourism projects for poverty reduction, but community involvement is very low. Expert opinion (83.4%) revealed that requirements for investment in tourism projects limit local people from participating in cultural tourism at Kit Mikayi. However, cumulative 57.1 per cent of the respondents agreed that cultural tourism promotes cultural restoration and conservation in this community.

The majority of people in this community have not participated in decision-making for cultural tourism development process. Principle of responsible tourism, according to Scheyvens, (2003) states that it is not sufficient for the host communities to gain material benefits from tourism development without having control over the tourism process. Community members at Kit Mikayi seem not to have control over tourism development processes yet the Government of Kenya have laid out strategies for community development through cultural tourism.

### **5.3 Conclusion**

The study sought to explore factors that influence community participation in cultural tourism for poverty reduction at Kit Mikayi in Kisumu County. The availability of Kit Mikayi tourists' attraction site, cultural activities and various community projects gives the community an opportunity to flourish in various types of businesses accruing from cultural tourism. The findings of this study revealed that the average age group of residents of Kit Mikayi is 37 years old, which reflects a youthful community which can be trained on matters of the industry for employment and entrepreneurship. There is a strong relationship between level of education and an individual's ability to successfully manage community projects. It is therefore important for people to be encouraged to take up tourism as a career after completion of Secondary education. The study established that many people complete secondary education (27.2%) and remain unemployed, untrained and poor so they resort to subsistent firming within the community. If only community members can be fully involved in decision-making processes on cultural tourism for sustainable community development, the host community's livelihood can improve.

### **5.4 Recommendations**

Based on the findings of this study the following recommendations were given:

#### **Capacity building programs on cultural/community based tourism:**

The research established that the majority of community members do not participate in cultural tourism projects due to lack of information about the opportunities in cultural tourism that can create self employment, formal employment and entrepreneurship. It is therefore recommended that capacity building programs be taken to the community as a way of creating awareness on the opportunities, which can help raise their standard of living. According to Beeton, (2006) community development through cultural tourism is to involve local community and to ensure that their potential role is tapped and maintained through active participation in the tourism industry. Capacity building programs should also highlight the implications of cultural tourism so as to avoid exploitation of cultural values by tourism practitioners from outside the community.

**Revitalize cultural values which can be packaged for marketing of the tourists' attraction site:**

The research gathered information through face-to-face interviews with the respondents and observation by walking within the community. Kit Mikayi is endowed with rich cultural values, which can be packaged for not only tourism, but also for posterity. It is recommended that the cultural information be revitalized and documented for future generations. The study was informed that many people visit the community to listen to the mythical stories of Kit Mikayi and the historical background of the two clans (Kangeso and Kogwel) who reside around the legend rock.

**Mainstream culture and tourism in education curriculum to encourage school leavers to participate in cultural tourism as a way of creating self employment:**

The study revealed that the majority of residents do not connect education and professional attainment with opportunities for employment after school. Thus the study recommends review of school curriculum, to include culture and tourism in the syllabus.

**Review of Tourism Policy to accommodate rural development for poverty reduction:**

It is recommended that the Government, through Ministry of Tourism and Industry should carry out a fundamental review of tourism policy documents with the aim of producing a strategic framework of coherent and coordinated policies, including structure arrangements to enable tourism in tourism destinations to grow and prosper.

**5.5 Suggestions for Further Research**

Given the exploratory design of the study, it was observed that some research still needs to be undertaken to address issues of tourism development for sustainable community development of areas which host tourists' attraction sites and conservation of natural as well as cultural resources in such areas. The following section has outlined the suggested areas for research purposes.

**Gender mainstreaming in cultural tourism projects:**

The study established that there are more women household heads than men. This community has recorded low household income, which apparently affect lives of

household heads. A study should be undertaken on cultural factors that influence gender mainstreaming in cultural tourism projects among host communities of tourists' attraction sites. According to Zappino (2005), tourism is always reported to be more labor intensive than other productive sectors, there is a greater entrance of women and the youth in such job markets.

**Environmental assessment on cultural sites and natural resources for sustainability of tourism and environmental conservation:**

There is need for further research to establish the influence of environmental conservation process on the indigenous knowledge of the natural resources by the local people for sustainable cultural tourism.

**Community attitude towards cultural tourism at Kit Mikayi:**

The research discovered that the two clans of Kit Mikayi are divided on the ownership of tourism projects that take place around the rock.. Further research should be done to determine the ancestral ownership of Kit Mikayi rock and the attitude of local community on cultural tourism.

## 5.6 Contribution to the Body of Knowledge

This study has generated vital ideas which have contributed new knowledge for sustainable development in the tourism sector. Table 5.1 indicates the contributions made by this study to the body of knowledge.

