

PLANNING FOR TOURISM DEVELOPMENT IN THE HOMA BAY -
KISUMU REGION

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DECLARATION

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

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This thesis has been submitted for examination with my approval as a University Supervisor

Signed



Supervisor

A C K N O W L E D G E M E N T

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THIS THESIS IS DEDICATED TO MY LATE
BROTHER
CLEMENT PHILLIP ONYANGO

ABSTRACT:

This study was prompted by the low level of tourist resource utilization in the Homa Bay-Kisumu region. This is because of the lack of developed tourist resources and infrastructure which featured as the major obstacle to the industry's growth.

This study thus examines at the first level, the role of tourism in national development by looking at the role of tourism in employment creation, income generation and stimulation of national and regional economic development. This review establishes the importance of tourism in national development.

The development of tourism depends on the availability of resources and supporting infrastructure. The study therefore examines at the second level, the potential of the regional resources and infrastructure to support the growth of a viable tourist industry. At this level, the region is found to have a wide range of resources represented by Wildlife, the giant Lake Victoria, the varied cultural backgrounds and beautiful sceneries, all of which are backed up with a fairly good transport network found in its roads, railway and airstrips. The concern of this level of analysis is centred around the quality, quantity and potential of both regional facilities and infrastructure.

From this level, the study moves to assess the level of utilization of the available facilities and infrastructure. Despite having a number of resources, the region has not been able to attract a good visitor traffic. This is mostly due to the fact that a great number of these resources have not been developed while some important facilities like hotels and lodges are still limited in number. Other factors include the poor state of some important access roads to the potential sites, little diversity in resource range at present, and lack of aggressive promotion. An important resource like Lake Victoria which promises to be a good and cheap form of transport as well as a sure way of turning the region into a sportswonderland has not been utilized for any tourist oriented activity. This leaves the major source of attraction to be centred around wildlife, thus attracting a small visitor traffic annually.

Towards these problems, the study has considered both short and long-term measures designed to improve the performance of the industry. The major resource which is wildlife should be developed as soon as possible in the short-term with major works directed at fencing, provision of viewing tracks, construction of staff houses, and access roads. Other short-term developments should include the construction of traditional villages, in order to develop the cultural

potential, recruitment of performers, perfection of information dissemination channels through the construction of information offices and inclusion of the region in the programmes of international tourist information offices. Among the major long-term developments should be the incorporation of Lake Victoria in the tourist programme of the region through the development of beaches, Lake Sports and transport system. The establishment of a local air transport firm, travel agencies, construction of new hotels, perfection of Telecommunication facilities as well as the bitumenization of important primary roads that traverse crucial resource areas, are also part of the long-term proposals.

The study also considers the development of tourism in the region to be closely tied to the increased participation of the local people. They should be involved as much as possible in taxi operation, travel agency, tour operation, restaurant, hotel and curio shop ownership as well as in the production of crafts and supply of food requirements to the hotels and lodges. This should be done through the extension of credit facilities to them which will enhance the retention of profits within the region for the good of its economy.

The study finally suggests follow up research in the best way of increasing the participation of the local people within the industry as a means of retaining most profits within the region and forestalling external control of the sector.

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CHAPTER ONE

1.0 INTRODUCTION

The history of tourism development can be traced as far back as the latter part of the 18th Century when its main ingredients were concerns of pleasure and entertainment. This orientation changed dramatically, after the second world war when cultural pursuits and foreign exchange earnings came in as new components. The impressive growth which had since then characterized the growth of the industry was seriously interrupted in 1974 as a result of a combination of factors, principally economic stagnation in the main tourist generating countries and world-wide inflation triggered-off by rising oil prices.

For the developed countries, tourism is regarded essentially as a social service satisfying the need for rest and recreation. The developing countries on the other hand see tourism as a means of promoting economic expansion. Tourism strategy in these countries is designed to take into account, economic factors like closing the balance of payments deficits, employment and income generation, and as a means of promoting regional development. With their scarce resources, the development of tourism in developing countries fulfils one of the many objectives of economic growth. The activity thus forms an integral part of social and economic development which is being carried out within the framework of national and regional plans.

Tourism planning has therefore become a very important aspect of national development to the extent that at the national level attention has been given to the definition of goals, formulation of policies and the role of tourism in the national economy which also includes the protection of the environment and determination of the regions most important for tourism development. This has given rise to the designation, development, and management of national land preserves, reserves and national publicity campaigns. Proper management of tourist resources has become an important part of tourism development to the extent that new regions with potential tourist resources are being explored to determine their capability to support the growth of the industry.

Regionalization in tourism planning is thus essential if the distribution of benefits from the industry has to be felt in all parts of the economy. Stress on tourism development should therefore be placed on regionalization of national development, the definition of the most suitable pattern of tourism growth, resolution of conflicts in land use and in exploitation of resources. While pursuing these objectives, the basic aim of planning for tourism must be the harmonious relationship between existing environmental values and proposed tourist facilities. The original environment must be safeguarded to the maximum.

If designed properly at the national and regional levels, although subject to external control and influence, tourism can be an important vehicle for economic development. At the regional level, the basic components of planning should revolve around resource use plans which provide a framework for interaction between the local population and the visitors.

1.1 PROBLEM STATEMENT

Developing countries are facing problems some of which reflect external constraints following fundamental changes in international markets in which they sell and buy their products. These problems make it difficult for the fulfilment of policies and strategies formulated to realize substantial changes in the economic structure of the economy. To some extent this has necessitated the diversification of their economies mainly from producing primary products whose prices are subject to fluctuation and the exploitation of all the available resources within the limits of their present stage of technological development.

In Kenya, this search for resources and diversification of the economy has led to the development of tourism as one of the major sectors of the economy. Post-independence period saw the government's commitment in this area being geared towards the achievement of "a balanced growth" in all regions of the country.

Tourism just like other sectors has been viewed as a source of earning foreign exchange, creating job opportunities and one of the ways of achieving regional development.

In laying the foundation for this activity the government was faced with the task of providing the necessary infrastructure and other related facilities. This stemmed out of the realization that tourism demands certain basics among which are thorough knowledge of the country's attractions, amenities and services to ensure maximum satisfaction of the tourists. The country's diversified tourist resources couldn't be fully exploited unless roads, hotels, lodges, wildlife, beaches etc. had been developed to act as a vehicle in this direction. The conservation of resources has in the past been given a greater attention particularly in preservation of wildlife and monuments.

The location of these resources has dictated the development of two major tourist zones in the country; namely the Coast and Nairobi area. The government has, however, been committed to opening up a third zone in Western Kenya which shows promise for tourism growth. All these activities within the industry have been prompted by the realization that tourism has grown to be an important sector of the economy with the character of an "export industry". The co-ordination of the activities

and the sale of resources gave birth to an aggressive and properly designed marketing strategy which has helped the industry to survive a number of hardships especially within the international framework.

One set-back for the industry is the fact that it has not been able to pick-up with the anticipated rapidity in the western zone for reasons which will become apparent in both chapters three and four. A mention will, however, be made here of some of the problems in lesser detail. Within the tourist industry the development of an efficient transport network is a pre-condition for its survival, since it's basically a business of transport. There can be no successful tourist regions without transportation to serve them, neither can there be satisfying services without a public demand created by the existence of attractive tourist zones. Whereas the Homa Bay - Kisumu region has about 339.3 kms. of bitmenized roads there's still inadequate provision of access roads to the existing attractions and potential sites. The existing non-bitumenised and non-all-weather roads are impassible during the rainy seasons thus restricting the use of the region to only certain times of the year. This situation has impeded the growth of the industry as the tour operators are loathe to commit their vehicles to long distances over bad surfaces with consequential high rate of depreciation.

The above condition of the roads has made patronizing the developed areas difficult while heavy investment has already been put in infrastructures like water, hotels, lodges and game reserves. The already developed infrastructure and facilities are still insufficient to warrant viable tourism development. Numerous potential areas and resources exist which can complement the existing services yet their exploitation and exploration hasn't been taken seriously. The growth of tourism to an extent of attracting foreigners depends on marketing activities being launched both locally and internationally so as to attract people who could have otherwise preferred visiting other tourist destinations in other parts of the World. Marketing brings to the attention of prospective travellers what an area has to offer. Airlines, tour operators, travel agents and the official government department within the Ministry of Tourism have played a great part in marketing Kenya's tourism in the international market. In this effort, only areas like the Coast, and Nairobi area receive greater attention while Homa Bay-Kisumu region which lies in the Western zone is not given the necessary attention despite the investments already made in infrastructure and other related facilities. The growth of the industry without this basic requirement is both unrealistic and unworkable. Promotional efforts are presently left to African Tours and Hotels which owns two of the tourist class hotels in the region and one travel agent which serves this area.

It's clear to many people involved in the tourist industry that a region's benefits from tourism depends on how much money it can trap, in order to boost its economy by creating employment and generating incomes. It's also undisputable that a tourist's propensity to spend on decorations, ornaments, rugs, wall paintings, handicrafts etc. is far greater than when he's in his home environment (Arthur D. Little, Inc. 1966). This propensity can be capitalised upon by offering well designed and attractive goods to him. This is an aspect which hasn't come up much in the picture within the Homa Bay - Kisumu region despite the varied cultural components and backgrounds, and the artistic expertise. The development of the industry has been found to be a sure way of reviving disappearing cultural traits and social norms while generating benefits to a tourist area. Presently the growth of tourism tends to revolve around wildlife and scenery and this appears to be a very narrow base for its development, thus necessitating the growth of cultural tourism besides the traditional wildlife component so as to generate more interest and cater for different tastes.

This study is therefore designed to explore all these problem areas, with an aim of suggesting an integrated resource exploitation tourism strategy which would incorporate the other sectors of the economy while spreading it's benefits to a large section of the Homa Bay - Kisumu region. As will be noted later, tourism

is an intersectoral activity whose survival is dependent upon and relies on other sectors of the economy which offer goods and services to it both directly and indirectly.

1.2 OBJECTIVES

The objectives of this study are to:

1. Examine the existing problems of tourism development in the Homa Bay-Kisumu region including its potential for future tourism expansion.
2. Offer alternative suggestions for efficient utilization of the available tourist resources in the region.
3. Propose a suitable infrastructural framework which will be conducive to the development of the industry.

1.3 ASSUMPTIONS

1. The Homa Bay-Kisumu region although endowed with a lot of tourist resources still lacks the necessary supporting infrastructure and facilities.
2. The provision of the necessary infrastructure and facilities is therefore considered a significant pre-requisite for the efficient utilization of the tourist resources in the region.

1.4 SCOPE OF THE STUDY

That tourism affects the economy of a destination region can't be disputed; however, the extent of its effects, implications and repercussions are debatable. Much of the research on tourism has been concerned with its economic benefits on a state or a region, but since there are contradictory forces at play within an economy, the cost and benefit studies would therefore be important in painting the right picture of the activity. Does tourism bring into the economy more than it takes out? Are the benefits evenly distributed or do they go to a relatively small minority? Are questions which if answered would put planners in a better position to evaluate the total impact and consequences of tourism. However, a study which can give a full view of the cost-benefit analysis is quite involving and needs a lot of time and money.

The only handicap for such a study would be the fact that it needs an industry which is already deeply rooted and where the costs and benefits are already becoming apparent. For the case of the Homa Bay-Kisumu region which is only in its initial years of development, attention can only be given to the assessment of the capability of the area to support tourism. Such an attention would revolve around the analysis of the developments already made and the resources available. It's in this light that the study looks at the region from five perspectives.

Firstly, is the examination of the resource endowment of the region. This is an attempt to assess the resource base of the region in terms of both direct and indirect tourist resources. Secondly, the study attempts on evaluation of the extent to which the available resources have been exploited for the development of tourism.

Thirdly is the examination of the available infrastructure and facilities that have already been provided to support the growth of the industry. This analysis is important in identifying the gaps that still need attention and the adequacy of those facilities already provided.

Fourthly is an attempt to establish the problems that have held back the development of the industry in the region. The final and fifth perspective in this study is the suggestion of alternative patterns of development and accompanying policies.

ORGANIZATION OF CHAPTERS

The study is organized into five chapters as follows: Chapter one introduces the problem, defines the study area, and includes the objectives, assumptions literature review, methods of data collection and limitations. Chapter Two is a general view of the development of tourism in Kenya. This Chapter looks at

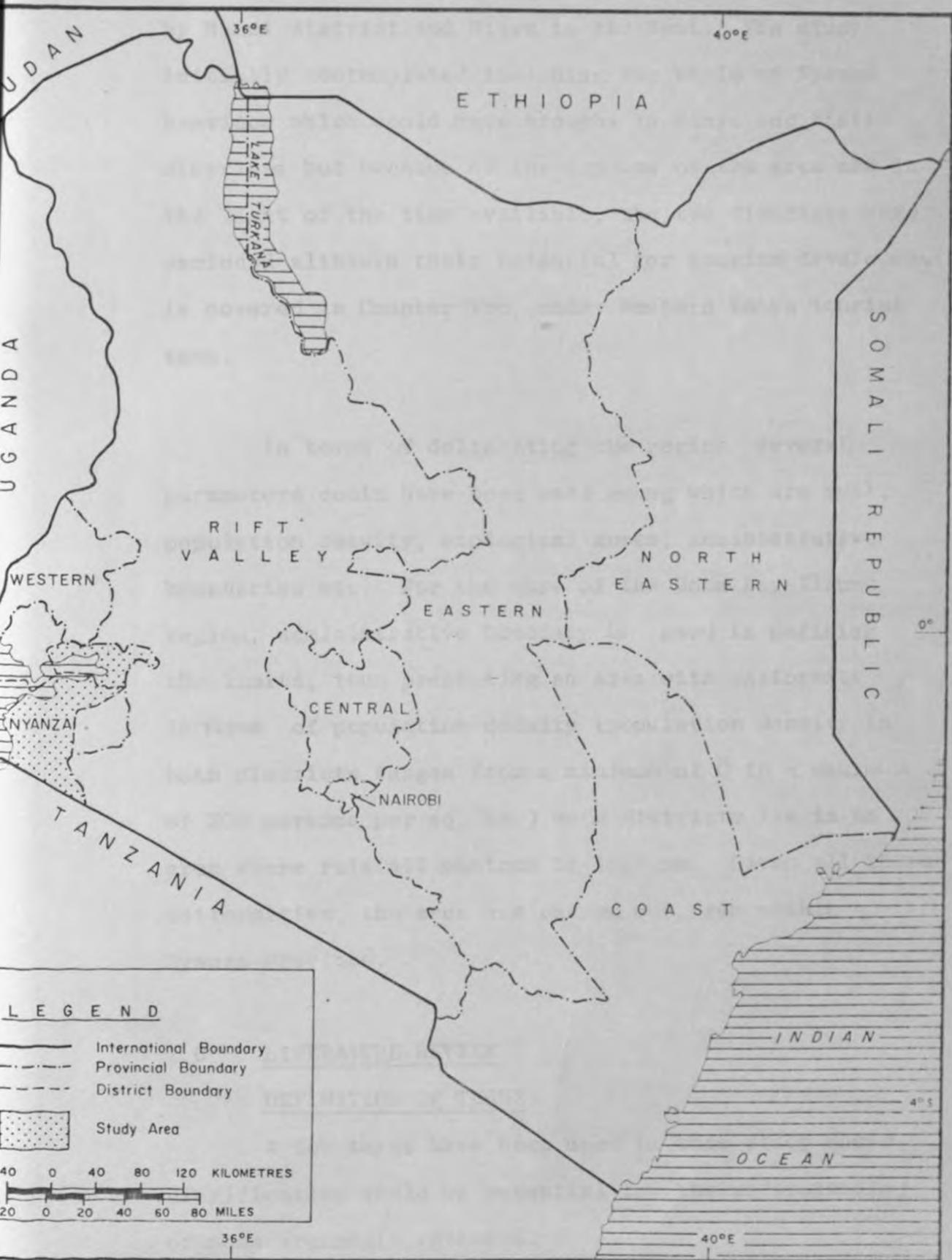
the facilities and infrastructure provided in the country to support tourism development, the impact of tourism on the economy, and the problems encountered by the industry in its growth. Chapter three looks at the resource base of the region both direct and indirect against the background of social, economic, physiographic and climatic factors. It's in this chapter that the potential of the region to evolve a self-sustaining and viable tourist industry is examined.

Chapter four will be the analysis of the field findings including the problems identified in the field which hold back the development of the industry. Chapter five includes the policy implications of the field findings and recommendations about the future development pattern of the industry in the Homa Bay-Kisumu region.

Chapter six contains a summary and conclusion and ends up by indicating areas of further research.

1.5 THE STUDY AREA

Homa Bay-Kisumu region comprises the two districts of South Nyanza and Kisumu both of which share a common border and are located in Nyanza Province. The two districts border Lake Victoria the second largest fresh water Lake in the World to the North, East and South. The region has a total area of 10,438 sq.km. of which 2,571 sq.km. is under water. It's bordered to the North



HOMA BAY—KISUMU IN THE NATIONAL CONTEXT.

by Kakamega district, to the South by Tanzania and Kisii district, to the South-East by Kericho, to the North-West by Nandi district and Siaya to the West. The study initially contemplated including the whole of Nyanza Province which could have brought in Siaya and Kisii districts but because of the expanse of the area and in the light of the time available, the two districts were excluded although their potential for tourism development is covered in Chapter Two, under Western Kenya tourist zone.

In terms of delienating the region several parameters could have been used among which are soil, population density, ecological zones, administrative boundaries etc. For the case of the Homa Bay-Kisumu region, administrative boundary is used in defining the limits, thus presenting an area with uniformity in terms of population density (population density in both districts ranges from a minimum of 0 to a maximum of 200 persons per sq. km.) both districts lie in an area where rainfall maximum is 1524 mm. Given all these uniformities, the area was curved out from within Nyanza Province.

1.6 LITERATURE REVIEW

DEFINITION OF TERMS:

A few terms have been used in this study whose clarification would be essential for the understanding of some arguments advanced.

TOURISM:

This is the business of the transport, care, feeding and entertainment of tourists. It's components are diverse and many. It's a vast complex industry which can be thought of as beginning with the millions of shillings that are spent on advertising and promotion to interest someone in travelling.

TOURIST:

It's difficult to have a standard definition of the word tourist. However, different definitions have been advanced by a number of people depending on the situation they would like to describe or results to expect. Bovy (1977)¹ describes a tourist as a temporary visitor staying at least 24 hours or overnight in a tourist region or country visited and whose journey is for the purpose of leisure (holiday), recreation, sport, business (family, mission, meeting, health, study or religion). Ouma (1970)² also describes a tourist as a traveller for pleasure, or for domestic reasons. One point where most writers on tourism agree is that motivation or trip-purpose is the most important single element in defining a tourist. Arthur D, Little (1966)³ sees a tourist as a traveller or non-resident of a country or region who stays for 24 hours or more, and whose purpose for the visit should be for either business or pleasure.

If the above definitions are adopted, then a tourist will exclude all those who stay in a country or region for less than 24 hours and those who take up jobs under contracts at their destination. For the purpose of this study, however, a tourist will be any non-resident of the Homa Bay-Kisumu region, who travels to the area for either business or pleasure. It would be wrong to introduce, time element and job types as this will limit the definition to a very narrow scope. One can visit a region for six hours and spend some money, while somebody working under contract could be visiting various resource areas of a region during his/her stay and this also benefits a region. This is because if the above definition is adopted, it will give a chance to the locals also to fit in.

. . . TOURISM AND ECONOMIC DEVELOPMENT

The most obvious and immediate benefit of tourism is the creation of jobs and opportunities for people to increase their incomes and standard of living. The impact of tourism on employment has a close bearing on incomes both for individuals employed and firms engaged in the business. Emanuel de Kadt (1979)⁴ divides employment generated by tourism into two broad categories, thus direct and indirect. Under direct employment he includes those businesses that sell goods and services directly to the tourists like shops,

hotels, restaurants, lodges, transport operators and travel agents. People engaged in these businesses derive their employment directly from tourism. Indirect employment includes businesses stimulated by tourists expenditures like wholesale distribution, manufacturing, supply of goods and services to the tourist business, construction and agriculture.

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One point which emerges from this dichotomy is that tourism generates more indirect employment than direct. This is because tourism as an industry doesn't produce most of the goods and services on which it relies. This view is confirmed by the Caribbean Commission (1945)⁵ which maintains that indirect employment is perhaps the aspect of tourism that benefits a country most. That through the promotion of tourism local agriculture would gain through the creation of a much larger body of consumers. Vegetable and fruit growers, dairy and cattle men would be encouraged to increase their production and improve the standard and quality of products. Tourism's secondary spillover effects in other sectors boosts production for those that are not directly involved; where through increased demand for things like food products, it generates employment and incomes. This role of tourism conforms with the assertion of Nattekoven (1978)⁶ who argues that peripheral tourism area (indirect employment) although not mainly directed at the industry, permits the indigenous population not directly employed in the hotel and transport fields to share in economic benefits.

In terms of incomes earned by individuals (de Kadt, 1979)⁷ says that employment generated directly by tourism is generally shown to yield earnings at least as high and often higher than those available in other sectors especially agriculture. This is also the assertion of Smaoui (1979)⁸ who while carrying out his research in Tunisia found that while the average income in agriculture was \$75, the figure in tourism was \$105. This should not, however, obscure the fact that this high income is counter-balanced by the large number of secondary employment in supporting sectors. The impressive picture of tourism and employment is, however, blurred to some extent by the problems of data availability. This contention is clear in the report prepared for the Office of Regional Economic Development, US Department, by Arthur, D. Little, Inc. (1966)⁹ where it's stated that.....

"It's impossible to directly enumerate the number of employees in a given area who owe their jobs to tourists since most tourists oriented trades serve both residents and non-residents. The problematic part of it comes when the data on those employed indirectly is to be computed to find a gross figure on its total impact on employment.....".

This can't, however, overshadow the role of tourism in employment generation. The impact of employment and incomes on the destination community is governed by a number factors.

(Lundberg, 1973)¹⁰ argues that in a location where nearly everything including food, beverage, furniture and building supplies have to be imported perhaps less than 25% of the tourist dollar remains in the local economy, while the rest is "leaked out".

This will also be the case for the personnel involved in the activity. If the demands of the industry can necessitate hiring of skilled and semi-skilled labour from other regions of a nation then the impact of employment would definitely be minimal.

It should be noted in conclusion that tourism development doesn't only create employment for individuals and firms but it also boosts the revenues of the central government and local authorities both of which benefit directly from tourist expenditures, through fees paid for use of state park facilities, fishing licences, taxes on goods and airport tax. This confirms the argument in most tourism literature that the state is the institution which benefits most from tourism development. It's in this respect that tourism plans and policies have been geared towards increasing the gross returns from this activity in terms of higher foreign exchange earnings or more visits. To this end many implicit assumptions relating to tourism have been made where maximization of economic benefits has been pursued in certain cases with almost total disregard for social, cultural and environmental factors (Achieng, 1978)¹¹. Despite being a source of foreign exchange earnings Bryden (1973)¹² points to the fact that tourism is a vehicle for regional development as it tends to distribute development benefits to most regions of a country.

However despite the positive impacts of tourism, its negative consequences as raised by Achieng (1978) are sometimes pronounced so much so that in some countries cries about tourism's degeneration of cultures has reached great heights. This aspect of tourism and culture will be looked at in the next sub-section under social and cultural impacts of tourism.

SOCIAL AND CULTURAL IMPACTS OF TOURISM

Arguments have been presented for and against the development of tourism, more so in terms of its social and cultural impacts on a region. (de Kadt, 1979)¹³ points out that the most notable impact of tourism on traditional values is that certain social and human relations are brought into the economic sphere where they become part of making a living. It's on values that tourism's most serious effect is felt where relations are commercialized and specifically non-economic encounters account for only a marginal part of the entire experience. The effect of this development is that those services that were offered freely in the absence of tourism become commercialized thus affecting human relations, especially if the situation is left unchecked.

The above argument is strengthened by the research done by Mitchel (1968)¹⁴ in Kenya where he observes that coming from different cultural backgrounds than most Kenyans, tourists may wish to do things and behave in ways of which Kenyans disapprove, especially

in terms of their influence on the young people. This is a consequence of a potentially large number of young people being affected by the alienating acculturation process of pleasure oriented tourism where they tend to visualize life within the tourist resorts as a paradise where tourists lead an enviable existence without work but with abundance. A situation of this nature can lead to reluctance on the part of the youth to go to school thus engaging in undersirable activities like being guides to tourists, while for the ladies this can lead to prostitution. This conforms with the assertion made by de Kadt (1979)¹⁵ who points out that tourism can be a very good stimulant for prostitution as the tourists use their dollars to influence local girls by taking them to night clubs, buy for them presents and drinks or give them cash money. This situation is pronounced in the developing countries where western influence has made certain aspects of the local culture to slowly fade away in favour of the caucasian way of life, making the production of local handicrafts and other traditional produce quite problematic purely for residents. The market for these products is readily available if the influx of tourists is ensured and encouraged.

It's quite encouraging to see the production of traditional products being given a boost by the development of tourism, without which traditional attributes, mannerism cultural and artistic expertise could have disappeared, or become extinct. Put

realization and regard of tourism as a catalyst which stimulates interest in the local handicrafts and culture shouldn't be stressed at the expense of its negative inputs. The growth of tourism has stimulated many aspects of social and cultural development. This is the contention of Andronicou (1979)¹⁶ who observes that tourists' interests can lead to an upsurge of the performing arts and folklore- gradually create demand for traditional handicraft, give an impetus towards revitalizing some of the craft which were about to die. Apart from its promotional effect this development gives incomes to the producers of arts and crafts with a multiplier effect being realized in the economy. The benefits although easily enumerable, the in-availability of literature on the negative aspects of tourism on the social life of the destination community should be improved by consistent research so as to generate a wealth of information on the costs and benefits of the activity.

MULTIPLIER EFFECTS OF TOURIST SPENDING

As an industry, tourism produces "invisible exports" whose earnings have got far reaching effects on the economy. It's, however, difficult to assess the impact of tourism spending on an economy because of the limitation of data collection in those areas where indirect employment is involved. This doesn't however, blur the picture of multiplier effects of initial tourist spending.

When a fresh dollar enters an economy, it affects that economy in various ways (Lundberg, 1973)¹⁷. The effect of the tourist dollar and the magnitude of the multiplier effect depends a great deal on the nature of the economy of the region. This feeling is supported by (Arthur D. Little Inc. 1966)¹⁸ who argues that the magnitude of the multiplier or respending effect depends on the percentage of goods consumed within a region which are actually produced in that region. A tourist dollar is a fresh dollar to the economy, in economic terms it's an export, bringing in new money. The more of the tourist money that remains in the economy and the faster it's respent, the greater its effect in heating the economy (Lundberg, 1973).¹⁹

For a region which imports most of the services and goods to run the industry, it will realize minimal multiplier effect. This is because some of the dollars immediately leave the economy either as profits and savings if the industry is externally owned or to pay for purchases of imports. Technically these are lumped together as "leakages". That portion of the initial spending not repatriated out of the economy is either saved, invested for further development or used for purchases. These are called "a first round of spending". Payments for example made to grocers who supply fruits and vegetables, dairy men, meat suppliers and suppliers of other manufactured products constitute a "second round of spending". If the suppliers re-spend their money

within the economy for more supplies, the cash flow is increased further.

I have introduced the idea of multiplier effect since this will be important in Chapter Three where the resources of the Homa Bay-Kisumu region will be analysed. The analysis of the resources available will reflect the extent to which the region will have to import goods and services if any, from other regions to run the industry, or alternatively give a picture of the capability of the region to mobilize its own resources towards realizing the benefits of the activity thus reducing the reliance on imports from other regions of the country.

. . INFRASTRUCTURE AND RELATED TOURIST FACILITIES

The development of tourism distates the provision of the necessary infrastructure which has to make the industry competitive with other destinations in other parts of the world. Infrastructural deficiencies can be very harmful to the growth of tourism; good hotels, restaurants, adequate and good standard roads, constant and reliable water supply, telecommunications services, entertainment and sport, form an integral part of tourism development.

To the tourists travel is pleasure designed to get away from everyday routine and have a good time. The industry is thus inseparable from and dependent upon travel. The means of travel, the travel modes as

they are technically called, do change, and as they do they have an immediate impact on tourism, the numbers of travellers and the travel experience (Lundberg, 1973).²⁰ The transport system both by road and air has to reflect the comfort that the tourists are looking for, this is because tourism implies pleasurable travel. In most countries investments have been made in infrastructure to avail this essential part of tourism. In most developing countries, this investment has been limited by the magnitude of the cost involved. Because of this cost, most infrastructural investments are either provided for by the central governments or local governments (Mitchell, 1968).²¹ The government must therefore play an important role in the expansion of tourism through infrastructural investments which the private investors can't sometimes go in. This is because the development of tourism depends heavily upon infrastructural investments in roads, game parks, water etc.

In order to accomplish this aim, national airlines have been formed to help promote the activity. The construction of all weather roads and bitumenizing some where funds are available has become an important part of tourism development and general economic growth. This line of action is based on the realization that major lubricants of travel are economy speed and convenience.

The availability of good accommodation and service will help to attract tourists to an area and ensure that they remain in an area rather than move to another region in search of a place to stay (Arthur, D. Little, Inc. 1966)²². It's in the hotels and lodges where tourists spend most of their time and their attractiveness is essential for the growth of a viable tourist industry. Besides transport and accommodation shopping also ranks high among the essential services to the industry. Shopping should provide an extension to recreation and opportunities to meet and make friends in informal interesting surroundings (Bovy, 1977)²³. But this is one aspect which doesn't need government participation since the private sector can easily take care of it by setting up curio and souvenir shops where tourists can buy handicrafts etc. However the importance of infrastructure and other related facilities can't be over-emphasized since its provision is a precondition for tourism development.

PUBLICITY AND PROMOTION

Buying a product becomes difficult if one is not aware of what one is buying. Attracting tourists to an area has become an integral part of tourism development, where large amounts of money is involved. Tourists expectations about their destinations are generated or reinforced by images disseminated by tour operators, travel agents, the media and official tourist organization (de Kadt, 1979)²⁴.

It's essential to know who the tourist is, why he travels, what destinations he likes and for what reasons (Lundberg, 1973)²⁵. This role is what the publicity personnel have been charged with, for promotion is marketing. This aspect of tourism is important since you have to know your products and services; determine what steps to take in order to sell them and identify your target group. It's in this respect that organizations like tour operators and travel agents are considered as intermediaries which establish links between the potential clientele and actual facilities. They are conversant with what a particular destination has to offer, what facilities are available and what target groups to aim at.

In most cases these intermediaries are in direct contact with clients and have strong influence on their decisions to visit an area. Governments which have adopted tourism as a development strategy have set up National Tourism Promotion Organizations to market their countries resources. These organizations have been charged with tasks like promotion and advertisement of the country to attract more tourists, promotion of legislation for and regulation of the tourist industry. These official organizations have been formed because in promotion, information has to be collected as to what type of person and how many of them can be induced to come to an area. Such steps are

taken because every government is interested in reaping dividends from the exploitation of its resources, thus calling for the need for promotion and publicity.

Corporations or individuals who own hotels, and restaurants, are also interested in the use of their products and services. They thus see promotion as an essential tool for selling their products either on their own behalf or on behalf of others.

When planning for a tourist facility, it becomes very essential to determine if the product is really needed and can be sold. This eliminates doubtful ideas so that hotels and other supporting infrastructure are not built on optimisms or blind faith that a market exists for them. It's for this reason that marketing research is conducted to identify the people who will use a product or service. Publicity personnel should be informed of the geographic origin of the market for a particular destination area and how that market is changing so that the economy or structure of the destination can adjust to such changes (Lundberg, 1973)²⁶. If such information is readily available advertising budgets may be allocated to reach a present market or to develop new ones so as to avoid being caught unawares with changing situations.

Advertising can take many forms, although the most commonly used kinds include; televisions, radios,

travel agents, airlines, printed materials like maps and pieces of descriptive literature. With this strategy individual establishments and governments can estimate the trend of development that can be expected in future within the industry. Promotion and publicity can't be avoided if a tourism strategy has to be adopted since the industry needs it for its growth.

1.7 METHODOLOGY

In carrying out this study, three methods of data collection were employed. These included questionnaires, personal interviews and secondary sources. In total, three questionnaires were used. The first one was designed to generate information about the hotels, their capacity (bed and room occupancies), staff numbers and the types of facilities available. The second questionnaire was for the tourists. It was to help in determining the feelings of the tourists about the area, its resources and facilities and in evaluating the potential of the area as a tourist destination as well as determining the expectations of the tourists of a tourist area.

The third questionnaire was for the Wardens. This was not answered satisfactorily as the only big game reserve in the area is not yet open to the public. However, useful information was generated from those questions which were answered. For the case of

personal interviews, this was conducted with various government officials and other public leaders. In both districts; the following people were interviewed.

KISUMU DISTRICT

1. District Commissioner
2. District Development Officer
3. District Fisheries Officer
4. District Agricultural Officer
5. Provincial Game Warden
6. Provincial Planning Officer
7. Provincial Physical Planning Officer
8. Chairman, Kisumu County Council
9. The Ecologist Lake Basin Development Authority
10. The Managing Director Lake Basin Development Authority
11. Chiefs and District Officers.

