



UNIVERSITY OF NAIROBI
SCHOOL OF THE BUILT ENVIRONMENT, DEPARTMENT OF URBAN AND
REGIONAL PLANNING

Opportunities, Challenges and Development of Community Based Tourism Land
Uses in Got Ramogi

BY
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DECLARATION

This Thesis is my original work and has not been presented to any other institution for examination.

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APPROVAL

This Thesis has been submitted for examination with my approval as the University supervisor.

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DEDICATION

I dedicate this piece of work to my family, the driving force in my academic pursuits.

ABSTRACT

The focus of academic planning literature in several instances is in urban and metropolitan areas. As a result, there is a dearth of literature related to planning in the more remote regions. Kenya's new system of governance has enabled the creation of counties which are considered as planning units according to Kenya County Government Act of 2012. Counties are expected to fully use their resources for development. This, therefore, means that spatial planning has a great role to play in enabling these new planning units to fully utilize their resources even those in remote rural areas. The constitution also stresses on public participation in all development initiatives.

This study which adopted a non-experimental research design sought to examine the possibility of integration of community-based tourism in Got Ramogi sub location in Siaya County. The study assumed the existence of CBT products in Got Ramogi which can be used in the local economy development, which eventually translates to county development. Methods used in the collection of data were questionnaires, interviews, observation and desktop literature review. Quantitative data from the study were analyzed using SPSS while qualitative data from discussions and key informant interviews were analyzed on the basis of emerging themes.

Investigation on the tourism products within the area identified several products ranging from cultural activities to nature-based assets to archeological sites. Tourism did not come out as a current land use in the area. Agriculture was the predominant land use as per the households at 72 %. Despite the efforts by the government to bring about tourism in the region and even community interest, the industry hasn't taken off in any serious way. Several challenges were identified that have led to this ranging from poor leadership and lack of policy support, lack of guiding plans, corruption, marketing to lack of infrastructure amongst many others discussed in this thesis.

This thesis concludes by making policy recommendations and providing a community-based tourism land use planning development which follows the procedural planning approach. Land use recommendations are also proposed because some of the attraction sites are sacred and are in a conserved forest.

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ABBREVIATIONS

APEC	Asia-Pacific Economic Cooperation
CBT	Community Based Tourism
CBEs	Community-Based Enterprises
CBTIs	Community Benefit Tourist Initiatives
CBTP	Community Based Tourism Planning
CCMs	Community Consultative Meetings
CFA	Community Forest Association
CTEs	Community Tourism Enterprises
CPTs	Community Tourism Products
FD	Forest Department
KECOBAT	Kenya Community Based Tourism
KEFRI	Kenya Forestry Research Institute
KFS	Kenya Forest Service
KTDA	Kenya Tourism Development Authority
KWS	Kenya Wildlife Services
NGOs	Non-Governmental Organizations
NMK	National Museums of Kenya
PPT	Pro-Poor Tourism
SPSS	Statistical Package for Social Sciences

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CHAPTER ONE - INTRODUCTION

1.0 Study background

Community-based tourism (CBT) is a form of tourism that is generally small scale and involves interactions between visitors and the host community, particularly suited to rural areas. CBT is commonly understood to be managed and owned by the community, for the community. It is a form of 'local' tourism, favoring local service providers and suppliers and focused on interpreting and communicating the local culture and environment. It has been pursued and supported by communities, local government agencies and non-government organizations (NGOs) (Asker, Boronyak, Carrard, & Paddon, 2010). The concept of Community-based tourism can be traced back and associated with alternative development approaches formulated during the 1970s which were concerned with issues beyond strict economic reasoning, such as empowerment and self-reliance. The concept is seen as a linkage of concepts of sustainability, empowerment and self-reliance (Telfer, 2009). Singh (2008), interpreted CBT as a strategy able to foster natural and cultural resource conservation and community development, contribute towards more opportunities for the improvement of community livelihoods, provide alternative sources of income in rural areas, and open a variety of skills-based job opportunities, especially for women.

Globally the CBT concept has been at the forefront of the promotion of rural development (Storey, 2004). In Latin America for instance, tourism is a big business, it generated over \$30 billion in 2011 and there has been special emphasis on CBT, as seen in organizations such as the Inter-American Development Bank and the Rainforest Alliance to the Costa Rican Community-based Rural Tourism Association (ACTUAR). Many communities and development practitioners believe that mainstream tourism exacerbates the exclusion of vulnerable groups and commodifies indigenous culture (Mitchell & Muckosy, 2008). In Central America, a review of experiences in the nine communities in two countries (Nicaragua and Guatemala) identified some positive processes, such as increase in household income, improvement in consumption, mainly clothes, and improvement in social investment related to basic infrastructure, such as schools, roads and health posts (Keane, Lemma, & Kennan, 2009).

Many African countries such as Zimbabwe, Zambia, Uganda, Tanzania, Ghana etc. have also embraced the concept of CBT as a strategy for rural livelihood improvement. Different countries have achieved different positive outcomes from these initiatives though they all have not been fully successful because of different challenges. In Namibia, Community-based tourism is promoted for three main reasons, namely: to benefit the community by boosting welfare, economic growth and empowering locals; to benefit conservation by encouraging community commitment to wildlife conservation and sustainable management of the natural resource base and to benefit Namibian tourism by diversifying Namibia's tourism products, especially through ecotourism and ensuring long-term sustainability in the country's resource base (Keane, Lemma, & Kennan, 2009). That tourism is a significant part of the Kenyan economy is well known. The World Travel and Tourism Council estimates that travel and tourism contributed 8.8% of Kenya's GDP in 2009 and that the contribution to direct employment comprised 168,000 jobs and an overall total of 407,000 directly and indirectly (Kenya CBT framework, 2009). In terms of statistics, the significance of CBT is less clear. A very approximate estimate is that there are perhaps 10,000 people as of 2009 that are directly engaged in CBT enterprises, or something like 5% of direct total tourism employment. On this basis, CBT is of modest significance (Kenya CBT framework, 2009).

Environment and natural heritage in Kenya are seen, in the Government's Tourism Policy, as valuable national assets that must be sustainably managed for present and future generations. They offer a range of benefits and opportunities for local and national economic development and improved people's livelihoods as well as for the provision of environmental goods and services. The policy foresees a range of community-based projects forming a part of a diversified and enhanced tourism product (Kenya CBT framework, 2009). Community-Based Tourism has been a feature of Kenya's tourism product for some 20 years. There has been a considerable effort, not least on the part of donors and NGOs, in providing support to CBTEs. A particular feature of this effort has been to foster improvement in rural livelihoods. CBOs are coming together to run tourist attraction sports like the Hell's kitchen in Magarini. The Kipepeo or butterfly rearing venture by women in Arabuko Sokoke in Malindi offers an alternative source of livelihood while conserving the environment. The communities bordering Kakamega

forest are engaged in growing medicinal plants like “*Mukombero*” (*mondia whytei*-scientific name) while conserving the forest and attracting tourists. The Kenya Community Based Tourism (KECOBAT) is a membership NGO formed to promote community tourism.

The tourism literature describes CBT in two ways. One of which focuses on community development through tourism and the second on community engagement with the affected community in the planning of tourism as a land use and the subsequent development of a tourism venture to promote long-term relationships between service providers and clients. Land uses are categories that refer to the different socioeconomic activities occurring in a particular area, the human behavior patterns they create, and their effects on the environment (Samper, 2010).

The County Government Act of 2012 which give effect to chapter eleven of the 2010 constitution of Kenya which provides for the formation of county government, provides for county governments' powers, functions and responsibilities to deliver services. The counties are expected to develop through county planning which is expected to facilitate the development of a well-balanced system of settlements and ensure productive use of scarce land, water and other resources for economic, social, ecological and other functions across a county. This, therefore, alludes that counties are expected to optimally use their resources for their development and growth. Apart from this policy, the vision 2030 also gives special focus on tourism as one of the sectors that will drive Kenya into a middle-income economy. CBT as a land use can be used as a tool for achieving community development through sustainable use of resources and meeting constitutional national value of public participation.

Ramogi hills cultural site in Ramogi sub location Siaya County is one of the attraction sites in Kenya. It is listed as one of the CBT initiatives within the country. Sacred shrines, traditional beliefs and norms associated with Got Ramogi continue to baffle not only the local people but also other domestic as well as international tourists (Hayombe et al, 2012; Odhiambo and Odede, 2012). Visitations have taken the form of research groups (locals and foreigners), group tours (learning institutions), and individuals. Management and planning for this have for a long time been done by the local community although the

County Council of Bondo had held it in trust for them. However, the KEFRI, the NMK and Kenya Forest Service (Formerly FD) have played a big role in its management. Despite having an attraction which ought to improve the livelihood of the local communities, literature on Ramogi sub location (Odhiambo & Odede, 2012) does not indicate tourism as one of the major land use in the area.

1.1 Statement of research problem

Community-based tourism as land use has, for over three decades, been promoted as a means of development whereby the social, environmental and economic needs of local communities are met through the offering of a tourism product. However, whilst many projects have been funded in developing countries, their success (or otherwise) has not been widely monitored and, therefore, the actual benefits to local communities remain largely unquantified (Goodwin & Santilli, 2009).

Tourism industry comes with both positive and negative impacts on the economic and social activities on land and natural resources, and the amenities they provide. The industry causes changes in the character of natural resources considering that the impact of tourism is the result of the complex interaction and co-evolution between ecosystems and societies. The constant expansion of tourism facilities and the increase in accommodation requirements and other related business activities places strains on natural and forest resources. Intensifying land uses around protected areas often threaten their ecological integrity and make protected areas administration more costly and difficult.

There have been several forms of visitations into Got Ramogi. Both local and international tourists visit the area for different purposes amongst them are for research purposes or for recreational purposes. Despite the fact that Ramogi sub-location has had tourism assets the local community still have not been placed at the center of tourism, agriculture still remains the main source of livelihood yet the soils are of low fertility and the area receives an annual rainfall of <400 mm. Poverty levels are still very high within the area this is according to an evaluation report of Bondo constituency in 2012, which indicates that the poverty level in rural areas within the constituency is 70.6% and Got

Ramogi is one of the rural areas in the constituency. Social and physical infrastructure development is still very low.

Several studies have been done on Ramogi Hills but they have mainly focused on the biodiversity of the forest and the area as a sacred site (Odhiambo & Odede, 2012). No study has been done on analyzing the viability of CBT as a land use in the area. In their study Sigu et al (2009), identified Got Ramogi as an area capable of having different kinds of tourism apart from cultural tourism like archeological tourism, health tourism and beach tourism. The community is still at the center of all these forms of tourism yet little has been done on studying the site as a land use for CBT program.

This study seeks to determine the potential of CBT in Ramogi Hills, the benefits the community have gained so far from existing tourism assets and the challenges experienced to date that has hindered tourism growth, the existing land uses and suggestions to guide land use development with the intensification of tourism activities.

1.2 Research questions

This research sought to answer the following research questions:

- i. What are the existing land uses within Ramogi hills and their shortfalls?
- ii. What are the existing and potential tourism resources in Got Ramogi and how is the utilization rate so far?
- iii. What are the economic and social benefits that the community have gained from current tourism initiatives and what are the existing challenges to tourism growth?
- iv. How can CBT be optimally integrated into other land uses within Got Ramogi?

1.3 Research objectives

- i. To establish the existing land uses within Ramogi hills and their shortfalls
- ii. To determine existing and potential tourism resources in Got Ramogi and current utilization rate.
- iii. To examine the current socio-economic benefits of tourism to the local community and existing challenges to tourism growth.

- iv. To propose possible interventions for CBT integration in Got Ramogi.

1.4 Research hypothesis

This research is based on the following hypothesis:

- i. Lack of proper community involvement in tourism has led to failure of tourism in Got Ramogi

1.5 Study geographical and theoretical scope

Geographically, this study focuses on Got Ramogi sub location which is in Bondo constituency, Siaya County. The theoretical scope of this study covers the opportunities and challenges of CBT in Got Ramogi through comparison with different case studies, policies that support CBT and strategies that have been adopted by other initiatives that have been successful.

1.6 Study justification

The concept of CBT strives to harmonize and reconcile issues of intergenerational equity, and the goals of economic growth, environmental protection and social justice. It recognizes the need for fairness between local individuals and groups, and between hosts and guests (Mbaiwa, 2005). If the concept of sustainable tourism is transformed into action, it is expected to contribute to sustainability of the environment, social and cultural resources and overall socio-economic development. A lot of attention has been paid to the economic and ecological aspects of sustainable tourism, especially at the national level (Roe & Khanya, 2001; Scheyvens, 2002), but little has been given to analysis of the implications of sustainable tourism on specific local communities and on the industry's impact on the quality of life and on socio-ecological aspects of communities that are directly affected by the tourism industry, particularly in developing countries such as Kenya.