**Table 5.1: Contribution to the Body of Knowledge**

<b>Objective</b>	<b>Contribution to the body of knowledge</b>
To assess the extent to which socio-economic characteristics of the local people influence community participation in cultural tourism at Kit Mikayi in Kisumu County.	Host communities of cultural attraction sites have wealth of indigenous knowledge which can be packaged to enhance sustainable cultural tourism development for poverty alleviation in the rural area.
To analyze how education level of the local people influences community participation in cultural tourism at Kit Mikayi in Kisumu County.	Most of the local people do not relate cultural tourism projects with attainment of management skills and therefore never pursue courses which lead to acquiring jobs from tourism sector.
To establish the extent to which Tourism Policy Framework influence community participation in cultural tourism at Kit Mikayi in Kisumu County	Regulations and requirements for investment in tourism sector limit local people from participating in cultural tourism despite the attempts by the Government to direct tourists to rural destinations through creation of tourists' circuits.

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## APPENDICES

### Appendix i: Letter of Transmittal

Odege Dorcas Williams  
School of Continuing and Distance Education  
University of Nairobi  
P.O Box 2177  
**NAKURU**

20<sup>th</sup> March 2014

#### TO WHOM IT MAY CONCERN

Dear Sir/Madam,

#### **RE: Research Proposal**

I am Odege Dorcas Williams, a student from the University of Nairobi. I am undertaking a study on factors influencing community participation in cultural tourism within the context of community development for poverty reduction. The study is a partial fulfillment of the award of a Master of Art Degree Course in Project Planning and Management.

A critical analysis on some of the factors, particularly among the host community of Kit Mikayi tourists' attraction will be carried out. The purpose of writing is to kindly request you to participate in this study to enable collection of information required for the research process. Anonymity and the confidentiality of your organization as well as the community groups and individuals who participate in the research will be maintained. The information gathered will be strictly used for the purpose of this study.

Yours Faithfully

**Odege Dorcas Williams**

## Appendix ii: Questionnaire for Households in the Study Area

This questionnaire will be used to gather data from the sampled households, which represents the population of interest. The information provided will only be used for the research purposes. The identity of the interviewee will be strictly confidential.

Instructions (*Please read the instructions given and answer the questions as appropriately as possible*). It important that you read carefully and correctly fill in each section as provided.

### Section 1: Demographic characteristics

1. Please indicate your gender ( tick the correct box)
  - a. Male
  - b. Female
2. Kindly indicate your age (tick the right box)
  - a. Below 25
  - b. 25 – 35
  - c. 36 – 45
  - d. Over 45
3. For how long have you lived in this community?
  - a. All my life
  - b. More than 20 years
  - c. Less than 20 years
  - d. Less than 10 years
4. What is your level of education?
  - a. Below primary
  - b. Primary
  - c. Secondary
  - d. Diploma
  - e. Degree

### Section 2: Socio-economic characteristics (probing may be required to determine the level of income)

1. What is your monthly income?
  - a. High
  - b. Medium
  - c. Low
  
2. Do you, in any way, provide services or products to tourists?
  - a. No
  - b. Yes, namely
    - Accommodation
    - Home-stay
    - Guide
    - Shop
    - Restaurant
    - Traditional performance
    - Transport
    - Other, namely.....
  
3. Do you have direct contact with tourists?
  - a. Yes, more than once a week
  - b. Yes, but less than once a week
  - c. Yes, monthly
  - d. Yes, rarely
  - e. No

The following part consists of statements; kindly indicate the extent to which you agree or disagree. Strongly agree=5 Agree=4; Not sure=3; Disagree=2; strongly disagree=1

**(Kindly tick the right box)**

<b>Influence of socio-economic factors on community participation in cultural tourism</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>4</b>	Household income determines one's ability to participate in cultural tourism in this community					
<b>5</b>	Cultural tourism creates opportunities for small enterprises in this community					
<b>6</b>	Cultural tourism is only practiced by cultural dancers					
<b>7</b>	Kit Mikayi rock is the only reason why tourists visit this community					
<b>8</b>	Community members have a wealth of indigenous knowledge about the mythical stories of Kit Mikayi					
<b>9</b>	Most of income generating activities is related to cultural tourism projects					
<b>10</b>	Cultural tourism has improved the livelihood of people in this community					
<b>11</b>	Cultural tourism has improved growth in other sectors in this community					

### **Section 3: Education level**

1. What is your level of education? (tick the right box)

- a. Below primary
- b. Primary
- c. Secondary
- d. Diploma
- e. Degree

2. What is your occupation?

- a. Farming
- b. Business
- c. Fishing
- d. Tour guide
- e. Other

(specify).....