SOUTH NYANZA: DISTRICT

1. District Commissioner
2. District Development Officer
3. District Fisheries Officer
4. District Game Warden
5. Chairman South Nyanza County Council
6. Councillors
7. Chiefs and District Officers.

These people were interviewed in order to generate information about government policy as concerns tourism

development, their feeling about the development of tourism in the region as well as allocation of funds by their departments if any towards the provision of tourist infrastructure and facilities. Discussion with them also covered envisaged conflicts between the development of the activity and other sectors of the region's economy.

A part from the above people extensive interviews and discussions were held with people around the parks (Lambwe Valley especially) and around the urban centres where tourist facilities can be located. This was to determine the local feeling about the development of traditional handicrafts, the revival of traditional art and cultures, as well as their conception of the industry's growth in the region.

The third method of data collection was secondary sources. Various publications were perused among which were District development plans, Regional Physical Development Plans, Economic Surveys, Statistical Abstracts, Tourism Market Surveys and other literature on tourism development. This was to generate data on the activity as well as the policies followed in its development.

It should be noted here that a number of problems were encountered during these interviews in the field especially from Government officials and

hotel managers. There was a high degree of reluctance and at times refusal to release information about revenues earned and, expenditures on various items from hotel managers. From the government officers the problems were concerned with the release of data and other information which they argued were classified. Besides these, there was general lack of data in the region about various aspects of tourism like occupancies in non-tourist class hotels, and their general expenditures. This was because the region has not evolved a sound tourism base like the Coast or Nairobi area.

The other difficulty concerned movement to other areas of the region especially Islands in Lake Victoria where tourism could well thrive. The final problem encountered was that of few visitors inflow into the hotels. In some hotels very few tourists could be found and this caused delays in carrying out the tourist questionnaire. However, despite all these problems co-operation was extended to me from a number of officials and members of the public, and from this co-operation a number of useful information and data was generated.

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CHAPTER TWO

2.0 DEVELOPMENT OF TOURISM IN KENYA

2.1 GENERAL BACKGROUND

The history of tourism development in Kenya dates as far back as 1938 when the East African Tourist Travel Association was formed to promote the industry's activities in the three states of Uganda, Tanganyika and Kenya. The organization was semi-official and received most of its funds from the colonial authorities. It organized its businesses through sub-committees with a promotional programme designed to ensure factual accuracy and effectiveness of all publicity and propaganda.

By 1956, EATTA began to break-up especially when Uganda decided to set up her own Tourist Advisory Board, thereby forecasting the subsequent separatist movements in the official organization of the travel trade in East Africa. The Uganda Tourist Board was formed on behalf of the Protectorate of Uganda government, which advised the other three governments to follow the Ugandan example. To this recommendation, Kenya followed to appoint a Minister for Tourism in 1958, although she continued to stress the need for co-operation among the East African Territories in building up a regional tourist industry. After EATTA, the development and promotion of tourism in East Africa became the responsibility of the individual National Tourist Boards and Ministries of Tourism.

In East Africa, Kenya was the first country to enact laws for the conservation of wild fauna. She instituted the East African Game Regulations in 1900 which was effectively complemented by the Game Ordinance of 1903. More Game Ordinances and amendments followed in 1904, 1905 and 1906, before the most comprehensive game ordinance document was made a law in 1909. The 1921 Game Ordinance gave the Colony a thorough and far sighted laws spelling out the permitted hunting seasons of certain species of fauna as well as expanding the southern Tsavo West National Park. This ordinance was a significant improvement upon the East African wild birds protection ordinance of 1903.

However, an ordinance to consolidate and amend the law relating to the protection of game animals and birds was passed in 1937 (Kenya Colony and Protectorate Ordinance and Regulations of 1937). Under this ordinance specific areas intended for conservation of game were identified and Nairobi National Park was the first to be gazetted in 1946 in Kenya (Ouma, 1970).¹ Two years later Tsavo was gazetted a national park while the development of Gedi ruins began. Other areas which were gazetted include the summit and moorlands of Mt. Kenya as a National Park in 1949, the Aberdares in 1950, Marsabit Game Reserve and Mt. Elgon National Park in 1967. The utilization of wildlife resources went hand-in-hand with the provision of the necessary

infrastructure and facilities. With the inauguration of the East African High Commission, a stage was set for sharing of a number of services in common, which were in fact essential to the Regional Development of Tourism. These services included, the Airways, Railways, Postal and Telecommunications, Customs, Immigration and Harbours. They survived until the collapse of the Community in early 1970's when each state now took responsibility for their conduct. Since independence, Tourism has grown to be a very important sector within the economy of Kenya. Given the efforts directed at the conservation of Wildlife, the growth of the industry has mainly been pegged around this resource, which has been the main source of attraction besides beach holidays. The utilization of these two resources, has been strengthened by substantial investment by the private and public sectors in well defined zones within the country.

With the policy of conservation of Wildlife resource to ensure sustained long-term development, the Government under the auspices of the former Game Department and Kenya National Parks, set aside about 6% of Kenya's area exclusively for the purpose of preserving wildlife. Through this policy, a total of eleven National Parks, nineteen National Reserves and four Marine National Parks have been established between 1948 and 1978 covering an area of more than 36,000 sq. kms. (Mukinya, 1979)².

Besides wildlife and beach resources, the country has the unique natural heritage of plants found in the plains, forests, seas and the diversified cultures all of which attract people. The utilization of these resources, has brought a lot of benefits both in terms of employment and incomes. Tourism employs about 39,000 people in the hotel industry alone and this excludes those in the touring firms, travel agencies and those in indirect activities supporting the industry (Economic Survey, 1977)³. In terms of earnings for the country, the figure has grown from Kf 3.9 million in 1960 to Kf 82.5 million in 1980 (Economic Surveys, 1968 - 1981). This role of tourism in terms of foreign exchange earnings is only second to Agriculture whose earning in 1980 was Kf 142.7 million. This gives tourism a second place within the economy as a foreign exchange earner. These earnings have been made possible by the increasing number of visitors to the country, which has grown from 65,000 arrivals in 1964 to almost a half a million by 1976 (424,200).⁴ This growth rate which for about seven years now has been pegged at an average of 11.5% per annum has been made possible by the complimentary role of both the private and public sectors. Direct government investment in the industry has grown from Kf 17.3 million in 1968 to Kf 48.8 million in 1978.

Through the Kenya Tourist Development Corporation an institution through which the government participates in the industry, it had invested a total of Kf 7.4 million in various tourist related projects in the

country completing projects with whole or partial financial assistance. These investments are besides massive funds devoted for promotion which have increased from Kf225,000 in the 1970/1974 Development Plan period to Kf 2.3 million in the 1979/83 Development Plan period. This move has necessitated the opening of Tourist offices overseas which are charged with the duty of selling Kenya's resources alongside other competitive destinations.

Locally the private sector's role has been crucial in the development of the industry and complimentary to the government's efforts. The sector's contribution is mainly seen in hotel/lodge development, travel agency and tour operation. In order to make the growth of tourism viable and competitive with other destinations, the government had to answer to its specialized nature. This needed skilled personnel to manage the industry and Utali College was completed in 1973 to play this role. The institution is directly under the Ministry of Tourism and its role is already being felt through the process of Kenyanization. Despite this positive picture on tourism, it should, however, be noted that this historical growth pattern is not without its problems. Problems like rising oil prices which affect long distance travel, recession in the tourist generating countries and others related to policies formulated by the government have all affected the industry's growth.

But unlike other destinations in the third world, Kenya's tourism has fared comparatively well, with positive developments being realized in terms of foreign exchange earnings, employment and incomes.

The government has realized the importance of the specialized nature of tourism, leading to massive investments. This shows that a steadily expanding tourist industry has been accepted as an indispensable part of the modern economic development in Kenya. The sector's potential has been recognized, and continued research and ultimate expansion is advocated by both the public and private sectors.

2.2 RESOURCE APPRAISAL

THE COAST

Coast province has developed its tourist industry for a period of over twenty years, and it presently stands as the most patronized tourist zone in Kenya. The major attraction in this zone is the beautiful sandy beaches which stretch right from Malindi in the North to Kwale in the South. The beaches are associated with a number of activities including mini sailing, goggling, deep sea fishing, a marina the new craze of windsurfing and of course sand bathing. These activities together with other related marine resources found in the marine parks have made the zone the most attractive in the country. The existence of the beaches has given rise

to a number of hotels most of which are constructed through the private sector's efforts. According to the Hotel Licensing Section of the Ministry of Tourism and Wildlife, the Tourist Licensed Hotels at the end of 1980 in the Coastal zone were 66 (sixty six). This shows that Coast leads the rest of the country in terms of hotel development when compared to Nairobi's 56, Western's 24 and the Game Park's 52.

Beach bed occupancy increased from 473,800 in 1970 to 1,688,900 in 1978 for Foreigners and 290,200 in 1970 to 485,800 during the same period for East African Residents. The Coastal Beaches are very popular with both Foreigners and Residents as exemplified by the foregoing figures. The beauty of the Beaches is coupled with the moderately humid climate suited for relaxation and rest which appeals greatly for Tourists from Europe escaping from the cold winters. However the value of Coastal Tourism is greatly enhanced by the existence of Wildlife viewing areas as well as historical sites and museums. The region boasts of three National Parks and six National Reserves. The National Parks include Tsavo East and West (2,082,114 ha), Kisite/Mpunguti (2,301 ha) and Malindi/Watamu. The National Reserves on the other hand include Kora (169,229 ha), Dondori (87,739 ha), Tana Primate (16,807 ha), Tsavo Road and Railway (11,205 ha), West Chyulu (37,500 ha) and Simba Hills (19,251 ha).

There are a number of historical sites mostly in the form of surviving towns and ruined sites some of which are over 1,000 years old and form very good areas for educational parties. These sites are besides the four museums of Fort Jesus, Cede, Lamu and Takwa which possess a wealth of information on the cultural evolution and historical background of the region. These give a tourist the chance to combine beach and marine activities with wildlife viewing together with a visit to the historical sites and museums, all in one package.

The table below shows the extent to which the coastal resources (wildlife and marine) have been utilized between 1976 and 1980.

TABLE 2.1 UTILIZATION OF COASTAL RESOURCES

NAME OF PARK/RESERVE		1976	1977	1979	1980
Kisite Mpunguni	1,463	851	852	2,378	3,911
Marine	37,764	37,245	41,424	38,705	38,019
Simba Hills	9,882	12,112	12,124	14,000	15,809
Tsavo (West)	89,882	82,537	80,336	97,832	117,832
Tsavo (East)	61,588	65,530	57,001	55,081	60,587
Total	200,759	198,275	191,737	217,996	236,158

Source: Statistical Abstract 1980.

It can be seen from the table that the number of people to the parks/reserves was on the increase upto 1976, after which the figure began to decline until 1979

when it assumed an upward trend. The decline for the two years can be attributed to the rising oil prices which affected both international as well as local travel. However, as people came to adjust to this problem, the situation changed and the flow of visitors began to take an upward trend. A part from the foregoing resources, the Coast like the other regions has its beautiful sceneries and culture. There's a diversified cultural background reflected in the different ethnic groups of the region. This aspect has however, not been fully exploited although the Swahili culture which has lived in the region since the 16th century, seems to offer a good base. Most buildings (especially hotels) in the northern parts reflect this culture. This also goes for handicrafts which embody the original Swahili culture. Most of these are sold to tourists and reflect the origin of the swahili people, their architecture and traditional tools.

NAIROBI AND THE GAME LODGES:

Although considered as a tourist zone, Nairobi has qualities different from the other zones. While the other zones are able to offer a big component of rural setting, Nairobi has more of urban attractions except for the Nairobi National Park and the Bomas of Kenya. Attractions in Nairobi include the city's internal structure itself, the museum, the snake park aboretum and the beautiful scenery surrounding the city.

The growth of total bed capacity and actual bed-nights grew harmoniously from 7.2% in 1978 to 7.5% in 1980. The Game Parks (Lodges) are considered an entity of Nairobi zone due to the fact that tours to the Northern and Southern game areas start and end in the City. The major resource in the Game Parks and Reserves is Wildlife although scenery is found all along the way. The Game Parks found to the South and included under Nairobi include Ol Doiyo Sapuk (1,842 ha), Masai Mara (167,274 ha), Ngai Ndethya (21,209 ha), Amboseli (32,026 ha), Ngong and Nairobi (11,721 ha). Those to the North include Mt. Kenya (71,559 ha), Aberdares (76,519 ha), Meru (87,044 ha), Sibiloi (157,024 ha), Marsabit (208,842 ha), Boni (133,960 ha) Rahole, Losai (180,680 ha) and Lake Nakuru (5,763 ha). It's this zone which initially formed the backbone of Kenya's Tourism before it was over taken by Mombasa. The major attraction just as I have mentioned is wildlife although culture is becoming important in the South in Masai land and North among the Samburu.

Accommodation capacity in the National Parks and Game Reserves reached 2,000 beds which is seven times more than it was in 1965. Since 1968 that capacity has had a share of total beds available in Kenya of 8-9%.

THE WESTERN ZONE

This is the least developed in terms of resources of all the zones. The major resource like in the other two zones is wildlife. The major Game Parks and Reserves include Mt. Elgon (16,923 ha), Saiwa Swamp, Lambwe Valley (30,800 ha), and Lake Bogoria (10,705 ha). A part from Lambwe Valley, the other three game areas are already operational and open to the public. Besides the foregoing parks/reserves, the wildlife conservation and Management Department has also proposed Malaba sanctuary, Nzoia delta, Kerio Valley, Oyugis bird sanctuary, Kisumu Heronry, Kakamega forest, West Kano bird sanctuary, Simbi Lake, Muhuru Bay and Homa hot springs for conservation. This is the zone where the study area is located and unlike the other zones most of its resources are not fully utilized.

A part from wildlife the zone has a diversified cultural background representing five different ethnic groups each with a distinct traditional background. But like in most parts of the country this aspect of tourism hasn't been given the necessary attention. Just like the Coast the region has Lake Victoria, the second largest fresh water lake in the World. This has not been utilized for tourist purposes but because of the presence of fish and its bilharzia free-quality, it can be developed to cater for water sports and a cheap means of transport.

In terms of scenery the region has one of the best sceneries that can be found anywhere in Kenya. This is represented by the volcanic Mt. Elgon in the West through the flat lying kano plains in the centre to the rugged and heavily dissected Kisii highlands in the South-West. Throughout most parts of the zone are found plateaus, escarpments and volcanic hills dotting what otherwise appears to be flat land. The surgarcane plantations around the lake together with tea plantations in Kericho both consolidate the beauty of the scenery.

2.3 GROWTH AND ECONOMIC IMPACT OF TOURISM

GROWTH

ROADS:

Since independence the government has made heavy investments in the necessary infrastructure and facilities for the growth of tourism. One aspect of infrastructural provision where the government plays a major role is the construction of roads. This is based on the realization that most visitors to Kenya patronize the resource areas using motor vehicles. There has been a tremendous growth in road construction since independence. Among the major projects completed are the Athi River-Namanga road which links the northern game areas of Tanzania; Kijabe - Narok road, Nairobi - Addis Ababa road upto Isiolo opening the game areas to the North, Ahero - Kisii - Migori road, linking Tanzania's border

and the Western zone and the grading of roads in the game parks and reserves. Within this programme the government has completed the grading of the Aberdares National Park roads, Tsavo National Park, Lambwe Valley, Marsabit, Masai Mara, Amboseli and Nairobi National Park.

The grading of roads within the parks and reserves is besides the construction of access roads to Coastal hotel sites and viewing tracks in other game parks and reserves. Without the government's substantial expenditure on tourist roads, in order to link up interesting circuits and improve existing roads to all-weather standard, the tourist expansion programme would not succeed as the private sector is normally reluctant to invest in road construction. The government's commitment to this course is reinforced by the realization that most of these roads also help in opening up other agricultural areas as well as providing the country with a safe and efficient road network.

AIR TRANSPORT

Although road transport is the most popular form of visiting the resource areas, air transport is like wise important as most visitors to the country come from Western Europe and North America. Because of this, the government embarked on an ambitious airport construction programme which saw the completion

of Jomo Kenyatta Airport, Nairobi and Moi Airport,, Mombasa. The construction of these Airports was necessary for the big jumbo jets to land without problems thus ensuring the flow of visitors from the main markets. Because of the improved facilities at Moi Airport,, it's now possible to organize Charter flights from Europe direct to Mombasa without having to go through Nairobi.

Besides these two airports, considerable investment is made in the upgrading of airstrips and minor airports throughout the country in order to make it possible to visit any resource area in any given part of the country. This is because internally air travel plays an important role as small aircrafts fly tourists to the game parks while some visitors also prefer to visit the coast from Nairobi using the national carrier, Kenya Airways. Most of the investments have been prompted by the increasing demand for them, as the volume of visitors to the country increases and the industry becomes complex and diversified.

OTHER INFRASTRUCTURE

Other forms of infrastructure in which the government has made substantial investment include the telecommunications facilities, water supply and sewerage. The success of a tourist industry is closely tied to the provision of these necessities. Communication

with the home country is very important to the Tourists while, a safe and clean water supply is mandatory if the industry has to develop in a country. Most urban centres in the country where tourist establishments are located have been supplied with clean and safe water through Urban Water Supplies Programme. Most rural areas have been supplied with water through Rural Water Works Programme. This has been done through the efforts of the Government and "Wananchi's" self-help participation.

Towns like Mombasa, and Kisumu which have been suffering from acute water problems have been saved by the Government together with the efforts of the two Local Authorities. Sewerage treatment plants have been constructed in most towns thus making it safe to dispose of wastes from Urban Centres. All these have been helpful in the growth of the Tourist Industry within the country. Although the Government has been involved in the construction and provision of these costly infrastructure, the Private Sector on the other hand has played an important role in providing facilities like Hotels, Lodges, Travel Agencies and Touring Firms. Most Hotels in the country are owned by the Private Sector. The Government also participates in the provision of Hotel facilities through the KTDC. Because of this complimentary role Kenya has developed one of the best Hotel Industry in Sub-saharan Africa. The major hotels are located in Nairobi, the Coast and Game Reserves. Tourist Licensed Hotels as at the end of

1980 were 198, thus reflecting a tremendous construction pace when compared with the 1970 figure of 128.

Considerable investment is still being channeled into the provision of the necessary infrastructure and facilities by both sectors, thus ensuring that the industry's growth is not held back.

Given the volume of investments already made by both sectors it has been possible for Tourism in Kenya to grow from a mere 65,000 visitor arrivals in 1964 to almost a half a million (424,200) by 1976. The industry has been growing at a rate of 11.5% per annum between 1968 and 1980. This growth rate has been steady except for the period between 1973-1974 when it was affected by recession in the Tourist generating countries.

In 1974 there was a decline by some 3% in international departures. Total visitor departures grew at an average rate of 7% between 1968 and 1970. Growth was uneven with rapid increase in numbers upto 1972 followed by a significant decline in the subsequent three years. Holiday Tourism dominated in this period with an average growth rate of 11% during the period between 1968 and 1980. Visitors from European countries with the exception of U.K. increased appreciably while those from North America fell by almost 32%. The total stay of visitors as measured by the number of days spent in Kenya increased from 2.4 million nights in

1968 to 5.3. million in 1976, a rate of growth of 10.5% per year. The share of stay of foreign visitors in hotel accommodation grew from 62% in 1968 to 68% in 1976, while bednights attributed to them grew at an impressive rate of 10% per year. The growth rate of East African residents during the same period was only 4.5% per annum. The increasing predominance of foreign demand for beds is highlighted by the fact that their bednight as a share of the total grew from 49% in 1968 to 70% in 1979. This shows that Kenya still greatly relies on foreigners for the development of her tourism industry, a situation which should be checked since any slight problem in the tourist generating countries could seriously affect the sector. There's a need for the country to increase the share of participation of the locals. The off-season incentive given to the locals is a decision in the right direction towards achieving this goal.

The average occupancy for all the hotels throughout the country increased from 52% in 1968 to 53% in 1976, the latter ratio showing an improvement over the three previous years to 1976. Beach hotels recorded sizeable increase in occupancy rates in recent years and by 1978, the ratio had risen to 62%. Nairobi on the other hand showed a marked decline with the 1978 occupancy rate of 53% well below that of 65% in 1968. The table below shows tourism development in

Kenya from 1968 to 1976 in terms of visitor departures, total stay, bednights occupied and available and total tourist expenditure.

TABLE 2.2 TOURISM DEVELOPMENT IN KENYA

TOURISM INDICATORS	1968	1976	AVERAGE % RATE OF	ANNUAL GROWTH
Visitor Departure ('000's)	252.5	424.0	6.7	
Total stay (million nights)	2.4	5.3	10.4	
Bednights occupied (millions)	1.5	3.6	11.6	
Bednights available (millions)	2.8	7.0	12.1	
Total tourist expenditure (Kfm)	17.3	42.0	11.7	

Source: Development Plan 1979/83.

VISITOR ORIGIN, CATEGORIES AND PROMOTION

Kenya has been attracting a large number of holiday visitors as compared to transit and business visitors which are the only documented categories of tourists. Persons on holiday from Europe increased by 6% between 1972 and 1974 and 16.8% between 1974 and 1976 (Appendix 1). The largest increase in 1974/76 period among the European countries was noticed from West Germans who registered a 17.3% rise.

The largest market for Kenya is in Europe where West Germany and Britain compete for leadership. This is followed by North America where the U.S. leads followed by Canada. In 1975 for example Europe accounted for 44.7% of all the visitors while in 1976 the figure rose to 47.5%. The relative low figure for North America is due to lack of effective promotion in the continent where Canada is largely covered from New York and Los Angeles. In Africa, Uganda and Tanzania have continued to be major tourist generating countries. The inflow of tourists from these countries had been on the increase upto 1977 when the closure of the border between Tanzania and Kenya reduced almost to nil the visitors from Tanzania. The low figures for Australia, New Zealand and African countries (excluding Tanzania and Uganda) show that effective promotion is not yet done in these areas.

Before 1963, the major tourist markets were Europe and North America. With the achievement of independence, the government embarked on a promotional campaign designed to widen the market base. This saw the opening of Embassies which were later followed by tourist offices. The first tourist offices were opened in 1967 in London and Frankfurt to cover the European market and New York to cover North America. In early 1970's other offices were opened in Paris, Stockholm and Zurich to supplement the activities of the London

and Frankfurt offices. The government is still continuing with the efforts of widening the tourist market and new offices are planned for Lusaka and Nigeria to cover West and Central Africa. The other offices are intended for Japan and the middle East.

The importance of promotion mounted by the government is reflected in the budget allocation for this purpose. The figures for this activity during the last three Development Plans were as under

1970/74	Kf 225,000
1974/78	Kf 2.1 million
1979/82	Kf 2.3 million.

The magnitude of the funds allocated for this purpose is based on the economic benefits that this sector brings to the economy. This is largely seen in terms of employment opportunities, incomes and revenue to the government.

ECONOMIC IMPACT

The development of tourism in Kenya has had alot of economic benefits to the government as well as individuals involved in the industry. The government has been quite concerned with the growth of this industry yet ensuring that the benefits so derived accrues to Kenyans through the process of Kenyanization.

The process of Kenyanization is left to the KTDC to effect through funds provided by the government.

Tourism as an activity generates incomes, boosts foreign exchange earnings and creates employment. In terms of foreign exchange earnings, tourism's contribution has been growing quite substantially since 1968 as reflected below.

TABLE 2.3 EARNINGS FROM TOURISM IN K£'M

YEAR	1970	1971	1972	1973	
Earnings in K£m.	18.5	24.1	27.3	24.3	36.5

Source: Economic Surveys 1971-1981.

From the above figures, it's apparent that tourism has an important role to play within the economy. The industry now stands as the second largest earner of foreign exchange after agriculture (Development Plan 1979/82).

In 1976 for example Agriculture earned the country K£ 142.746, Tourism K£ 41.108, Commerce and Industry K£38.463. The same figures for 1978 were Agriculture K£ 175.260, Commerce and Industry 57.106

and Tourism K£ 62.0. From this selective comparison with other sectors, it can be seen that tourism increases revenue to the government. Its impact is however, not only limited to foreign exchange earnings, but is also felt in terms of the large numbers of people employed in its labour intensive activities.

In a developing country like Kenya with the problem of a high rate of unemployment, tourism has helped in the partial solution of the problem by offering labour intensive employment opportunities. Tourism and agriculture for example are interdependent industries to the extent that tourists need food produced by farmers during their stay in the country. Their expenditure on agricultural products is income to the farmers. In this respect the industry creates employment to the farmers who supply its establishments. Indirect employment is not only limited to agriculture but also extends to sectors like manufacturing, and fisheries.

In terms of direct job creation, 16,000 people were employed in the hotel industry alone in 1968. This figure had jumped to 39,000 people by 1976. The figure excludes those who are employed in touring firms, travel agencies and other distributive agencies. Establishments like Curio shops restaurants, theatres and disco halls also benefit from tourism expenditure.

It should, however, be noted that the magnitude of indirect job creation by tourism is very difficult to determine, as the collection of data for those who derive their earnings solely from this source is cumbersome and involves a lot of time and analysis. Most of the figures given for indirect employment created by tourism are therefore mere estimations in any tourism study. The table opposite on the other hand indicates the estimated extent to which the domestic agricultural market was induced by tourism between 1975 and 1976.

As is reflected in the table, tourism benefited agriculture, fisheries, breweries etc. over the two years. This is a clear indication that tourism not only benefits agriculture but even other manufacturing concerns which supply its institutions and establishments with their requirements.

Other economic impacts of tourism are the roads. Roads which are built to serve tourist areas are not exclusively restricted to serve the industry. Most of them open up agricultural areas thus easing the transportation of agricultural products, as well as opening such areas for trade with other parts of the country. This is the case with the tourist access roads which also act as feeder roads to agricultural interlands. The Ahero-Kisii-Migori road for example provides an outlet for the

TABLE 2.4 THE IMPACT OF TOURISM ON AGRICULTURE

COMMODITY	Metric tonnage consumed	Value in Kenya Shs.	Metric tonnage consumed	Value in Kenya Shs.
Unprocessed Vegetables and Fruits	2,500	6,825,000	2,775	10,267,000
Unprocessed meat (beef, pork and mutton)	1,150	15,720,500	1,312	19,690,000
Unprocessed poltry	200	17,660,000	225	23,584,250
Unprocessed fish and sea foods	720	14,400,000	828	10,010,520
Diary products	750	9,675,000	848	14,960,210
Roasted coffee	65	2,189,560	31	5,773,660
Tea	52	799,760	59	1,038,000
Local beer ('000 litres)	5,000	38,300,000	5,620	44,398,000
Soft drinks ('000 litres)	5,800	18,400,000	6,554	23,407,143
Whole milk ('000 litres)	2,000	3,600,000	2,108	4,005,240
Eggs (millions)	20	10,000,000	23	10,446,667
TOTAL	18,257	112,725,580	20,429	147,561,600

Source: The Development of Wildlife Conservation and Management in Kenya. Kenya Country Report Presented at the 6th African Wildlife Conference. Nairobi Kenya 13th - 19th July 1980.

agricultural products from Kisii highlands as well as the rich Migori plains. The Nairobi-Addis Ababa road has provided an opening to the pastoral North Eastern Province as well as easing communication in the region; the tourists roads in the Southern part of Coast Province has eased the marketing of agricultural products from Kwale and the surrounding areas. It's therefore clear that in terms of economic impact, tourism has played an important role within the economy of Kenya and this role still continues to unfold itself in various sectors of the country's economy.

2.4 POLICY STRATEGIES:

THE 1966-70 DEVELOPMENT PLAN:

The following policies were designed for tourism during the initial years of development.

1. Close co-operation with the private sector in the development of tourism was viewed as vital by the government.
2. To preserve and conserve wildlife so as to ensure the exploitation of its tourist value.
3. Increase the number of lodges and hotels to meet the demands of high peaks when the influx of tourists is great.

4. Increase investment in tourist roads and other national road network frequently used by tourists in order to link-up interesting circuits and improve existing roads to all weather standards.

The policies formulated during this plan period were intended to provide the industry with the necessary facilities and infrastructure. Policy number one called for close co-operation with the private sector. This was because the country had just achieved independence and the government didn't have enough funds to provide for the complex requirements of the industry. It's in this respect that the private sector's contribution was seen as an important supplement to the public sector's efforts. For the public sector emphasis was laid on the second policy of conserving mainly the wildlife resources, archeological and pre-historic sites, vegetation etc. In pursuit of this policy the government embarked on conservation which saw the designation of a number of areas as game parks and reserves. Policy number three is where the private sector's contribution became outstanding with the construction of tourist hotels in Nairobi, the Coast and the game parks and reserves. To supplement the efforts of the private sector, the government through the KTDC channeled funds for hotel/lodge developed in the tourist zones mostly of Nairobi and Coast. However, realizing that most tourists to the country move by

roads, there was the need to link all the tourist sites with at least all-weather roads which could make the sites accessible throughout the year. These programmes were intended to lay the ground for tourism development in Kenya. They were seen as necessary if the industry had to take foot in the country, and make Kenya competitive with other destinations. The success of these policies could be seen in the fact that Kenya was able to lay a sound foundation for tourism development.

THE 1970-1974 DEVELOPMENT PLAN

Policies during this plan period included:

1. Encouragement of private investment in hotel industry and tour operation, safari out-fitters and air Safari. Government's participation during the period was concerned with the elimination of bottlenecks and provision of additional infrastructure.
2. To maximize on the benefits derived from tourism and encourage local participation in the industry.
3. To expand employment opportunities within the industry for the benefit of Kenyans.
4. Provide training facilities for effective training of new staff which is vital if the standards of efficiency and courtesy are to be maintained.

5. Vigorous campaign to be launched to determine the preferences, characteristics and motivation of tourists. Such campaigns to be directed at appropriate markets with the visitors being informed of the variety of attractions other than game viewing and beaches.

The policies as formulated by the government during this plan period were intended to strengthen the foundation which had already been laid. As can be seen from the first policy, the government still recognised the vital role of the private sector within the industry. This was to encourage investment in those services which the government could not provide funds for immediately. Its role during the period was to help where necessary, and this is where KTDC was expected to help private investors to answer to the demands of the industry. KTDC was to help provide funds by buying shares in touring firms, hotels, lodges and travel agencies.

At the same time the government was concerned with the benefits derived from the industry. The second and third policies were efforts in this direction. The second policy was to encourage locals to participate in the industry, in order to help retain some of the profits from the activity, within the country. Through the KTDC, the government expected some aspects of the industry to

be Kenyanized especially touring firms, travel agencies and curio shops operation. The KTDC was expected to help locals to set up such businesses with the aim of phasing-out foreign participation in the end. Through this policy, the government had helped locals to set up 137 touring firms and 78 travel agencies, by the end of 1979 (Mukinya, 1979). This was out of a total a 234 tour operators in the country and 142 travel agents. By the end of 1979 there were only 6 foreign owned tour operators and 5 travel agents, while 91 touring firms were jointly owned by locals and foreigners. This policy although has succeeded, some African tour operators are faced with stiff competition from established foreign firms and this has put some local firms out of business. There's a need for the government to re-define the policy so as to help up-coming local firms. The third policy on the other hand was intended to help the country solve some of its unemployment problems. This was because for the industry to bring benefits to the country, the locals should benefit through the creation of employment opportunities. But just like other private sectors, there's a limit to which such a policy can be pursued since most firms engaged within the sector are profit making.

Being a complex activity, tourism needs skilled personnel to answer to its complex demands. The government's concern was to have a pool of skilled manpower from which the industry could draw its requirements. Through

the fourth policy, the government with the co-operation of the Swiss government set-up Utali College to train people for the tourist industry. Although the College has been successful in training the required manpower, there's the problem that most of them are going to face unemployment unless control is brought into the number of those to be trained at a given time. Already complaints have started arising that some graduates of the college are faced with long months of unemployment after graduation. This situation can only be arrested through the development of resources in other parts of the country as well as effective promotion to bring into the country more visitors which will give demand for more personnel. But this is a programme that might take time to accomplish and the only remedy available is to restrict admission into the college in line with the college's requirement. The final policy during the plan period was to understand the characteristics of the tourists. Through effective promotion, the right group of visitors was expected to be identified, while at the same time publicising the resources that the country has to offer. This policy saw the opening of the Bomas of Kenya which was to offer an alternative to wildlife viewing and beach holiday, while additional tourist offices were opened in Europe and North America. The efforts of these offices is seen in the increasing number of visitor arrivals (Appendix 1). These policies have in fact consolidated the foundation that was laid in the

first plan period as most programmes that were started worked well except for a few weaknesses already mentioned.

THE 1974-1978 DEVELOPMENT PLAN

The concern of the government within this period was as under:

1. In welcoming foreign tourists to Kenya, the government was to seek a balance between maximizing economic returns and maintaining an orderly rate of growth, with expansion of employment for citizens. Where these twin policies diverge, the government won't seek maximum tourist returns at the expense of entrusting too much of the industry to non-citizens and spending habits that might damage our cultural traditions.
2. To be committed to a policy where citizens own and manage enterprises to the extent possible. But since most citizens don't have the resources and skills to undertake the risks of starting enterprises, the Kenyanization programme therefore requires a large degree of government participation.
3. To integrate conservation and preservation of wildlife with ranching, forestry and water catchment. This was to maximize on land utilization within any given area by combining complimentary uses together.