According to Timothy, (2002), if locals participate and are involved in tourism ventures, they can be empowered and their needs and aspirations can be met in a sustainable manner, ensuring that their social, cultural, economic and ecological needs are met.

Although CBT is a very good alternative to mass tourism studies have shown that if not carefully done communities fail to see the intended benefits that this type of tourism is praised for. CBT can be a very good complement to other land uses within a community because of its nature and characteristics. The literature in the study area does not indicate that studies have been done on the area in regard to CBT potential. This study is, therefore, justified because it seeks to analyze the benefits, challenges and potentials of CBT and how it impacts on the local community.

To researchers and academicians, the study findings would provide useful information that can be used as a base for further research on rural tourism planning and development, particularly in remote areas. To policy makers, the study makes recommendations that help in opening up areas of focus so as to bring about development and conserved areas protection at the same time.

1.7 Study assumptions

This study is based on the assumptions that:

- i. All the potentials of CBT in the study area have not been harnessed.
- ii. There are challenges hindering tourism growth in the study area.
- iii. The existing land uses do not contribute optimally towards the growth of Got Ramogi.

1.8 Operational definition of terms

Tourism:

For the purpose of this research tourism can be defined as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Mathieson & Wall, 1982).

Community-based tourism:

This is a type of tourism that centers on the involvement of the host community in the planning, construction, maintenance and management aspects of tourism development.

This implies that the host community has involvement in, control over or ownership of the planning outcomes.

Community: The concept of community can also be referred to as a community of practice whereby the networks of people are geographically dispersed but are linked by a shared set of interests or experiences. In general terms the various definitions of a community all use some combination of space, people and social interactions (Kumar, 2005). For the purpose of this thesis the term community will refer to people whom one identifies within a specific locale.

Tourism product: For tourism to qualify as an industry it must have some products that it offers to the tourists to enable exchange of goods and services between the two. Tourism products can be defined as the assets that regional, rural or urban communities have that draws tourists to such places. They can include accommodation facilities, site attractions, cultural or different activities.

Land uses: Land use is the human use of land. It involves the management and modification of natural environment or wilderness into built environment such as settlements and semi-natural habitats such as arable fields, pastures, and managed woods, croplands, beaches etc. It is also seen as the arrangements, activities and inputs people undertake in a certain land cover type to produce, change or maintain it.

CHAPTER TWO - LITERATURE REVIEW

2.0 Introduction

The aim of the literature review is to generate awareness, understanding, and interest for studies that have explored a given topic in the past. This chapter describes the current level of knowledge on theoretical and conceptual aspects of community-based tourism derived from different sources. First, the chapter explains the concept of CBT with reference to different studies that have been done. In the second section, it explores the different CBT assets and why people prefer different tourist attraction sites. The chapter concludes by giving different case studies of where CBT has been successful and where it has failed.

2.1 Community based tourism concept

The concept of Community-based tourism can be found in the work of Murphy (1985), where aspects concerning tourism and developing local communities are analyzed in a further study by the same author (Murphy and Murphy, 2004). Along with these two studies are several other research papers analyzing the relationship between tourism and local communities such as (Richards and Hall, 2000). This concept paves the way for new lines of investigation and for the possibility of tourism development together with other alternatives such as Pro-Poor Tourism (PPT); Community Benefit Tourist Initiatives (CBTIs) (Simpson, 2008); or Community-Based Enterprises (CBEs) (Manyara and Jones, 2007). All these initiatives agree that the destination community should be included in the tourism planning, management and decision-making process, owed to three main reasons: it considers them to be part of the tourist product, local communities adapt to changes easily, and it helps to open their minds (Tomas et al, 2011).

CBT schemes have raised great optimism among international development agencies and were widely adopted over the last 30 years. CBT was born as an alternative approach to the excesses of mainstream or mass tourism, such as repatriation of profits from developing economies by multinational companies and the negative impact on destinations. It is consistent with alternative development and sustainable livelihood approaches, which focus on grassroots development and embrace participation, equity and empowerment ideas (Scheyvens, 2007). Its interest resides in the fact that CBT

projects are small or medium sized ventures that have the potential to generate a range of positive economic and social development impacts in rural areas, where other types of developments may be inadequate (Epler and Jones, 2008).

CBT is based on the active participation of the local community. This is why the creation of community events which may favor this type of tourism, while at the same time helping to create a relationship between the local community and visitors, is so important. To facilitate this, different public administrations, NGOs, private institutions and the local community itself should get involved and work together as stakeholders.

Stakeholders are people identified as potentially being directly and indirectly involved or affected by the CBT venture, and they need to be identified and involved in some way during the assessment process. Community members together with any external collaborators and/or partners need to work together to appraise the community's vision, needs and priorities and assess their 'fit' with tourism (Asker, Boronyak, Carrard, & Paddon, 2010). Figure 2.1 below illustrates the range of potential stakeholders who may be involved in sustainable tourism and regional and rural CBT.



Figure 2.1: CBT stakeholders

CBT in rural areas is typically dependent on tourism products that are natural resource-based. Consequently, additional agencies (government, agriculture, parks, forestry, fisheries and mining departments and other organizations) may need to be involved in CBT assessment and planning phases. It is of high importance that good relations are built with these types of stakeholders from the outset as they may have long processes involving bureaucratic requirements to navigate (Asker et al, 2010).

2.1.1 CBT development in Kenya

The development of CBT in Kenya has been largely driven by a conservation agenda. This has been motivated by the recognition that conservation outside National Parks and reserves would need the involvement of local people, and these people would need incentives in order to engage in conservation (CBT framework draft Kenya, 2009).

2.1.2 Types of CBT in Kenya

In Kenya's draft CBT framework (2009), CBT enterprises are grouped into three broad categories that include: accommodation, attraction sites and cultural activities. Attractions are at a fixed site such as a rock, museum or cultural center, while activities can be mobile like dance troupes. As shown below, attractions category has the highest percentage of CBT programs.

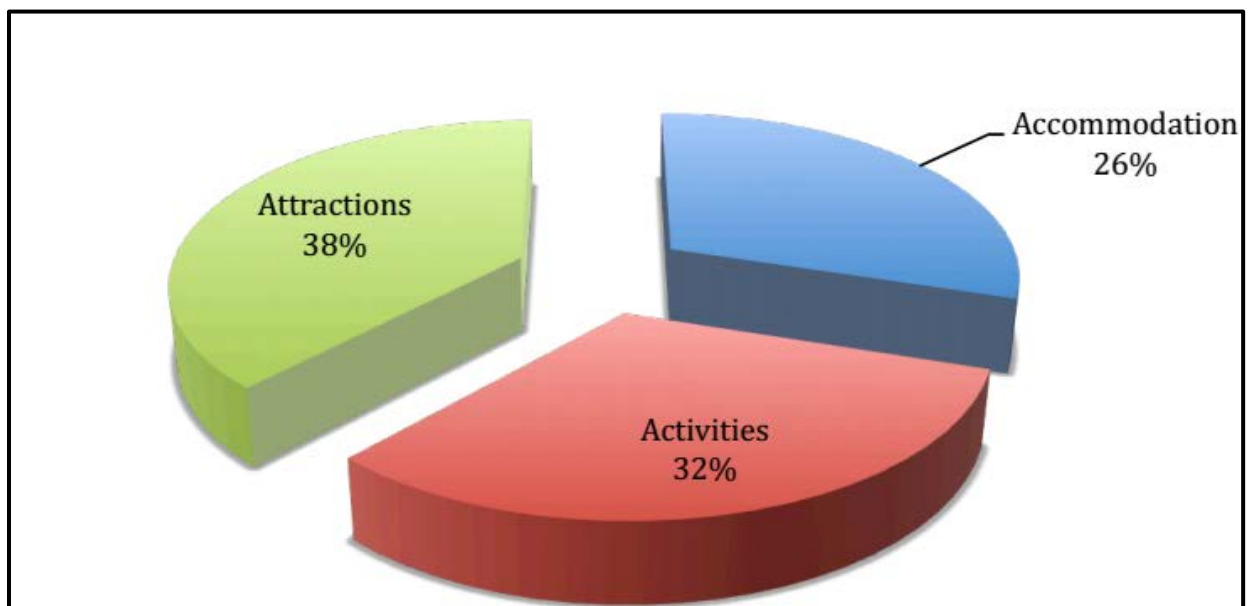


Figure 2.2: CBT types in Kenya

2.2 Community based tourism assets

In analyzing the opportunities that CBT development presents, the initial planning stage should begin with an inventory of potential tourism products within a community. Potential tourism products are known as ‘community-based tourism assets’ (Mountain-Institute, 2000.) They can range from nature-based activities to local handicrafts to cultural events (Cooper, 2004). Tourists are initially lured to an area because of its unique features. The assessment process should, therefore, begin with an evaluation of the characteristics that make the community unique. Cultural assets, a destination’s traditions and way of life, are ideally suited to become tourism products because they encompass the features that make a community unique and are experiential (McKercher and Ho, 2006). Although a community may contain many tourism assets, there may be barriers preventing a viable and successful tourism sector from developing.

2.3 The determinants of tourist destination utilization

Tourist satisfaction can influence the choice of the destination by potential visitors, it is therefore seen as a major driver of a destination’s CBT assets utilization rate. Satisfaction can be defined simply as the result of customers’ assessment of perceived quality (Vetitnev et al, 2013). Many different factors may affect the tourist satisfaction. They include convenience and tourist products of destination, quality of services, safety, previous experience and expectations, tourist activities, destination image and others (McDowall, 2010).

2.4 Socio-economic benefits of CBT

Community-based tourism has been popular as a means of supporting biodiversity conservation particularly in APEC developing countries and linking livelihoods with preserving biodiversity whilst reducing rural poverty and achieving both objectives sustainably (Kiss, 2004).

CBT may enhance social sustainability by empowering local communities to manage their own resources, provide meaningful employment, and assist with capacity building and cultural preservation.

Where it is working effectively (Asker et al, 2010), CBT

- ❖ supports local economic development through diversification of employment
- ❖ is financially viable
- ❖ respects and encourages equitable participation of local community
- ❖ conserves and promotes living cultural heritage and welfare
- ❖ educates visitors about culture and nature
- ❖ demonstrates good management practices
- ❖ Ensures a quality and safe experience for all the individuals involved.

Table 2.1 below shows clusters of benefits that come from CBT.

Table 2.1: Socio-economic benefits of CBT

A Improved livelihoods/ standard of living	B Local economic development	C Commercial viability	D Collective benefits	E Social capital and empowerment
Employment	Economic development/ benefits	Profitable	Ability to fund social/ other projects	Equal opportunities
Increased livelihood options	Use of local products/ reduced leakages	Commercially functional	Regeneration/ infrastructure development	Empowerment/ decision making/ capacity building
Establishment of micro-enterprises	Rural development	Longevity of project		Local community management/ownership/ leadership/ governance
Poverty alleviation	Stakeholder partnerships/ linkages	Sound project plan		Participation

Improved standard of living		Innovation/ good product		Local community working together
Income/ revenue generation		Opportunity for growth		Minimal impact on community
		Sustainable		
		Increased/ high visitation		
		Achieved with minimal donor donation		
F Sense of place	G Education	H Tourism	I Other	
Cultural revitalization/ conservation	Education/ training/ using local skills	Tourist experience improved	Triggered replication of other projects	
Raised community/ tourist awareness of cultural/ natural heritage and environmental issues		Raised awareness of destination	Allowed sufficient time for project	
Instilled sense of place/ pride			Funding/ investment	

Source: Goodwin and Santili, 2009.

2.5 Challenges facing CBT

Each community will face its own distinct set of barriers to CBT development. However, there are persistent barriers that arise in rural communities in developing countries. These include inadequate resources, inadequate infrastructure and poor market access.

2.5.1 Inadequate resources

The first major barrier identified to CBT relates to inadequate resources. Inadequate resources are associated with initial funding sources and opportunities for training to develop skills, knowledge and expertise related to tourism (Graci, 2008). Lack of training resources leads to a lack of local capacity to properly manage or administer their tourism businesses, hindering the success of CBT (Cooper 2004). Most importantly, a lack of financial resources and training will limit or discourage community participation in the tourism development process, which is crucial to the success of CBT development.

2.5.2 Inadequate infrastructure

Another barrier often faced by rural communities is the lack of proper infrastructure (Graci, 2008). Infrastructure denotes the physical attributes of a location that are necessary for tourism and more specifically, sustainable tourism (Graci, 2008). These physical attributes can range from garbage collection, a tourism information center, town signs, road signs, a hospital or first aid facility, etc.