The following part consists of statements; kindly indicate to what extent you agree or disagree. Great extent=5; Moderate extent=4; Non committal=3; Small extent=2; No extent=1

**(Kindly tick the right box)**

<b>Influence of education level on community participation in cultural tourism</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
3	To what extent does education level of an individual determine his/her ability to manage cultural tourism projects?					
4	To what extent does this community require tourism experts to enhance cultural tourism for improved livelihood?					
5	To what extent has cultural tourism encouraged students to complete education?					
6	To what extent do people in this community pursue tourism courses because of cultural tourism?					
7	To what extent does cultural tourism create job opportunities to graduates of all levels in this community?					
8	To what extent should tourism be the platform for skills training and learning new ideas for this community?					
9	To what extent is cultural tourism a form of education for tourists to understand and appreciate way of life of this community?					
10	To what extent should local people be encouraged to work for tourism sector within this community after completing school?					

**Section 4: Tourism policy framework**

1. Which programs undertaken by the Government/NGO, for development are you aware of in this area? (please tick the right box)

- a. Tourism program
- b. Other  (specify).....
- c. None

2. Have you been involved in any type of meeting where you discussed tourism development in your community?

- a. Yes, many times
- b. Yes, but only once or twice
- c. No, never

The following part consists of statements; kindly indicate if you agree or disagree with the statement. Strongly agree=5; Agree=4; Not sure/indifferent=3; Disagree=2; strongly disagree=1

**(Kindly tick the right box)**

<b>Influence of Tourism Policy Framework on community participation in cultural tourism</b>						
		1	2	3	4	5
3	Government/NGOs normally come to this community to implement cultural tourism projects for poverty reduction					
4	Local people are encouraged to invest in the tourism sector					
5	Cultural Tourism invites other organizations to assist this community					
6	Cultural tourism promotes cultural restoration and conservation in this community (eg the cultural and environmental conservation of Kit Mikayi rock)					
7	Tourism unites various groups inside the community to work together for poverty reduction					
8	Local people are encouraged to take part actively in tourism decision-making process					
9	Local people are consulted when tourism policies are being made					
10	Tourism regulations limit local people from participating in cultural tourism in this community					

**Thank you**

**Appendix iii: Scheduled Interview Guide for Key Informants**

**i. Questionnaire on socio-economic characteristics at Kit Mikayi**

To what extent do you agree or disagree with the following statements about Kit Mikayi community? 1= strongly disagree; 2=disagree; 3=not sure; 4=agree; 5=strongly agree

1. Cultural activities in this community attract a variety of tourists.

1	2	3	4	5
<input type="checkbox"/>				

2. Investment in cultural tourism projects depends on average household income.

1	2	3	4	5
<input type="checkbox"/>				

**ii. Questionnaire on education levels at Kit Mikayi**

To what extent has education level influenced community participation in cultural tourism at Kit Mikayi: 5=great extent; 4=moderate extent; 3=non committal; 2=moderate extent; 1=no extent.

3. To what extent has Education enhanced efficiency in management of community projects at Kit Mikayi?

1	2	3	4	5
<input type="checkbox"/>				

4. To what extent has Education enabled people of Kit Mikayi to acquire meaningful jobs within the tourism sector?

1	2	3	4	5
<input type="checkbox"/>				

**iii. Questionnaire on Tourism Policy Framework**

To what extent do you agree or disagree with the following statements about Kit Mikayi community? 5=strongly agree; 4=agree; 3=not sure; 2=disagree; 1=strongly disagree

5. Requirements for investment in tourism projects limit local people from participating in cultural tourism at Kit Mikayi.

1	2	3	4	5
<input type="checkbox"/>				

6. Local people are rarely involved in tourism planning and development processes at Kit Mikayi

1	2	3	4	5
<input type="checkbox"/>				

7. In your view, can improved cultural tourism activities at Kit Mikayi contribute to poverty alleviation?

**Thank you!**

## Appendix iii: Letter of Introduction



**UNIVERSITY OF NAIROBI**  
**COLLEGE OF EDUCATION AND EXTERNAL STUDIES**  
SCHOOL OF CONTINUING AND DISTANCE EDUCATION  
DEPARTMENT OF EXTRA - MURAL STUDIES

Tel 051 - 2210863

P. O Box 1120, Nakuru  
6<sup>th</sup> March 2014

*Our Ref: UoN/CEES/NKUEMC/1/12*

### To whom it may concern:

**RE: DORCAS ODEGE WILLIAMS- L50/84415/2012**

The above named is a student of the University of Nairobi at Nakuru Extra-Mural Centre Pursuing a Masters degree in Project Planning and Management.