Having invested a lot of funds in the industry with regard to the provision of infrastructure and facilities, the government was committed to seeing that the revenue from the industry benefited the country and its people. Concern in this case was to realize full benefits in terms of earnings as well as employment. In terms of employment the KTDC was to help in investing in additional hotels as well as expanding others. It was also to help Africans set-up businesses within the industry this time with emphasis on curio and batik shops. This was seen as a way of increasing the participation of Kenyans within the industry thus offering employment opportunities. The issue of work permits for foreigners was to be controlled so that only those that are desirable could be accepted. This was intended to increase the number of Kenyans in the tourist hotels. However, with regard to spending habits, no clear programme was formulated and this line of policy has not been implemented to date. It's true that too much exposure to alien ways of life can damage our traditional set up given the rate at which the locals interact with foreigners but the government still has to come out with a clear programme of how to go about this threatening problem. Although some measures have been taken to control walking necked along the beaches at the Coast, the problem still persists since the tourists have not been given a clear-cut code of behavior. The second policy is in line with

the first one since both emphasize the participation of citizens in the industry. KTDC being the main institution through which the government participates in the industry was charged with Kenyanization of the sector. The government through the institution was to provide funds for interested african businessmen. The programme has progressed quite well especially in the hotel industry where KTDC has helped locals to start new hotels and renovate old ones. The corporation has in fact encouraged citizens to join hands in groups to start tourist businesses like tour operation, hotels, lodges and travel agencies.

The last policy of the period was intended to achieve a better land management and utilization strategy. This stemmed out of the realization that large tracts of land hitherto reserved for wildlife could be used for ranching and forestry. The policy is working quite successfully in certain regions especially the Nairobi National Park, Naivasha area and Tsavo. It should be noted, however, that most of the policies of the period apart from local participation within the industry and better land utilization programme didn't have clear working schemes. The government therefore needs to re-define these policies especially the crucial one of foreigner-local contact which could have far reaching consequences on the people.

THE 1979-1983 DEVELOPMENT PLAN

The policies of this plan period included:

1. Maximization of net returns subject to important social, cultural and environmental constraints. While every effort will be made to increase the tourism and wildlife sector's contribution to foreign exchange earnings, incomes, government revenues and employment, careful planning of development must ensure that adverse effects accompanying the growth of tourism are kept to a minimum. The aim of the government is to achieve an orderly and manageable growth of tourism which requires the striking of a number of balances between the demand for tourism and the supply of facilities, dispersing tourism flows to utilize facilities in different parts of the country and between that investment made in direct tourist facilities and that made in the infrastructure necessary to support these facilities.
2. Exploitation of the local market by off-season incentives. This policy is intended to encourage Kenyans to visit the game parks and other tourist sites within the country. The government recognizes the fact that this market possesses favourable development characteristics and emphasis will be laid on both indigenous and expatriate residents.

3. To concentrate on those programmes and projects which strengthen the capacity of the sector to meet the most urgent demands while at the same time ensuring maximum effectiveness in resource usage.

During the current plan period, the government's policies are intended to achieve a better resource management pattern while controlling the side effects of tourism development which might threaten the social base of the society. The first policy is carried forward from the previous plan period (1974/78) where concern was with boosting of incomes, employment and government revenue. This policy is of great concern to the government although it has not been able to seal the loopholes that exist in the draining of earnings from the country. The government on the other hand has not been able to work out a programme of controlling the side-effects that result from the industry's growth. These are crucial areas where action should be taken. Given the magnitude of investments that the government has already put in the industry, there is a need to reap returns comensurate with that level of investment. This is an area which should be tackled urgently if enough revenue is to be generated from tourism.

By dispersing tourism flows to different parts of the country the government intends to extend benefits to the other areas. That's why additional circuits

like the Western one are intended for development. With this idea, tourism expenditure will benefit a large cross-section of the Kenyan Society. The Western circuit is already taking shape with massive investments by the government through KTDC in hotel development. Keen interest is also being shown in the provision of infrastructure like roads, and conservation of identified resource areas.

The government is at the same time trying to re-orientate the reliance of the industry on foreigners by developing the local market. Relying on foreign tourists could present problems to the country in case of international difficulties like depressions especially in the tourist generating countries. There's a need to give incentives to the locals so as to encourage them to patronize the tourist sites. The off-season incentive currently being used is one way of achieving this objective. The idea is, however, still not favourable as it only lasts for three months in a year leaving the other nine months with higher rates which the locals can't afford given their income levels. The government still needs to extend this incentive if possible to cover the entire twelve months if the local market is to be exploited fully and even design other new incentives.

It should be noted here that these policies designed since independence have helped the government

to control the growth of the industry despite the problems that some of them seem to present. It's time that concrete programmes with clear implementation procedures are spelled with regard to social side-effects of the industry as well as illegal export of earnings out of the country. Serious consequences could follow the development of this sector unless these two major factors are given a serious thought. The government needs to get involved in the day-to-day management of the sector so as to keep trend with the changes rather than leave much say to the private sector, whose main concern is profit making. There's even a need for diversification of the resources in order to move away from wildlife viewing and beach holiday, both of which still dominate our type of tourism. Cultural tourism should be given a better attention than has hitherto been the case.

2.5 MANAGEMENT OF THE INDUSTRY

The development of an industry like tourism calls for the efforts of a number of organisations all of which contributing towards the provision of facilities and infrastructure to ensure a sustaining and viable growth. This is more so in a country like Kenya where the public sector has limited resources with which to undertake development in most sectors of the economy. It's in this respect that the private and the public sectors work hand in hand towards the development of tourism. Despite the private sector's participation,

the government still remains a major participant in terms of the provision of the costly infrastructure like roads, airports, conservation of resources like wildlife, beaches, historical sites and monuments, water supply, telecommunications and sewerage.

MINISTRY OF TOURISM AND WILDLIFE

This is the main body that controls the activities being carried out within the industry. The Ministry has a number of Departments charged with different functions designed to efficiently manage the growth of tourism. There's the Tourism Department which is responsible for licensing hotels and restaurants; it's also charged with promoting Kenya's tourism overseas and the general planning for the industry.

The Wildlife Conservation and Management department is on the other hand made up of four sections each of which carrying out well spelled responsibility. The Education, Training and Extension section is responsible for staff training, educating the public on the values of wildlife through lectures and mobile films, a project intended to enhance preservation and conservation of wildlife. The Commercial section is responsible for monitoring the security of wildlife through intensive anti-poaching campaigns, issuing relevant licenses to people entering the park, photography, camping and processing conservation claims.

The Research section collects the relevant data and carries out research on Wildlife to help in management techniques that will sustain wildlife population. The Finance and Administration section is responsible for co-ordinating the other sections. It's to this section that KTDC and other Institutions like the Utali College are responsible.

From this organization at the Ministerial level, it's clear that the Government is concerned about the effective control of the Tourist Industry. It carries out extensive research into various aspects of the industry like public education, control of Animal population, Licensing of Hotels in terms of annual levies as well as tariff rates; co-ordination with other Ministries involved in the sector, as well as research into suitable areas for conservation. The other two Institutions under the Ministry, KTDC and Utali College are both answerable to it in terms of their operations.

The Ministry also works closely with other Ministries like Transport and Communications, Water Development, and Local Government all of which provide essential services needed by Tourism like Roads, Airports, Telecommunications, Water Supply and Sewerage. The work of resource conservation and management is a sole responsibility of the Ministry of Tourism. The other Ministries just supplement its efforts in managing the industry.

KENYA TOURIST DEVELOPMENT CORPORATION

This is the institution through which the government participates in the industry. The corporation is wholly government owned and was formed in 1965 by an act of parliament to formulate and execute projects connected with the Tourist Industry on behalf of the Government thereby assisting the Private Sector in establishing adequate Hotel and Lodge accommodation,

During the embryonic stages, the Corporation was faced with the problems of adequate and qualified Personnel, funds and policies of operation. From 1970, it assumed the role of a major investor in some Development Schemes while in others it took the role of a smaller participant thus acting as a stimulant and confidence builder mostly to Overseas Investors. The main functions of the Corporation since establishment include Kenyanization of the Tourist Industry through the provision of loans for the purchase of Hotels previously owned by non-Kenyans, Finance for Kenyan Tour operators and Curio Shop Owners, renovation of Hotels especially the small family owned ones and construction of new hotels and lodges.

By the end of 1974, the Corporation had invested a total of K£ 4.8 million in various Tourist related

projects in the country, thus completing projects with whole or partial financial assistance. Some of the projects already completed by the corporation include the 300 bed Robinson Boabab hotel at Diani beach, Marsabit lodge, Ngong Hills hotel, Karatina holiday in, Sunset Hotel, Pan African hotel apartments, Homa Bay hotel, Kabernet hotel, Sirikwa hotel, and Hotel Milimani. A part from construction and renovation of hotels, KTDC also participates in the expansion of hotels as exemplified by the extension of Inter-Continental hotel. Although the corporation constructs hotels, it doesn't operate them but gives the management contract to African Tours and hotels. Given the foregoing background on KTDC, it can be seen that the corporation is making commendable efforts in trying to Kenyanize the tourist industry with an aim of putting the industry in the hands of citizens thus reducing foreign control.

Because of the efforts that it's(corporation) making in this direction, the government has continuously been increasing the financial allocation so as to make its operations meaningful. The table opposite shows the financial allocation for KTDC between 1973 and 1981.

As can be seen from the table, financial allocation to KTDC was on increase from 1973 until 1978 when the figures began to decline. This was due the uncertainties in the international tourist market which

TABLE 2.5

FINANCIAL ALLOCATION TO KTDC in K£'000

YEAR	1973	1974	1975	1976	1977	1978	1979	1980	1981
FINANCIAL ALLOCATION	621.0	658.0	1,188.0	2,400.0	2,504.0	2,290.0	1,665.0	1,773.7	1,815.7

Source: Development Plans 1970/74, 1974/78, and 1979/83.

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led to a reduction in the number of people traveling abroad. The government therefore diverted some funds from the industry to other sectors of the economy, with a view to increasing the allocation when the situation improved. This change is reflected in the figures between 1979 and 1981.

The other reason for the reduced allocation was because, the corporation has now been able to re-finance itself from its profits earned from investments, thus ploughing back some of the revenue into additional investments. Above all, the KTDC has been able to play an important role in providing hotel and lodge accommodation as well as helping those citizens with promising entrepreneurial skills to set up businesses within the tourist industry.

THE KENYA UTALI COLLEGE

Tourism being a complex industry that it is, the training of skilled manpower to provide the necessary services is essential for its success. This is more so in the hotel industry. In the years following independence, Kenya had to rely on the expatriate staff to run the tourist industry. For the lower category of staff, on-the-job training was provided in order to meet the standards, although this wasn't enough to meet the demands of a fast growing tourism industry.

In 1969 the government started an Hotel Management section at the Kenya Polytechnic, Nairobi to train the industry's staff. The students were sponsored by various hotels while the Swiss government provided the equipments and lecturers. In 1973 a major development took place in terms of manpower training when the government with the co-operation of the Swiss government built, the Utali College. Since the college started operating, the government's policy of Kenyanization within the industry has been given an impetus. By 1963, there were no African Managers in the hotel industry. The situation in 1979 was quite different and reflects the impact of Utali college within the sector. By the end of 1979, 42% of the Managers in the hotel industry were Kenyans while in the Assistant Manager level where Africans formed 13% of the total number in 1963, the figure had risen to 84% in 1979 (Mukinya, 1979).⁵ the table opposite shows the student output from the college between 1973 and 1978.

As indicated in the table, upto 1978 a total of 1,278 students had graduated from the college. While training is being carried out for the basic courses, emphasis is placed on refresher courses which are important in imparting new ideas to the old students. In order to strike a balance between the supply and demand of students, the college tries to restrict the number of students who are admitted for each course. This came out of the realization that some students

TABLE 2.6

KENYA UTALI COLLEGE

STUDENT OUT-PUT 1973 - 1978

YEAR	BASIC COURSES						ADVANCED COURSES					TOTAL
	MANAGEMENT COURSE	KITCHEN	SERVICE	HOUSE KEEPING	FRONT OFFICE	TOURISM	KITCHEN	SERVICE	HOUSE KEEPING	REFRESHER AND SPECIAL COURSES		
1973	12	-	-	-	-	-	-	-	-	-	-	12
1974	21	-	-	-	-	-	-	-	-	-	-	21
1975	21	-	-	-	-	-	8	7	6	72	114	
1976	19	50	64	42	23	-	6	7	6	138	349	
1977	22	52	67	41	27	53	15	15	16	94	402	
1978	27	52	64	60	28	29	8	17	-	105	380	
TOTAL	122	154	196	143	78	82	37	35	22	409	1278	

Source: Mukinya, J.G. - Project on Environment and Development
 Ped/Tourism/Wildlife
 Kenya National Environment Secretariat.

find it difficult to find employment after graduation. It's therefore desirable that only that number which can find employment on graduation be trained without creating a surplus situation leading to unemployment. Given the present out-put from the college, the tourism industry will soon be totally Kenyanized thus phasing-out the expatriate staff. This will reduce the amount of foreign exchange that the expatriate staff currently repatriate out of the country in terms of earnings.

The college is directly under the Ministry of Tourism and Wildlife and is run by a Board of Trustees appointed by the Ministry. In order to raise funds locally to run the college, the Ministry levied a 2% tax on accommodation, food and drinks taken in lodges, hotels and restaurants by both Kenyans and foreigners. This tax is called the Hotel Training Levy and is remitted to the Ministry by ~~managements~~ of hotels and restaurants. Despite this tax, the Swiss government still makes a grant towards the cost of running the college, although it will be wholly run by the Kenyan government by next year.

THE PRIVATE SECTOR

Although not constituting a single institution, the private sector has made considerable amount of investment in tourism development within the country especially in hotel, lodge, travel agency and tour

operation. The sector has been able to supplement government's efforts in developing the industry. Most hotels and lodges within the country are still owned and managed by this sector except for those that are owned by KTDC.

In terms of investment, the sector has been reluctant to provide such infrastructures like roads, telecommunications, water supply and sewerage. This is due to the costly nature of such investments, which only the public sector can undertake.. Being a profit oriented sector the provision of things like roads would not yield immediate profit. Locally most of the people who engage in tourist activities get financial backing from the KTDC in case of need. There is also the foreign element of this sector which has for long formed the backbone of the tourist industry. Most of the tourist hotels in the Coast and Nairobi area are owned by the foreign part of the private sectors as is the case with Inter-Continental, Hilton, Pan Afric, Serena, Norfolk, etc.

The government had long recognized the importance of this sector in supplementing its efforts in providing the needed facilities within the tourist industry. In order to encourage them to invest, foreign owned tourist establishments are allowed to repatriate a fraction of their earnings overseas. Besides being

allowed to repatriate profits, the government also extends loans and subsidies to these establishments as it also holds shares in some of them through the KTDC. The tour operation and travel agency is almost over 80% privately owned. It's because of this role that the government through the KTDC is trying to help some of the Africans engaged in such businesses through loans so as to keep them in business. In essence, it's the private sector which manages most of the tourist industry although the government controls their activities in terms of prices charged. This is to keep within limits the tariff, which if left unchecked could make Kenya a very expensive destination. The tariff rates of all hotels, lodges, touring firms and travel agencies are subject to approval by the Ministry of Tourism and Wildlife.

THE LOCAL AUTHORITIES

One final institution which plays a part in tourism management is the Local Authority. Since independence the County Councils have been operating the game parks and reserves within their areas of jurisdiction with the assistance of the former Game Department. Since 1976, the Wildlife Conservation and Management Department took over the running of all game reserves within the Councils' jurisdictions on their behalf.

This decision was taken because the Councils lacked the management skills and personnel necessary to run such parks and reserves. Despite the Department's running of these resource areas, the Councils still participate in their management in terms of providing the access roads. There are, however, some resource areas which are considered to be small scale by the Ministry of Tourism and Wildlife, like minor bird sanctuaries which don't need a lot of personnel that are still run by the Councils.

The Local Authorities, however, still actively participate in the Industry through the provision of Lodge and Hotel Accommodation. In this type of venture, they construct hotels in co-operation with the KTDC which gives the Hotel on completion to African Tours and Hotels for Management. This type of joint ownership between the Local Authorities and the KTDC helps the Councils to raise some revenue which they use for their operations. Despite losing the management of Game Parks and Reserves to the Ministry, the Councils still share in the revenue raised from the gate entrances to the parks. It could have been beneficial to them if the management of the reserves were left in their hands. The benefit in this respect could accrue from employment where the local people are employed in the parks thus retaining most of the incomes in their areas of jurisdiction. The Ministry on the other hand could offer training facilities for these

Council employees to equip them with the necessary skills. The present arrangement denies the Councils of this opportunity.

2.6 PROBLEMS FACED IN THE INDUSTRY

Just like any other Industry, Tourism Development in Kenya is faced with a number of problems which tend to interfere with its growth. In the initial years of its growth, Tourism was faced with problems like lack of accommodation and inadequate infrastructure and facilities. With the massive investments already made by both the public and private sectors, most of these have been overcome to a considerable degree.

The major problem facing the industry right now is that of rising oil prices. This has pushed up air fares, thus reducing the number of people who travel to the country especially for holiday. Kenya's main Tourist markets are thousands of miles away, thus making holiday in a destination like ours quite costly. The government has accepted Charter Flights to Kenya especially from Europe, and this has tended to counter-balance the high air fares charged by scheduled flights. Locally rising oil prices has pushed up the cost of operation of Tourist establishments like Touring Firms, Hotels and Lodges thus resulting in high prices for their services. This is threatening to make Kenya a very, costly destination. The government has tried to control

price increases within the industry but this can only be done to a limit since the private sector naturally has to make profit.

There is also the problem of seasonality which faces this sector. This greatly affects bed and room occupancy during the low seasons of April to June. The high season from July to March normally sees greater utilization of the facilities as the country experiences visitor influx. In dealing with this problem, the government in co-operation with lodge and hotel management has adopted an off-season (low season) package designed to encourage Kenya residents to utilize the hotels and lodges. Low prices are charged during the season and the response has been quite encouraging especially among the residents. Despite this incentive the off-season problem still persists and its magnitude can't be underestimated as it affects profit margins of those involved in the industry. In order to counterbalance this problem, some hotels and lodges have adopted a policy of extending the package to end of August. The result in this case has been commendable, for despite being a high season month, the hotels are always fully booked as residents try to compete for space with foreign nationals.

The government's policy of encouraging foreigners to invest in this sector has brought with it a problem whose solution has not yet been found. Foreign enterprises

are known to evade certain foreign exchange regulations thus creating massive "leakages". Some foreign firms with their parent firms overseas accept payments to be made abroad for services which they render here. This has caused the government a great loss in revenue. Besides payments made abroad, "leakages" are caused through profit repatriation and expatriate staff salaries. This is a sad situation for tourism development in Kenya, as quite a large number of establishments are still foreign owned. Attempts to seal the existing loopholes haven't met with a lot of success as yet, although the government is continuously designing new ways of ensuring that only a permissible amount is taken out of the country. There is a need for the government to insist on payments being made here for any service rendered by the firms based in Kenya.

The development of an industry like tourism means that foreign nationals will be allowed to interact with indigenous Kenyans. These foreigners come from completely different cultural backgrounds. The exposure of Kenyans to such behavioral patterns can have serious consequences for our traditional way of behavior. In Coast Province for example (Odula, 1980) found out that the exposure to the European way of life has completely uprooted some youngsters from their cultural way of life. The result has been engagement in certain immoral acts leading to reluctance to attend school.

This problem could lead to resentment towards the extension of tourism to other parts of the country as parents try to mould their children along the permissible traditional norms. There is a need for the government to spell-out a code of don'ts and dos for foreigners during their stay in the country in order to preserve our culture.

The present policy of giving publicity to foreigners about what Kenya has to offer yet most Kenyans still don't know what they have in their country doesn't speak well for this sector. Presently Kenya relies too much on foreigners to develop her industry yet the local market has not been fully exploited. There is a need for the Ministry of Tourism and Wildlife to launch aggressive publicity campaign within the country with meaningful incentives for the people to visit various resource areas. Had the local market been fully used, the question of seasonality could be a thing of the past. Right now the country has to depend on foreigners and as was seen in the 1973/74 period when depression occurred in Europe and North America, the number of visitors reduced drastically. This a situation which needs to be reversed in order to develop a self-sustaining tourists industry.

The policy of conservation which is currently intended to cover most parts of the country could greatly conflict with the expansion of agricultural

activities. With the high rate of population growth, which the country presently experiences, it's inevitable that people will need additional land for settlement. Some parks/reserves would be threatened with settlement when this problem reaches its optimum. This is because, the technology used in agriculture presently, only favours large holdings rather than small ones. This could mean opening some parks/reserves for settlement especially those in high potential areas as the population grows, thus reducing their number. This could also mean looking for additional forms of leisure for tourists as the wildlife component becomes restricted. The government therefore needs to think in advance about this problem before it shows its true colours. The expansion of beach holiday and cultural tourism could offer a solution although the latter has not been given the prominence that it deserves.

Despite these problems, Kenya's tourist industry is still on the rails of positive development. A part from the problem of rising oil costs, the others could be eliminated or controlled through properly designed policies and programmes.

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CHAPTER THREE

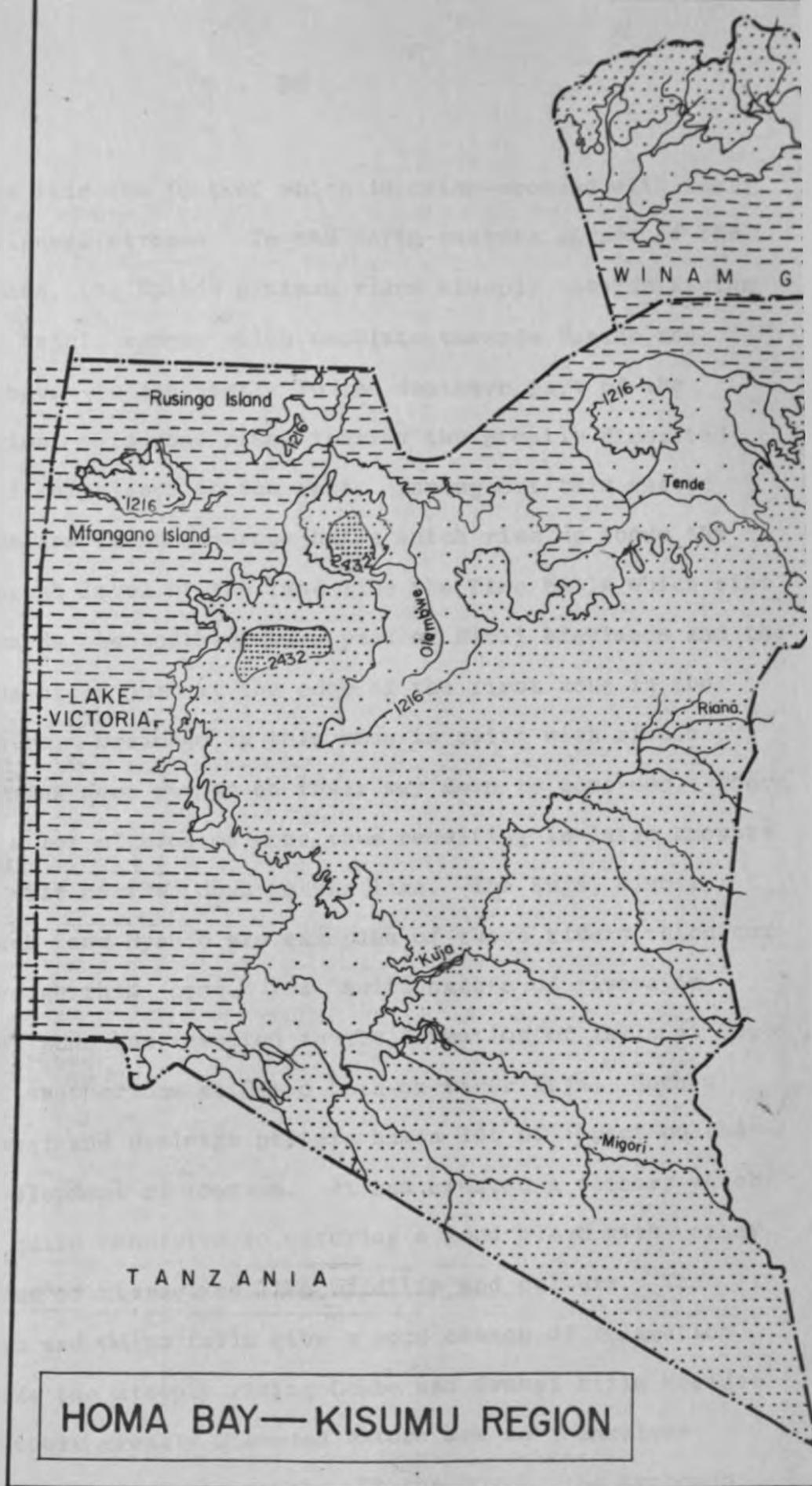
3.0 BACKGROUND TO THE REGION

3.1 PHYSIOGRAPHIC CHARACTERISTICS

RELIEF AND DRAINAGE

The region has two major relief zones, the lower, and the middle. The lower zone rises from 0 metres to 1216 metres above sea level. This borders the Lake and it's low lying. The land in this zone is mostly flat especially in the northern part of the region around Ahero, Kisumu, Chemelil, Miwani and Nyangande. In the southern part, this zone is found around Homa Bay, Homa Lime, Karungu and Muhuru. Because the land is flat and low lying, the courses of rivers in this section is characterized by marked meander-belts and slow speed. There is a lot of silt deposited by the rivers as they approach the Lake resulting in flooding as is the case with Kuja, Nyando, Awach and Sondu rivers. The Nyando river, for example has marked meander belt on the flat Kano plains, and as it deposits silt carried from the upper course, its bed is raised resulting in continuous floods during the rainy season.

The middle zone rises from 1216 metres to 1824 metres and covers the bulk of the region, especially in the southern part where it almost forms three-quarters of the area. To the North, the first zone gives rise to the high lying areas of Nyakach and Maseno. In Southern Nyakach, Nyabonde plateau forms a giant mass of

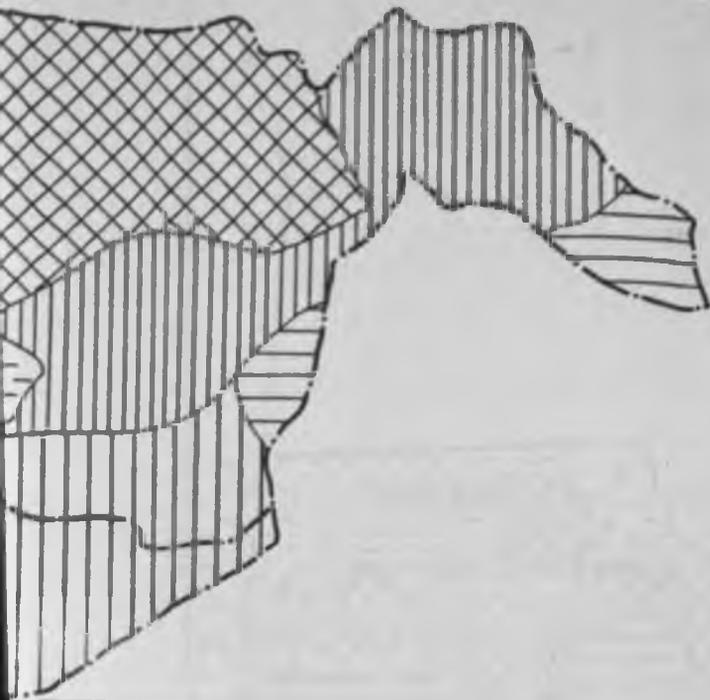


flat land the foot of which is criss-crossed with small perinneal streams. To the north-eastern corner of the region, the Nyando plateau rises steeply towards Kisian and Kajulu ranges which undulate towards Maseno and Kombewa to the west. To the southern part of the region, this zone rises towards the greatly dissected Kisii highlands to the east. Throughout this second zone are found numerous hills which rise up above the general level of the land like the Wire hills which rise towards the south-western part of Kisii highlands and the Homa hills just at the edge of the first zone in the centre. Drainage in this zone is swift with rivers forming deep gorges on their way down to zone one. There is a lot of erosion done, thus resulting in large amounts of silt carried down to the lake. The Kuja, Migori, Awach and Nyando are examples of those rivers which cut through this zone. The swift nature of rivers in the zone has resulted in the formation of falls at Gogo and another one at Odino both on river Kuja. Such a relief and drainage pattern has a lot of impact on the development of tourism. It has created a scenery which is quite conducive to offering a good blend with other forms of attraction like wildlife and culture. The Gogo and Odino falls give a good chance of relaxation while the steeply rising Gembe and Gwassi hills because of their greatly dissected nature are in themselves beautiful spots to watch. To the north, the Nyabondo plateau which is crossed by Sondu river at its foot

is a good ground from where to watch the low lying Kano plains crossed with meanders like those of the Nyando river. Standing on the plateau gives one a chance to see Kisumu 34 kms away while to the north east one will be able to watch the Nyando plateau and the sugar cane farms right below. The relief of the region thus gives a potential foundation from where a tourist industry can be built. This is a component which can give the visitors a chance to see a mini-rift valley with Kano plains at the bottom and the Nyabondo and Nyando plateaus at the extreme sides. From the Gwasssi and Gerbe hills for example a visitor will be able to watch Lake Victoria just below, and the beautiful Kisii highlands to the north east. From this pattern of relief, it becomes necessary that the development of tourism in the region has to encompass its unique features which can give the visitors a chance of relaxation from the routine wildlife viewing safaris.

GEOLOGY AND SOILS

Geologically, the rocks of the region are of pre-cambrian type. Occasional intrusions of granite rocks occur both north and south of the Winam gulf. From these intrusions are formed two main soil types. The fertile red, pink and grey soils formed on granite and the fertile but difficult to work black cotton soils which occur on the alluvial flats. Almost half of the region is covered with stony soils and rock outcrops and red-brown clays.



SOIL TYPES

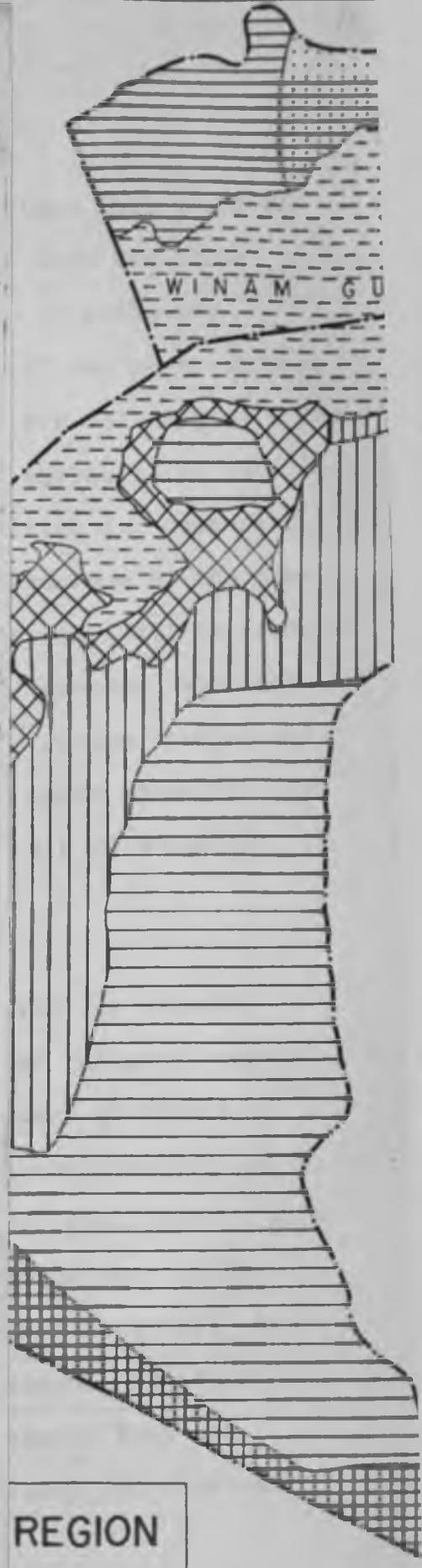
LEGEND

-  International Boundary
-  District Boundary
-  Stony Soils and Rock Outcrops
-  Red to Strong Brown Friable Clays
-  Grey Compacted Loamy Sands
-  Red-brown Clays
-  Dark Red Friable Clays
-  Peaty Swamps
-  Black Clays



HARLEY K'ODERA
 THESIS 1981/82
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 UNIVERSITY OF NAIROBI

MAP No.
 3



REGION

It's within the red-brown clays that a lot of cash-crops are being grown together with the black clays and stony soils. These types of soils are mainly found in the southern, central and north-eastern parts of the region (see map no. 2 for soil types). The soil types have a lot of impact on agricultural development, which is an important yard stick for measuring the potential utilization of the resources of the area by the locals. The agricultural aspect, will be taken up under economic characteristics. However, although it has no direct relationship with tourism development, soil is important as it influences other elements like road construction and agriculture both of which are important for a tourist industry.