2.5.3 Poor market access

Marketing is another major barrier to establishing a viable tourism industry in rural communities and stems from the first barrier identified: inadequate resources. Cooper (2004) identifies that a lack of marketing capacity and lack of knowledge on how the marketing structure operates have caused CBT projects in the Caribbean to suffer. A CBT project will lack marketing capacity if the community is not trained properly on how to market their community or if they do not have funds to market themselves effectively.

The World Wildlife Fund in 2006 noted that the main reason why many CBT projects had failed in the past was because of the insufficient number of visitors, which has resulted from misdirected marketing or a lack of tourism knowledge among local communities. Lack of business skills of local communities as to how to commercialize their product and minimal cooperation with tourism enterprises that would bring much needed expertise together with remote inaccessible locations or inadequate products have

also been factors that make it difficult for CBT projects to access the market (Epler Wood, 2008; Scheyvens, 2007; Mitchell and Muckosy, 2008).

With regard to poor governance, CBT approaches tend to assume that communities are homogenous and have shared interests, whereas in reality, they comprise complex relationships of class, gender and ethnicity in which certain individuals or families possess privileged status. The imposition of democratic processes on such communities has proved ineffective, as it is often traditional authorities that take crucial decisions (Scheyvens, 2007). Moreover, CBT is not participatory in numerous cases, as many CBT projects do not engage communities in decision-making (Mitchell and Muckosy, 2008).

Determining CBT success is difficult due to the lack of consistent and verifiable impact data. Goodwin and Santilli (2009) say that the number of studies about the real contribution of CBT to economic development and conservation is very low and, regardless of the fact that clearly verifiable benefits are hard to evidence, the concept remains attractive. They maintain the importance of recording, measuring and reporting the impacts of these interventions in order to determine whether communities and households have either benefited or been impoverished. Despite the criticism, a number of CBT project case studies have revealed that given certain conditions such as continuous flow of funds, sound business plans, good technical support and inventive market linkages, significant results can indeed be achieved (Mitchell and Ashley, 2010).

2.5.4 CBT commercial viability

The tourism sector has been and continues to be market driven as it is a buyers' market (Goodwin H. , 2007). The major barriers to the success of CBT initiatives have been their lack of commercial viability and integration into the market. CBT commercial viability is essential to deliver results to local communities and requires the consideration of three aspects: market, product and links with the private sector.

Market knowledge is crucial for evaluating the commercial viability of CBT initiatives and usually tourism companies operating in the private sector do have the relevant knowledge. The market consists of tourists already visiting the destination, as these are potential buyers of tourism goods and services. Market size and seasonality are crucial, as a certain level of visitor numbers is required for businesses to be profitable.

Commercial viability is often enhanced through partnership practices between CBT enterprises and the private sector that benefit both parties. While communities derive economic benefits through direct employment, training or the supply of goods and services, tourism companies can also profit (Harrison and Schipani, 2007; Ashley et al, 2001).

CBT initiatives are generally small-scale and it is not possible for all members of larger communities to be involved and thus derive benefits. If communities are not able to participate fully, the benefits they derive may be limited and communities are hierarchical and often elites garner the benefits of CBT development. It is very often the marginalized and poorest members of the community that remain on the periphery which could be down to class, gender, religion, culture or political affiliation.

2.5.5 CBT challenges in Kenya

There are no set criteria by which to judge the success of CBEs in Kenya, so caution must be exercised when describing them as successful. However, the main reasons for the failure of CBEs are readily identifiable. They include lack of local community support due to inadequate sensitization during the initial start-up process, lack of basic skills and knowledge, poor management, unfavorable partnerships, poor leadership, lack of reinvestment and maintenance, petty politics, elitism, lack of exit strategies for external intervention and lack of transparency.

2.5.6 Factors that would make local communities welcome or not welcome CBEs

The key factors that could influence local community attitudes towards CBEs fall into two categories. These are motivational factors and community factors. CBEs are relatively new concepts and community sensitization at their inception is crucial for informed decision-making by local communities (Manyara & Jones, 2007). A sense of ownership is also seen as critical so that local communities were adequately empowered and involved. CBE initiatives had to be seen to be adding value to existing livelihoods. Issues of elitism and poor leadership also have to be addressed. The foreign orientation of Kenya's tourism industry limited local communities' enthusiasm for embracing CBEs. There was a general lack of confidence that local communities could manage CBE initiatives effectively. The performance of extant CBEs also plays a major role in

influencing attitudes of other communities. Successful CBEs positively influence the enthusiasm of neighboring communities for similar initiatives and vice versa. Previous bad experiences of external intervention may sour community attitudes towards CBEs. The cultural orientation of the local community also significantly influenced local community attitudes towards CBE initiatives, especially in conservative communities. This is especially the case in the coastal region where local communities are predominantly Muslim (Manyara and Jones, 2007).

2.6 Tourism land use planning

The combined effects of society and nature on landscape become visible through land use and land cover changes (Bürgi et al., 2004). Changes in land use are based on intentional human decision-making. The occurrence of land use change at a particular site depends on the bio-physical and human-related setting at various spatial, temporal and institutional scales. The main driving aspects are discussed below:

Human-related driving forces

- Socio-economic forces

Socio-economic driving forces are rooted in the economy and to demographics. They include the effects of the market economy, land tenure, alternative income options and the accessibility of credits at the local level.

- Political forces

Political driving forces are expressed in policies and political programmes and they are strongly interlinked with the socioeconomic pressures as they strongly react to socioeconomic pressures.

- Technological forces

Technological driving forces include innovations that manifest themselves, for instance in the development of transportation networks over the years.

- Cultural forces

Cultural driving forces imprint the landscape, for instance, through traditional agricultural practices.

- Biophysical driving forces

Site factors, such as topography, climate or soil conditions, are variable over long periods, but stable over short periods. They impact mainly on the whereabouts in land use decision-making.

- Natural disturbances

Natural disturbances profoundly modify the existing land use pattern as they strongly alter the biophysical conditions within the affected region.

Generally, land use changes are initiated to optimize social welfare including a wide range of intentions from maximizing land rent and to conservation. But often these intended modifications show unwanted side-effects on the bio-physical and the social system and cause ecological on soil qualities or biodiversity or social damage.

Besides the direct impacts, indirect impacts on the social system through impacts on the natural system can be identified. Impacts on the natural system are often longer-term and considered minor in the individual case compared to quickly visible social impacts.

To consider both types of impacts and find an applicable compromise is the principal role of spatial planning on the local, regional and national level. It aims to co-ordinate socio-economic spatial requirements with respect to their long-term consequences on society and the bio-physical environment.

Land uses are strongly human related, they denote “the human employment of land” (Meyer and Turner, 1994) and implies “the way in which, and the purpose for which, human being employ the land and its resources” (Meyer, 1995). In this respect, it is not related to visible features but to intention or purpose.

2.6.1 Tourism land use integration

The two most important questions that one has to ask themselves in integrating tourism as a land use are:

- How much change is to be expected?
- Where are land use changes likely to happen?

The quantity of change is usually driven by demand for land and is strongly based on socio-economic changes.

The allocation question is considered easier to deal with through modeling since the rise of geographic information technology and the expanding availability of digital spatial data.

2.7 Planning tourism for a community

The whole notion of community planning implies a high level of community involvement and participation, yet often the community does not have the control that is implicit in such a notion. The process outlined in Figure 2.3 below shows general tourism planning process which follows the classic procedure to planning outlined by Low Choy et al (2002).

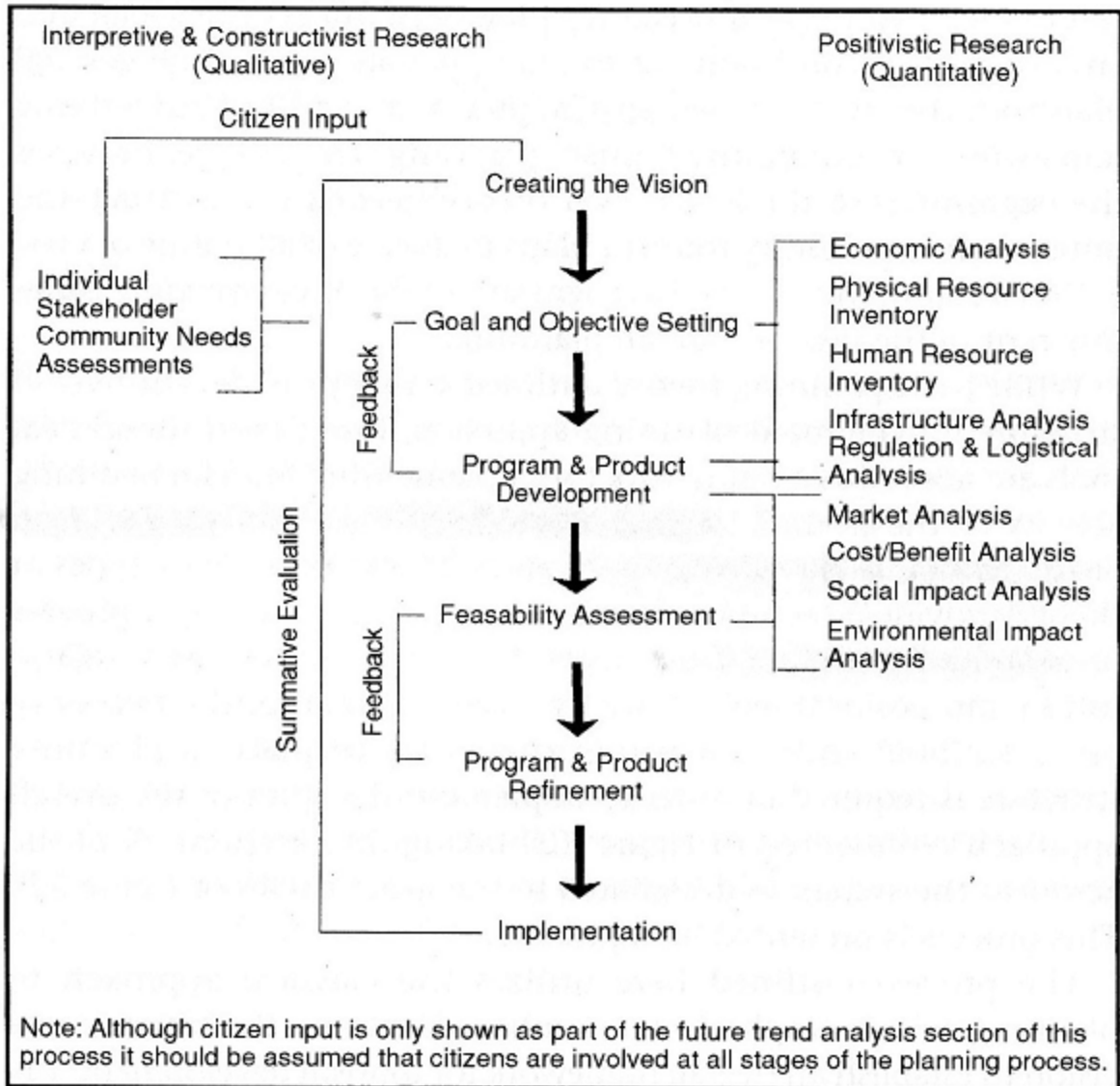


Figure 2.3: Community Tourism Planning Process (Reid 2003:146)

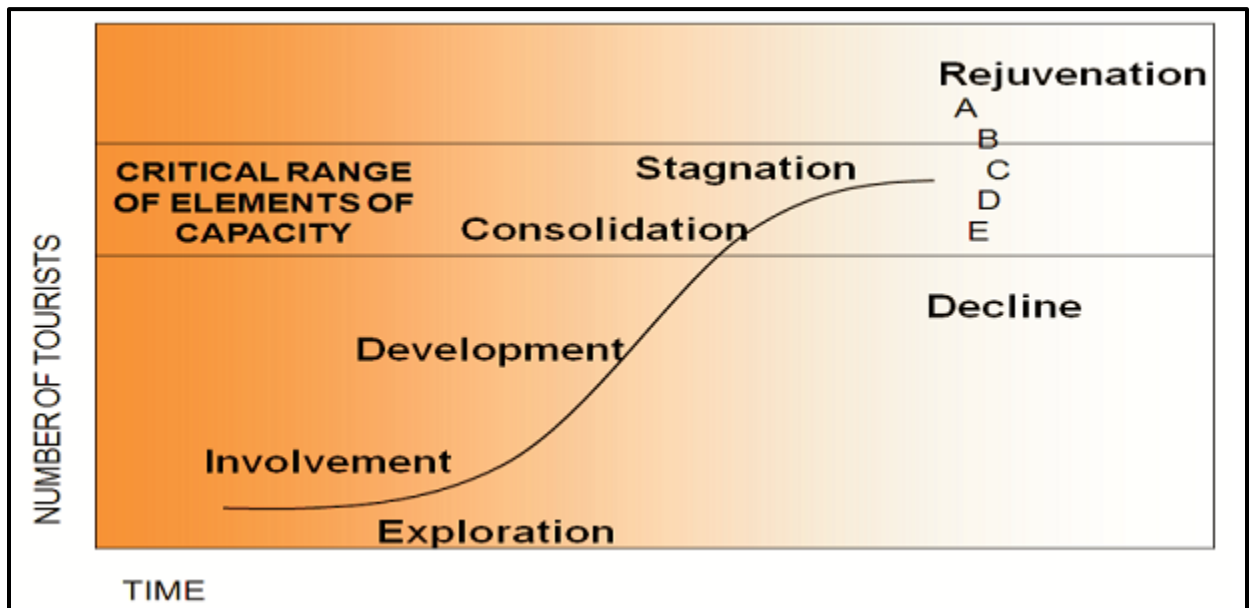
- The creation of a vision to establish an overall framework for tourism development;
- The setting of goals and objectives to bring that vision about;
- The development of programs designed to accomplish the relevant objectives;
- An evaluation of the feasibility usually financial of the proposed project (if necessary and adaptation or refinement);
- The implementation and ongoing monitoring of the project established as a result of the planning and decision-making process (Reid, 2003).