Part of the course requirement is that students must undertake a research project during their course of study. She has now been released to undertake the same and has identified your institution for the purpose of data collection on "Factors Influencing-Community Participation in Cultural Tourism at Kit Mikayi, Kisumu County.

The information obtained will strictly be used for the purpose of the study.

I am for that reason writing to request that you please assist her.

Yours Faithfully,



Appendix iv: Research Authorization Letter



**NATIONAL COMMISSION FOR SCIENCE,  
TECHNOLOGY AND INNOVATION**

Telephone: +254-20-2213471,  
2241349, 310571, 2219420  
Fax: +254-20-318245, 318249  
Email: secretary@nacosti.go.ke  
Website: www.nacosti.go.ke  
When replying please quote

9<sup>th</sup> Floor, Utalii House  
Uhuru Highway  
P.O. Box 30623-00100  
NAIROBI-KENYA

Ref. No.

Date:

**27<sup>th</sup> June, 2014**

**NACOSTI/P/14/7589/1886**

Odege Dorcas Williams  
University of Nairobi  
P.O. Box 30197-00100  
NAIROBI.

**RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on "*Factors influencing community participation in cultural tourism at Kit Mikayi in Kisumu County,*" I am pleased to inform you that you have been authorized to undertake research in **Kisumu County** for a period ending **31<sup>st</sup> July, 2014**.

You are advised to report to **the County Commissioner and the County Director of Education, Kisumu County** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.

  
SAID HUSSEIN  
FOR: SECRETARY/CEO

Copy to:

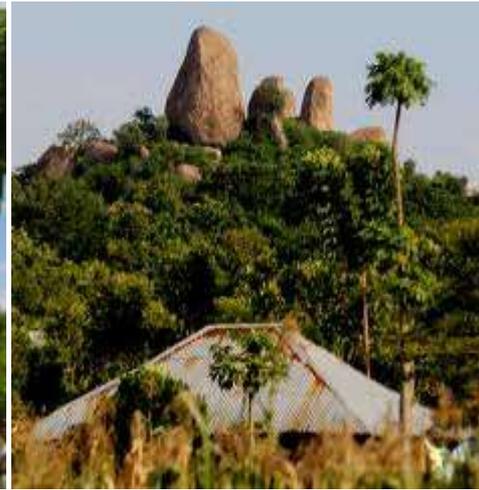
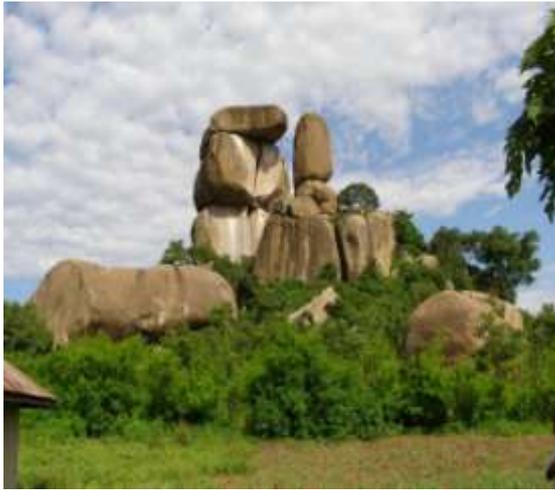
The County Commissioner  
The County Director of Education  
Kisumu County.

**Appendix iv: Kit Mikayi Tourists' Site**



**Kit Mikayi Tourists' attraction in Kisumu County**

**Source:** <http://static.panoramio.com/photos/large/12102924.jpg>



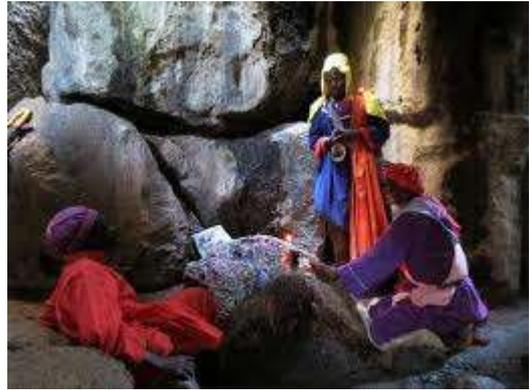
**Some of the images and activities that take place in and around Kit Mikayi Tourists' site**



**A tourist at the foot of Kit Mikayi rock**



**This is part of the community on which Kit Mikayi tourists' site is situated**



**Characteristics of the activities that take place in the study area**