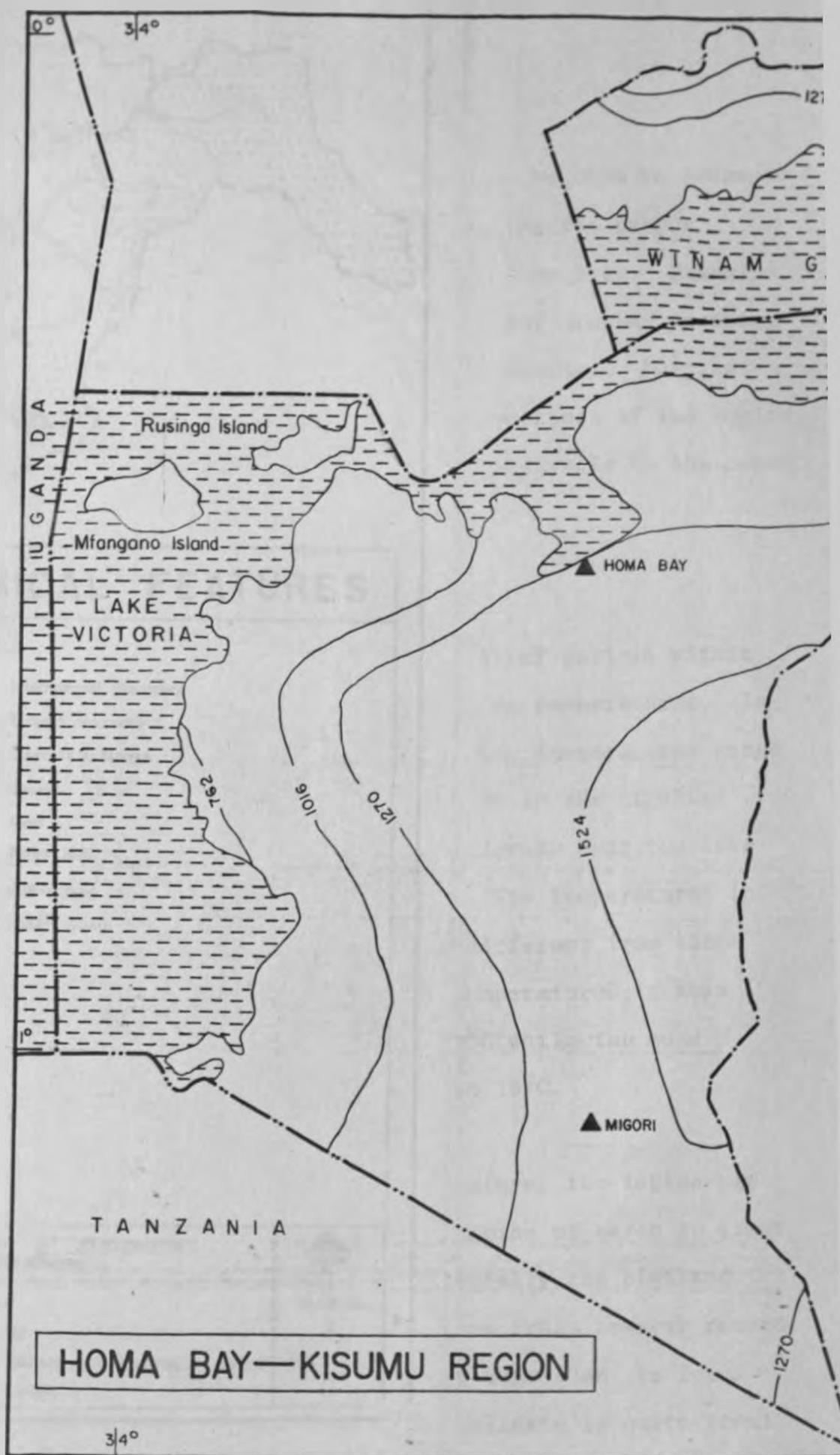
In terms of road construction for example, the black clays, red-brown clays and the grey compact loamy sands have been found to be very difficult to work. This results in higher road construction costs per kilometre as compared with other soil types. This is the case especially in the southern part of the region where road networks built over such soil types have become very difficult to maintain. Unless such roads are made to all weather standards they are continuously washed away thus calling for constant repairs.

3.2 CLIMATE

RAINFALL

The mean annual rainfall varies with altitude and proximity to the highland areas. Throughout the region, rainfall follows closely on the relief pattern. In the southern part it varies from 762 mm. near the lake shore to 1524 mm. in the higher eastern areas around Oyugis as it approaches the Kisii highlands. In the northern part however, rainfall increases from the low lying Kano plains, to the Nandi hills in the east and Maseno areas to the west. About 40% of the annual total falls during the long rains between March and July and about 28% in the short rains during the months of October, November and December.

The reliability of rainfall in the region increases as the total annual rainfall increases. A part from the low lying areas around Karungu, Magunga, Muhuru and Mbita, the bulk of the region receive rainfall amounts above 1016 mm. Areas towards the Tinderet massive, Nandi hills, Maseno, and Oyugis receive amounts between 1270 mm. and 1524 mm. Just like soils, rainfall also determines a number of tourist oriented activities, the principal among which being agriculture, sunshine and road condition. Because of the reliable nature of rainfall, it's possible to carry out agricultural activities for most parts of the year. Agriculture is presently the main activity in which people engage for their livelihood. With reliable rainfall and better



HOMA BAY—KISUMU REGION



PHYSICAL FEATURES

LEGEND

-  International Boundary
-  District Boundary
-  1216 Contours in Metres
-  Swamp
-  River
-  Below 1216
-  1216 - 1824
-  2432 - 3040



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MAP No.
 2

be able to increase
 ing the proper
 the area. Sunshine
 for tourists escaping
 America. Despite
 sections of the region,
 comparable to the Coast

belief pattern within
 on temperatures. In
 ean temperatures range
 de in the highland
 igrade near the lake
 The temperatures in
 different from those
 emperatures in this
 0°C while the mean
 to 19°C.

ature, the region has
 nshine of seven to eight
 ecially the highland
 ore areas however record
 e days than is found
 climate is quite ideal
 ly when the interests
 ean and American countries

are taken into consideration. The Coast region with its long sunshine hours of seven to eight, has been able to attract a number of people especially Germans escaping from cold winters to bath in the beautiful beaches. The region with its sunshine hours can develop a tourist industry utilizing the beaches along the shores of Lake Victoria.

3.3 ECONOMIC CHARACTERISTICS

AGRICULTURE

According to the Basic Agricultural Data for Kenya prepared by the Ministries of Agriculture and Economic Planning and Community Affairs in 1978, about 80% of the people derive their livelihood from agriculture while 86% of the land is classified as high potential.¹ Of the total area, 89% is held in small scale holdings of an average of 3.3 ha.. There are a number of large scale farms which are either individually, co-operatively or company owned, especially in the northern part in the sugar belt zone of Muhoroni, Miwani and Chemelil.

The region has a lot of both subsistence and industrial crops grown for local consumption and export. The major industrial crops include cotton, Sugar cane, bananas, sunflower, groundnuts, fruits, coffee, rice and tobacco. A part from sugar cane, tobacco, rice and cotton, the rest of the crops are grown only on a limited scale. Subsistence farming on the other hand is less



HOMA BAY—KISUMU REGION

TANZANIA

LAKE VICTORIA

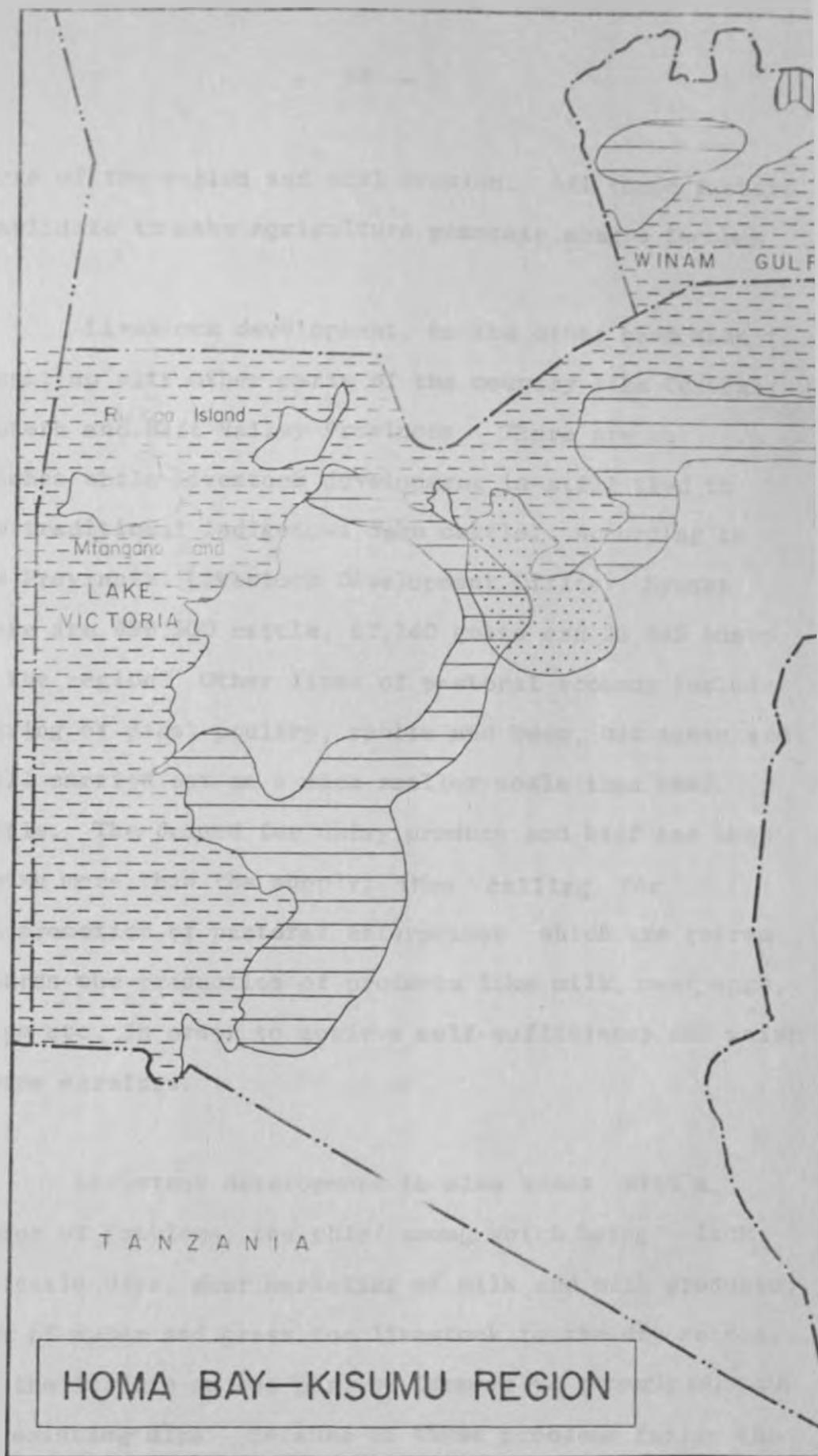
Mtorongo Island

Rusingo Island

WINAM GULF

diversified and the range of crops grown are limited. The chief crops grown here include maize, rice, sorghum, and finger millet. Others in the group are carrots, potatoes, onions cabbages and beans.

In terms of employment, the proportion of the region's population which find employment in agriculture diminishes as the population increases. Taking an average farm size of 3 ha., this is scarcely adequate land on which to practice farming in a region which has an average household size of 6.4 people. This is besides the fact that the techniques used in agriculture are not such that a greater output can be realized per hectare. Because of this the informal sector has a greater part to play in subsidizing the farm earnings. A long the lake shore fishing has come to play a dominant role in subsidizing the farm earnings. According to the Basic Agricultural Data for Kenya, the average earnings from the agricultural sector per household is about Kshs. 515. This is a low figure which can't allow for some money being devoted for leisure or relaxation. This low figure according to the report is due to a number of problems which still face agriculture within the region. That although the size of individual land are large enough to permit farmers to adopt modern methods of farming, there's lack of technological efficiency. This is coupled with lack of credit facilities, fragmented pieces of land, bad black cotton soils in some sections, incomplete adjudication in most

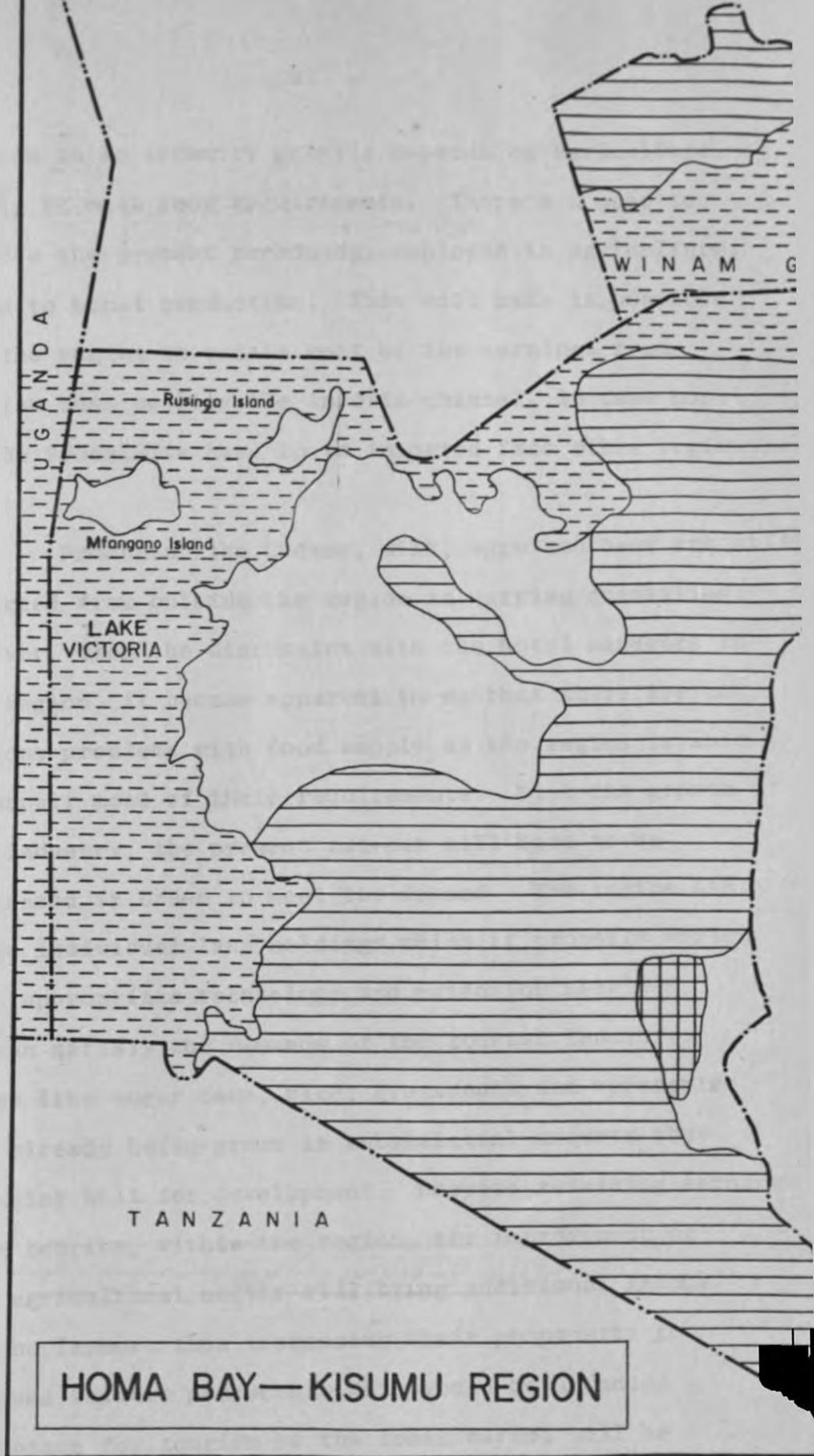


HOMA BAY-KISUMU REGION

parts of the region and soil erosion. All these factors conslitate to make agriculture generate meagre incomes.

Livestock development, on the other hand hasn't caught up with other parts of the country like Central, Eastern and Rift Valley Provinces. There are no ranches while livestock development is still tied to the traditional indigenouse Sebu cattle. According to the Provincial Livestock Development Officer, Nyanza, there are 499,500 cattle, 92,740 goats and 23,985 sheep in the region. Other lines of pastoral economy include rearing of pigs, poultry, rabbits and bees, but these are still carried out on a much smaller scale than beef cattle. The demand for dairy produce and beef has been rising more than the supply; thus calling for the promotion of pastoral enterprises which are geared towards the production of products like milk, meat, eggs, cream etc. in order to achieve self-sufficiency and raise income earnings.

Livestock development is also beset with a number of problems, the chief among which being lack of cattle dips, poor marketing of milk and milk products, lack of water and grass for livestock in the dry season, and the failure on the part of farmers to properly maintain the existing dips. Because of these problems facing the agricultural industry, the output is still restricted especially for the commercial crops and livestock products.



Tourism as an industry greatly depends on agriculture, to supply it with food requirements. There's a need to improve the present technology employed in agriculture, so as to boost production. This will make it possible for the region to retain most of the earnings from tourism thus sealing the imports channel, in case most of the foodstuffs have to be imported from other regions.

Products like Cheese, milk, eggs and beef are still imported from outside the region in varying quantities. However, from the discussion with the hotel managers in the region, it became apparent to me that there are no serious problems with food supply as the region is able to supply most of their requirements. With the growth of the industry, the present output will have to be increased in order to meet the demand. The region has large individual land holdings which if properly worked with appropriate technology and extension services, can satisfy the demands of the tourist industry. Crops like sugar cane, rice, groundnuts and vegetables are already being grown in substantial amounts thus speaking well for development. Despite retaining earnings from tourism, within the region, the improvement of the agricultural sector will bring additional income to the farmers thus increasing their propensity to consume leisure products. This would be an added advantage for tourism as the local market will be developed to utilize the region's tourist resources. At its present level of development, the agricultural

sector has the capacity to cater for the demands of an activity like tourism. Given the fertile soils that exist, the reliable rainfall, suitable temperature and large individual holdings, the area has the potential to increase the hecterage and output of each crop and livestock product. The foregoing four factors have enabled the region to grow a number of commercial and subsistence crops, some of which have been exported to other regions within and outside the country. With the establishment of a sound tourist industry, the local market will be widened to absorb some of the farm produce as well as being an incentive for increased production to satisfy the created additional demand.

FISHERIES:

A part from agriculture, fishing is the next most important activity carried out in the Homa Bay-Kisumu region. It's widely practised by those living along the lake shores. According to the Provincial Fisheries Officer, the Nyanza Gulf produces some 98% of the fish output of the region. There are, however, a number of inland fish ponds whose production varies and the Sondu, Nyando, Kuja and Awach rivers yield a small harvest. The total production from the Kenyan waters of Lake Victoria for the past eight years has been as tabulated in Table 3.1

TABLE 3.1

FISH OUTPUT FROM LAKE VICTORIA

YEAR	1973	1974	1975	1976	1977	1978	1979	1980
Metric tonnes	16,789	17,175	16,581	18,680	19,332	22,529	21,509	24,611

Source: South Nyanza District Development Plan. 1979-83.

As the table indicates production has been on the increase since 1975 and this is attributed to the use of better equipments and extension service. The Fisheries Department estimates that the maximum sustainable yield from the Kenyan Waters of Lake Victoria is about 30,000 tonnes per annum. With the intended provision of motorised boats and improved gear practices by the Fisheries Department to the fishermen, the 30,000 tonnes output per annum will easily be achieved. The region produces enough fish both for local consumption and for export to other parts of the country. In 1981 for example out of the region's total output of 18,209 tonnes 7,945 was exported to other regions in the country (Provincial Fisheries Report 1981).

This shows that the fishing industry is able to supply the tourist industry's fish demand. Just like agriculture, this will make it possible to retain, the tourist earnings within the region. The region doesn't need to import fish as it already has enough to satisfy local demand. During this plan period the

Fisheries Department is going to improve traditional fishing methods by providing motorised boats. A number of fish specimen have already been introduced in the Gulf part of the region by the department and these are being caught on rod and line by sports fishermen providing a new but significant form of tourist attraction. Just like the case of agriculture, the fishing industry also faces a number of problems like overfishing of immature specimens by using illegal small-meshed nets, lack of access roads leading to fish landing beaches, stealing of nets, rotting of fish before it reaches the markets because of lack of cold storage facilities and proper transport and lack of mechanized boats preferably with cold storage facilities for collecting fish from various landing beaches. Through co-operative societies, the department expects problems like cold storage facilities, transportation, and marketing to be solved. This will make the individuals to channel their output through the co-operatives thus solving problems which could have been difficult to solve at the individual level. The department is currently giving loans for the purchase of cold storage facilities and motorised boats both of which are intended to improve the output of fish. The output of fish from the rivers has not been properly documented, although the Fisheries Department admits that it has been dwindling. . However, rivers Nyando and Sondu give a substantial amount of yield . and this has been important in satisfying fish demand in the northern and central parts of the region. _ _ _

In terms of Tourism Development, the fishing industry in the Homa Bay-Kisumu region gives enough output that can satisfy the demands of the tourist industry. The industry has the positive component of sports which would greatly promote Tourism Development. Sports fishing is an important tourist activity at the Coast and Lake Victoria because of its size and fish stock, possesses the potential to develop this activity. A start in this direction has been witnessed at Kisumu town where sports fishing is encouraged by the management of Kisumu Yatch Club. Although a private members club, tourists from Sunset hotel are allowed under arrangement to utilize the club's facilities.

Sports fishing could be improved in Kisumu, while new bases could be started in Kendu Bay, Homa Bay and Karungu Bay. These towns have good piers next to which could be started sports fishing. These points are also earmarked for cold storage facilities thus improving the ability to store fish.

COMMERCE AND INDUSTRY

These activities are still limited to the service centres where public services vital for their smooth conduct are located. Given the limited number of big urban centres within the region, this sector of the region's economy is still limited. Wage employment is therefore concentrated in these centres and the sugar belt zones.

Within the southern part of the region, wage employment is concentrated in the service centres and South Nyanza Sugar Company. A part from those in government employment, wholesale and retail trade, the bulk of the people are employed in the Sony Sugar Company based at Awendo. The other source of wage employment within this part of the region is in the B.A.T. controlled tobacco farms around Rongo, Migori and Isebania. In 1977, for example, there were 3,500 small businesses operating in South Nyanza district from 340 centres. Activities in these centres included cloth manufacturing and tailoring, animal skin products, simple metal products, posho milling, household fittings manufacture, bicycle repairs, motor vehicle servicing and repair, retail trade, tobacco curing, basket and mat manufacture, shoe making and repair, cotton ginning and boat construction. Earnings from most of these activities are not enough to meet a family's daily requirements, and this calls for supplements from other sources like fishing, agriculture, and wage employment.

In 1979, wage employment in identifiable establishments in the same district exceeded 12,000. Taking an average household size of 6.4, it means that about 76,800 people were dependent solely upon this source of income. Given the district's labour force of about 402,649, it means that more income generating opportunities have to be found in agriculture, fishing,

commerce, and industry in order to create a purchasing power within the people of the district.

The northern part of the region, (Kisumu district) on the other hand offers more employment opportunities than South Nyanza District. There are more sugarcane plantations within the northern part than in the South. The major town of Kisumu is located within this part of the region. There are three sugar factories in the region employing a total of 19,814 people. A part from those directly employed in the sugar factories, there are those in the out-growers zone, who supply sugarcane to the factories and thus dependent on them for their livelihood. Major industries are located in Kisumu town where processing and manufacture of most commodities and articles is centred. The table below gives the number of factories and number of employees within the Homa Bay-Kisumu region.

TABLE 3.2 NO. OF FACTORIES AND THEIR EMPLOYEES

DISTRICT	F A C T O R I E S							
	5-19	20-49	50-99	100-199	200-499	500-999	1000-1999	2000+
S. Nyanza	15	13	3	3	1			
Kisumu	190	87	30	7	4			
Total for Region	205	100	33	10				

Source: GGENDO, R.B.- Resource base(s) for Integrated Industrialization and Development in the Lake Victoria Basin, I.D.S. series Paper No. 20 of

As can be seen from the table the northern part of the region is better served with industries, thus giving more employment opportunities than the south. Given the fact that the southern part has a population of almost twice that of the northern part, it becomes clear therefore that more job opportunities and other income generating activities are needed in this area. In terms of the whole region and given the 1979 population figures, it becomes apparent that 80% of the population is dependent on agriculture, 6% on wage employment, 4% on small business enterprises and 11% on fishing and the informal Sector for livelihood. It's only agriculture which holds the kenya to better income opportunities than other activities. Commerce and industry is still limited and more investment is needed to bring it up. Most factories in the region are small scale with the majority employing less than 200 people.

In terms of tourism development, the region still doesn't have a diversified industrial base that can supply it with most of the requirements. Most tourist establishments in the area still have to import some of their requirements from outside the region. While this could be beneficial in respect of external trade with neighbouring regions, it could on the other hand drain most of the earnings from tourism thus reducing the multiplier component. More investment will have to be made in those industries producing products needed by the region, in order to seal the "leakage" channel. Although

this leakage is not in its alarming proportions, there's a need to take precautionary measures before tourism takes its roots. The commerce and industry sector is however taking shape within the region and a number of industries are now coming up in Kisumu which will take care of tourism's demands.

In relation to agriculture this sector still generates less employment opportunities. With improved loan facilities and market conditions, additional incomes can be generated which if supplemented with other sources could allow for the utilization of tourist based resources. With increased incomes in agriculture, the trend has been a positive investment in commerce and industry. This means that the expansion of this sector is dependent to some extent on agriculture. Fishing being an industry with favourable market conditions could as well channel some of its earnings to this sector.

Given all these trends, the commerce and industry sector possesses the potential to expand, since its relatively higher prices (cf agriculture) are an inducement to private investors. The upward growth trend now evident in Kisumu, Homa Bay and other urban centres confirms this contention.

3.4 SOCIAL CHARACTERISTICS

It is quite important in a study of this nature, to understand the inherent social characteristics of the people, who in most cases will be interacting with

the tourists. The way of life of a people plays quite a significant part in influencing the development of an activity like tourism.

The region is composed of two major ethnic groups, the Luos and Kuria, with the Luos being the majority forming 93% and the Kuria and Basuba forming 7%. There are small numbers of Maragolis settled in the Migori and Kehancha divisions of South Nyanza District. This ethnic composition forms a rich assortment of cultural backgrounds which is ideal for tourism development. The two major groups, the Luos and the Kuria constitute what can rightly be called a diversified cultural background, which has for long formed the basis of the renowned Luo traditional dances and the Kuria "Nyandoe". Near their common borders, the two groups have been known to enjoy joint annual festivities displaying each other's way of life as portrayed in dances, music and art. This aspect of the region's culture augers well for an industry like tourism which needs a diversified range of activities that can interest the tourists.

The Kuria, a Bantu group near the Kenya-Tanzania border have a number of cherished cultural ceremonies. The chief among which is the circumcision of boys. This ceremony, performed once a year is surrounded with a lot of dancing, music, drinking etc. by both the young and the old. The Luos on the other hand have most of their

cultural practices fast disappearing. . One of the major occasions which still persists to date is the last farewell bid to a dead man. These ceremonies are quite numerous and their number depend on the number of men dead in a given area. Like the Kurias, these festives are also surrounded with dancing, music, and drinking, thus forming a rich ingredient of tourism development. It will give the tourists a chance to understand the cultural background of the region especially when the young boys are being initiated into manhood. It should be noted that some cultures are fast eroding due to the influence of Western Countries, but it's only the songs, dances, and music which have resisted the onslaught of this influence. They would therefore form a good base for tourist entertainment especially when dispersed at strategic centres throughout the region. One aspect of these traditional values which can form the core of such entertainment is the music. The six stringed musical instrument (Orutu) has lived for many years to be the main source of entertainment especially for the old people. The songs which are being sang reflect the evolution of different clans highlighting on their achievements and their heroes. With its distinct dancing style, the "Orutu" possesses the potential of giving the tourists a memory-worth-visit to the region.

This aspect of the region's background promises to blend well with other forms of entertainment that exist. The settlement pattern for example, is quite

reflective of the importance of security especially among the Luos. The existing pattern is in most cases nucleated with one family living in one homestead. The sons of a particular head of household stay in one home where they marry until they are given the go-ahead to establish their own homesteads. This pattern of settlement was intended to ensure security for a family as well as facilitate close contact and communication. The houses are laid within the homestead according to seniority. The first wife has her house directly facing the main gate while the other wives and sons build their houses to the left and right of the main house depending on seniority. A part from the layout of the family homes, each clan occupies a specific location with all families belonging to a given clan building next to each other for the same reasons of security and close contact. This nucleated pattern of settlement can form an interesting aspect to the tourists in terms of understanding the evolution of a given clan and their way of life. All these ingredients of the area has a lot to offer in relation to tourism development, since understanding of a people is essential for better interaction. Because of the diversified nature of these traditional attributes, tourists are bound to enjoy a visit to the region.

DEMOGRAPHIC CHARACTERISTICS

Population within the region has been growing at the rate of 3.6% per annum since 1963 (Nyanza Regional Physical Development Plan, 1971). The region's population grew from 727,369 in 1962 to 1,298,628 in 1979 (table 3.3).

TABLE 3.3 REGION'S POPULATION BY DISTRICT

DISTRICT	1962	1969	1979
South Nyanza	481,635	663,173	816,301
Kisumu	245,734	303,943	482,327

Source: Kenya Population Censuses 1962, 1969 and 1979
Central Bureau of Statistics.

The high growth rate can be attributed to better medical care, which has reduced death rate while birth rate has been left unchecked. Because of this high growth rate, 49% of the population is under the age of 15, and this leaves about 49% of the population in the labour force if those above 60 years are taken to compose the remaining 2%.

The distribution of population is determined mainly by rainfall reliability and soil fertility. Areas of high rainfall like Maseno, Isebania, Kehancha, Muhoroni, Awendo, Migori, Nyabondo plateau and Oyugis

experience high densities. In the 1979 census, Oyugis, Migori, Maseno, Kehancha and Muhoroni recorded densities of over 200 persons per sq. km. Given the low productivity still existing in the agricultural sector and the limited wage employment, tourism related activities could offer additional employment opportunities to the people.

In-migration is evident in both the rural and urban areas. In the southern part of the region, tsetse fly infested areas like Lambwe Valley had for long experienced low densities but this has almost been cleared and the valley is now characterized by massive in-migration. About 2,850 families (28,640 persons) have moved into Lambwe Valley and Sindo areas since 1969. Thanks to the efforts of the Lake Basin Development Authority who last year alone spent about Kshs. 5.3 million to clear the valley of tse tse fly. The two major towns in the region, Kisumu and Homa Bay experience in-migration as people move in to look for jobs. This has led to rapid population growth of both towns with Kisumu alone registering a growth rate of 8.9% between the last two censuses. In 1969, only about 1.5% of the total region's population was urban (that's when towns of 2,000+ people are taken to constitute urban centres), yet this figure jumped to 10.5% during the last census.

Internal migration takes place to some extent especially to the sugarcane farms where labour is needed. This is the case for Awendo, Muhoroni, Miwani and Chemelil. The demographic characteristics have an important part to play in Tourism Development. The population in labour force is able to supply the demands of tourist related activities like agriculture, commerce, and industry. Because of the unemployment problem which characterizes the region, the development of tourism will act to ease the situation by offering labour intensive employment opportunities. This will engage the labour which has been idle thus generating income to the people. Although the region is an area of out-migration, it still has a population which is able to answer to its demands.

3.5 INFRASTRUCTURE AND RELATED FACILITIES:

HOTELS AND LODGES

Hotel and Lodge accomodation form a very important part of Tourism Development requirement. Although the Homa Bay-Kisumu region doesn't compare favourably with the other tourist regions in the country, it nontheless has a few high class tourist hotels. The private sector pioneered in this line and its efforts saw the construction of two hotels in Kisumu, thus New Kisumu and Lake View. Its efforts were supplemented by the public sector which likewise constructed two hotels, one in Kisumu and the other one in Homa Bay.

The four hotels provide 139 rooms and 287 beds within the region. Given the level of tourist traffic to the area, only the Sunset and New Kisumu are fully utilized. Due to the fact that the government has switched its attention to the region in terms of tourism development, there will be a need to expand hotel accommodation. . The four hotels provide excellent facilities conducive to the requirements of the industry. All of them have telephones, clean piped water, electricity, good quality meals and service. It's only Sunset which has telex services and a swimming pool. A swimming pool was also planed for Homa Bay but the plan was shelved-off due to lack of guests to use the facility. This will, however, be constructed once the Lambwe Valley game reserve is open to the public.

In order to increase hotel accommodation in the region, Sunset hotel is set to expand at a cost of Kshs. 6 million during this plan period, while Homa Bay will be expanded during the next plan period. The expansion of Homa Bay hotel during the present plan period at a cost of Kshs. 3 million was put-off due to the small number of visitors to the hotel. A part from these four hotels, there are also a number of hotels and lodges which can provide high quality facilities and services. The bulk of these are in Kisumu where four of them are located; one in Homa Bay and another one in Migori. This second category of hotels are quite ideal for the local tourists who can

find the other four hotels to be expensive. With increased demand for hotel beds, they would be in a position to provide this service. Their prices are cheaper than the four tourist hotels, thus making them ideal for use by the local people.