2.7.1 Community-based tourism development process

The CBT development steps, strategies, and activities as a land use depend on the destination and its geographic and social characteristics, cultural context, economic development stage, tourism development stage beside a plethora of other factors. Therefore, there is no one-fits-all framework or blueprint applicable to all destinations. Different destinations have different land use characteristics and it is important to consider how this form of tourism can correctly blend with other land uses. Each CBT case is unique in terms of its destination characteristics, the phase of development, and thus, stakeholders, their roles, responsibilities and steps of action.

CBT development steps can be illustrated by Butler's Product Life Cycle Model of 1980, which explains the life stage of destinations on a spectrum of six stages including: exploration, investment, development, consolidation, and stagnation, which is then followed by a destination's decline or revitalization stage depending on the marketing efforts of the destination as shown in figure 2.4 (Tasci, Semrad, & Yilmaz, 2013).

Figure 2.4: Destination Product Life Cycle: Hypothetical Evolution of a Tourist Area3(Butler 1980)



Source: (Tasci, Semrad, & Yilmaz, 2013)

The exploration stage of a destination begins as a relatively unknown place where visitor numbers are low and lacks access, facilities and local knowledge. After the discovery of

the destination, word-of-mouth advertising from tourists who have visited the destination reaches other potential travelers, which is usually then followed by development of attractions and hospitality amenities.

Implementation of CBT development at different stages of the Destination Product Life Cycle would involve different tasks, stakeholders, facilitators and challenges.

However, the general framework, concepts and principles can be applicable across different destinations. The framework provided in Figure 2.6 is a comprehensive list of phases, steps, activities, stakeholders and their roles if the destination of concern is to start from scratch when developing tourism with a CBT approach. Each case may have a different starting point on this framework and may take different length of time to complete each step.

The starting point and the length of completion would depend on the destination characteristics such as size, development phase, types of stakeholders, their talents, skills, experience, commitment, time, patience, perseverance, besides the factors in the larger environment (socioeconomic, cultural, economic, political, technical) and the situational factors. Also, the movement on the CBT process steps may not always be forward, linear and regular due to hurdles in the environment and challenges due to stakeholder alienation, turnover, attrition and burnout. Therefore, CBT process needs to be flexible, adaptive and responsive to such potential hurdles rather than a rigid plan; otherwise, the entire plan may face the threat of stalling altogether.

For a successful CBT application, a marketing approach, more specifically CBT destination brand development approach is required at every step of the development process including research, SWOT analysis, marketing mix development, integrated marketing communication, control and evaluation feeding back to the process to improve the CBT destination brand. CBT has holistic goals that may sometimes be perceived as out of the marketing realm; however, marketing approach is the key to success in any endeavor that includes demand and supply of products in any form.

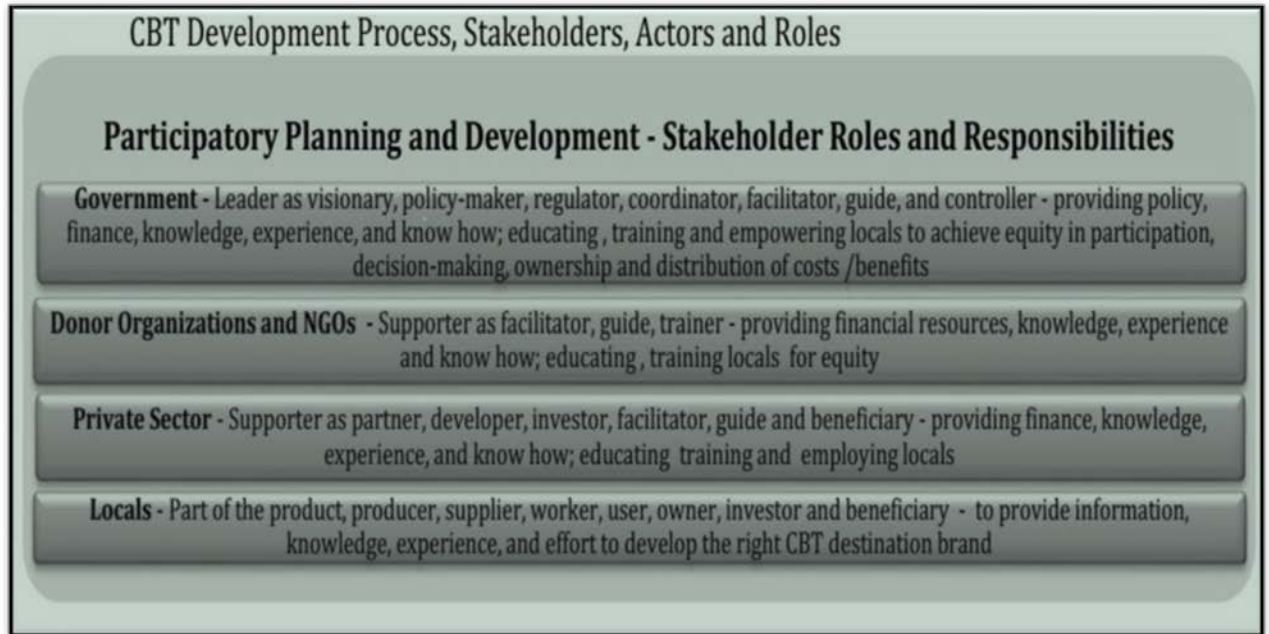


Figure 2.5: CBT stakeholders, actors and roles

Source: (Tasci, Semrad, & Yilmaz, 2013)

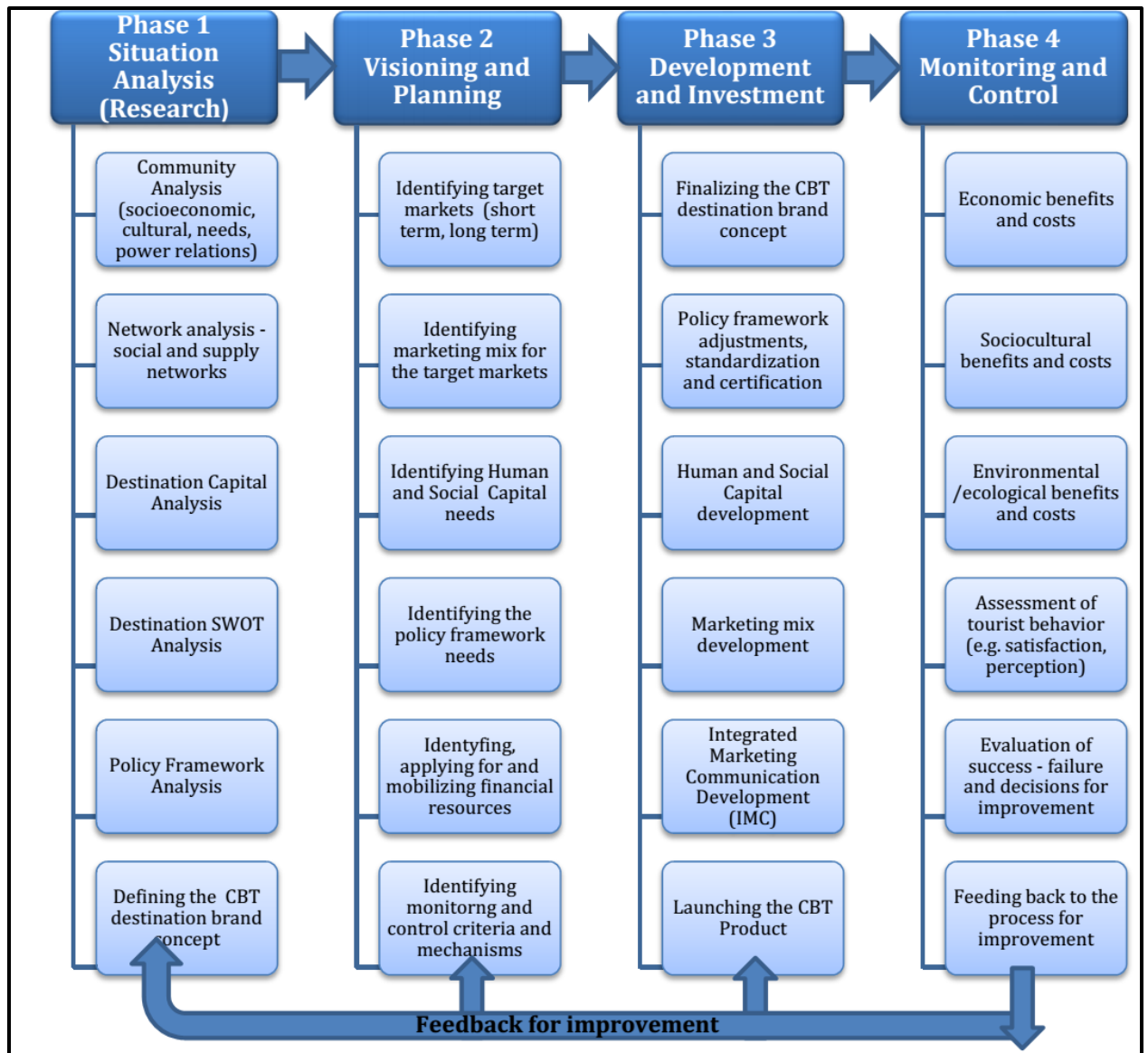


Figure 2.6: CBT development process (Participatory Planning and Development)

Source: (Tasci, Semrad, & Yilmaz, 2013)

The first and foremost principle of CBT is the participation of all stakeholders in the planning and development process. In order for CBT to be successful, a communal sense of ownership is necessary because communities can only be active participants in tourism projects if they have a sense of ownership.

As described in Figure 2.5, each stakeholder has a significant role in the CBT development process. The government and the donor organizations are the major

initiators, facilitators, and leaders. Governments provide the supportive policy framework for community involvement and participation in CBT visioning, planning, development, managing and sharing of the benefits and costs. The civil society (educational institutions, NGOs, trade associations, organizations, journalists) are also instrumental in increasing awareness, offering awards, providing training and information conducting research, bringing the stakeholders together, and assisting locals in voicing their issues and opinions.

Citizen participation is most critical for the planning process to be effective, equitable and legitimate; as long as those who participate are representative of the whole community and are capable of looking after collective interests. Ideally, community participation allows citizens to shape their local economies by influencing the type of business, industry, and employment opportunities in their own backyards (Sebele, 2010). Unless local residents are empowered and participate fully in decision-making and ownership of tourism developments, tourism will not reflect their values and consequently will not generate sustainable outcomes.

Although most CBT projects are initiated and even carried out by national or international organizations, NGOs, or donor agencies, the success level depends on some key factors of the locals' involvement in participatory planning and development of tourism as listed in detail below:

- Strategic networking and partnerships among local communities, government, NGOs, academics and private businesses to build the knowledge, skills, and self-confidence of community members.
- A shared vision of tourism, a holistic approach to development with realistic expectations of what, where and how among the local community (to avoid disappointed expectations and disillusioned communities from the collapsed, failed, struggling or poor performance of a CBT project).
- All inclusive participation and equity in planning, decision-making, management, ownership, and distribution of benefits and costs.
- Strong collaboration, communication links and dialogue between all stakeholders.

- Active community involvement in building and strengthening appropriate community institutions (e.g. trusts, CBT associations) to take full control of management by the locals.

2.8 Tourism planning policy in Kenya

The Government recognizes the income and employment opportunities that tourism can bring to indigenous populations living in remote areas. In the poorer regions of a country, the public sector takes an active role in promoting development that will balance benefits and impacts in the favor of local public interest. The community tourism sector is still developing and there is a need to continually lobby the government to include issues that will favor CBTI's in the policy. KECOBAT has forged strategic alliances with the government and other development partners in relevant fields so as to ensure that there are policies on CBTE's sector in Kenya.

2.8.1 Vision 2030

Kenya Vision 2030 is the country's new development blueprint covering the period 2008 to 2030. It aims to transform Kenya into a newly industrializing, "middle-income country providing a high-quality life to all its citizens by the year 2030. The Vision is based on three "pillars": the economic, the social and the political. The economic pillar aims to improve the prosperity of all Kenyans through an economic development program, covering all the regions of Kenya, and aiming to achieve an average Gross Domestic Product (GDP) growth rate of 10% per annum beginning in 2012. The social pillar seeks to build a just and cohesive society with social equity in a clean and secure environment.

Tourism is identified as a leading sector in achieving the goals of the Vision. Kenya aims to be among the top 10 long-haul tourist destinations in the world offering a high-end, diverse, and distinctive visitor experience that few of her competitors can offer. This will be achieved through offering new products, expanding tourist expenditure per capita, improving her international, marketing strategies and niche products which include Ecotourism, water-based tourism & Cruise tourism, Youth and Sports tourism, Cultural tourism, Agro tourism, Business and Conference tourism, Medical tourism and Aqua tourism

2.8.2 Central government role

The central government has a number of roles in relation to tourism. These extend across a range of ministries and departments given the cross-cutting nature of the tourism industry. They range from setting policy, facilitating tourism development, quality control, the provision of infrastructure and supporting ancillary aspects such as education and health. These functions are broadly applicable to CBT enterprises as they are in other parts of the industry. The department of tourism, within the ministry, has responsibility for product and market development; licensing, litigation, inspection, standardization and research.

2.8.3 County government Act, 2012

Article 103 of this Act provides the objectives of county planning. County planning should ensure harmony between national, county and sub-county spatial planning requirements, facilitate the development of a well-balanced system of settlements and ensure productive use of scarce land, water and other resources for economic, social, ecological and other functions across a county; maintain a viable system of green and open spaces for a functioning eco-system; harmonize the development of county communication system, infrastructure and related services; develop urban and rural areas as integrated areas of economic and social activity; provide the preconditions for integrating underdeveloped and marginalized areas to bring them to the level generally enjoyed by the rest of the county; protect the historical and cultural heritage, artefacts and sites within the county. All these objectives of county planning affect CBT enterprises within the counties. This is because planning must ensure that cultural heritage is preserved and at the same time communities also have to grow or develop. CBT provides a perfect tool for achieving these objectives

2.8.4 Tourism Act, 2011

This Act of parliament provides for the development of sustainable tourism and tourism-related activities and services, and for connected purposes. This is to be done through the Cabinet Secretary and Tourism Regulatory Authority which has the responsibility to formulate guidelines and prescribe measures for sustainable tourism throughout the country. It recognizes the close linkages between tourism and ecologically sustainable

development of the country's natural and heritage resources, but the Act fails to provide adequate institutional arrangements to safeguard above at the grassroots level.

2.8.5 The Forest Act 2005

Some of the attraction sites are on the forest reserve, therefore, the forest Act affects tourism in the area. The Act provides for participatory forest Management through Community Forest Associations. It gives rights to participate in ecotourism activities.

2.8.6 Siaya County Integrated Development Plan

The county stresses the importance of tourism in its growth. Tourism is seen as one of the sectors that are very important to the county. Under the flagship projects for the sector in the plan, the county aims to improve the standards of tourism services and facilities, to have a well-regulated tourism sector in the County, to develop a diversified tourism product, ensure environment sustainability and ensure well-planned tourism development. Community involvement in tourism is not emphasized in this county development policy.

2.9 CASE STUDIES

Different case studies were selected from the global perspective to Africa and finally to Kenya. The case studies were looked at based on their potential benefits and lessons for Kenya.

2.9.1 Community Based Tourism in Bario, Malaysia

2.9.1.1 Location and community

Bario is a remote village surrounded by rainforests in the Kelabit Highlands of Sarawak, one of the East Malaysian states on the island of Borneo, and home to the Kelabit people. This is Malaysia's smallest indigenous ethnic minority group.

2.9.1.2 How it operates

Years ago, the village headman's house was the closest to the airstrip (the main entry point to the village), so visiting officials used to stay there for free, which caused some financial hardship for the family. The headman's son eventually had the idea of installing

a notice at the front of the house proclaiming it a ‘Guest House’. The existence of a guesthouse in Bario came to the attention of the Lonely Planet Guide, and the first tourists started to trickle in.

Many of the people in the community still live in the traditional style communal longhouse, and the village is surrounded by rainforests. Visitors can stay with local families as part of a home-stay, and other community members work as guides on treks or providing transport and food to visitors. An art gallery and handicraft shops sell local artists’ work. Other activities provided by the community include jungle survival courses, treks to other longhouse communities in the area, paddling and fishing, information on longhouse living, talks on the local flora and fauna, jewelry making classes, worshipping with the local Christian community, traditional dance, and visiting the local salt mines or the ancient monoliths. A recent new development in the village’s tourism base has been development conferencing, based on the award-winning e-Bario project, which introduced computers, telephones and the Internet to the village, housed in the community tele-centre (Asker et al, 2010). Plate 2.1 shows an example of Longhouse in Malaysia.



Plate 2.1: An Example of Bario Longhouse

Source: (Asker et al, 2010).

2.9.1.3 Challenges faced

One of the first challenges was overcoming the residents' discomfort about charging for accommodation and lodging, which was seen by many to counter traditional Kelabit hospitality. Another challenge initially was the limited number of flights into Bario, which is not connected by roads to the rest of Borneo. While this restricted the negative aspects of a massive increase in tourism to the area, it prevented growth in the tourism industry. Flight frequency has slowly increased over the years, partly in response to the demand from tourism, and logging roads are now approaching the area, which provides (unofficial and hazardous) access to the distant towns. These developments present challenges as well as opportunities to the tourism industry.

2.9.1.4 Lessons learned

From the beginning, the community aimed to work together to provide the best experiences possible for tourists, rather than competing among themselves, and to make full use of the Internet in the local community tele centre for promoting tourism in Bario.

The community set up a support and management structure of committees and teams and used the tele centre to build the local tourism industry. Tourism to Bario is now organized under the Tourism Sub-Committee of the village council, which regulates standards and promotes and develops the industry as a whole. The goal of the community was not just to generate income, but to reinvigorate the local social and cultural life of the community as well.

The next major stimulus to tourism was another infrastructure development, the e-Bario project, which introduced telephones, computers and the internet. Electricity is locally generated, by solar panels, micro-hydro or diesel generators (Harris, 2009).

2.9.2 Koh Yao Noi Community Based Eco-tourism Club, Thailand

2.9.2.1 Location and community

This is a group of fishing communities on Koh Yao Noi, in Phang Nga Province, Southern Thailand.

2.9.2.2 How it operates

The Responsible Ecological Social Tours (REST) Project worked for 12 years providing training and other support for community organizations to plan, develop, manage, market and monitor Community Based Tourism in Thailand. REST is an initiative of the Community Based Tourism Institute in Thailand, founded to promote tourism as a tool for community development. REST has worked with the Koh Yao Noi Community based Eco-tourism Club (KYN CBT Club) for many years to develop a model of tourism for conservation, community development and cross-cultural sharing. Other partners include Responsible Travel and Conservation International.

The KYN CBT Club harnessed tourism as a tool to reverse a social and environmental catastrophe being created by the encroachment of large-scale commercial trawlers into their local fishing grounds. This illegal fishing was destroying the environment and threatening the livelihoods of local people, who rely on fish stocks to feed their families. The KYN CBT Club decided to use tourism as a way of bringing these issues to the attention of the outside world, and this eventually led to the government enforcing the law and protecting local rights.

2.9.2.3 Benefits to the community and/or environment

KYN CBT Club represents and directly benefits 35 local families with indirect benefits for over 4000 people, including local schools and other institutions. The group decides the direction of tourism development, with careful consideration for environmental, cultural, social and economic sustainability.

Club members have received additional income representing up to 10% of their annual income. 10% of all income is directed into a community fund, which supports various conservation and community initiatives in Koh Yao Noi, to ensure equitable income distribution.

Other benefits include improved natural resource management; increased environmental awareness; commitment among local hosts and guests; ongoing community skills development (e.g. planning, reaching consensus, communication, management,

accounting and ‘green product’ production); and an enjoyable social activity for the community.

2.9.2.4 Challenges faced

KYN is located in Phang Nga Bay, close to the mass tourism destinations of Krabi and Phuket, and as a result, the villagers are aware of the dangers and impacts of unrestricted mass tourism development and are committed to controlling tourism development in their villages. Guests are educated about Muslim culture before arriving to ensure sensitive behavior and are asked not to consume alcohol while on the island.

2.9.2.5 Lessons learned

For tourism to be sustainable, community members must participate in and benefit from tourism development. The club operates a rotation system for tourism activities, guides and home stay accommodation to ensure equal opportunity to participate in tourism, and to spread economic benefits fairly. There must be a focus on diversified income as well as environmental preservation, and a focus on cultural as well as natural heritage. ‘CBT’ Tourism activities have been planned and managed by local Muslim fishers, sharing local life, celebrating local culture, developing local skills and building environmental awareness among guests and hosts.

Partnerships and strategic networks are crucial: the KYN CBT Club is the outcome of a long partnership uniting the knowledge, skills and experience of two Thai organizations which have worked for many years supporting Thai communities to develop small-scale tourism programs, appropriate to their own cultures and environments. REST and the Thailand Research Fund Regional Office CBT team have worked for many years assisting community members in KYN to undertake their own community-based research projects, using simple research tools to find their own answers about how to develop tourism in their communities. Partnerships with local communities, the Thai government, NGOs, academics and selected tour operators with a commitment to sustainable, responsible tourism have also been important.

This strategic networking and partnership development has built the knowledge, skills, and self-confidence of community members across the country celebrated traditional cultures, supported local rights, contributed towards more sustainable natural resource management, and lead to the development of Thailand's largest network of CBT communities.

2.9.3 Case Study: Kumul Lodge, Papua New Guinea

2.9.3.1 Location and community

Kumul Lodge is located in the Enga Province in the Highlands of Papua New Guinea.

2.9.3.2 How it operates

Kim Arut and her husband are the owners and managers of the lodge. They built the lodge on his family's traditional land and employ 15 people from their local village. The lodge started out with a grant of US\$27,000 from the PNG government, which was spent on constructing the lodge. The lodge is the second most visited bird watching destination in Papua New Guinea and is home to many rare and iconic species such as the bird of paradise. The focus on enabling enjoyment of the bird life means that the lodge promotes a quiet atmosphere with no alcohol and television provided. The lodge also helps organize other nature-based activities such as trekking and guided tours.

2.9.3.3 Benefits to the community

The lodge provides employment to 15 villagers, predominantly women, however, the benefits from the lodge spread further into the community than just to employees. Kim was well aware that as the birds were the lodge's primary attraction she works hard to ensuring their protection. Kim pays adjoining landowners US\$4 for every guest that stays at the lodge and educates them on the importance of protecting the birds.

Kim has also helped organize a workshop, hosted at Kumul Lodge, on developing a strategy for tourism in PNG. The lodge also maintains tracks and bird watching facilities in the area. It has a long-term aim of seeing the area turned into a National Park.

2.9.3.4 Challenges faced

The remote location of Kumul Lodge has meant that it faces many communication-based challenges. The lack of Internet access makes it difficult to attract international visitors. A listing in the Lonely Planet was crucial in spreading the word about the lodge and since then it has consistently grown. In the initial stages of setting up the business registration was a difficult process and the lodge is still unable to obtain insurance due to its remote location.

The seasonal nature of the tourist flow also poses challenges. The peak tourist season runs from June to September but the Kumul Lodge provides its staff with financial security by employing them year round. The rest of the year is used for developing the facilities of the lodge. This seasonal demand also means that in the peak season there is not enough accommodation for all the tourists who would like to visit.

2.9.3.5 Lessons learned

The Kumul Lodge shows that unique or high-value ecological attributes can be extremely effective in attracting visitors if these attributes are emphasized and care is taken to build the protection and promotion of these elements into all facets of the business. Kumul Lodge recognized that visitors who would be interested in their ‘product’ (the birdlife and natural environment) would also appreciate a tranquil atmosphere free from the distractions of the city. They also realized that in order to protect the environment of the local area and with it their own core business assets they would need to ensure they had the support of the local community. They have spread some of the economic benefits of the tourism enterprise through the local community and thus been able to ensure that the community as a whole has a stake in protecting the environment.