This picture, shows how the hotel facility in the region is quite substantial and is able to sustain the growth of tourism. Since most of these hotels are underutilized in their present forms and capacity, there is a need to promote the region so as to make them operate to capacity. The quality of services offered is quite comperable with those in other regions as exemplified by comments received from the guests (see Chapter Four). The industry will never suffer any set back in its growth in terms of hotel accomodation, since, these could be constructed and/or expanded especially when the region becomes attractive to the private sector. The public sector on the other hand is keen on expanding its units and this speaks well for the industry.

TRANSPORT AND COMMUNICATIONS:

ROAD :

Just like hotel and lodge development, tourism depends a lot on road transport especially in Kenya where movement from one tourist zone to the other as well as within a particular tourist area is still done by road. The region boasts of 3320.1 kms. of

classified road, of which 339.3 kms. are bitumenized (see appendix 4 for classified roads and their distance). The two international roads to Uganda and Tanzania traverse through the region and to these are connected bitumenized and all-weather roads connecting the main service centres. The provision of these roads provide an effective asset towards the general socio-economic development of the region especially the promotion of agricultural development.

Besides their promotion of other non-tourist oriented economic activities, the road network has been important in linking the already developed and potential tourist sites within the region. This is the case with the Homa Bay-Kendu Bay road which links the legendary Simbi Nyaima bird sanctuary, Oyugis-Kendu Bay road which traverses the beautiful scenery around the volcanic Wire hills, and the Ahero-Kisii road which links the scenery around the Nyabondo plateau. The Ischbania-Pongo road serves the rich agricultural land around Awendo and Kamagambo besides giving easy acces to the Soap Stone areas and providing a link to the Masai-Mara circuit. The Kisian-Reru road which is currently being aligned for bitumenization passes through the undulating scenery of the Semes thus providing a link to the legendary Kit Mikai rocks.

The region has 339.3 kms. of bitumenised and 451.4 kms of murrum roads. Around Homa Bay town,

a number of roads are being made to all-weather standard especially those linking the tourist areas. These include the Rodi Kopany - Karungu road, and Karungu-Macalder road. The latter road is intended to link with the Suna-Masai Mara circuit so as to provide a link with the Homa Bay-Kisumu region. The main Rongo-Homa Bay road which connects Laibwe Valley is currently being bitumenised and this will ease movements from Migori down to Homa Bay. Already special attention is being paid to the Masai Mara-Lolgorien-Suna road which is the principal tourist circuit into Nyanza and Western Provinces.

The Mbita-Homa Bay road which links the beautiful Gembe and Ruri hills, the Rusinga archaeological sites and the Muhuru delta is being constructed to all weather standards. Some roads within the region are quite reliable for most parts of the year. Both the existing and potential tourists sites are linked in certain cases by bitumenized or all weather roads, thus making it possible to reach such points throughout the year. This makes internal circulation within the region quite easy and safe. The region is linked by the neighbouring districts through bitumenised and all weather roads. There are reliable bus services, to Kakamega, Kisii, Nairobi, Busia and Kericho. These are supplemented with taxi and peugeot services. It is also linked to Nairobi through luxury coaches like

Akamba, Goldline and OTC. This makes it easy for local tourists without cars or any other private means to easily enter and leave the region. Internally Kisumu and Homa Bay towns form the hub of public transport. Most bus services start and terminate in these centres, as well as "matatu" service. It's possible to link with any part of the region through a bus, or "matatu" service; and this can readily supplement the services of touring firms when they become available.

Presently there is only one touring firm in the region, Kisumu Travel, which is not able to cover the entire region. The firm however, offers valuable services which are presently limited to Kisumu town and the surrounding areas. A discussion with the management of this company revealed that they can cope up with additional tourist demand for their services although this could call for additional vehicles. The company has a fleet of fifteen vehicles and this could be increased depending on demand. The road transport in the region is thus reliable and safer although the road condition in certain sections especially around Homa Bay calls for improvement. This will mean making them to all weather standard, so as to have access to all sites and points of interest throughout the year.

WATER TRANSPORT

Despite the importance of road transport in the tourist industry, a region like Homa Bay-Kisumu with

Lake Victoria just next door can't overlook the importance of this branch of transport. Prior to the break-up of the East African Community, Kisumu was the headquarters of all the lake steamers operations. The town has a dry dock, repair and construction workshops and large jetties capable of handling all lake transport operations which today are restricted to the Kenyan Lake Victoria Waters, with it as the Headquarters. These services are now operated by the Kenya Railways and three vessels ply between Kisumu-Kendu Bay-Homa Bay - Mbita - Mfangano - Kowor and Karungu. This type of service has made it possible to link all the important service centres on Lake Victoria thus connecting the Northern and Southern parts of the region.

During the current plan period, Kenya Railways Corporation plans to revitalize the water transport services within the region. Provision will be made for re-engining the M.V. Itoma, Alestes and Peeda. This is projected to cost the corporation K£500,000. The lake transport hasn't been used for any tourist oriented purpose except for transporting members of the public between these points. This transport system is cheap and reliable, besides being the best way by which internal movement along the lake can be improved. The cheapness of this form of transport speaks well for tourism development as it would be easy for local tourists to move especially from the Northern to the Southern parts of the region at a reduced cost.

RAIL TRANSPORT

This is probably the cheapest form of transport now available in Kenya. There has been an extensive use of the rail transport by tourists to Mombasa although its use to Kisumu has been limited. Within the region, it's only Kisumu which is served by rail. The railway facilities in Kisumu are third to those of Mombasa and Nairobi. This has been attributed to Kisumu's special role as a major service centre in the whole of Western Kenya as well as the gateway to Uganda and North-Western Tanzania.

The Kenya Railways presently provide a near adequate third, second and first class coaches to Kisumu although first and second class coaches deployment is dictated by demand. With increase in demand for these coaches, the Corporation would definitely deploy more. Because it's cheap, the rail transport can be used by the local and foreign tourists into the region especially from Nairobi and Nakuru. This could reduce the travel cost of these tourists as opposed to the use of road transport.

A preliminary feasibility study into the viability of an extension of the railway network from Lumbwa to Kericho-Kisii and down to Homa Bay was undertaken by the Kenya Railways during the last plan period although the findings are not yet made public. Should this venture be found to be viable economically then the

whole region would be properly served by rail. It would make it possible to explore both the Southern and Northern parts of the region's resources cheaply. However, a trip from Nairobi could still connect with the water transport in Kisumu down to the Southern part of the region. It's in this respect that the region excels over the other tourist zones in the country. Both the rail and water transport could make a holiday within the area, cheap and safe.

AIR TRANSPORT:

As one of the transport modes, air transport is the least used in the region and even within Kenya as a whole. It has been playing a very negligible role until recently when the decision by Kenya Airways to resume flights to Kisumu improved the situation. The major Airport within the region is in Kisumu. During the last plan period a total of Kf200,000 was spent on modernizing the Airport while the current plan period has set a side Kf105,000 for the same purpose.

A part from Kenya Airways, Sunbird Air Safaris currently ran eleven flights a week between Nairobi and Kisumu while Kenya Airways runs five a week.

A part from Kisumu Airport, a number of both all-weather and bitumenised Airstripes have been constructed throughout the region. A bitumenised Airstrip suitable for Aircrafts of 30,000 lbs. has been constructed at Migori Town, while there is a

a murrum strip of 900 m. at Homa Bay and grass ones at Macalder, Rusinga, Mfangano, Otaro and Lambwe. The last one is unserviceable in wet seasons while the Mfangano strip requires drainage and is currently unserviceable.

During the 1979-83 plan period, a total of K£100,000 will be spent on grading Homa Bay airstrip under the Minor Airports Programme. Rural Development fund monies will be used for the improvement and construction of the following airstrips during the current plan period.

TABLE 3.4 FINANCIAL ALLOCATION FOR AIRSTRIP IMPROVEMENT

AIRSTRIP	WORK TO BE DONE	AMOUNT INVOLVED
Mfangano	Drainage	K£ 3,000
Otaro	Drainage	K£ 1,000
Rusinga	Part murrum, drainage	K£ 1,000
Lambwe	Murrum, side drains	K£ 3,000
Kehancha	Construction	K£ 3,000
Karungu	Construction	K£ 3,000

Source: South Nyanza District Development Plan 1979/83.

All the above airstrips are in the Southern part of the region. In the Northern part, airstrips have been constructed at Ahero, and Muhoroni, of all weather standard. By means of air, the region has a link with Nairobi which is vital for transporting tourists who either come directly from their countries or those from other regions within the country. Internally within the region, the airstrips give the potential of moving to most parts by means of air. This is quite important for tourism development as it can answer to the demands of those tourists who would like to make a fast visit to the area. Although some of the airstrips are not of all weather standard, the bulk of them are usable throughout the year. There's presently no air transport company based in Kisumu although this could be desirable for ease and efficiency of communication. The improvement of Lambwe Valley airstrip to all weather standard will make it possible for tourists to make direct flights to the reserve once it's opened to the public.

WATER SUPPLY:

Unlike the Coast Province which is occasionally faced with acute water problems, the Homa Bay-Kisumu area faces minimal problems in this respect except in the two Urban Centres of Kisumu and Homa Bay. Within the other Urban Centres, water supply is constant and efficient. According to the rural household survey carried out in 1979 in the Lake Victoria Drainage Basin

by the Ministry of Economic Planning and Community Affairs, 49% of the Southern part of the region's households relied in the wet season on streams and 39% on wells, for their domestic use. In the dry season 61% relied on wells, 23% on tanks and only 10% on streams. During the wet season, the average distance to water was 85% less than one mile and 14% between one and two miles. In the dry season, these distances increased to 60% less than one mile, 26% between one and two miles and 9% between two and four miles.

In 1979 only 23% of the population relied on piped water in the dry season. This figure was halved in the wet season. The report estimates that 34% of the population is served by piped water, and this includes all the Urban Centres in the region.

In the Northern part of the region 80% of the households travel less than one mile for water during the wet season, while in the dry season 52% of the households have to travel more than one mile to the nearest water supply. Most of the rural areas of the region in both South Nyanza and Kisumu Districts are being supplied by piped water through the Rural Water Supply Schemes. The Government in its efforts to provide clean water to all the people by the targeted year 2000 also encourages joint participation of the people through self-help efforts.

In the Urban Centres, the water problem is experienced to some scale. The problem which normally grips Homa Bay town is now undergoing a major augmentation on treatment works and the rising mains plus the reservoirs, thus making sure that there's a sufficient supply within all limits of supply in twenty five years time as the town grows. Kisumu town unlike Homa Bay has been suffering from water problems for some years. This is because, while the town demands 30 million litres of water a day, the present supply is only about 10.5 million litres. This has made a lot of activities in the town to suffer thus necessitating what has been called the second and third phases of water supply to the town. A firm of consultants has been commissioned to undertake an exhaustive feasibility study on a comprehensive Water Master Plan for the whole town.

Their task is to assess full potential for Kajulu and Lake Water Works and any additional schemes necessary for an elaborate distribution network. The second phase of water supply to the town is just about to be completed and this is expected to raise the water supply to the town from 10.5 million litres to 20 million litres a day. There's also the expansion programme for the Lake Water supply to the town and this when completed will give additional eight million litres a day. The newly launched Emergency Water Supply Project is also to be expanded to raise the daily supply by additional 12 million litres. Under the current Development Plan Kshs. 32.4 million has been set a side for the improvement of water supply into

Kisumu. The improvement envisaged include the expansion of raw water intake,, treatment plant, storage capacity, distribution network, and storage facilities.

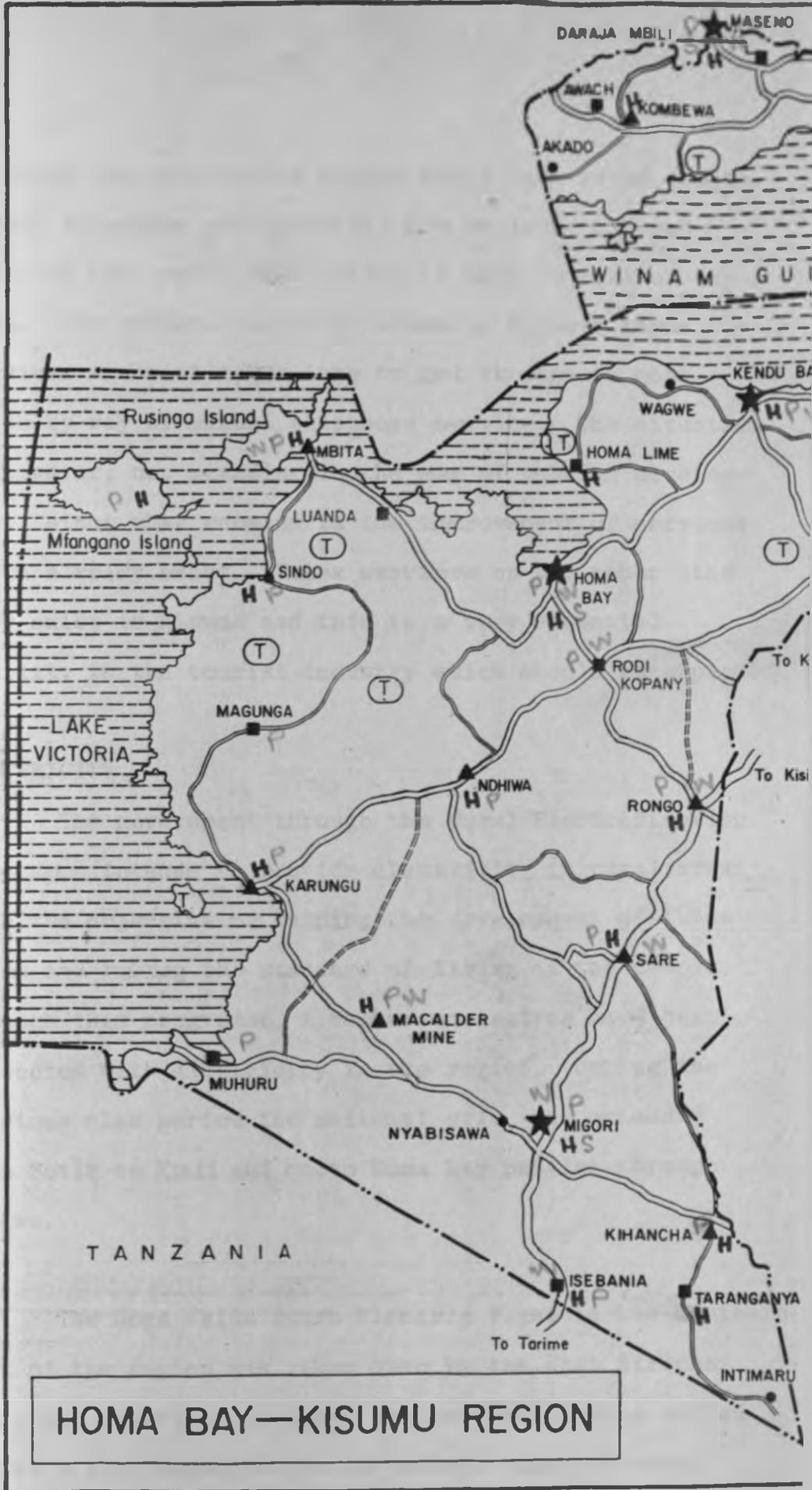
The increase of water supply to the town is essential if the growth of tourism has to be encouraged. Kisumu will be the centre of all tourist activities and adequate water supply is necessary for the functioning of these activities. With the expansion programmes being carried out in Homa Bay and Kisumu the water problem within the region will be forgotten for a number of years. All the other urban centres are either supplied with piped water through Urban Water Supplies or Rural Water Supply Programme. This makes it possible to have clean and safe water in both urban and rural areas without having to resort to raw water from streams and wells for tourist oriented activities.

POST AND TELECOMMUNICATIONS:

Homa Bay-Kisumu region is one of the most disadvantaged in terms of Post and Telecommunication Services. There are only six Departmental and thirty-eight Sub-post offices. In an age where efficient telecommunication is the order of the day, an industry like tourism would face problems if it has to be developed in an area with less efficient and manual telecommunication facilities. Reliable communication is very essential if an industry like tourism has to be encouraged in the region. Tour Operators, Travel Agents and Hotel owners need these services in their efficient form to keep abreast with the competition which is inherent in the sector.

Most of the telephone systems in the region are manual except for Kisumu, which has an STD. system. The manual telephone exchanges are located in Homa Bay, Maseno, Ahero, Miwani, Suna, Ndiwa, Oyugis, Kehancha, Isebania, Macalder, Migori, Kendu Bay, and Suna. Whereas these might appear adequate, given the size of the region and its population, these services are quite inadequate especially when the question of delays in telephone services is taken into account. In those centres where manual telephone services are provided, serious delays are noticed and this is a source of inconvenience to the users. The region, however, has a number of post offices which could be upgraded and better services provided in order to promote efficiency. During the current plan period, the Kenya Post and Telecommunication Corporation intends to establish new Departmental offices at Sare, Mbita, Ndhiwa, Rongo, Kandiege and Macalder. This is intended to increase the types of services that these post offices can handle. This is besides the additional lines to be provided at Karungu, Nyangweso, Mfangano, Kandiege, Homa Bay, Rangwe and Isebania.

The Sub-post offices at Mirogi, Sindo, Mariwa, Kihancha and Muhuru will be upgraded during the plan period. Manual telephone exchanges will be installed at Suna, Sindo, Mariwa, Kabondo, Uriri, Muhuru and Lwanda during the current plan period. With the increase in these services, the region could be better served



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although the question of delays still needs to be solved. Manual telephone services will now be found in most parts of the region thus making it easy to contact any area. The corporation still needs to improve their services since it takes long to get through to most towns by way of manual telephone service. The situation is however, not standing in the way of tourism development, since what remains is the improvement of services which already exist. Telex services on the other hand only exist in Kisumu and this is a very essential facility in the tourist industry which should be expanded.

ELECTRICITY

The government through the Rural Electrification Programme intends to provide electricity in rural areas with the objective of helping the development of these areas and raising the standard of living of the people. Through this programme, a number of centres have been connected with electricity in the region. During the previous plan period the national grid was extended from Sotik to Kisii and on to Homa Bay passing through Rangwe.

The Gogo falls Hydro Electric Plant in the Southern part of the region was taken over by the East African Power and Lighting and plans are currently being worked to get a grid connection from the falls to Migori and Awendo. During the current plan period the corporation has set a side K£ 280,000 for the electrification of Migori, Oyugis,

and Kendu Bay. In the northern part of the region, Miwani, Muhoroni, Kisumu, Maseno and Ahero are already connected to the National Grid System. This means that all the major urban centres within the region have been supplied with electricity. This is quite healthy for the growth of tourism since certain services cannot do without this important facility. As the electrification programme is extended, most centres within the region will get their supplies. Since most tourist establishments will be located in designated centres, there will be no serious problem faced in terms of electricity provision as this can be extended in case of need.

3.6 HEALTH:

The development of an industry like tourism calls for efficient health services in case of sickness or illness. The geographical location of the region subscribes to its unfavourable health situation. Lying alongside a stretch of swampland with high temperatures and humidity most of the year, characteristic of the equatorial zone, the region is endemic with malaria, bilharzia and other vector borne and parastic as well intestinal diseases. The situation is most pronounced in areas adjoining the swampy lake shore areas. The most common notifiable diseases in the region in order of severity are Malaria, Bilharzia, Measles, Pneumonia, Dysentry, Gonorrhoea, and Gastoenteritis.

During the previous plan period tsetse fly was virtually eliminated along the lake shore especially in Gembe, Lambwe and Gwasssi areas. Continuous war is being fought against the other diseases especially malaria. The region has eleven hospitals, nineteen Health Centres and Sub-Health Centres and forty Dispensaries. Of these hospitals eight are privately operated by the Missionaries while three are run by the Government. There are two Provincial Hospitals in the region both of which are located in Kisumu, while the southern part of the region has a District Hospital.

The government is committed to strengthening measures for eradication, prevention and control of all diseases and provision of adequate and effective diagnostic, curative and rehabilitation services. There's also improvement and expansion of existing health centres, dispensaries and hospitals by increasing the number of hospital beds, and opening up of new speciality wards.

In terms of health services, the region is one of the best served in the country with health facilities found within a distance of five to ten kilometres from any given direction of any home. Tourism thus stands to benefit from this well distributed medical situation within the region. Emergency cases can be dealt with urgently either at a health centre or hospital, most of which are located at the urban centres. These centres are joined by quick efficient and reliable transport

with all parts of the region. Serious cases can adequately be dealt with in Kisumu and Homa Bay to some extent. This makes the region be in a sound position to handle medical cases. Because of its connection by air, road and rail, a patient can be transported to Nairobi quite easily for very serious cases. Movement of a patient internally within the region is made feasible by the good road network and a number of airstrips which can be used by the Flying Doctor service.

3.7 SUMMARY OF TOURISM POTENTIAL

As can be seen in the preceeding pages of this chapter, the Homa Bay-Kisumu region has the potential to develop a sound tourist industry. The drainage pattern with the marked meanders, the relief with its Mini-Gulf Rift Valley lying between the Nyabondo plateau and the Nandi escarpment both form beautiful sceneries to watch. The region is also dotted with volcanic mountains rising above the general level of the ground in most parts and these have an added attraction component.

The existing wildlife zones, both developed and potential give the tourist a chance to explore the natural resources of the region. However, wildlife in itself cannot form an adequate and self-contained tourist region. Whereas water sports and other related beach activities could supplement the wildlife component, the varied cultural background of the region

stands to add important elements of attraction in the region's total attraction's catalog. This is because culture is an inexhaustable resource which lives with the people, and given the varied cultural background represented by the different ethnic groups, the region has the ability to offer its visitors a memory-worth holiday.

Developing a sound tourist industry means the ability of an economy to be able to answer to its demands. The fertile soils, reliable rainfall and suitable temperature all have consolidated to raise the level of agricultural production. The region has the capacity to supply most of the food requirements of its tourist industry, thus sealing the imports gap that could result in case most of the food had to be imported. This has the effect of increasing the "multiplier effect" as most of the tourist spending is retained within the region to further develop its economy.

Good hotels, lodges, transport network and telecommunications is a necessity in tourism development. The region has the basic infrastructural requirements in hotels found in Kisumu, Homa Bay and Migori. The hotels are still few in case the tourist industry has to take shape in the region. However, given an increasing volume of visitors, expansion and/or construction can easily be undertaken when the need arises. This is already

seen in the case of Sunset hotel which is being expanded from early next year and Homa Bay hotel whose expansion has just been delayed due to effective demand.

The importance of transport system in the evolution of a tourist industry can't be over-stressed. Despite the fact that the region has some of the best roads in the country, there's still the need to improve some to all-weather standards especially in those zones where the attractions are located. Most of the attractions are linked with good roads although the use of some are restricted to certain parts of the year due to heavy rains which wash them. The region boasts of reliable transport which links it with other parts of the country. It's linked for example with Nairobi through luxury coaches, while internally, buses and "matatus" ensure reliable movement. This is very essential for tourists who would like a cheap public transport as opposed to the rather expensive touring firms.

Having a cheap and reliable transport system is very important especially for the locals whose income levels can't allow for the use of expensive touring firms. The region is in this regard blessed with the presence of Lake Victoria where already there exists a cheap steamer service connecting most piers located both to the northern and southern parts of the lake. Most tourist sites are in fact located within the proximity of the lake and this makes the lake an essential

ingredient in the development of the industry within the region. The utilization of the lake has already been set a float by Sunset hotel management which operates a luxurious boat between the hotel and Ndere Island. The lake with the numerous traditional dug-out canoes littering its waters for most parts of the day is in itself an important attraction. This is however, besides the prospects of turning it into a sports wonderland with floating hotels; together with the consistent utilization of the beaches found in its shores.

Both the air and rail transport provide a link between the region and Nairobi. The Kenya Railways, Kenya Airways and Sunbird Air Aviation all have connections to Kisumu. The railways provide a cheap, reliable and efficient means of visiting the region while the air transport gives an opportunity for those intending to make a quick visit to the region to do so. All these transport modes make it possible to reach the region from any direction at any given time.

The region's potential for tourism development is further given impetus by the good water supply both in the urban and rural areas. This speaks well for tourism development as most tourist establishments are either located or intended for location in designated centres. In the rural areas, safe water is supplied either by the government through Rural Water Supplies

Programme or by "Wananchi" through self-help efforts. Both efforts have seen water being supplied to most parts of the region. The development of tourism also goes hand in hand with health services. The region has well distributed medical facilities either publicly or privately owned. These range from the small dispensaries to the big Provincial Hospitals located within most of the urban centres. It makes it possible to give a quick attention to any visitor who might fall sick during his/her stay in the region.

All these facilities and infrastructure make it clear that the Homa Bay Kisumu region has the potential to develop a tourist industry like the other two zones in the country. The only difference is, that these resources haven't been exploited for the benefit of the industry.

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CHAPTER FOUR

4.0 REGIONAL RESOURCE UTILIZATION

4.1 RESOURCE UTILIZATION

WILDLIFE :

Although not endowed with as much tourist resources as the Coast or the Northern and Southern game areas, the Homa Bay-Kisumu region has an assortment of resources, the chief among which being wildlife. There are a number of wildlife species including birds and animals. The largest and only game reserve in the region is Lambwe Valley which is about 27 kms outside Homa Bay town. The reserve used to form part of the Trans Mara ecosystem with large herds of elephants and other big game roaming free. However, elephants, rhinos and lions have disappeared with the intrusion of settlement between the Lambwe Valley and the Masai Mara, thus thoroughly disturbing the habitat. Despite this disturbance, the reserve still boasts of a large herd of animals as indicated in the table below.

TABLE 4.1 NUMBER OF ANIMALS IN LAMBWE GAME RESERVE

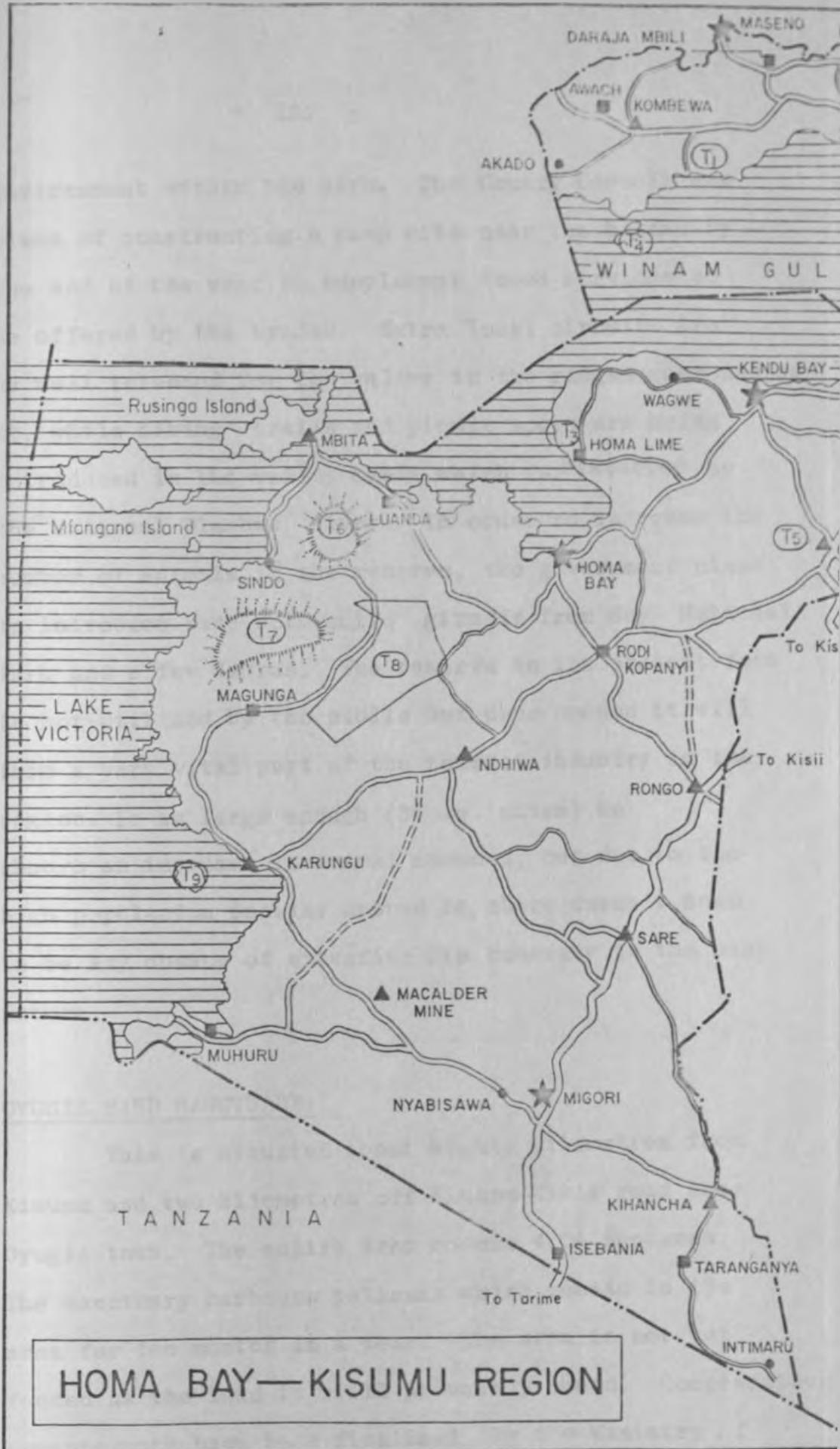
<u>ANIMAL</u>	<u>NUMBER PRESENT</u>
Roan Antelope	220
Jackson Hurt beast	203
Topi	485
Impala	between 900 - 1,000
Red buck	" 700 - 800
Oribi	" 750 - 900
Buffalo	" 300 - 500
Water buck	40
Bush buck	4
Duiker	60

Source: Field Survey, 1982.

The park management has been faced with a number of problems which have withheld the opening of the reserve to the public. The most pressing of these are tsetse fly and fencing. For the case of tsetse fly menace, a surveillance unit formed by the Lake Basin Development Authority together with the Ministry of Health has almost completely cleared the valley of the fly. A total of Kshs. 5 million was spent on spraying the valley and by now it's estimated that only one percent of the initial number of flies remain.

Fencing of the reserve on the other hand is about to be complete and the park will be opened to the public by the end of the year. The question of wildlife straying out of the reserve and destroying property and human life had created a very bad relationship between the local people and park management, but this will improve once the fencing is completed and appropriate compensation paid to those affected.

The roads in the reserve are being murramed by the County Council through grants in aid from the Ministry of Environment and Natural resources. When the work is completed, the park will have forty six kilometres of all weather roads ideal for viewing the animals. Also provided for in the reserve are twelve self contained self service bandas constructed by the Local Authority. The bandas have been constructed just outside the park boundary, thus preserving the



HOMA BAY—KISUMU REGION

environment within the park. The County Council has plans of constructing a camp site near the bandas by the end of the year to supplement those services to be offered by the bandas. Extra local circuits are as well intended for the valley in the ridges surrounding it, while hiking trails and picnic spots are being introduced in the valley basin which is bisected by the seasonal Olambwe river. In order to increase the number of animals in the reserve, the government plans to introduce rare Rothschild giraffe from Soy National Park and a few Zebras. The reserve in its present form is not utilized by the public but once opened it will form a very vital part of the tourist industry in the region. It is large enough (36 sq. miles) to absorb an increase in animal numbers; but due to the high population density around it, there doesn't seem to be any chance of extending its boundary in the near future.

OYUGIS BIRD SANCTUARY:

This is situated about eighty kilometres from Kisumu and two kilometres off Kisumu-Kisii road near Oyugis town. The entire area covers 4.04 hectares. The sanctuary harbours pelicans which remain in the area for ten months in a year. The area is not yet fenced as the land is still privately owned. Compensation arrangements have been finalised by the Ministry of Tourism and Wildlife and this will pave way for the boundaries of the sanctuary to be demarcated and the

birds preserved. The sanctuary is estimated to have between 850-1500 birds although actual counting has not been done. . The number is intended to go up once it becomes operational.

Since the sanctuary lies just about two kilometres outside Oyugis town, the prospects of extending the boundary are not good since it already lies next to the town boundary. Because of its location in a densely populated area, it will have to remain within its present borders for a number of years. The trees on which the birds nest are located along Oyugis river and any future expansion of the area would call for planting of trees away from the river valley. When operational the sanctuary will be managed by the Ministry of Tourism and Wildlife together with the Local County Council.

LAKE SIMBI AND KANO BIRD SANCTUARIES

Simbi is a legendry lake about 20 kilometres from Homa Hot Springs, 3 kilometres from Kend Bay town and about one kilometre off the Homa Bay-Kendu Bay road. The lake is about 1 sq.km. and has Flamingoes whose number are estimated to be between 614-940, and stay in the lake for nine months in a year. The lake lies next to the great Lake Victoria and its origin is surrounded with a lot of Luo myths. This will be an ideal sport for tourists to visit in order to get an in-depth story of the lake's origin as well as watch the birds.

Kano sanctuary is situated just a few kilometres outside Kisumu town. The sanctuary provides a haven for the sacred ibis, the yellow-billed stork and grey heron. This attraction at the sanctuary will be coupled with the location of an aboretum just nearby so as to give the tourists a chance to watch the birds as well as visit the aboretum. The variety of birds in the sanctuary forms a good blend with the impala park near by. The sanctuary is about 3.5 sq. kms. Both these sanctuaries have not been fenced and there are no plans as yet of carrying out this work. This has delayed the utilization of these resources for tourist oriented purposes. The road leading to Kano bird sanctuary is not quite to standard as it's always difficult to use during the rainy season.