2.9.4 Nsongwe Village in Zambia (successful case study)

Nsongwe Village is located in Nsyuungu Zone near Livingstone. Village tours were initiated by Chief Mukuni and two nearby local lodges, Songwe Point Village and Taita Falcon Lodge, in 1999. There are one village guide and a curio market. The village received 351 tourists in 2004. Almost all were international flying tourists staying at the

lodges, about 70% from Songwe and 25% from Taita Falcon. The tour generated US\$1,053 in gross revenue and US\$828 in net profit in 2004. No figures are available for the curio market. Tourists also make financial and material donations to local schools. The funds and donations are managed by the Local Board Committee that is under the Mukuni Development Trust (MDT). Profit is spent on the local school and clinic. Taita Falcon Lodge has suggested the community could develop an arena (boma) for cultural entertainment. There is scope to improve the marketing of Nsongwe to other operators and set-up a booking system as currently tourists just turn-up and the guide often sits all day with no clients (Dixey, 2005).

2.9.4.1 Lessons learnt

Nsongwe Village has been built by the local communities, with the backing of various charities and NGOs. So for such initiatives to be successful good partnership must exist.

2.9.5 Nsendamila Cultural Village (failed case study)

Nsendamila ('leaning tree') is located in Lower Lupande GMA by South Luangwa National Park (SLNP). The idea for the cultural village originated from the late Chief. The project was agreed to at a meeting of the Local Area Development Committee (now the CRB) and tourism companies in June 1997. Traditional huts, a summer hut (Insaka) and pit latrines were built. The 'Village' offered entertainment, storytelling and demonstrations of cultural activities such as daily chores (e.g. pounding), wood carving, blacksmiths and traditional healing. It employed 19 people on a part-time basis. Days and times of activities were agreed with the lodges.

Tourism companies provided a loan of approximately US\$100 to help start-up the project in 1997 which was partly repaid. MS gave a grant of US\$100 in 1999 for infrastructure development and provided technical advice and promotional support (flyers) through volunteers. No formal training was given. The Area Development Committee invested about US\$225 into the project.

Most tourists (90%) learnt about the attraction from cooperating lodges and tour operators. The season was 5 months (June-October). Nsendamila was only operational

for about 2 seasons (1998-9). It received about 200 visitors each season which would have generated approximately US\$1,000 of gross revenue per year (based on US\$5 per head).

The project was managed by an elected committee of 12 members under the Area Development Committee. There was a verbal agreement with the Chief to use the communal land and he received 1% of revenue as a tribute. It is estimated that about half of the total net profit of over 2 years (US\$800) was reinvested into the project and about US\$500 spent on other local development projects.

Nsendamila tried to partner with a nearby lodge in 1999 but the operation was failing and ceased to be operational in 2000. Various interpretations of why the cultural village collapsed have been given by different stakeholders:

- ❖ The Chief passed away and the new Chief put in new management which led to the demise of the operation (Former Committee Chairperson Pers. Comm.).
 - ❖ Lack of management capacity (Former Committee Chairperson Pers. Comm.).
 - ❖ The wider community was opposed to the presentation of private cultural ceremonies (e.g. initiation dances) as this was deemed inappropriate and culturally insensitive (Former Committee Chairperson Pers. Comm.).
 - ❖ Communication problems existed as tourists would arrive when there was no scheduled activity and/or lodges would give notice for performances at the last hour (Former Committee Chairperson Pers. Comm.).
 - ❖ Tourists had conflicting ideas on what they wanted (e.g. method of payment and/ or tipping) (Former Committee Chairperson Pers. Comm.).
 - ❖ Jealousy and conflicts over tipping (Former Committee Chairperson Pers. Comm.).
 - ❖ Tourism companies criticized the 'Village' as staged and not authentic (Former Committee Chairperson Pers. Comm.).

- ❖ MS advised Nsendamila not to develop the same product as Kawaza Village Tourism Project (KVTP) (Former Committee Chairperson Pers. Comm.).
- ❖ The project did not have a ‘champion’ like Robin Pope Safaris (RPS) who support KVTP (Former Committee Chairperson Pers. Comm.).
- ❖ Competition from KVTP ‘killed’ Nsendamila (Former Committee Chairperson Pers. Comm.).
- ❖ Mismanagement (KVTP Pers. Comm.).
- ❖ Advice from tourism companies was not heeded and the product was not what clients wanted (RPS Pers. Comm.).

Nsendamila had exceptionally high tourism potential yet it failed. It provides an interesting and valuable CBT case study and identifies a range of risks associated with cultural tourism development that needs to be carefully considered and managed (Dixey, 2005).

CBT case studies in Kenya

2.9.6 Wasini Women’s Group In Kwale

Found in the Kwale region, Wasini Island relies heavily on tourism. The Wasini Women’s Group is a consortium of women drawn from Wasini Island, and it is brought together through a membership scheme in which the members own shares within the group. The group runs a nature trail in which they have constructed a boardwalk through a mangrove forest and coral relics. In addition, the group also runs a boutique in which they specialize in selling clothing based on the local costume, the *kitenge*. The Group employs four full-time staff, including a manager, who together with an executive committee run and manage these ventures (Manyara & Jones, 2007).

2.9.6.1 Benefits

The CBE activity supports social development on the island, such as through education and health, and it has also paid out to members in the form of dividends. A restaurant on the island operated by an indigenous entrepreneur serves food prepared by the women in

their own homes. It is this individual activity rather than the CBE-oriented activity that has greatest impacts on households. The group currently has 65 members.

2.9.6.2 Lessons learnt

For the initiative to be successful it has employed people with professional knowledge to do management for them. There is also partnership with the Royal Embassy of Netherlands, IUCN, USAID, and the European Union.

2.9.7 Koiyaki Lemek

Koiyaki Lemek is a community-based conservation project that neighbors Maasai Mara Game Reserve in the Maasai region of Kenya and was established in 2001. The project comprises vast expanses of land that has been set aside by members of the local communities mainly for wildlife conservation and to avert human–wildlife conflict. In addition the local community, in partnership with a private investor, have ventured into tourism and offers accommodation and game viewing services. The private investor, who pays a percentage of the profits to the community, runs the accommodation facility.

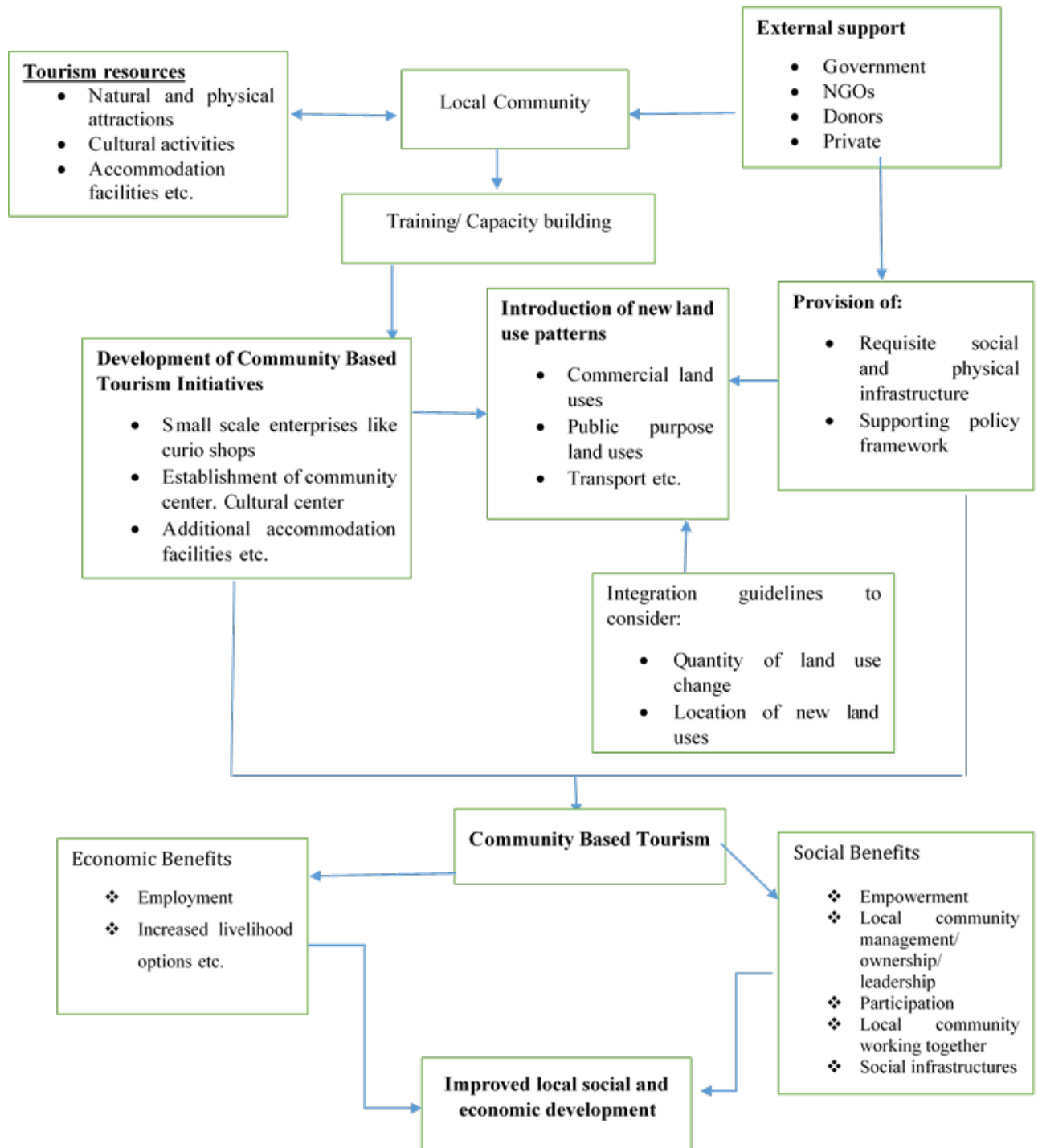
2.9.7.1 Benefits

The local community, in turn, benefits from entry fees to Koiyaki Lemek, which currently stands at US\$ 27 per tourist, regardless of the length of stay. The local communities share the proceeds in proportion to the size of land contributed by each individual member. The project employs 30 full-time staff.

2.9.7.2 Lessons learnt

Communities must be actively involved in and benefits must be fairly divided amongst them for them to be actively engaged in these initiatives. Like for Koiyaki Lemek, 30% of the tourism profits are divided amongst the Maasai community around and 30% goes to the management.

2.10 Conceptual framework



Source: Author, (2015).

Figure 2.7: Conceptual framework

The conceptual framework illustrates how CBT which is the independent variable can bring about different opportunities for the community through social and economic benefits which are the dependent variables. According to several CBT journals, books, reports and other literature on CBT, it presents many opportunities to the community if done successfully and these include local economic growth, community empowerment, improved standards of living etc.

2.10.1 Community, assets and policy background

Through planning community, tourism assets and relevant policies are brought together. The community is the pivot of any CBT initiative. Communities must be engaged through as owners, managers, operators or controllers of a tourism venture to qualify to become a CBT venture. For the community to be able to engage in tourism, they must have unique cultural assets or practices, physical features or other facilities that can attract tourists to them, these are known as CBT assets. Globally, continentally and nationally CBT is practiced in rural areas where people lack knowledge and skills to operate these initiatives, financial constraint is a major issue and infrastructural investment in terms of roads, health facilities, electrification etc. is usually very low. This, therefore, means that Community alone cannot bring about successful community tourism. In many instances, NGOs, funding agencies, government ministries, donors and rural support agencies have offered support to these initiatives. Legal support through policies is also very important for the success of CBT. All these aspects if brought together bring about partnership which leads to CBT.

2.10.2 Partnership and related arrangement

Partnership amongst key stakeholders in community-based tourism leads to successful CBT. The partnership can range from funds provision through grants or loans to help in marketing all the way to training. Community members together with external partners work to appraise the community's vision, needs and priorities and assess their 'fit' with tourism.

2.10.4 Land use patterns

The tourism initiatives developed by the community leads to the alteration in the land use patterns. These initiatives can be commercial, transport and social facilities amongst many others. Because of this fact, there should be guidelines should guide development of such initiatives based on their location and quantity.