HOMA HOT SPRINGS:

This attractive area is located just off the shores of Lake Victoria next to the Volcanic Mt. Homa. The area covers 4.95 hectares and comprises three large hot springs two of which have been adjudicated by the South Nyanza County Council. Hot water gashes out of these springs and it's estimated that an egg would take only five minutes to boil if dipped inside. Although not yet surveyed by the Ministry of Tourism and Wildlife, plans are underway to send a team of conservation experts to study the area.

The springs lie in a valley which was formed by down faulting, thus throwing mountain. Homa to the north of the area. Because of the cracks caused by volcanic activity, the hot water from underground now escapes through these cracks. Volcanic activity in the area took place as recently as 1972 when an earth tremor threw up one and a half inches of earth. The area has a lot of beautiful scenery surrounding it and would therefore form a very important part of the tourist industry within the area.

OTHER ATTRACTIONS:

The region has a number of other resources which are mostly centred around Kisumu and form the core of the meagre tourist traffic to the area. Just outside Kisumu town is the Impala park, part of which fronts the Sunset hotel and accomodating the new animal orphanage. The park was formed initially to accomodate the town's herd of impala which not so long ago roamed freely in the streets. Some of the impalas have been transfered to Ndere Island where a small park has been established. The park now forms an important part of the relaxation programme of guests at Sunset hotel. The hotel currently provides a link from Kisumu to the Impala park in the Island in their vessel "Sunrise".

Another form of attraction whose potential is great but hardly talked about is Lake Victoria. The lake could form the core of the region's tourist

industry if developed with a clear programme and order of implimentation, Water sports could be developed on the lake, including sports fishing and traditional annual canoe competition which is already an established event. This could be besides the lake runs in floating hotels to different parts of the region using either Kisumu or Homa Bay as points of departure. It would not be enough in itself just watching the waters of the lake as this mass has other more important aspects to it. The only form of utilizing the lake's potential presently is a yatch club which is a private organization located next to the Hippo point in Kisumu. Although a private members club, guests from Sunset hotel use the club by arrangement. Although the utilization of the lake could involve heavy investment, it would however, be an investment worth its intention yet generating revenue for the investors.

The legendry Kit Mikai, a rock which is believed to be sacred by the local people also lies about nineteen kilometres from Kisumu town and two kilometres off the Kisian-Bondo road. The rocks which form a triangular shape with two at the bottom and one giant one on top of the two is believed to bring rain during the dry season and bless the local community in times of disaster. What the local people need to do is to travel to the rock and gather for prayers. The rock is occasionally visited by people although the road leading to its location can only be used during the dry season.

The urban centres in the region still have a limited number of things to offer. It's only Kisumu town which has things that can interest the visitors. The town has a variety of entertainment facilities that can give the visitors a holiday memory. These include the Flamingo Casino which offers international entertainment in the form of excellent discos, gaming rooms and a lush Chinese restaurant. The town also has three cinema theatres and a museum.

These other attractions are besides, the numerous, sceneries which are located in different parts of the region and already referred to in Chapter three.

LOCAL CULTURE:

One aspect of tourist attraction that has been completely neglected in the development of tourism in Kenya is the local culture. The development of this aspect of tourism offers a better alternative than the traditionally well known attractions of wildlife and beaches. This is because, tourism must be seen as an instrument for developing and reinforcing out dignity, pride and character of the human element of each region besides contributing to the economic progress of the respective zones. Tourist/resident relationship can be a vital force in the matter of cultural exchange although there's a need to guard against the tourists loose-life style of care-free spending.

The Homa Bay-Kisumu region has a diversity of cultural backgrounds imbeded in the backgrounds of three ethnic groups. Already this aspect of tourism is being exploited to some degree within the region. Traditional dances, art, music and crafts has been a part of the tourists programme at Sunset. The hotel management has organized daily evening traditional music and dances, thus adding glamour to the guest's entertainment. The availability of skilled craftsmen using wood and soap stone to make artifacts and handicrafts is a common feature in the streets of Kisumu town as well as at the tourist hotels. This activity helps to sell the local culture which is embodied in the handicrafts, thus channeling money to the locals and bringing benefit to the region's economy. Cultural tourism thus helps in the revival of cultural traits which could have otherwise degenerated. The extent to which this important aspect of tourism is exploited is minimal, there's therefore a need to widen its base from Kisumu so as to give it a regional outlook. Sunset presently organizes only Luo traditional dances and music and this limits the visitors exposure to other tribes' cultures. There's a need to develop the cultures of other ethnic groups like the Basuba, Kuria and the Maragoli, so as to strike a balance between the different groups.

From these resources, it's apparent that the region has the capacity to evolve an economically viable tourist industry. The only snag in this development stems out of the fact that most of these resources haven't been developed for consistent utilization. This is because the government had for long ignored the region until early 1970's when attention was directed towards it. Although the region presently offers what other areas in the country offer, but in a lesser scale, its capacity to attract a tourist influx is beginning to show in the investments being made in the hotels and road network. The sites of attraction are still wide a part with no consistent activity in between. Connectivity is necessary to break up the monotony that now characterizes the region, with cultural activities being located at strategic points along the tourist routes. Although the wildlife resource is a narrow base from where to start a tourist industry, the Lambwe Valley could be the Samburu or Masai Mara of the Western zone. Lambwe Valley has in fact more Wildlife than Masai Mara which is the core of tourism in the area South of Nairobi. When the park becomes operational by the end of the year, the region will be able to experience a visitor influx, which would utilize the varied resources existent thus giving a linkage and continuity between different resource areas. Homa Bay town with its location among the hills around the lake already forms a tourist paradise which when coupled with the sugar cane plantations and the escarpments in

the north can make the area a self-contained tourist zone.

The climate in the region especially near the principal towns of Kisumu and Homa Bay is ideal for those seeking a "lido" type holiday. The relative humidity and the temperatures are a good deal more tolerable than the coast. All these factors consolidate to make the region comparable in resources with the other established zones in the country.

4.2 INFRASTRUCTURE AND FACILITIES :

HOTEL SERVICES:

Following the discussion in the last Chapter on hotel and lodge potential of the area, it would appear that the region is not well served with this facility. However, given the present volume of visitors to the area, the existing hotels are quite sufficient to meet the demand. Some hotels are operating below their actual capacity, in certain cases, necessitating subsidy as is the case with Homa Bay hotel. Sunset and New Kisumu hotels are the only ones that operate somewhere near capacity. The region's room and bed capacity is as indicated in Table 4.2.

TABLE 4.2 HOTEL BED AND ROOM CAPACITY IN THE REGION

HOTEL	NO. OF ROOMS	NO. OF BEDS	NO. OF EMPLOYEES
New Kisumu	45	98	68
Sunset	53	100	74
Homa Bay	21	46	27
Lake View	20	43	35
Total	139	287	204

Source: Field Survey, 1982.

The above four hotels share between them a total of 139 rooms and 287 beds. While this looks to be a low figure for the region, one still finds low occupancies for both rooms and beds. These low occupancies are due to lack of publicity for the area, undeveloped resources, and to some extent poor road condition. With the investment being made in roads and hotels, the situation is bound to change more so when Lambwe Valley becomes operational increasing the flow of visitors to the region. Although the hotels are presently under utilized, a tourist influx to the region would definitely call for the expansion of the existing units. Already Sunset is going to be expanded within the current plan period giving additional beds and rooms. The self-service bandas in Lambwe Valley can take care of additional bed and room demand in the southern part

of the region in supplement to the services at Homa Bay Hotel whose expansion depends on the volume of visitors to the area. The present 46 beds in the hotel will not be able to cope with increased demand, especially when Lambwe Valley is open and being near as it is to the reserve. Masawa Hotel located in Homa Bay town could share some of the increased demand but this depends on the improvement of its services. Instead of waiting for the bomb to explode and which appears to be soon, the KTDC, who own Homa Bay Hotel could embark on the expansion programme which was shelved off. This is to save the situation in case the region's hotels turn back visitors for being fully-booked. It's not for the good of the region to wait until the need for expansion arises since the construction of hotels takes time, and by then a lot of harm could have already been done to the region's image.

Sunset Hotel because of its location in a large business town, registers high occupancy rates than Homa Bay. The town has a lot of business activities thus attracting the rich businessmen who visit it. This is besides the fact that the hotel is marketed by the management alongside other African Tours and Hotels establishments. New Kisumu hotel on the other hand was the first tourist class hotel with a well established clientele and this explains for high occupancies registered. The two hotels register high occupancies because of the foregoing reasons besides the fact that their location in Kisumu town gives the visitors a chance to see the Impapa park, visit

the museum and nearby West Kano Bird Sanctuary. Homa Bay hotel on the other hand has nothing to offer its visitors in terms of sight seeing. The management doesn't seem to be keen on marketing it until the reserve is open. With the tourist information office planned for Kisumu by the end of the year and the tour operators determination to map-out the area immediately the game reserve is opened, it would be necessary to plan for additional hotels in order to meet the expected tourist in flow into the area.

TABLE 4.3 BED AND ROOM OCCUPANCIES IN THE REGION 1981

HOTEL	ROOM OCCUPANCY IN %	BED OCCUPANCY IN %
New Kisumu	69.17	48.55
Sunset	70.18	52.91
Homa Bay	30.82	17.80
Lake View	44.87	32.94

Source: Field Survey, 1982.

The above figures are an average for 1980 and 1981 and reflect the situation about room and bed occupancies. Besides factors like undeveloped resources and lack of publicity, the under utilization of hotel facilities is also partly explained by the reluctance of the local people to patronize such tourist oriented establishments. The

belief is that such hotels are expensive and too official in atmosphere. The question of cost arises due to the low level of income of the people in the area which doesn't allow them to set-aside some of their earnings for relaxation. What results from this situation is better business for the low class hotels of the Bar and Restaurant, Boarding and Lodging type. Despite this attitude among the people of the region, the hotels have been able to induce them by offering resident rates and this has paid dividends. Sunset hotel for example charges Kshs. 295 for a single and Kshs. 415 for a double on a bed and breakfast basis. The comparative figures for Homa Bay hotel are Kshs 265 for a single and Kshs. 350 for a double. These rates are quite low when compared with Nairobi's Kshs. 495/70 for a single and Kshs. 650 for a double. There's a need to encourage local businessmen and economically well placed individuals to make use of these hotels. Although these prices have been an incentive to the local people, there is a need to supplement them with off-season package during the months of April to July. This would make the hotels sell those beds which could have otherwise remained unsold due to high prices. When promotion and publicity is intensified both within and outside the region these hotels will definitely get an increased share of the locals making use of their facilities.

A part from the four tourist class hotels in the region, there are six other hotels which are able to offer good services with a bit of improvement. Four of these are located in Kisumu town and include Lagoon Motel, Tot Coffee House, East View Hotel and New Victoria Hotel. The other two include Masawa hotel in Homa Bay and Girango lodge in Migori. The services offered in these hotels are of good standard and with an increased demand for hotel/lodge accomodation, these hotels could be renovated and some of their services improved to meet this demand. It's quite possible for them to handle any increased demand before the expansion of the existing tourist hotels or construction of new ones. Since most of these hotels are locally owned, it would be of benefit to the region to incorporate them into the tourist industry for its benefit.

TABLE 4.4 HOTEL BED AND ROOM CAPACITY IN THE NON-TOURIST HOTELS

NAME OF HOTEL	NO. OF ROOMS	NO. OF BEDS	NO. OF EMPLOYEES
Lagoon Motel	16	29	20
Tot Coffee House	24	51	29
East View Hotel	17	33	26
New Victoria Hotel	19	40	18
Masawa Hotel	25	53	16
Girango Lodge	31	60	32
Total	132	266	141

Source: Field Survey, 1982.

Among them, these hotels share 132 rooms and 266 beds. This is a positive development for the region as earnings accruing to these establishments will be retained within, thus resulting in a multiplier effect for the area. It was difficult to get the room and bed occupancies of these hotels as no records were being kept. However it was confirmed during a visit to each one of them that business was quite good, except for Masawa which complained of severe competition from the boarding and lodging establishments. Masawa's situation in any case will improve as soon as the reserve is open since it's located near the reserve and still faces the same problem as Homa Bay Hotel. In terms of employment, the Tourist Hotels, employ a sizeable number of local people in different sections. The highest percentage was in New Kisumu hotel, the longest established, where 78% of the employees were coming from the Homa Bay - Kisumu region. This was followed by Sunset's figure of 24%, Homa Bay's 21% and Lake Views 75%. The low figures for Home Bay and Sunset can be attributed to their recent construction and the management's desire to have a national outlook in recruitment. The corporation which manages the two hotels is partly public and any leaning towards one or two ethnic groups could be viewed to be a tribalistic tendency. This explains for their low figures which could rise with their expansion.

New Kisumu hotel and Lake View both have high figures due to their being the first high class hotels in the region and largely locally owned. Most of their staff are recruited locally and skills about the industry imparted to them on job; a different situation from Sunset and Homa Bay where the employees are Utali trained.

The non-tourist class hotels, on the other hand have almost all of their staff locally recruited. The percentages are Lagoon 87%, Tot 91%, East View 88%, New Victoria 94%, Masawa 100% and Girango 100%. These high percentages are due to the local ownership of these hotels. The figures together with those of the tourist class hotels speak well for the unemployment situation in the area. With the expected increase in demand for hotel accomodation, and the expansion or construction of new hotels more people from the region will be absorbed into the hotel industry. In terms of indirect employment in other activities like agriculture, fisheries, commerce and industry, it was difficult to determine those who were directly employed due to the demands of the hotels. It was, however, clear that quite a sizeable number of people were employed in these sectors due to the derived demand from the hotels as all hotels receive most of their supplies, like meat, vegetable, tomatoes, onions, fish etc. locally. The difficulty in this respect arose due to the fact that

the industry hasn't taken root in the region thus making it rather impossible to evaluate this aspect of employment.

TRANSPORT:

ROAD

As mentioned about their potential in Chapter Three, the road network in the region is very crucial for tourism development. Although the region has a good road network, some leading to certain tourist sites are too bad and become impassible during the rainy season, when they are washed out or become muddy. Although most tourist sites lie close to the main roads, the ones linking them are often in bad state and can't be used by tour operators who are loathe to commit their vehicles over bad terrain. Although there's strictly speaking no visits to the tourist sites in the region except for those around Kisumu town, visitors are normally conducted around the region along tarmac and all weather roads. Both Kisumu travel and African Tours and Hotels conduct visitors to some sites which are either near the main roads or are linked with all weather roads. Some like Kit Mikai, Homa Hot Springs, and Oyugis Bird sanctuary can't be visited during the rainy season. The Homa Bay-Mbita road presents a number of problems during the rainy season, yet this is the main road to the Lambwe Valley and the beautiful Kanyamwa, Gembe and Ruri hills. Although the road is

all weather, this has not been able to solve most of the problems it causes. A lasting solution is necessary since without such a move tourism in the southern part of the region will suffer a lot. This is because, visits to such areas will only be limited to certain periods in a year, thus defeating even the purpose of opening the Lambwe Valley reserve.

In comparison to the Northern part of the region, the southern part doesn't have a very good road network. The Kendu Bay - Katito road which links both halves of the region over river Sondu has been known to be a killer because of its terrible condition. The road hasn't been made to all weather standard, yet it passes through the resource areas and undulating countryside at the foot of the Nyabondo plateau. This road in its present condition is terribly going to limit the utilization of resources or scenery tours around the area.

Even though there has been a minimal utilization of the road system for tourist oriented activities, there's a need to perfect those that lead to key tourist zones so as to pave way for a sound tourist industry. It will be difficult to convince tour operators to use rough roads with high maintenance costs. Presently the major roads used are the Kericho-Kisumu road, Kisii- Ahero - Kisumu road, and Busia - Kisumu road. All the other roads have been used rarely for tourist

oriented activities. In their present state it would be unwise to commit vehicles over certain roads as this will result in high operation cost which could be passed over to the consumers thus making holiday in the region an expensive affair. Both the District Development Committee and the Ministry of Transport and Communication are making an effort to bring the roads to a proper all-weather condition. This is not only done for tourist oriented purposes but even for other economic activities.

TABLE 4.5 MODE OF TRAVEL

MODE	PERCENTAGE
Road	84%
Air	4%
Train	12%

Source: Field Survey, 1982.

Of the 123 guests who were chosen randomly and interviewed, 84% had been to the area by road, 12% by train and 4% by air. This still shows how important road transport is and the need for more attention being devoted to it, since it holds the key to the region's tourism future.

AIR

This has been the least used mode of transport to and from the region and even internally. Of those interviewed only a small percentage had arrived in the region by air. The two, Kenya Airways and Sunbird Air Aviation, transport people to Kisumu five and eleven times a week respectively. With the expansion of the region's tourism there will be a need for air transport operators to increase their flights. This would even call for an Air Charter Company to open up an office in Kisumu with its planes based in the town in order to facilitate the movement of people to other airstrips in the region. Although most of the airstrips in the region have been made either to all-weather standard or bitumenised, some are not used for most of the year. The region should be able to evolve its own air transport system and not to rely on planes arriving from Nairobi as this is bound to cause delays.

Basing planes in Kisumu would make it possible for tourists intending to move to a particular area within the region as fast as possible to do so. It would even be important for transporting sick tourists from one hospital to the other. Although it's costly, air transport will in future be a main source of travel to the region especially when Kisumu grows to be a tourism centre like Mombasa with Charter flights coming direct from the tourist generating countries.

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RAIL

Rail transport has been the second most important mode of travel to the Homa Bay-Kisumu region. This stems out of the fact that it's cheap, reliable and safe. Of those interviewed 12% had entered the region by rail, and had either used second or first class coaches. Because of the direct link that Kisumu has with Nairobi, it becomes possible for people to move directly from Nairobi to the region. The Kenya Railways corporation presently deploys only a few second and first class coaches on the Nairobi-Kisumu line, despite their demand, which is always high. The corporation, however, uses a number of third class coaches on the line which are unfortunately crowded with people. This is an aspect where the region has some advantage over the southern and northern game areas because, rail transport is cheap and reliable.

Internally there's a minimal usage of rail as a means of transport and this is only between Kisumu and Maseno. The idea of extending a line from Lumbwa to Homa Bay has not taken off.. This could ease rail communication to the extent that if linked with water transport, it would make a holiday in the region very cheap on the side of transport. These are aspects which need serious consideration, since it's becoming more expensive to use road transport due to the constantly rising oil prices. If the region could exploit these two forms of transport, this would give it an edge over the other established tourist zones.

WATER:

This is the least used form of transport. None of the people interviewed reported the use of this mode of transport; except for the African Tours and Hotels operated "Sunrise" vessel which plys between the hotel and Ndere Island. Just like the railway, water transport appears to be one of the cheapest forms of travel. The region borders Lake Victoria, the second largest fresh water Lake in the World. The transport system currently being carried out on the lake has no tourism orientation, yet it could provide a cheap form of visiting resource areas both to the Southern and Northern parts of the region.

A part from being a cheap form of transport, it will give the visitors a chance to travel through the lake with traditional fishermen's dug-out canoes in full view as they litter the lake bringing a shore their night's catch of fish. If tourism has to take root in the Homa Bay - Kisumu region, then Lake Victoria will have to be the core of the whole activity. It will have to be the lake that will form a link between the two extremes of the region. Lambwe Valley, Homa Hot Springs, Lake Simbi, God Alur, Ndere Island, Kano Bird Sanctuary, Rusing Archaeological Site, are all in or just at the shores of the lake. The importance of the lake forming a link to these points is unquestionable. It's in this regard that any planning of tourism will seriously

have to consider the question of lake transport despite the fact that investment might be expensive. Tourist oriented vessels will have to be introduced to ferry visitors to the sites within or on the lake in order not to rely on the scheduled passenger steamers. Ways of utilizing the lake for tourism purposes will be taken up in the next Chapter.

4.3 VISITOR CHARACTERISTICS:

ORIGIN

Because of the limited tourist traffic to the region presently, most of the people interviewed were Kenyans. A total of 123 people were interviewed out of 224 who were staying in the hotels at the time of interview. Out of this number 56% were Kenyans most of whom were on business or on official assignments. The large percentage of Kenyans in the sample shows that the extent to which the region's facilities are utilized by non-Kenyans is still limited. Whereas this is a healthy development for the region's tourism, it on the other hand has some negative implications as the extent to which this market can be exploited is limited as yet. On the positive side, this augers well for the region's tourism as it doesn't have to rely solely on foreigners to utilize its resources.

Most Kenyans interviewed expressed no interest of moving outside the hotel for sight-seeing. This means that they are only pre-occupied with their businesses.

putting the question of holiday a side. To some extent, they play an important role in terms of bed sales thus speaking well for room and bed occupancies. This situation is only peculiar to the Homa Bay - Kisumu region as it doesn't occur in other zones in Kenya.

A part from Kenyans, Britons were the second largest group, followed by Germans, French, Scandinavians, Americans and others (table below).

TABLE 4.6 COMPOSITION OF VISITORS BY HOTELS AND PERCENTA

COUNTRY OF RESIDENCE	H O T E L			
	HOMA BAY	SUNSET	NEW KISUMU	LAKE VIEW
British	15	25	15	3
German	10	20	10	-
French	-	5	10	-
Scandinavian	-	4	4	-
American	5	1	1	4
Kenyans	65	40	50	90
Others	15	5	10	3

Source: Field Survey, 1982.

The table clearly reveals the dominant position of Kenyans in the sample. The largest market for the region appears to be in Europe where Britain leads followed by Germany. This means that promotional efforts

have to be directed towards this market, although not to the exclusion of North America and other potential zones. Europe in fact is a major market not only for the region but also for the whole of Kenya. It would be necessary in this respect to launch an aggressive publicity campaign both locally (Kenya and region) and overseas. This stems out of the fact the region presently attracts only those who have arrived in the country and not those who come from overseas to the region direct. Locally it's necessary to attract people from both within the region and outside but within Kenya. If the local market is properly geared towards the utilization of the region's resources, then this could act as a check on adverse international economic situations which sometimes reduces the flow of visitors to Kenya. Since the trend of attracting locals has began to take shape, there's a need to strengthen it by offering incentives a part from off season and resident rates. The region is lucky in having lower hotel prices than the other regions and this is a situation which should be exploited to the maximum.

KNOWLEDGE OF THE REGION AND REASONS FOR VISIT

Due to lack of publicity for the area either locally or internationally, the type of visitors that the region attracts are either those on business or on transit. For the foreigners, all of them had known about the region just after arriving in Kenya, either through touring firms, or friends. The only publicity that

exists about the area is through African Tours and Hotels, the owners of the two tourist class hotels, Homa Bay and Sunset. They try to market these two hotels centrally in Nairobi, with an aim of trying to boost sales. This has paid-off especially at Sunset although the response for Homa Bay hasn't been encouraging. Most of the respondents had not heard about the region before and this is a situation which should completely be changed for the benefit of the region's tourism. It shows that even the government has not taken the pains to market the area and this appears to be one of the contributory factors for the low visitor turn-out in the region.

TABLE 4.7 KNOWLEDGE OF THE HOMA BAY-KISUMU REGION
IN PERCENTAGE BY FOREIGNERS

SOURCE	PERCENTAGE
Publicity	4
Touring Firms	45
Friends	51

Source: Field Survey, 1982.

It wouldn't be possible to develop tourism in an area when the dissemination of information is left to channels like friends. Although touring firms could play a vital role in this respect as is reflected in

their high percentage in the table above, their efforts need to be supplemented with government campaigns. This is because touring firms can only attract those who have already arrived in the country. The opening of a Provincial Tourist Information Office in Kisumu by the end of this year, would not solve all the problems as this would only be of help to those who have arrived in the region. A pull-factor is necessary which can place the region's attractions at the disposal of the tourists when still overseas or in Nairobi. It's even difficult to rely on this type of strategy as most of the foreign tourists who come to Kenya are versed with what area to visit and what to see even before they leave their home countries. All this is due to the efforts of the Overseas Tourist Offices. It is in this respect that the Homa Bay-Kisumu region is starved of guests and a change in strategy is needed. Tourism greatly depends on proper and aggressive marketing for survival, for without this essential tool, not even Kenya's tourism can keep trends with the competition that now characterises the industry.

Although most of the resources and facilities that the region offers are not yet developed to the extent found in the other two main tourist zones, the response of the foreign guests interviewed reveals a certain amount of satisfaction with a limited reservation on the regional facilities and infrastructure. As opposed to the Kenyan respondents, most foreign visitors came to

the region for holiday. At its present level, the region seems to attract more of business tourists, a trend which is different from the national image where holiday visitors are the majority. This situation is bound to change as the region opens its doors to visitors influx. The central position of Lake Victoria became clear from the interviews as most of the foreign respondents, reported having come to the area to see the lake. This means that the lake will have to be utilized in all forms to give the region its tourism backbone.

LENGTH OF STAY AND NUMBER OF VISITS

From the tourists interviewed, over 85% were visiting the region for the first and second times. The foreigners formed the largest number of those making their visit to the area for the first time, while most residents were making a second visit. This shows that lack of developed facilities has not made it possible for visitors to come to the area a number of times. Asked about the possibility of a re-visit to the region, most foreigners expressed the interest to, although they wondered why such a beautiful countryside had not been developed into a tourist paradise.

A visit to the region presently lacks in attractions outside the towns, mainly Kisumu, and the visitors were confined to the hotels which makes their visit boring and tiresome. Kisumu town was praised

for having a few but interesting things to see especially the Impala park, museum and the lake. All the foreigners at Sunset had been taken to Ndere Island where they saw beautiful rock paintings, birds and impalas. They only wished more of such things could be developed away from Kisumu in order to give the tourists a variety of choice. The traditional dance and music staged every evening at Sunset got a lot of praise. The guests wished a village where a variety of such activities are offered could be made available in the area. Most of them had been to Bomas of Kenya where they had enjoyed the variety of Kenyan cultures.

In terms of length of stay, the region needs to be able to attract visitors who can stay longer than one day. This is when it stands to benefit from the tourists expenditures on various items. It also means travelling to other parts of the region thus distributing the tourist expenditure without the risk of benefiting only the hotels and lodges. With most visitors staying for one day or two, the region will be building its tourism base on a shaky ground with limited benefits.

Presently it's only the locals who stay longer and are making a second and third visits, as businessmen try to follow their business contracts. While the long stay of the locals is benefical to the areas's tourism, experience in other parts of the country has shown that

TABLE 4.8 NUMBER OF VISITS TO THE REGION IN PERCENTAGE

NO. OF VISIT	PERCENTAGE
First	32
Second	56
Third	9
More than third	3

Source: Field Survey, 1982.

a region's tourism can't depend on this market which is still too small. There's a need to widen the market base in order to develop a viable tourist industry comensurate with the expensive investments involved. This in any case doesn't mean ignoring the local market whose contribution has been found to be valuable but rather to expose the region's resources to a wider community.

SPENDING PATTERN

Tourism has been adopted in many countries as a development strategy mainly because of its resultant revenue and incomes generated. That the activity benefits a destination area is not disputable as the experiment has been tested with promising success in many parts of the world. What ~~the~~ region can benefit from tourism is the money spent by the visitors during

their stay in the area. The survey revealed that the guests spend their money on a number of items ranging from travel, shopping, room through food, handicrafts and entertainment (see table below).

TABLE 4.9 VISITORS EXPENDITURE PATTERN

ITEM	PERCENTAGE
Travel	5
Room	12
Food	14
Handicrafts	20
Entertainment	10
Incidental	18
Shopping	21

Source: Field Survey, 1982.

The low figure for travel is due to limited movement outside the hotels. Most visitors are confined to their hotels, without making any trips except for the lake journey to the Ndere Islands and few sight-seeing tours around the region a few miles from Kisumu town, or within the town. Visitors in Homa Bay hotel made no movement away from the hotel except for strolls in the town. Within Kisumu town, minimal travel to the museum, Impala park, market or the lake accounts for

This is because most of the tourist establishments in the region are still locally owned. The situation could change as private investors from outside the area come to invest, with the result that more "leakages" will be introduced, reducing the multiplier effect of these expenditures.

It should be noted, however, that this is an aspect of tourism where getting precise figures and impact of the same is difficult. The figures that one comes out with are mere estimations, which should be treated with caution. In an area like this one, where tourism indicators are still minimal, it's difficult to measure the impact of tourism expenditure, and this reduces conclusions to mere speculations or estimations. To get a good picture, one needs to follow each individual item right from the supplier in order to evaluate its impact on the economy of the region as well as estimating the magnitude of the leakage. This is an exercise which needs a longer time, and this paper could not go into such details. The conclusions drawn in this section are based on the field survey and are reflective of the answers received from the respondents.

IMPRESSIONS OF VISITORS

The utilization of the region's resources and facilities is dictated by the feeling of the visitors. The opinions of the visitors varied from one item to the other. While most of them agreed that accommodation,

food and resident attitude was good, the response for attractions to see and telephone services wasn't encouraging as is reflected in the table. The large percentage of poor telephone services was recorded from respondents in Homa Bay. This is an aspect which can greatly interfere with the development of tourism in the region. Apart from Kisumu, the other centres have telephone services characterized by long delays. There is a need to perfect this service in order to build a good image of the region's tourism. Telephone is one of the most important infrastructural

TABLE 4.9

VISITOR OPINION

ITEM	VERY GOOD %	GOOD %	FAIR %	POOR %	TOTAL
Hotel accommodation	55	45	-	-	100
Hotel food/services	45	43	12	-	100
Evening entertainment	38	53	9	-	100
Local shopping	40	32	28	-	100
Help by residents	43	40	17	-	100
Attitude of residents	58	28	14	-	100
Attractions	32	34	34	-	100
Information service	19	52	15	14	100
Telephone service	37	29	3	31	100

Source: Field Survey, 1982.

requirements in the development of tourism and as the comments show in the above table it's one of those items which need serious attention. Most of the people who reported this service as good or very good were those staying in Kisumu hotels where there is STD telephone system. The high percentage of poor, is for Homa Bay where manual telephones are still in use thus causing delays. In Homa Bay for example a visitor indicated to me that he booked a phone call to Nairobi at 9.15 a.m. and he never got through for the whole day. This could be serious especially if the call needed is urgent.

Information service just as I have mentioned in the preceding pages is lacking in the region. About 19% of the respondents reported this as very good while 52% reported it as good. This response was received in Kisumu where the Sunset hotel, maintains an information desk for its guests. Although the response in this line tends to commend the information service, the fact still remains that this item is lacking. The planned Provincial Information Office could improve the situation, but a need to have other offices outside the region is absolutely necessary.

The friendly nature of the people of the area can clearly be seen from table 4.9, where 58% of the respondents reported resident attitude as very good. This shows that the residents are receptive to foreigners, a very healthy situation which can promote the development

of the region's tourism. Cases of over charging, arrogance, conservatism among residents can make the region have a very bad picture that can seriously affect tourism. Although it's still difficult to evaluate this aspect of the region's people, due to limited travel that now characterizes the area, these good comments can be taken to apply in most parts. This can only be tested once tourism takes form and the response is further tested.

Two items which received the best comments were food and accommodation, while accommodation received 55% very good and 45% good, food and services received 45% very good and 43% good. This reflects positively on the region's tourism. It's a reflection of the high quality services offered, making the hotels quite comparable in standards of service to those in other tourist zones in the country. This comment should not, however, call for relaxation, but rather improvement in the provision of these services. This good response about food and accommodation was not comparable to that of attractions where 34% of the respondents felt that what the area offers is only "fair". As has been hinted in a number of sections of this chapter, the region only lacks what to see, and the development of these resources would bring about a total revolution on the region's present tourists volume. From these comments, it's no doubt obvious that serious attention need to be given to the area if the dreams of turning it into

a tourist paradise like the Coast or Nairobi could be realized, otherwise costly investments already made could as well be wasted especially if no serious planning is incorporated in the whole tourism programme.

Some of the major problems facing the industry in the region include the development of the sites, construction of all weather roads to sites, perfection of telephone facilities, diversification of attractions from the traditional attractions of wildlife and scenery to incorporate others like culture etc. Besides these, the other problem facing the region is that of low income levels. The low incomes are a disincentive to some of the local people utilizing those facilities and infrastructure that are offered. There is a need to increase the participation of the local people in the utilization of the region's resources, so as not to rely heavily on people from outside. The situation that one finds in the area is one where even taking drinks or meals in the hotels is only limited to the well-to-do whose percentage out of the total population is still too small. Since the region has the capacity to sustain the growth of tourism, charity should therefore begin at home, so that the locals dominate the frontline in terms of utilization of the region's resources and infrastructure. This will make the region build a strong local market able to withstand unpredictable changes that might come about in tourist generating zones or countries outside the region.

4.4. SUMMARY

The discussion on the utilization of regional resources has showed that certain issues are at stake that need attention before the region can evolve a competitive tourist industry. The opening of Lambwe Valley (Ruma) is just a few months away and it's this game reserve that holds the key to a tourist influx into the region. The delay in opening the reserve has greatly reduced the utilization of other resources in the region. Besides Lambwe Valley, most wildlife areas especially the bird sanctuaries are not yet demarcated and fenced while other attractions like Homa Hot Spring still need to be assessed for their tourism value. The delay in fencing such areas and compensating the land owners is still holding the growth of the tourist industry. The stress on wildlife among tourism planners in the region underestimates the importance of Lake Victoria and culture as important pull-factors of visitors to the region.