2.10.3 Outcomes and benefits of CBT

A successful CBT in return brings both social and economic benefits to the community and conservation and preservation benefits to the tourism assets which prolong their use by many generations. Some of the social benefits of CBT are:

- Equal opportunities
- Empowerment/ decision making/ capacity building
- Local community management/ownership/ leadership/ governance
- Participation
- Local community working together
- Social infrastructures

The economic benefits of CBT to the community are:

- Employment
- Increased livelihood options
- Establishment of micro-enterprises
- Poverty alleviation

CBT still faces several challenges that hinder its full exploitation and these challenges must be addressed if any initiative is to prosper. They include:

- Marketing and access problems
- Low infrastructure development
- Lack of proper knowledge and skills amongst community members
- Lack of information within the community

CHAPTER 3 - RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research design for the study. It includes the description of the target population, sampling plan, methods of data collection, and analysis.

3.2 Resign design

This study used non-experimental research design. A survey was administered to a selected sample from the population of the study area. The term 'survey' is commonly applied to a research methodology designed to collect data from a specific population or a sample from that population, and typically utilizes a questionnaire or an interview schedule as the survey instrument (Robson, 1993).

Surveys are used to obtain data from individuals about themselves, their households, or about larger social institutions (CBT enterprises). Sample surveys are an important tool for collecting and analyzing information from selected individuals. They are widely accepted as a key tool for conducting and applying basic social science research methodology (Rossi, Wright, and Anderson, 1983). Past policy documents, reports and reviews were used for gathering information on documented studies.

This study collected both quantitative and qualitative data. The study used the quantitative approach in that it was based on variables with numbers and were analyzed with statistical procedures. While the qualitative approach recorded words as data.

3.3 Research population

The research population consisted of all the households in Ramogi sub location, the area chief, tour guides, relevant line ministries and CBOs. The case study of research location- Ramogi hills area, was purposively chosen for four basic reasons: (i) ease of researcher "entry" and familiarity; (ii) the researcher's perception that the area is endowed with tourism resources but it's still not yet recognized as an important development resource (iii) the site was identified as one of CBT initiative; and (iv) ongoing personal interest by the researcher in how community tourism affects the community and such areas.

3.4 Sample size

In determining the sample size, research aid sample size calculator from Creative Research Systems survey software was used. Using a 95% confidence level which is commonly used in social science, with a confidence interval of +/-10% and population size of 1658 male and 1773 female, a sample size of 44 males and 46 females was obtained.

$$\text{Necessary Sample Size (n)} = \frac{N}{(1 + Ne^2)}$$

A total of 90 household questionnaires were filled, and through face to face interviews, eight key informants were interviewed. The key informants included the office of county government on tourism, two community organization leaders, the chief of the area and four tour operators that is, one from Ramogi resort and the other three from tour guides association. This is because since the guides work under the same conditions the chances of them having similar experiences are high hence the use of a smaller number.

3.5 Sampling plan

Random sampling is the best way to obtain a representative sample. No technique, not even random sampling guarantees a representative sample, but the probability is higher for this procedure than for any other. A list of the eleven villages that had ongoing ecotourism projects was obtained from the area chief then they were written in different small papers. From these nine villages were randomly picked because of the sample size. From each village, 10 households were selected. Gender-based stratified random sampling was used for selecting respondents from households that were randomly selected from the 9 villages within the sub location. Each of the three enumerators covered three villages and since the selected villages were sparsely populated the homesteads were randomly picked and only one household was interviewed in each homestead. The enumerators used a rotational method in picking the respondent in each household so as to obtain the required ratio of male to female.

Gender-based stratified random sampling was used to enable the researcher to get opinions from both men and women. The researcher purposively selected key informants

for interviews. This is because not all key informants have information regarding the study topic.

3.6 Data needs matrix

Objective	Data needed	Where to get data	How to obtain data
<p>Objective 1</p> <p>To establish the existing land uses within Ramogi hills and their shortfalls</p>	<p>Types of land uses</p> <p>The main land uses</p> <p>The effectiveness of land uses to goals of the community</p>	<p>Literature review</p> <p>Field survey</p>	<p>Key informant interviews</p> <p>Observation schedule</p> <p>Household interviews</p>
<p>Objective 2</p> <p>To determine existing and potential tourism resources in Got Ramogi and current utilization rate.</p>	<p>Tourism attractions existing</p> <p>Locations of these attractions</p> <p>Their status</p> <p>Potential tourism attractions</p> <p>Tourism activities</p> <p>Tourism stakeholders (government. Local tour operators, guides etc.)</p> <p>Roles played by local community in tourism (e.g. guides, accommodation etc.)</p> <p>Linkage between Ramogi hills and neighboring tourism locations (do they exist)</p> <p>Is Ramogi hills part of a tourism circuit?</p> <p>Number of tourists visiting the site at the</p>	<p>Desktop literature review</p> <p>Field study</p>	<p>Key informant interview schedule</p> <p>Household questionnaire</p> <p>Previous study reports</p>

Objective	Data needed	Where to get data	How to obtain data
	<p>moment</p> <p>The capacity of the site in terms of tourists numbers</p> <p>Drivers of the current number of tourists visiting the area</p> <p>Seasons (When are the tourism activities high/low?)</p> <p>Types of tourists (Local, international etc.)</p> <p>Number of local people involved in tourism activities (as guides etc.)</p> <p>Time spend by the community on other economic activities vis a vis tourism</p>		
<p>Objective 3</p> <p>To examine the current socio-economic benefits of tourism to the local community and existing challenges to tourism growth.</p>	<p>Positive and negative social and economic effects of CBT</p> <p>Contribution of these effects on the growth of the study area</p>	<p>Field survey</p>	<p>Household questionnaire</p> <p>Key informant interview schedule</p> <p>Tourism operators questionnaires</p>

Objective	Data needed	Where to get data	How to obtain data
<p>Objective4: To propose possible interventions for CBT integration in Got Ramogi.</p>	<p>Emerging issues Possible planning interventions for tourism development</p>	<p>Primary and secondary data</p>	<p>Other case studies review Key informant interview schedule</p>

Table 3.1: Data need matrix

3.7 Data collection

Both primary and secondary data were collected in this research. The documents that were used as a basis for conducting this study include books, Reports and Government of Kenya policies and legislative documents. Through the desk research, a wide range of documents was consulted to effectively engage with the research question. An all-inclusive approach was used to select the materials for this study. The literature used in this research comes from various sources namely the Internet and Nairobi University library. The main rationale behind using internet and libraries is because they are repositories of accumulated knowledge that is hugely relevant to this study.

Primary data was collected by using face to face interviews. The survey method was used to gather data from the selected sample from the population at a particular time. This was done to get the opinions and attitudes, concerns of a cross-section of the population about tourism. Interviews were also conducted to give free responses by subjects from whom the researcher gathered more perspectives. Photography was also used to gather more data on infrastructure condition.

The Internet was used to access various publications upon which the study is based. This involved the extensive use of google scholar in searching for articles of relevance, time of publication and credibility of study from various citations.

3.7.3 Instrumentation

Semi-structured questionnaires (see Appendix A) were used so as to ensure that all respondents reply to the same set of questions and also, to elicit data on respondents' background, independent and dependent variables. In addition, interview schedules (see Appendix B) were also used to interview other key informants. Observation schedule was also used to examine the condition or status of infrastructure and attraction assets in the area.

3.8 Data analysis and presentation plan

The raw data from the questionnaires was analyzed quantitatively using descriptive statistics that is frequency distribution provided by SPSS. Data was processed by editing, coding, inputting and then presented in tables showing the responses of each category of variables. The data recorded from the interviews with the key informants was qualitatively analyzed by themes.

CHAPTER 4 - STUDY AREA

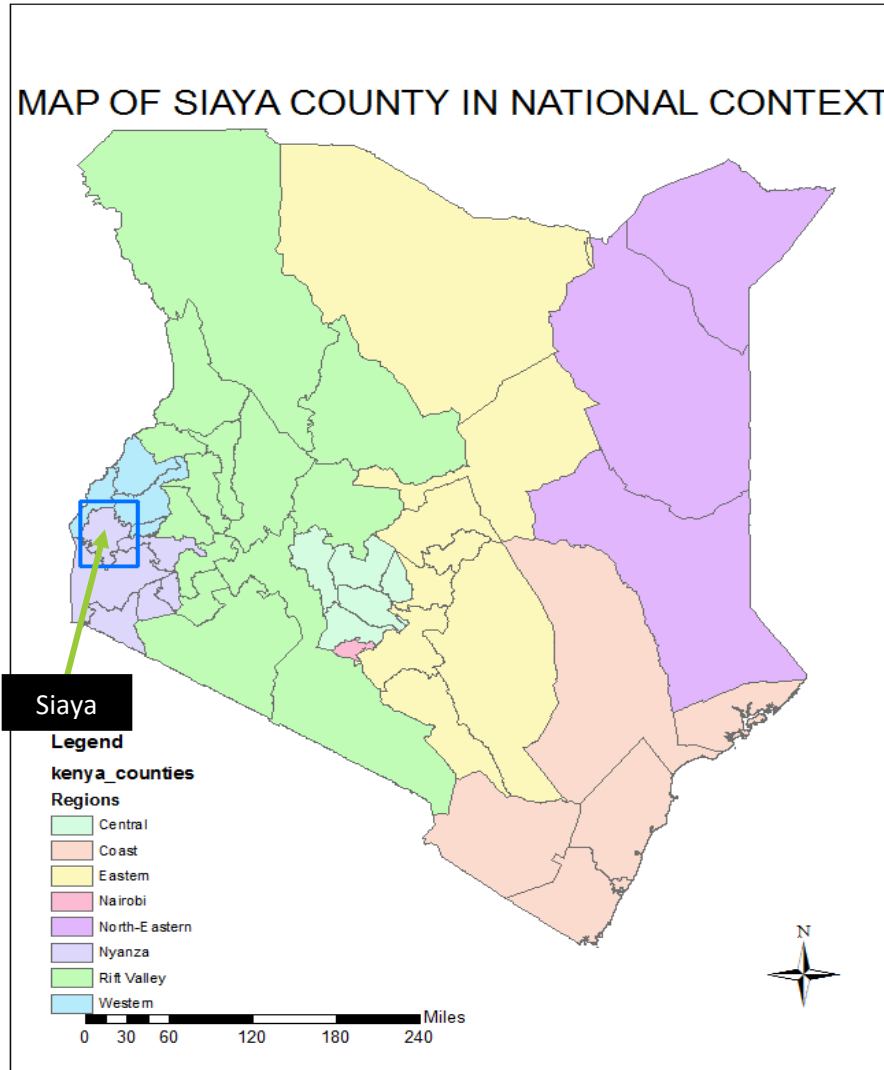
4.1 Introduction

This chapter reports on the physical, social, economic and environmental characteristics of the study area. It looks at the characteristics of Bondo constituency which hosts the study area and hence they share many characteristics.

4.2 Geographical location

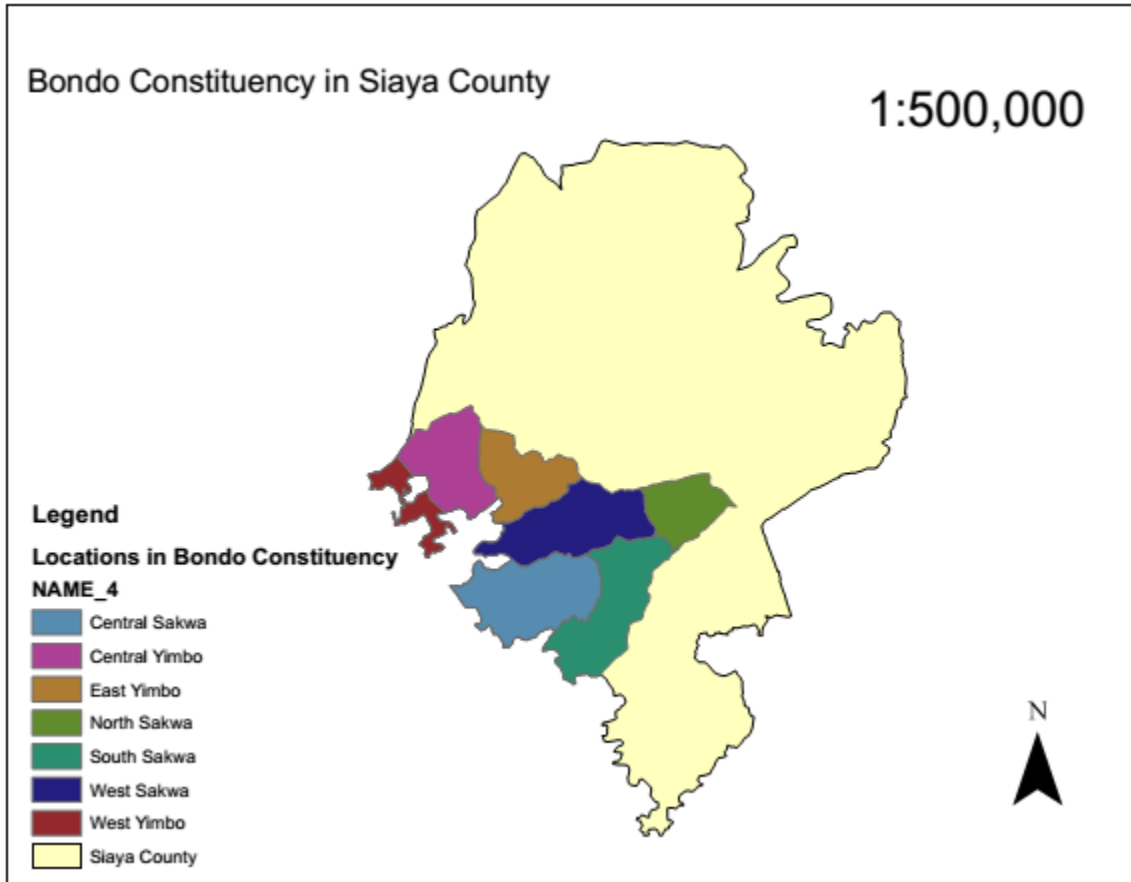
Got Ramogi sub location lies between latitudes 0° 01' 20" and 0° 01' 30" and longitudes 34° 02' 30" and 34 04' 30". It has Got Ramogi which comprises two hills, the highest point being 1240 meters above sea level. To the South-West of Ramogi lies Lake Sare, and Lake Usigu to the North-East. To the south lies Lake Victoria while the vast Yala swamp lies to the north of the forest. The swamp separates Got Ramogi Forest from the Samia Hills further to the West North. The area is 30.93 km² with the sacred forest covering an area of about 283 hectares (Sigu et al, 2004). The sub location is in East Yimbo Ward, Bondo Constituency, Siaya County as shown in Maps 4.1, 4.2, 4.3 and 4.4.