The role of local culture in this regard is quite clear as exemplified by evening entertainment at Sunset Hotel, yet this has not been tapped neither in the region nor in other parts of the country in an extent commensurate with the riches of the resource. The region has to develop this resource in away that can give it a distinctive character from other zones in the country. This would mean locating cultural activities at appropriate centres throughout the region.

This will reduce the degree of competition between the region and Nairobi and the Coast.

That hotel and lodge facilities are inadequate can't be disputed. The region needs these establishments in order to be sure of creating a favourable image of a developed tourist zone. Although occupancies are still low in most hotels except Sunset and New Kisumu, this is due to lack of effective publicity for the regional resources. Most hotels presently have occupancies of below 50% both for room and bed. But a part from publicity, these low occupancies are due to the limited resources which have been developed with a capacity to attract people into the area. This is a great disincentive to the people who might be interested in visiting various resource areas of the region.

Road condition to some potential as well as developed sites is poor thus making it impossible to patrolise even the developed ones. This is the case with Homa Hot Springs, Kano Bird Sanctuary and Lake Simbi. Most of the sites are off the conventional public transport routes thus calling for the establishment of touring firms which can take people to such areas. The region has only one touring firm with a limited capacity, although the management feels it has the ability to increase the fleet of vehicles in case of need. Since this firm is based in Kisumu, there's a need to correct

the imbalance by establishing other firms in Homa Bay and Migori to serve the southern part of the region. The region has not been able to properly utilize this mode of transport (road) as most touring firms are loathe to commit their vehicles over bad terrain.

Just like roads, air and rail transport have not been used for any tourist oriented activity. These two modes of transport have been limited to ferrying people from Nairobi to the region. The use of air transport would increase the utilization of the resources once the airstrips are constructed to all weather standard and an air transport company established in Kisumu to facilitate internal movement rather than rely on Nairobi based companies. This type of situation is still not possible with the present state of the resources, since additional investment is needed to develop them thus generating a tourist influx. Rail services are only concentrated in Kisumu, and this means that it only serves as a way of transporting people into the region rather than providing intra-regional services. Should the extension of the Lumbwa line down to Homa Bay be economically viable, then both the northern and southern parts of the region will be linked by rail, with Lake Victoria forming a link between the two ends. This is because, water transport over Lake Victoria stands to be the cheapest way of utilizing the region's resources. This has not been quite possible

as most resources around the Lake have not been developed. There are already steamers operating between Kisumu and Homa Bay, Karungu, Kendu Bay, Kowuor, and Mfangano. People have used them between Homa Bay and Kisumu and there's the complaint that they are slow, taking about five hours over a distance of 55 Kms. There's the need to introduce fast moving steamers to reduce boredom en route thus facilitating quick movement from one resource area to the other. The three times a week schedule of these steamers could also have negative developments for regional tourism. Once the industry takes root, it would be necessary to have them on a daily basis and if possible twice a day so that people could move with ease between the northern and southern parts of the region over the Lake. Sunset hotel has already made a positive start in utilizing lake transport by providing a boat that plies between Kisumu and Ndere Island; additional developments in this direction are necessary to make full use of this cheap form of transport.

Whereas a number of activities could be started in Lake Victoria like sports, this has not been the case, and the only attempt in this line is the yacht club based in Kisumu which is a private members club. It's in this regard that the lake can be extensively utilized with the few good beaches on its shores being developed to offer a variety of attraction. Aqua sports,

a marina, deep water aquarium, organized boat trips, fresh water fishing, goggling and windsurfing are just but some of the ways of utilizing the lake. However, all these activities have not been developed to any meaningful extent in order to boost the tourist industry.

However, even if the resources are developed and the other necessary infrastructure and facilities provided, the region still faces the problem of poor telecommunication facilities. Efficient communication in this sector is almost a precondition for its success. The telecommunication facilities in the region are prone to delay and this can affect the performance of the institutions and establishments involved. Telephone services are mostly manual and characterized by long delays. Telex services on the other hand are lacking in most parts except in Kisumu town. This calls for the introduction of STD telephone system and telex services in Homa Bay and Migori so as to give good service between the southern and northern parts. This is besides the improvement of telephone services in all parts of the region with an aim of reducing delay. Problems of delay are already being experienced in Homa Bay, and this has been a source of annoyance to tourists staying at Homa Bay hotel.

The role of entertainment within the tourist industry is so crucial that a region needs to be fully equipped in this respect in order to reduce boredom that visitors might experience. Even though Kisumu seems to have good entertainment facilities found in its theatres, disco halls and restaurants, their range is still limited thus calling for expansion and if possible construction of additional facilities. The southern part of the region around Homa Bay is completely lacking in entertainment facilities. There are no theatres, cafes or disco halls in Homa Bay and Migori. This restricts visitors to the hotels except over the weekends when Homa Bay hotel management organizes discos.

Above all, the major problem of utilization stems out of the fact that resources in the region haven't been developed to act as a pull-factor for visitors. Other infrastructural requirements and facilities will definitely follow in once this initial ground work is cleared.

CHAPTER FIVE

5.0 FUTURE TOURISM DEVELOPMENT PATTERN

5.1 BOTTLENECKS IDENTIFIED

RESOURCES

The region is endowed with a lot of resources which if properly utilized can support the growth of tourism. However, this has not been the case as most of the resources are not yet developed save for Lambwe Valley which is soon opening its gates to the public, Ndere Island and the Kisumu Impala Park. The bird sanctuaries, Lake Victoria and Homa Hot Springs have not been exploited for tourism development despite the fact that the Ministry of Tourism and Wildlife Development has recognised their potential. The Ministry has not even attempted to acquire the lands on which some of the attractions are located thus causing serious delays in carrying out development. The result has been that the region has very little or nothing much to interest its visitors.

The magnitude of this problem is reflected in the low occupancies in the hotels which has forced some of them to operate below capacity for a number of years. The region is presently attracting only business tourists whose number in any tourist region is always the least. It therefore calls on the region to develop its resources to attract more

of holiday visitors whose expenditure in any given destination forms the bulk of total tourists' expenditure. Most visitors to the resource areas are Kenyans which shows that the market base for the region is still very limited. But this is a reflection of the quality and extent of attractions that the region offers. To holiday in a destination like this one say from Europe means that more motivating attractions have to be available. This lack of development on tourist resources has denied the region's economy of significant incomes which could be used to boost production in various sectors of its economy. This includes potential incomes and employment opportunities whose creation has been held back by this lack of development. This situation calls for proper planning and consistent implementation which can promote the growth of tourism in the region. Already heavy investments have been made in certain basic infrastructure and facilities and these have to generate profits if the region has to attract other investors. The only way the confidence of investors can be built is to develop the resources so that they can see the profits of such investments.

HOTEL DEVELOPMENT AND SERVICES:

Even if a region develops its resources without corresponding investment in facilities like hotels, it would become difficult to convince non-residents

of the region to visit such a region. It has been indicated in Chapters Three and Four that the availability of good accommodation and services is a major factor in helping to attract tourists to an area and ensure that they remain in that zone longer before moving to another one. The tourist industry in the study area is still in its infant stages and this calls for massive investments in infrastructure and facilities necessary to support its growth. The region has only a few tourist class hotels which despite their number still have low occupancies. Whereas one could expect high occupancies from the region, this has not been the case due to lack of developed attractions. Given the fact that the region has the capacity to evolve a viable tourist industry, the number of hotels available are too few with limited capacity to cope with the expected tourist influx.

It means that additional hotels have to be constructed and the present ones expanded to give more rooms and beds. This will be necessary since once the resources available are developed, more tourists will be attracted thus necessitating such expansions. Developing the resources with the present bed and room capacity only, the region is bound to face problems of increased demand which if

can't be readily met can antagonize some visitors. Sunset and New Kisumu hotels at times record occupancies of above 50% with the limited developments already carried out on the region's resources. If fully developed it could be expected that more people will be attracted to the area thus calling for increased accommodation. It's therefore necessary that the region prepares well in advance for this change in order to keep abreast with the expected demands of the visitors.

TRANSPORT AND COMMUNICATION:

The development of tourism requires the provision of the necessary transport network designed to make movement from one section of the region to the other and that into and out of it easy and pleasurable. To the tourists travel is pleasure intended to get away from everyday routine and have a good time. This makes tourism, inseparable from and dependent upon travel. The transport system both by road, air, rail and the vehicles themselves have to reflect the comfort that the tourists are looking for. Despite having good roads in certain sections and areas, the region has some poor stretches in crucial resource areas.

This is mostly the case with roads leading to developed and potential sites as well as those that act as feeders into such zones. Such a situation makes it impossible to patronize some areas all the year round. Poor roads mean high maintenance costs of vehicles and uncomfortable travel thus resulting into inconvenience to passengers. The region therefore needs to improve the conditions of some of its roads in order to lure tour operators and other transporters to commit their vehicles over its roads. Already some roads appear to be passible only in the dry seasons as is the case with Mbita - Homa Bay, and Kendu Bay - Katito roads both of which traverse important resource areas. Restricting a visit to a particular resource area to a certain period of the year would be disastrous to the industry, especially if such restrictions extend to the high season when the region is experiencing a tourist influx. There is therefore the need to ensure that all roads to sites of attraction are usable throughout the year. Apart from road transport, there's no any other form of transport which shows great deficiency in the region, save for water transport which promises great potential as a means of utilizing the Lake Shore resources. One problem with rail transport which is one of the major means of transport into the region is that its services are poor especially in the third class coaches while the second and first

class coaches are few at their present number. Because of its cheapness there's a serious need to improve the services offered as it will be one of the major modes of transport into the region. Lake Victoria will have to be utilized to the maximum in order to develop a cheap means of transport that's conducive to the economic ability of the low income tourists. As yet very little has been done in this respect although one can argue that this has been due to low level of tourism and thus tourists.

Air transport is presently limited to movement between Nairobi and Kisumu. There is no locally based air transport firm. It means that the region will have to contend with a few problems if all aircrafts are only operated from outside on scheduled flights. For the industry to grow, this situation needs to be reversed so that an aircraft company can be based in Kisumu in order to ease internal movement. This will facilitate movement from one place to the other as the light aircrafts can easily be chartered locally. The same argument could be advanced for the operation of touring firms. The region has only one touring firm based in Kisumu. With its present fleet of vehicles, Kisumu Travel is not able to meet the demands of an expanding

tourist industry. Although the management is convinced that with an increased demand, they can increase the number of their vehicles, this doesn't look very realistic as one touring firm can't be able to serve a region the size of Homa Bay - Kisumu. Additional firms should be based in Kisumu while others could locate themselves in the southern part of the region.

The poor telephone facilities that now characterize the region can be a very serious hinderence to the development of tourism. Most parts of the region are served by manual telephone systems except for Kisumu which has an automatic exchange. The manual nature of telephone systems has already began to be a source of inconvenience to tourists staying at Homa Bay hotel where it takes too long to get a call through. Efficient and quick communication is mandatory for an industry like tourism since it involves communication between different institutions and enterprises especially when it comes to reservation and confirmation of bookings in hotels. There's therefore a serious need to improve this aspect of its communication system so as to create efficiency. This should also go for telex services which is currently limited to Kisumu. Their expansion means quick communication both for the tourists and managers of the industry.

PROMOTION:

Attracting tourists to a particular region or country means that heavy investment has to be made in proper marketing of the available resources, their extent, quantity range and other supporting facilities and infrastructure. Tourist's expectations about their destination are reinforced by images disseminated by channels like tour operators, travel agents, the media and the official tourist organisation or any other form of literature. Promotion becomes essential when one wants to attract people so that the target group is properly identified, making it easy to project on the expected number of visitors within a period of time. It's for this reason that marketing research is conducted to identify the people who will use the product or service.

The picture in the study area is rather absurd. A part from African Tours and Hotels' managed Sunset and Homa Bay Hotels, nothing else is marketed in the region. This leaves the regional resources in total darkness to the extent that prospective visitors are not informed about what is available. Not even the government has been able to give publicity campaigns commensurate with the level of investment already made. What is apparent is that most organizations are waiting for all the regional resources to be developed so as

to launch a campaign. It should, however, be realized that this wait-and-see attitude would have put most establishments off the track in terms of profit thereby rendering the investments already made useless. Publicity therefore needs to go side by side with the scale of development in resources, infrastructure and facilities. If this line of thinking is adopted, then most investments will be able to expand thus acting as an incentive to other potential investors. A Provincial Tourist Information Office is planned for Kisumu early next year and this will go along way in helping to publicize the regional resources. However, locating this office in Kisumu to the exclusion of other major towns in the region would not serve any meaningful purpose unless such services are expanded.

5.2 RECOMMENDATIONS:

RESOURCES:

WILDLIFE:

The utilization of resources in the region has not been possible because most of them are not yet developed. Wildlife which is presently the major resource, has not received the necessary attention save for Embwe Valley Game Reserve, Impala Park in Kisumu and Ndere Island. It would be impossible to dream of developing tourism in the region unless the resources are properly developed. If these resources

are to be properly developed in order to act as pull-factors for tourists, the study then proposes the following measures to be taken in the short-term (1 - 5 years). First priority be given to the acquisition of the privately owned lands on which the bird sanctuaries and other attractions are located. This will pave way for the Ministry of Tourism to carry-out fast developments on the sites. The acquisition of land should immediately be followed by the necessary developments like fencing, provision of access roads, construction of office blocks and staff quaters if necessary. This will make it possible for the region to prepare itself for an increased flow of visitors. In trying to acquire the sites, the Ministry of Tourism and Wildlife Development should work closely with the Ministry of Lands, Settlement and Physical Planning so that appropriate compensation arrangements can be worked out. This will help to resolve resentment among the local people which might result if the land owners are given a raw-deal. It is apparent from the field survey that only modest investments will have to be made in sanctuaries, Homa Hot Springs, Rusinga archaeological site, Kit Mikayi, Muhuru Bay and God Aluru. The amount of work involved can be accomplished in just a few years if there's co-ordination between the Ministry of Tourism and Wildlife Development and the Local people. The development of other forms of

infrastructure and facilities to support the utilization of these resources will only be dictated by the development of the resources, and the volume of visitors.

If these developments are carried out as fast as possible then the region will be able to attract an increased number of visitor within the first four years. Already there's a good supplement in the Lambwe Valley, Ndere Island, Kisumu Impala Park, the Museum and the scenery all of which are able to attract a good in flow of visitors due to their stage of development. Since most of the sites are small - scale, fencing each one of them would take less than three months involving limited financial outlay. In the long-term (6 - 10 years) efforts should be directed at perfecting the outlook in the sites, providing permanent office blocks and staff houses, improved water, and sewerage systems, providing telephones and electricity, and if possible introduce other varieties of attraction in and around the sites. This will add to the flavour of each site thus making a viable tourist area. These long-term developments would definitely involve a lot of money, but since a number of developments will have to be carried out in a short time span, the Ministry of Tourism and Wildlife Development could face serious financial constraints. It is in this light that



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expensive developments should be postponed into the future while concentrating on providing the basic requirements in the short-term.

LAKE VICTORIA

Of all the attractions in the region, Lake Victoria appears to promise more activity than any other resource. No development has been carried out on the Lake despite the potential that it holds for the region's tourism. Because of the scale of the investments that the Lake needs, the co-operation of both the private and the public sectors will have to be called for. There is already a Yatch Club which is privately operated in Kisumu which also offers its services to guests at Sunset Hotel by arrangement. The Kenya Tourist Development Corporation together with other private developers should seriously explore ways of investing in activities like deep water aquarium, fresh water fishing, aqua sports, goggling and a marina. African Tours and Hotels which operates Lake Shore Hotels in the region should also consider ways of investing in some of these activities for the benefit of its guests. It is therefore recommended that these services be provided in the short-term where the financial outlay involved is modest. This could be the case for aqua sports, deep water aquarium and goggling. The region has

One marina in Kisumu and this could be expanded for use of more boats. Because of its location in Kisumu, there's a need to construct another one in Homa Bay to serve the Southern part of the region. Other activities like fresh water fishing and a marina could be carried out in the long-term.

However, since the industry has not taken-off in the region, the provision of these services should be based on a proper assessment of their requirements. This argument is prompted by the scale of investment which is needed to provide them. Given the scale of utilization of the marina in Kisumu, it's quite clear that with increased in flow of visitors, these activities will be properly utilized to the benefit of tourism in the region. Their development should be shared between Homa Bay and Kisumu so that the tourists are able to enjoy their stay in both the Southern and Northern parts of the region.

A part from these water activities, Lake Victoria has some beautiful beaches which should be developed by the Ministry of Tourism and Wildlife Development so as to give the visitors opportunities for sand bathing. Such beautiful beaches exist at Kowor, Rusinga, Mbita and Kendu Bay. The development of these beaches should be coupled with the provision of restaurant facilities. Investments in such

facilities should be carried out by the KTDC together with the co-operation of other private developers. Because of the need to avail developed resources in the region as soon as possible, the development of the beaches and its related services should be carried out in the short-term (1 - 5 years, 1983 - 1988). Beaches are some of the resources whose fast development is necessary for the development of tourism. If developed fully together with the Lake activities, this will make Lake Victoria quite an essential part of the region's tourism with long-term developments (1989-1999) turning it into the core of the tourist activities.

CULTURE:

Kenya has been only able to develop tourism based on its wildlife and beach resources, to the exclusion of culture which fortunately promises longer life than the other two. The exclusion of culture as a component of the country's tourism has denied the visitors a very important form of attraction and interest. With its diversified cultural background, Homa Bay - Kisumu region possesses the potential to develop this special aspect of tourism which has been ignored in the development of other regions. If

tendered with care, culture can last for a very long time and may in the longrun be a better tourist resource than wildlife. The region with its two major ethnic groups, the Luos and the Kurias harbours important cultural ingredients which can form the base of cultural tourism. This is reflected in their dances, music, songs, plays and art. For it to have a sound tourist base offering a diversity of attractions, this aspect has to be given special attention. The Ministry of Culture and Social Services together with Tourism and Wildlife Development should work closely in this field.

TRADITIONAL VILLAGES:

In the short-term, this could involve the construction of traditional villages at Homa Bay, Kambewa, Migori and Kisumu. These villages should be constructed using local architecture and materials, which will make their costs cheaper while at the same time giving them a traditional stamp. In order to reduce their costs in the short run, performers in such villages should be drawn from the areas around their sites of location. It will help to save the costs of building houses for them. In the initial stages, the villages should be fenced and performances

staged in open air.

Within each village should be staged a variety of activities ranging from dance, music, plays and songs. The performers will need to be dressed in traditional attire which would give a more true impression of the region's culture. The intention in this respect is to give the visitors a chance to understand the local culture in its entirety. It is in this regard that these villages should be located outside the towns so as to give them a traditional look, rather than impose traditional activities within an urban setting. The location of these villages should be one or two kilometres outside the town as this would give the visitors a chance to meet the rural people who are extremely simple, hospitable and uncomplicated. It will also enhance the tourist and local peoples' relationship which in itself is a vital force in the matter of cultural exchange. This will therefore get the tourists to understand the origin of the region's music, literature, art, food, songs, plays and dance. If properly exploited this aspect of tourism can be an instrument for creating a better understanding between the local people and tourists. The location of these villages in Kambewa, Kisumu, Homa Bay and Migori will give the visitors a view of the region's cultural attributes at different

locations within the region. The village in Migori will give an in-depth cross-section of the Kuria culture while in Homa Bay they will be introduced to the Luo way of life, whose continuation will be based in Kisumu. In Kambewa, a small centre in Kisumu district the visitors will not only learn about the Luo culture but they will also take this opportunity to get first hand stories about the legendary Kit Mikai rock in Seme location.

The study also suggests two alternatives of engaging the performers of the traditional activities. The first is to have them paid on a monthly basis. This could be done by either the villages being run by KTDC or Ministry of Tourism and Wildlife Development as is the case with Bomas of Kenya, in Nairobi or any interested private institution. This would mean engaging the performers on a full-time basis.

The second alternative is to organize the performers into a co-operative so that all that accrues from their activities is distributed equally among the members. This would in fact boost the morale of the actors as it would eliminate the possibility of raising complaints about underpayments. However, even though money will be raised from these activities, caution should be exercised so that they are not turned into purely commercial ventures as this might erode some of the traditional ingredients

in the activities. The help of the Ministry of Co-operative Development should be involved in case the alternative of Co-operatives is adopted in order to inject expertise that could help their running.

ORGANIZED TRIPS

A part from the villages, the visitors should also be exposed to the local culture through organised trips to the villages and homes around the towns and enroute to other destinations within the region. This should be seen as a meet the people campaign where tourists visit a cross-section of homes, meet their children, attend parties and even watch other functions like circumcision ceremonies among the Kurias for example. It will help in exposing them to the actual way of life in the village while also serving to breakdown many tensions and inhibitions that might arise without such arrangements. These trips could be organized by either the touring firms, travel agencies or hotel managements. If the region fully capitalizes on this resource, it will be able to offer its visitors valuable attraction which will also help in establishing a good relationship between the tourists and the local people. It will help in ironing - out antagonisms that might occur in the visitor/local relationship, thus creating a good image for the

region's tourism. In the longrun, these villages could be improved by constructing staff houses for the performers, offices, and installation of infrastructures like telephones, and electricity, modernizing of the stage and if possible construct a big auditorium where performances are staged, restaurants and bar facilities. This will make them self contained thus catering for most of the guests interests. Investments of this scale could laise for co-operation from financial institutions or the KTDC.

ARTS AND CRAFTS:

The development of cultural tourism should be strengthened by the production of arts and crafts. The market for these products will be readily available if the inflow of tourists into the region is ensured and encouraged. This is already reflected in the expenditures of tourists to the region where a large portion of their expenditure goes to crafts. Besides generating incomes to the people involved in their production, they will also act as a catalyst in stimulating the traditional attributes, manerisms, cultural and artisitic expertise. In order to bring the tourists close to local arts and crafts, all tourist establishments should be decorated with these products, especially the hotel rooms and lounges,

bars and restaurants and all other public places frequented by the visitors. It will give them an opportunity to appreciate arts and crafts while this type of display will act as a form of marketing the products. By embodying local culture in art and crafts, the visitors will be readily introduced to the region's background before they watch the cultural performances. The region is lucky in having the Kisii soap stone nearby which can be used to produce crafts, together with wooden carvings and basketry etc. Kisumu town already has a supply of these products selling quite well in the streets, and being supplied to the tourist hotels. What needs to be done is to extend the production of art and crafts to the southern part of the region in towns like Migori and Homa Bay. In the short-term, producers could work individually with plans being worked to organise them into co-operatives in the long-run. Organizing the producers in the long-term into co-operatives will give them a chance to market their products collectively thus reducing costs to each individual producer. This will eliminate the possibility of having abnormally high prices for the products which might affect their market. The long-term plans could work by organizing the producers to work in co-operatively owned cottage industries.

If all these ideas are implemented, the region will be able to develop all facets of its resource potential thus giving incentives to investors who would like to invest in infrastructure and facilities to support their exploitation. It will also act to promote regional culture some of which have began to disappear at the onslaught of western influence. The development of all these regional resources will make it competitive with other zones in the country, thus changing the present picture where only a limited number of them are developed resulting in low visitor turn-out and lack of investment initiative.

HOTEL DEVELOPMENT AND SERVICES:

The importance of hotel accommodation in the development of tourism has been made clear severally in Chapters Three and Four. With its present hotel capacity, the region is definitely not able to cope up with the requirements of tourism. The expansion of Sunset Hotel is set to add some fifty rooms but even this is not enough to take care of the industry's requirements. When promotion is mounted and the resources developed, the region will have to contend with the serious problem of increased accommodation demand. It would be disastrous for the region's image if it has to turn away visitors because

of lack of accommodation. Since it has the capacity to attract large numbers of tourists once the resources are developed, it would not be wise to wait until the problem explodes since then it would be too late.

Because of this situation the study recommends the following measures in the short-term. In the first instance, the expansion of Sunset Hotel should be carried out as soon as possible. The extension to Homa Bay Hotel which was put-off due to low visitor turn-out should be revived and work started immediately. This is due to the fact that once Lambwe Valley Game Reserve is opened early next year, the hotel will face increased demand for beds as the tour operators include it in their itinerary. It won't be wise to turn guests to Kisumu simply because the hotel can't meet the accommodation demand. To be included in this category are the self-service bandas in Lambwe Valley Game Reserve. These should be completed together with the other facilities like bars, restaurants, water supply, sewerage, electricity and telephones. Since most of the work on the bandas is almost complete, their readiness before the completion of Homa Bay Hotel's expansion would help to ease accommodation situation in the southern part

of the region. Since its inception, KTDC has been concerned with propping up African businessmen in the tourist industry. It's in this light that the managements of Lagoon Motel, Tot Coffee House, East View Hotel, New Victoria Hotel, Masawa Hotel, Girango Lodge and Lake Viet Hotel should seek financial assistance from KTDC and other financial institutions for the extension and/or renovation of their establishments. This will perfect their services, and bring up the standards to that of tourist class hotels. It will also help to ease the accommodation situation greatly as the regional resources are developed. This will give Homa Bay Hotel an additional twenty seven rooms, the bandas will have twelve rooms, while among them the other seven Hotels can add a minimum of one hundred rooms. This will be besides the fifty rooms to be added at Sunset. This will give the region an additional one hundred and eighty nine rooms at the minimum in the short-term period.

However, in the long-term period, as the regional resources continue to be developed, more visitors are anticipated to patronize the region. This will necessitate, the addition of extra rooms to supplement those already provided. It means that

more hotels have to be constructed or even expanded some. In the construction of additional hotels in the long-term, Kisumu, Homa Bay, Migori and Kendu Bay should be given priority. As the volume of visitors increases and the region's resources brought into use, the demand for accommodation will go up. The construction of a medium size hotel (50 rooms) at Migori will absorb the tourists moving down from Keekorok into the region or those that travel up to watch Kuria cultural activities. This will supplement the services offered by Girango Lodge. Homa Bay will on the other hand need an 80 or 100 roomed hotel as it will be the hub of tourist activities in the southern part of the region. Kendu Bay with its beautiful beaches and those at nearby Kowuor should have two 40 - 50 roomed hotels. Kisumu because of its central position should have at least four to five 100 - 150 roomed hotels. This is due to the fact that Kisumu being the commercial centre of the whole of Western Kenya will need increased accommodation if the demands of the tourists are added to that of its business visitors. The town will also act as a major night stop for tourists moving down from Homa Bay area to continue their visit of the Western circuit upto Kakamega and Mt. Elgon area.

It should, however, be noted that these recommendations are not exhaustive and should be treated as least requirements as with increased resource development the demand for accommodation might necessitate hotel development far beyond these recommendations. The actual number of hotel beds and rooms needed will be dictated by the level of visitor arrival into the region. These recommendations will at least give the region a near-enough accommodation capacity at crucial centres interspersed throughout its resource areas. Besides hotel accommodation, the region is still insufficient in good restaurants except for Kisumu where a few good restaurants exist. Restaurants are ideal for local tourists who could find prices in tourist class hotels to be expensive. The study therefore recommends the renovation of the existing restaurants in Kisumu Homa Bay, Migori and Kendu Bay, in the short-run as this will help in supplementing the services offered by tourist hotels. However, in the long-term period there's a need to construct more restaurants especially in Homa Bay where these establishments are completely lacking. Restaurants will be able to offer fairly manageable prices for the low income tourists both from within and outside the region.

In order to give the local people of the region a good participation in the industry, KTDC through its loan scheme should advance loans to promising entrepreneurs so as to start hotels and restaurants either as individuals or in joint partnership. Whereas this study recognises the important role international hotels play in tourism development, it also cherishes the fact that a region should benefit from its tourist industry as much as possible. This is to say, that even if private investment by multinationals is to be encouraged, the local resources should be mobilized as much as possible and through KTDC, local hotel and restaurant enterprises should be given priority by offering management techniques and loan facilities on soft terms that can give incentives for locals to participate in the industry. This will reduce the leakages that might come about through increased foreign participation in the region's tourism.

In terms of hotel service attempts should be made to ensure that the tourist is really wanted. The question of where and how he lives is extremely important as well as the way he's served and treated. This will allow him to get a more personal service and enhance his relationship and general rapport

with the people. The large hotels are the same everywhere from the Intercontinentals to the Hiltons. Some large hotel owners and developers use designers from their countries of origin who unfortunately design hotels that are not in sympathy with either the climate or other local conditions. In constructing the hotels and the services offered, the region is presented with an excellent opportunity to explore the full potential of local indigenous architecture. It is important that simple everyday items with which the tourists come into close contact should be locally designed and if possible manufactured. This could include interior decorations, mats, carpets drappers, ash trays etc. Such items will give accommodation the local stamp and reflect the way of life of the people as well as create a market for some idle regional resources.

The same argument can be advanced for meals served in hotels. The local cuisine should be given the same rating as the international ones. This will try to reduce the appearance on the menu of the usual international quality meals available almost anywhere at anytime. The region's food should be served together with foreign dishes so that the guests at least have a choice. The region's

dishes if served will clearly establish its (region's) identity and encourage the hotel industry to seek more supplies of local ingredients. In terms of straight economics, by using local foodstuffs the region's farms and other agricultural industries will get a very useful support in being able to supply things like fresh eggs, meat, vegetables tomatoes, beans, peas etc.

For a region like Homa Bay - Kisumu, it is patently absurd to obtain money from the tourists then use a large portion of it to import food to feed them yet these could be locally grown. Whereas the hotels in the region were found to be using a good number of locally produced products, very little if any of the local dishes featured on their menu. It is therefore important that the Ministry of Tourism and Wildlife Development impress upon all tourist class hotels and restaurants to feature local dishes so as to promote other sectors of the region's economy. It will not only save the region the money it has earned from tourists, but also help in promoting other sectors. Tourism must be seen as an instrument for developing and reinforcing the region's dignity, pride and character of the human element and must contribute to the economic progress of its economy and all its inhabitants. That is why, when adopting a tourism strategy in Homa

Bay - Kisumu region the strategy should specifically be that of benefiting the region, and this can be achieved by being local as much as possible.

TRANSPORT AND COMMUNICATION:

ROADS:

It would be a waste of funds if tourist resources can be developed yet they can't be utilized. This calls for an efficient road network that can provide accessibility to the resource areas throughout the year. Road transport is presently the chief mode of transport to the region's resource areas as well as for transporting visitors into the region. About 84% of the visitors interviewed had gone to the region by road. The road condition in most of the resource zones is in a poor state. Some areas can only be visited during the dry season when the road condition is dry, while during the wet seasons most of them are either closed or became dangerous for use. Even though it's a costly infrastructure to provide, this study recommends the following measures to be taken in the short-term period in order to improve the situation.

1. Road D243 should be made to all-weather standard in order to provide access to Kit Mikai legendry rock in Seme location.
2. Kano Bird Sanctuary presently doesn't have any access to it. It is therefore important that access be provide to the sanctuary from road A1.
3. Road E122 to Homa Hot Springs and D219 from where in branches be made to all-weather standard. This road (D219) is in a very bad state yet it links a very important resource.
4. D210 which provides access to Gembe and Gwassii hills around the Lake shore's beautiful scenery should also be improved from its junction with C13.
5. An all-weather road be provided to link Lake Simbi Bird Sanctuary from C19.
6. D213 providing a link between Homa Bay and Lambwe Valley Game Reserve from C19 should be made to all-weather standard. This road can't be used during the rainy season when it's completely impassible.

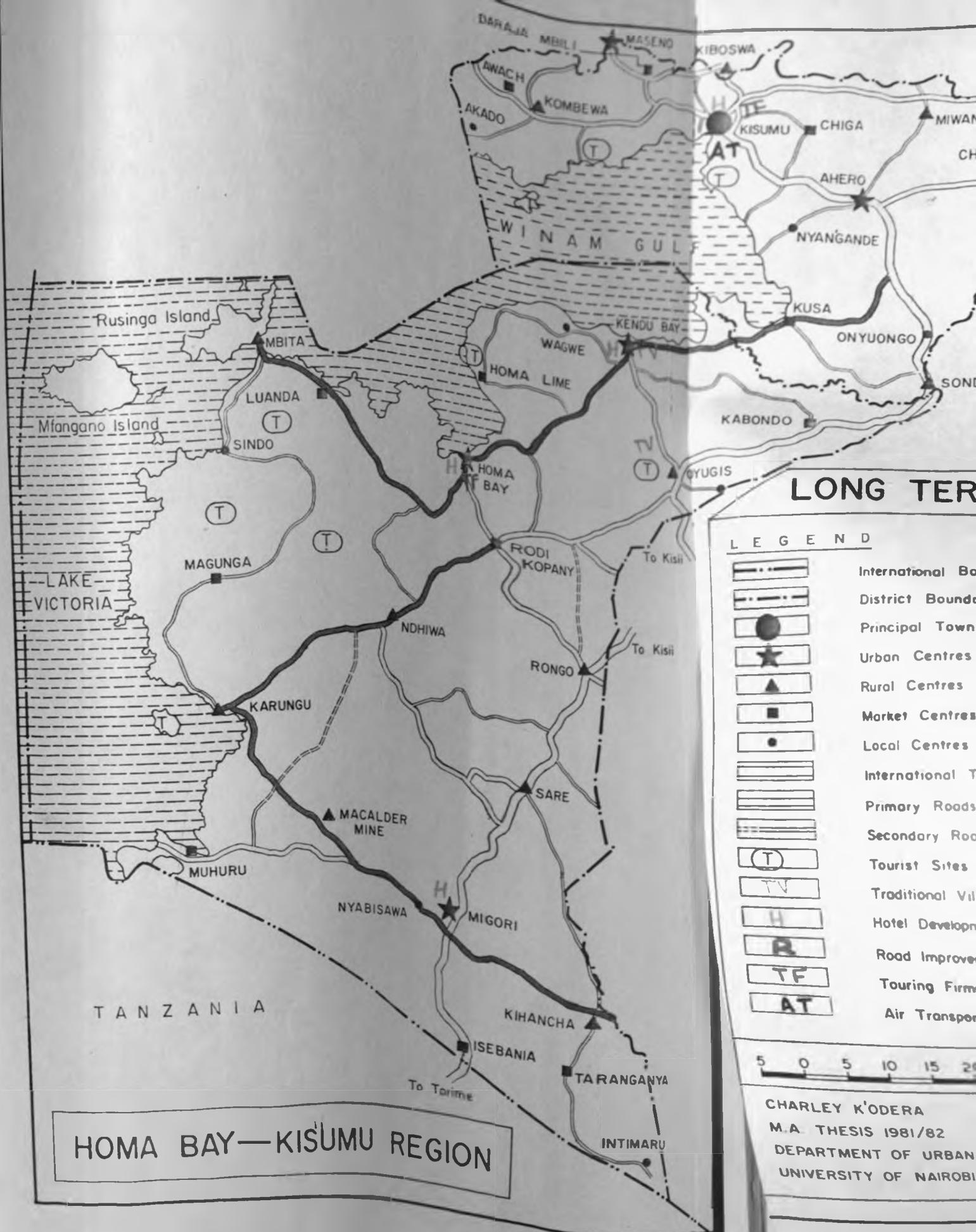
If these roads are made to all-weather standard then the developed resources will be utilized with minimum constraints and this will help lay the industry's foundation in the region. Most of these roads are of short distance (less than 15 kilometres) when the distance between the sites of attraction and an existing all-weather road is considered. The funds involved would not be too high as to dismiss these recommendations. Funds for these roads could be provided by the DDC (District Development Committee), Ministry of Tourism and Wildlife Development through the Third Tourist Roads Programme, and the Ministry of Transport and Communication. The Ministry of Transport and Communication should especially take part in the improvement of feeder roads into the resource zones as this will make it easier to provide access from existing all-weather roads to the sites.

In the long-term, serious improvements should be made on the road condition in the region. These long-term recommendations are due to the costly nature of the projects, which makes it impossible to accomplish them in the short-run. Because of this C19 and C13 both of which are important roads should be bitumenised in the long-term. C13 for example is a major road that links the southern game areas of Masai Mara and Amboseli with the region through Lolgorien. C19 on the other hand links the southern

and northern parts of the lake through important resource areas around Kendu Bay and the scenery at the base of Nyabondo plateau.

If these roads are constructed as recommended, the region will be able to have an efficient transport system which will promote the utilization of its resources. Any further developments on roads in future should be dictated by the local and subsequent development of new resource sites. Although bitumenizing a road involves a lot of money, it should likewise be noted that their construction to such standards and even all-weather will not only be justified for tourism development per se but also for other sectors of the region's economy. Agricultural products as well as commercial will easily be moved from one section of the region to the other along these roads. Apart from the road condition, the region still needs to have extra touring firms to supplement the services of Kisumu Travel which on its own is not able to meet the tourists demands. Transporting tourists from one resource area to the other means that transport firms must be able to answer to this requirement. The study therefore recommends the expansion of Kisumu Travel in terms of the number of vehicles and the establishment of

Travel Agencies. This will mean locating them in Migori, Homa Bay and expanding those in Kisumu. It will give any visitor either to the northern or southern part of the region a chance to use the services of these firms to visit the attractions. It would be very difficult to suggest on the number of touring firms to serve the region as this will depend on the number of vehicles that each has as much as on the demand for their services. There is a taxi service in Kisumu based at Sunset Hotel and operated by Kenatco Taxis. The Company has only a few taxis and these should be increased as well as deploying some in Homa Bay to cater for the southern part. Kenatco taxis play an important role in transporting tourists around towns for specific engagements. However, just like Kisumu Travel, Kenatco on its own can not provide this service and therefore needs support from individual taxi owners. Kisumu town doesn't have much problems with taxi service but Migori and Homa Bay need to start such services. This will improve communication in the area for the benefit of tourism. Travel agencies just like touring firms should be extended to Homa Bay and Migori while they also be expanded in Kisumu.



HOMA BAY—KISUMU REGION

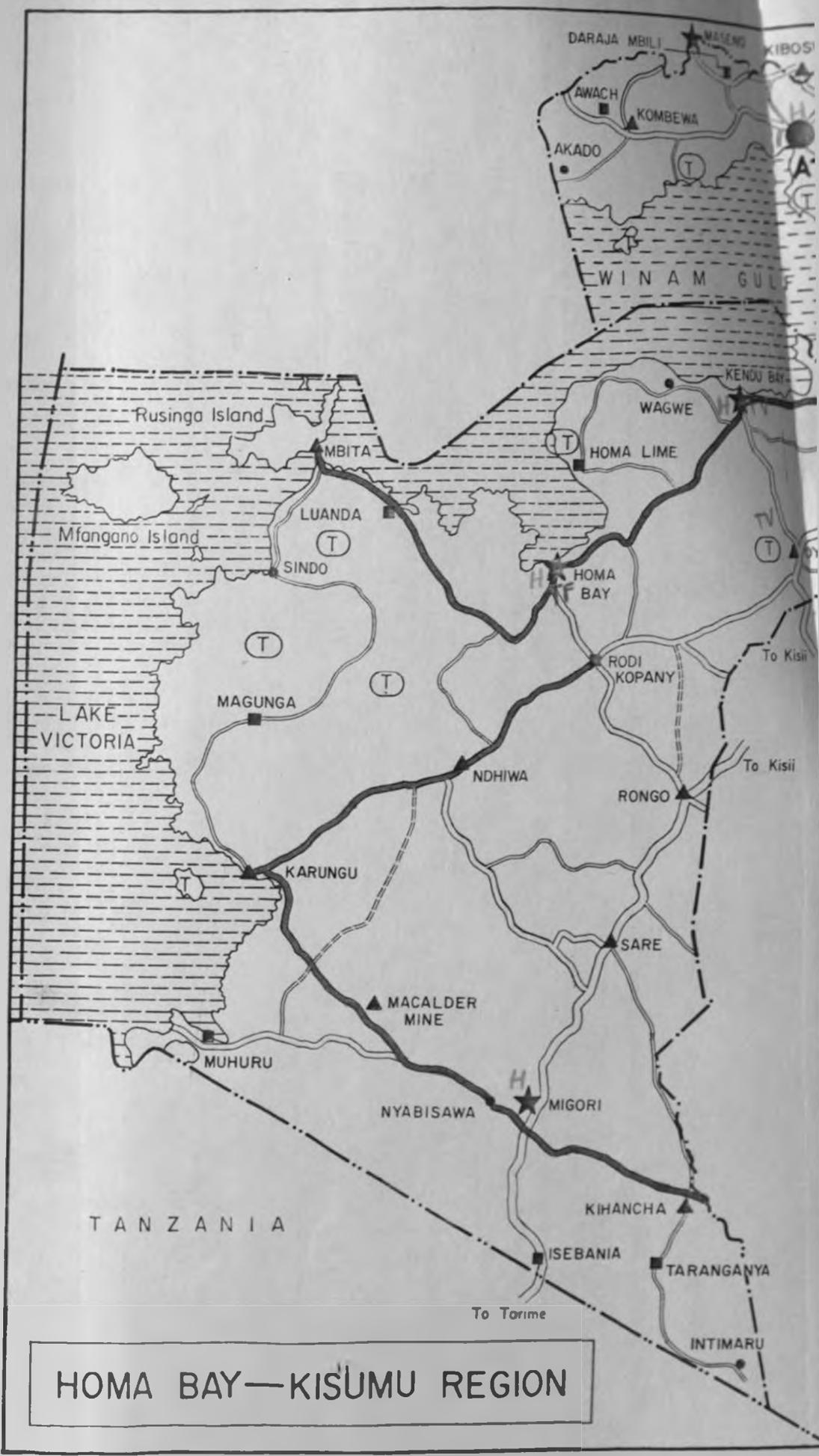
LONG TER

LEGEND

- International Boundary
- District Boundary
- Principal Town
- Urban Centres
- Rural Centres
- Market Centres
- Local Centres
- International Road
- Primary Road
- Secondary Road
- Tourist Sites
- Traditional Villages
- Hotel Developments
- Road Improvements
- Touring Firms
- Air Transport



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HOMA BAY—KISUMU REGION

RAIL

This mode of transport presently plays an important role in transporting visitor into the region. About 12% of the visitors interviewed had travelled to the region by rail. This mode of transport has not been used for internal movement within the region. Despite its limitation to transporting visitors into the region only, rail transport could be improved to offer better services than it is now. The Corporation only uses a limited number of second and first class coaches, and this has meant increased usage of third class coaches which are overcrowded to the extent that a trip from Nairobi to Kisumu is sheer boredom and tiresome. Since this is one of the busiest railway lines in the country, there is the need for the Corporation to improve its services in two aspects.

First is to increase the number of second and first class coaches which are presently lacking. Cases have been known where people have been turned away for lack of space in the coaches yet the Corporation has the ability to increase them. Their increase will ease the congestion in third class, while giving people a chance to use them. Because of its chaper fares in comparison to buses and taxis,

it will make people to use it more. Secondly the Corporation should improve the services in third class which are currently characterized by overcrowding. Improvement here could be done by adhering to the carrying capacity of each coach, so as to create comfort for passengers. The same argument can be advanced for toilet facilities which are smelly, due to lack of proper cleaning. Since third class fares are far much cheaper than those of second and first class, it's quite ideal for low income visitors to the region. Besides improving the services in third class, the Corporation should also increase the number of coaches. It will help in creating more room. This measure if coupled with an increase in the number of trains to Kisumu from two to three per day, would reduce the boredom that passengers now experience of sitting at the railway station for six to eight hours waiting to get a seat in the trains. All these recommendations should be effected in the short-term as the present situation of congestion is already serious to the extent that no more time should be wasted.

The extension of the Lumbwa line down to Homa Bay through Kisii has not been effected, with action pending the out-come of the feasibility study done.

The Kenya Railway Corporation should seriously consider the extension of this line as there is every reason to believe that the venture will be economically viable. The line will pass through rich agricultural lands in Kisii, Kericho and South Nyanza thus ensuring enough Cargo to transport besides passengers. The extension of the line would mean getting a cheaper transport down to Homa Bay thus saving the time wasted in travelling to Kisumu first then down to Homa Bay. A visitor from Nairobi after visiting the northern part of the region will get a direct lake connection to the southern part and leave for Nairobi by rail again at the end of his visit. This will be a very cheap way of touring the region with the tourists able to save some money on transport. This is, however, a long-term plan which can only be implemented after a number of questions have been answered because of the cost involved.

WATER:

Unlike other tourist regions in the country, Homa Bay - Kisumu region is lucky in having Lake Victoria which provides a good opportunity for internal communication. Although the Lake has not been used for tourists oriented activities save for

the trips to Ndere Island, it nonetheless stands as the most significant way of visiting both the northern and southern parts of the region. There are presently three steamers operating between Kisumu and Homa Bay, Kendu Bay, Karungu and Mbita. These operate on scheduled movements which are quite limited to the extent that it is not possible to leave Kisumu for Homa Bay and come back the same day with a steamer. This limits the extent to which one can utilize this mode of transport. But just like the railways this form of transport is also very cheap and needs to be improved. It's for this reason that the study recommends the following alternatives. In the first case, Kenya Railways Corporation should improve the performance of the existing three steamers by overhauling the engines with a view to reducing the time taken between one pier and other. A journey from Homa Bay to Kisumu a distance of about 55 kilometres takes about five hours. This makes it quite boring for the passengers. The Corporation should also increase the number of journeys that each steamer makes. The present practice of using one steamer at a time should be discontinued and all of them used at any given time. It is absurd that passengers can be left stranded at a harbour just because one steamer is full yet there are other two anchored. Using all of them will increase the

number of trips to any given destination as well as giving the tourists using them a chance to visit both the northern and southern parts in a single day.

With the present schedule, it is quite impossible to visit both ends in one day since a steamer only visits a particular harbour once a day. This measure should be implemented through decentralization. Instead of keeping all the three steamers in Kisumu, the Corporation should keep one steamer in Homa Bay and the other two in Kisumu. This will give the visitors coming from Homa Bay a chance to leave the town at 8.30 a.m. and return in the evening. These recommendations could be carried out in the short-term period in order to make it possible for the development transport system to keep pace with that of resources.

However, in the long-term period as the number of passengers increase due to an upsurge in the number of tourists, the Corporation should consider increasing the number of steamers from the present three to about six or more. This would be necessary as some of the steamers are old with limited capacity that can't cope with an increased number of tourists. The increase should take into account the capacity

of the steamer which if possible be bigger than those of the present ones. However, the purchase of bigger steamers by the Corporation will mean the re-dredging of some piers which are presently shallow. It is because of this cost involved that these measures are proposed for the long-term. It's also during this time that the Corporation could think of turning two of its steamers lying idle at the harbour in Kisumu into floating hotels or restaurants. This could help supplement the services of the hotels rather than leave them decay softly.

Besides Kenya Railways, KTDC should consider the possibility of purchasing luxurious boats that can supplement the services of "sunrise". Tourists who prefer a pleasurable travel on the Lake with the traditional dug-out canoes in full view can greatly benefit from such a venture. These boats could also supplement the services of Kenya Railways steamers which might not be able to move outside scheduled routes. It will further increase the utilization of the Lake Shore resources. This measure should be a short-term one as the boats can be of medium size carrying about 60 - 80 people. But like the steamers, one boat should be based in Homa Bay while the rest can be in Kisumu. Together with these recommendations

should go the services of "Sunrise". This boat only plys between Kisumu and Ndere Island, while the extension of its services to Homa Bay was called-off due to lack of tourists at Homa Bay. It is recommended that as soon as Lambwe Valley is open and tourists start using the hotel extensively, the "Sunrise" should extend its services to the town. If these measures are taken then Lake Victoria will be able to offer better services besides improving the transport system in the region. This will just be another way of utilizing the regional resources to the advantage of its economy.

AIR

In relation to all other modes of transport, this is the least used in the region. During the field interviews only 4% of the respondents were found to have used this mode of transport into the region. The region has no locally based air transport firm which can offer internal communication. All flights to the region are operated by Kenya Airways and Sunbird Aviation. The number of flights to the region currently appear to be adequate and any increase in demand can adequately be met by both transport firms especially Sunbird.

There is presently no internal communication using this mode of transport. Despite the good airstrips that the region has, this transport system has not made use of them. However, when developing tourism, the region must be able to cater for the interests of those tourists who would like to make a quick visit to its resource zones. This means that charter aircrafts must be available that can take people from one point to the other within the shortest time possible. It will help eliminate the reliance on planes that are based in Nairobi and operate to the region on scheduled flights. Relying on these planes would be a disadvantage to the region as they can't be used to transport people locally. This study therefore recommends that an air transport firm be based in Kisumu in the long-term to help in internal communication. The recommendation should be considered in the long-term due to the cost involved in acquiring additional aircrafts, which might be too expensive for the prospective investors. Besides, the level of resource development in the short-term won't be to the level where this kind of transport is seriously needed. It would be to the interest of the region to use the short-term period to assess the demand for this mode of transport with a view to providing it in the long-term.

However, in the short-term attention should be directed towards the improvement of the existing airstrips. Priority in this case should be given to Homa Bay and Lambwe Valley airstrips. Both the airstrips should be bitumenised in order to improve their performance. Bitumenizing Lambwe Valley airstrip would make it possible to use it throughout the year, thus enabling people to fly direct and watch game and possibly move back to Kisumu. Homa Bay airstrip on the other hand would provide valuable service to visitors flying from Kisumu to view the resources in the southern part. These short-term improvements should be carried alongside other short-term infrastructural and facilities improvement, intended to lay a sound base for the region's tourism. If all these transport improvements are made both in the short-term and long-term periods, then the utilization of the region's resources will be facilitated thus putting the region on a competitive footing with both Nairobi and the Coast.

PUBLICITY

One aspect where the region's efforts to develop tourism has been delt a blow is in the promotion of its resource potential and scale. Whereas other regions are being promoted collectively both

locally and internationally, the Homa Bay - Kisumu region has been totally neglected. Promotion of the region's resources has only been left to channels like friends which are quite inadequate as a media of promotion. A tourist's expectation about his destination is reinforced by images and information, disseminated by channels like tour operators, travel agents and official tourist organizations. The target group has to be identified through proper and co-ordinated message relay. This gives a tourist the chance to compare each destination's resources and facilities and other forms of infrastructure. Homa Bay - Kisumu region can presently only attract those tourists who have arrived in Kenya and are informed about the region either through friends, or limited promotion done by African Tours and Hotels. This leaves the region to attract only a limited number of visitors as compared with other zones which are able to attract tourists straight from their countries of origin. It therefore puts the region in a position where it can't even estimate on how many tourists to expect or even be sure whether the products it's trying to develop will attract customers. The major problem is that it doesn't know how many people might visit its resource areas as it is not sure whether the channels of information

existing effectively attract the attention of potential visitors.

Because of these problems which might work to the disadvantage of the regions tourism, this study recommends the following measures which should be carried out as soon as possible in the short-term. In the first instance the region's resource potential, developments and the accompanying infrastructure and facilities should be publicized along side those of Nairobi and Coast Regions, both locally and internationally. This will give the tourists a chance to compare the region with the other two and thus arrive at a decision. It will also put the region in a position where it can attract people straight from their countries of origin rather than rely on those who have arrived in the country. This will also relieve the area of relying on shady channels like friends thus making it possible to estimate and even project on visitor arrivals. From the field survey, it became apparent that the region's major foreign markets are in Europe. Even though there's the need to intensify promotion in this market, efforts should also be directed at others like the Middle East and North America. In order not to rely on the external market, vigorous campaigns should be launched within

the region so as to exploit the local market. The proposal of opening a tourist information office in Kisumu early next year, is just a step in the right direction. However, this in itself is not sufficient as the size of the region calls for the expansion of information channels. Decentralization of information offices to centres like Migori and Homa Bay will help in capturing a wider part of the local market. Because of the low incomes in the region there's a serious need to give incentives to the local people which could encourage them to participate in the industry. It is in this regard that the touring firms and hotels can play a major role.

As a promotional effort establishments like hotels should be able to offer subsidized rates to people from the region who use their services. This will make it possible for them to sell most of their rooms for example which could otherwise remain unsold due to high prices. There is already the practice of offering resident rates but even these are still high when the average family income in the region is taken into consideration. But even though this is being offered, the fact that it only covers the period between April and July limits its usefulness. The

hotels should therefore extend this "off-season" package to include the other remaining months so that the residents have the chance to visit the resource areas and utilize the supporting facilities throughout the year. High tariff rates if adopted for most parts of the year will effectively reduce the participation of the locals in the industry and thus make the region rely on external markets. Such a reliance can make the region's tourist industry suffer in case of economic problems in the tourist generating countries. It is in this respect that the local market if fully exploited can act to counter-balance any reduction in the number of foreign arrivals. Incentives should be expanded to include even transportation, so that tourist oriented transport systems like touring firms can offer subsidized rates to residents. There's already the practice of charging resident rates in Game Parks and Reserves in the country. This if extended to the region's resource areas would give the residents a very generous "incentive package" which would work to the advantage of the industry.

By involving the local people in the industry, it will become much easier to further cordial relationship between them and the other visitors. A

situation where the residents are excluded from this activity can generate hatred between them and the visitors and this has to be avoided. However, if these publicity measures are taken the region will be able to attract a large number of visitors both from within and outside. This in itself will put it in a position where it can compete favourably with the other zones in a few years time. Putting up an aggressive campaign will help to bring to the attention of potential visitors what the region has to offer, their magnitude and quality.

If all these recommendations are adopted with regard to the exploitation of resources and the provision of the outlined facilities and infrastructure, the region will be able to attract an increased number of visitors. This will lead to a better utilization of resources thus putting into use those that have been idle to the good of the regional economy.

CHAPTER SIX

6.0 SUMMARY AND CONCLUSIONS:

Tourism development has become a very important concern for both the developing and developed countries. The great concern attached to this development arises out of the fact that the activity plays a crucial role in economic development as significant returns accrue from investments made in it. An industry like tourism has grown to be a reliable source of earning foreign exchange especially for the poor developing countries with scarce resources, creating employment opportunities and generating income.

In the developing countries, proper management of tourist resources has been an important part of tourism development to the extent that new regions with resource potential are being explored to determine their potential for the support of the industry's growth. In Kenya, whereas the foundation for the industry's development was laid in the pre-independence period, it is only in the post-independence period that this development picked-up with great tempo. Post-independence period saw the government's commitment in this area being geared towards the achievement of "a balanced growth" in all regions in the country. In their efforts to develop tourism, planners at the national level were compelled to be versed with the country's attractions, amenities and services to ensure

maximum satisfaction of the tourists. The country's resources couldn't be fully exploited unless roads, hotels, lodges, wildlife and beaches had been developed to act as a vehicle in this direction. The exploitation of these resources has given rise to the development of two major tourist zones in the country, Nairobi and the Coast. Even though the government had long recognised the need to open up a third tourist circuit in the Western part of the country, minimal efforts have been taken to channel investments into the region.

It is with this in mind that the study set-out to evaluate the capacity of the Homa Bay-Kisumu region in the Western Tourist zone to evolve a self-sustaining tourist industry. Whereas the area is endowed with a lot of tourist resources, not many of these had been developed for the purpose of the industry's requirements. Both the public and private sectors had not invested enough in the provision of infrastructure and facilities to support the exploitation of the regional resources. These problems were worsened by lack of publicity and limited range of resources.

In order to get an in-depth view of these problems, a field survey was conducted which explored the regional resource potential and utilization. Just like Nairobi and the Coast, the Homa-Bay - Kisumu region

has enough resources to develop a viable tourist industry. These range from wildlife represented by Lambwe Valley Game Reserve and a half a dozen Bird Sanctuaries. There is the legendary Kit Mikai rock and Homa Hot Springs, Archaeologic Sites in Rusinga Island, the beautiful scenery represented by volcanic hills and mountains. These are coupled with the presence of Lake Victoria which presents the greatest potential of forming the core of the region's tourism. This is besides, the cultural background which is a very important resource that can be relied upon to add to the range of diversify if given the attention it deserves. Inefficient infrastructure is represented by poor road condition, unreliable telephone system, inadequate telex services, and touring firms. The result of this is very little visitor in flow giving low bed and room occupancies in most hotels.

Despite the few number of hotels that exist, the occupancies were very low except for New Kisumu and Sunset Hotels. This was due to lack of promotion which is totally lacking when one considers the fact that only African Tours and Hotels presently takes this responsibility. Other channels like fire friends have been entrusted with this task, while their efforts can't attract a big market.

Given all these problems, the region has not been able to evolve a tourist industry anywhere near that of Nairobi or the Coast. This leaves most the resources as well as the already provided infrastructure and facilities in an idle state. Because of this, the study considers the following recommendations to be crucial in the development of regional resources. The proposals are divided into two periods, the short and long-terms in view of the limited resources available for implementation. The short-term recommendations are intended to lay a strong foundation for the industry thus increasing the visitor in-flow, within a short time span. It is in this light that the study outsiders the development of all regional resources like wildlife represented by the bird sanctuaries and other attractions like Kit Mikai rocks, the Homa Hot Springs and the Archaeological Sites in Rusinga Island to be developed as soon as possible in the short-term. All these sites are small scale and what is needed is the acquisition of land and fencing which might not involve large sums of money and can be carried out in a short time span. This will give the visitors something to see as the lack of development in these facilities is what has led to their low turn-out in the region. The development of resources will, however, need the co-operation of the Ministries

of Tourism and Wildlife Development, and Lands, Settlement and Physical Planning, the Local Authorities and the Local people.

Together with these developments, the short term exploitation of resources will need the complimentary services of roads, water, rail and air transport, hotel accommodation, promotion and efficient telecommunication facilities. This study considers the provision of good all-weather roads to tourist sites, improvement of rail and water transport as being important in easing the utilization of resources. Hotel accommodation can be improved in this period through thorough and consistent renovations, and extension to the existing tourist and non-tourist class hotels, in order to provide additional rooms and beds. In carrying out these recommendations, the individual hotel owners will have to seek financial assistance from either the KTDC or any other financial institution as well as from their own savings. Soft lending rates should if possible be extended to individual hotel owners which can make it easy for them to carry out their operations besides repaying the loans.

Long term recommendations are on the other hand intended for those expensive and time involving activities whose provision would be impossible in the short term. The projects covered under long term include the construction of new hotels to supplement the services of the existing ones especially when the volume of tourists increases, the bitumenization of roads that traverse important or key resource areas, improvement of developments in the resource sites, provision of costly water sports in the Lake, construction and development of beaches, setting up of touring firms and air transport firm as well as perfecting the Lake transport system. These long-term recommendations are envisaged to close the gaps left by the short term developments and thus provide a sound infrastructure and facility base for the region.

These developments if carried out will put the region in a better position of exploiting the available resources and competing effectively with the other resource areas like Nairobi and the Coast. However all the recommended developments will need the close co-operation of both the private and the public sectors, as no one sector would be able to provide all that the industry requires due to the cost involved. Since tourism development involves

a number of constantly changing requirements, these recommendations should therefore not be viewed as exhaustive but rather as key needs that are necessary to set in motion as well as sustain the sector's development. If the industry's development has to benefit its people as well as the region's economy, the following areas are suggested for further research.

- (a) The best way of increasing the participation of the local people in the sector's activities so as to retain most benefits accruing from the industry within the region for its economy's benefit. This should include the participation of the people in terms of resource utilization.

- (b) In its development, tourism tends to have undesirable side effects that are likely to affect the destination region. This is the case when the tourists and the locals interact (culture shock). As the industry takes roots, a research should be carried out to determine the possible consequences of the sector's development in terms of the resultant social developments or impacts. These studies if carried out would be very important supplements to this one.

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COUNTRY OF RESIDENCE	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
United Kingdom	86.6	88.1	100.3	100.3	52.1	49.0	45.8	49.6	51.7	43.0	48.1	50.0	49.9
West Germany	15.3	16.1	23.1	37.8	39.1	36.3	34.9	40.4	47.4	51.0	55.9	62.4	73.2
Italy	7.8	8.5	9.6	13.0	13.7	15.8	18.4	18.1	20.5	22.3			21.2
France	5.8	6.8	7.9	9.0	10.0	10.5	10.5	11.2	18.5	15.1	15.7	16.2	15.6
Switzerland	6.2	7.5	9.4	13.4	17.0	19.2	21.0	20.8	22.4	25.0	26.0	25.0	27.3
Other Europe	18.7	20.8	25.6	31.6	25.0	27.8	31.9	32.6	41.2	30.0	30.4	33.1	36.6
United States	36.1	42.2	51.5	63.5	64.7	52.0	46.4	44.1	44.5	33.0	28.9	31.5	30.3
Canada	4.1	4.8	5.6	6.9	6.6	6.1	6.4	7.2	6.5	5.2	4.6	5.0	5.0
India	13.6	13.2	17.5	17.9	8.9	6.6	7.0	-	-	7.6	6.8	6.7	-
Japan	1.9	2.7	3.4	3.7	4.8	5.8	5.6	-	-	4.5	4.6	4.2	-
Other Asia	3.6	3.6	5.5	5.4	6.7	7.1	8.1	-	-	10.8	12.0	12.3	-
Uganda	9.4	11.3	16.0	18.7	39.9	23.3	27.6	27.5	23.9	9.5	8.5	15.0	10.4
Tanzania	32.4	35.3	44.4	50.8	91.7	77.8	65.3	60.6	71.2	27.3	15.0	9.8	3.5
Zambia	1.7	1.3	1.9	1.9	11.1	12.3	12.8	11.2	9.2	10.2	8.7	9.2	17.6
Other Africa	8.0	6.9	8.8	11.0	27.0	29.7	29.3	31.8	32.3	33.5	38.3	43.5	43.1
Australia/New Zealand	2.3	2.6	3.1	4.3	4.9	4.5	4.9	-	-	4.0	3.5	3.5	-
Israel	2.8	3.4	3.9	3.8	3.0	2.1	1.2	-	-	1.4	2.0	3.0	-
All other Countries	0.6	0.9	1.3	3.5	2.2	2.4	2.5	-	-	6.0	5.7	6.3	-
Total Departing Visitors	257.1	276.0	338.8	399.7	428.4	388.1	379.6	386.1	424.2	344.4	333.3	351.8	-
Average Length of Stay in Days	9.5	8.5	8.8	9.3	11.1	11.4	11.6	12.9	12.8	14.8	14.2	15.5	15.7

Source: Economic Surveys 1969 - 1980 and Statistical Abstract 1980.

APPEDIX 2:

AREAS PROPOSED FOR CONSERVATION

1. Illeret
2. Malaba Wildlife sanctuary
3. Pusimoro
4. Nguruma Forest
5. Chyulu Hills
6. Bisiradi
7. Snguta wilderness area incorporating Southern Island of L. Turkana.
8. Central Island of L. Turkama
9. Malke Mari
10. Gurar (around Moyale)
11. Kerio Valley
12. Oyugis bird sanctuary
13. Kisumu Heronry
14. West Kano bird sanctuary
15. Homa Hot springs
16. Lake Simbi bird sanctuary
17. Arakuko Sokole forest
18. Muhuru bay
19. Loilokwi hills.

APPENDIX 3

WARDEN QUESTIONNAIRE

1. No of parks in the district -----

2. Types of animals/birds in each park -----

3. No. of each type of animal/bird -----

4. What are the gate charges in each park?-----

5. Do you have a special rate for Kenyans?-----

6. How many people visited the park -----

 - a) Last year -----
 - b) First six months of 1961 -----
7. Monthly breakdown of six -----

8. How many of the visitors were Kenyans?-----

9. Of the Kenyan visitors how many came from-----
 - a) South Nyanza district -----
 - b) Outside South Nyanza but within Province-----
10. What are the visitors comment about what they
see in the parks-----

11. How are the visitors conducted around the park?-----

12. How many kilometres of park roads, do you have?-----

13. What's their condition during the rainy season?-----

14. Is there an airstrip in the park(s)-----

15. Is it usable throughout the year?-----

16. How many aircrafts used it
 - a) Last year -----
 - b) The first six months of 1981-----
17. What problems do you have in running the park(s)-----

18. What plans do you have for the development of
these park(s) in the next ten years?-----

19. Are there other areas earmarked for conservation
in the Homa Bay region?-----

APPENDIX 4

TOURIST QUESTIONNAIRE

1. Nationality-----
2. Date of arrival in Kenya -----
3. Date of arrival in Hotel/Lodge-----
4. Means of transport to lodge/hotel-----
 - a) Touring firm-----
 - b) Private car -----
 - c) Bus -----
 - d) Other (specify)-----

5. Is this your first visit to the Homa Bay region?

6. Attractions visited since arrival-----

7. How did you know about the attractions in this area?

8. What can you say about-----
 - a) Roads to and from areas of attraction-----
 - b) The attractions themselves-----
9. What can you say about -----
 - a) Food -----
 - b) Rooms -----
 - c) Service in general -----

10. How much do you intend to spend while here?

- a) Kshs. 100 - Kshs. 500
- b) " 501 - " 1,000
- c) " 1,001 - " 1,500
- d) " 1,501 - " 2,000
- e) Over Kshs. 2,000.

11. What do you intend to spend them on? -----

12. What would you say about the Homa Bay region as a
tourist destination? -----

13. Would you visit the Homa Bay region again or
recommend it to your friends?-----

14. What other areas of Kenya do you intend to visit
or have visited?-----

APPENDIX 5

HOTEL QUESTIONNAIRE

1. Name of lodge/hotel-----
2. No. of beds -----
3. No. of rooms -----
4. No. of staff -----
5. How many come from around the Homa Bay region-----

6. Last year's occupancy rate
 - a) Bed-----
 - b) Room-----
7. Occupancy first six months of 1981
 - a) Bed -----
 - b) Room -----
8. Guests breakdown

	<u>1980</u>	<u>1981</u>
a) Kenyans	-----	-----
b) Non-Kenyans	-----	-----
9. Kenyan guests from
 - a) South Nyanza district
 - b) Outside South Nyanza but within Province.
10. Do you have the following in the hotel/lodge?
 - a) Water-----
 - b) Electricity-----
 - c) Telephone-----
 - d) Telex-----
11. What local produce do you use in your hotel/lodge?

12. Where do you buy them from?-----

13. Do you have special prices for Kenyan residents?-----

14. What areas are normally visited by your guests?-----

15. How are they normally transported to and from the
areas of attraction?-----
 - a) Touring firms -----
 - b) Private cars -----
 - c) Bus -----
 - d) Others (specify)-----

16. Average amount spent by each guest per day in
your hotel/lodge-----
17. Guests views about the areas of attraction which they
visit -----
18. What's your opinion about the region as a tourist
destination?-----

19. What would you say about the following?-----
 - a) Roads -----
 - b) Areas of attraction -----
20. What problems do you face in managing the hotel?-----

21. Would the establishment of another hotel be necessary
in the area?-----