Map 4.1: Siaya County in its national context



Source: Author, 2015

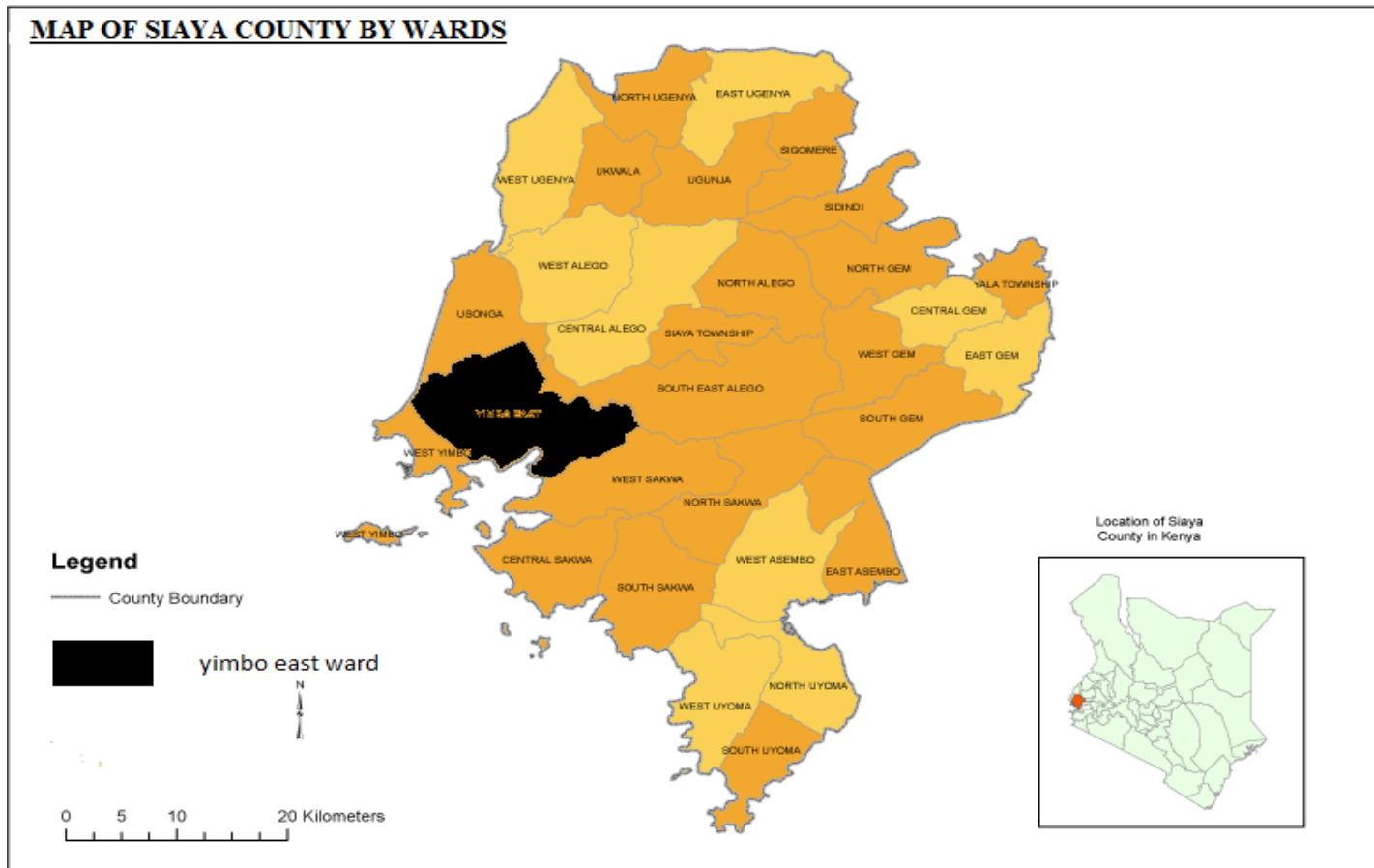
Map 4.2: Map of Bondo Constituency in Siaya County



Source: Author, 2015

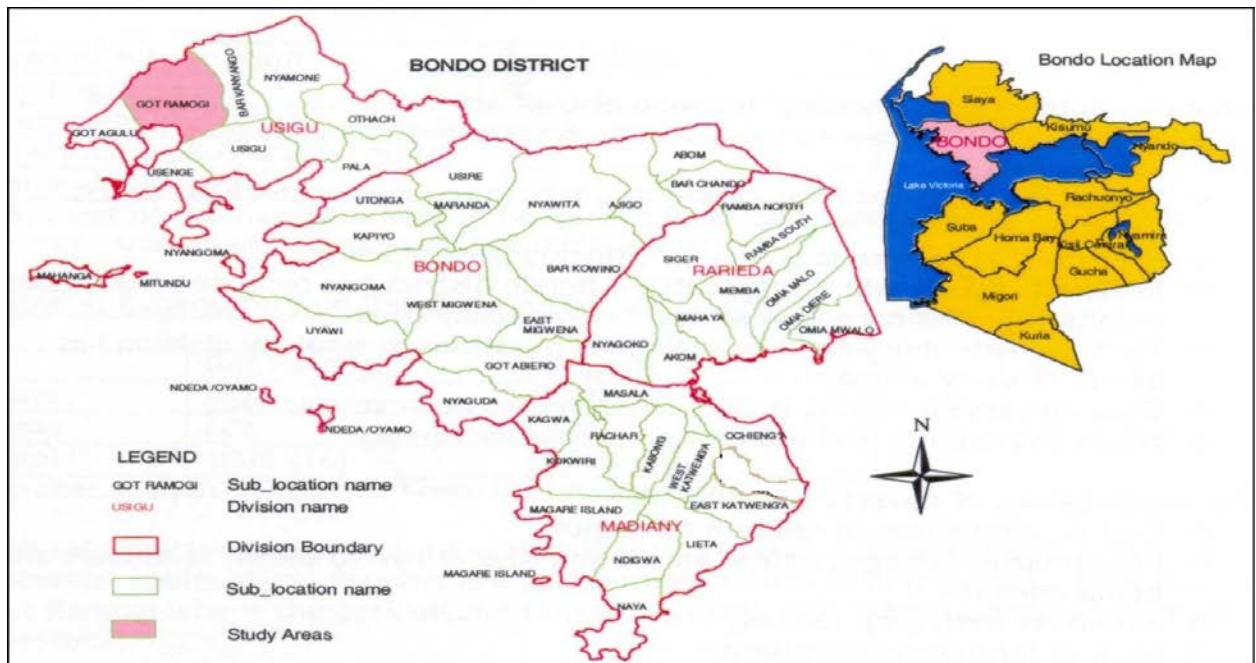
Map 4.2 shows the different locations within Bondo Constituency. As discussed above the location of the study area is in East Yimbo ward, a location in the constituency.

Map 4.3: Yimbo East ward in Siaya County



Source: author, 2015

Map 4.4: Got Ramogi in Bondo constituency



Source: (Sigu et al, 2004)

Map 4.4 shows the position of the study area in constitutional context.

4.3 Demographic characteristics

There has been a steady increase in population over the years in the sub location. According to the Kenya population census (2009), the sub location had a total population of 3431 with males being 1658 while females were 1773 with a population density of 110.9 persons per sq. km compared to 350 persons per sq. km of the County.

4.4 Socio-economic characteristics and poverty levels

Main economic activities in the constituency include agriculture, fishing, mining and quarrying.

4.4.1 Agricultural activities

Agriculture contributes 79% to the household income. As a result of massive unemployment experienced, particularly among the energetic youth, many people are turning to farming as a way of livelihood. In some cases, this has led to more forests being cleared for farming. The vast land in the constituency has a high potential for

livestock production. The unchecked keeping of livestock has resulted to overgrazing, which has increased the loss of soil cover, through soil erosion. This is due to the fact that 84% of the population in the constituency is engaged in farming and almost all farmers keep livestock in some form or other (Gichimo et al, 2003).

4.4.2 Fishing

The constituency is endowed with an estimate of 1000 km² of water mass making fishing to be one of the major economic activities. However, it's imperative to note that over-fishing in breeding grounds in bays along the lakeshore and trawler fishing has negatively impacted on sustainable exploitation in the industry.

4.4.3 Mining and quarrying

This generates income for a number of households. This enterprise is, however, unregulated and in most cases results in land degradation.

4.4.4 Poverty levels

Bondo is one of the poorest constituencies in the country with poverty levels being as high as 70.6%. The most affected group is the women. Also, another group which is affected is the youths, whose percentage stands at 20.4 % of the total population. With such a high number of youths competing for the limited employment opportunities, many youths engage in income generating activities which are not environmentally friendly such as clearing natural vegetation for charcoal production.

Geographically, the population distribution statistics show that poverty levels are higher in rural areas (70.6%) compared to the urban centers (67.5%) of the constituency. This is mainly attributed to the availability of formal employment opportunities in urban centers compared to unprofitable farming which is the major economic activity in the rural areas. Faced with unreliable farming, many people in rural areas look for other ways of earning their living. These include selling firewood, charcoal, quarrying and mining which leads to environmental degradation.

4.5 Physical and social infrastructure

4.5.1 Land uses

The Land use types include;

- a) Agricultural production
- b) Urban both for residential and commercial purposes such as Bondo Township, Usenge and Ndori
- c) Social infrastructure such as schools and health facilities. These are available countywide
- d) Forest reserves such as Ramogi, Rambugu and Sirafuongo hills
- e) Recreation such as Migwena Festival & Cultural Center

4.5.2 Communication networks

The constituency has roads classified as C, D and E as highlighted below;

- Class C - connecting Kisumu from Bondo then to Lwanda-Kotieno where a ferry docks.
- Class D - connecting Siaya town and Bondo
- Class E - connecting important market centers within the county.
- Rural access roads- connecting rural centers.

4.5.3 Hydrological features

Major water sources are Lake Victoria, pans and dams. Others are piped water and river Yala. Boreholes are very few. About 35% of the total population have access to portable and clean water, the rest depend on water from pans, dams or from the lake.

4.6 Geological features and soils

Got Ramogi is surrounded by Lake Victoria and the associated Yala swamps in the west and North (Bagine, 1998). Massive basement rocks, forming a mosaic of rock outcrops throughout the forest area, predominantly cover the hill. According to the geological evolution evidence given by Griffith (1993), the Lake Victoria region, which includes Ramogi Hill, is made up of highly deformed Precambrian rocks. The soils are of low fertility on which crops like sorghum and maize are grown.

4.7 Physical features and biodiversity

The biodiversity components and systems of Got Ramogi are influenced by the vast Yala swamp. The swamp is an important cesspit that buffers the littoral and Lake Victoria aquatic biodiversity. The Forest supports a complex of Guinea-Congolian, Sudanon-

Somali-Maasai and the Afromontane vegetation types. The vegetation of Got Ramogi is characterized by dry upland vegetation, dominated by species *Drypetes*, *Haplocoelum*, *Monankio taxis*, *Strychnos*, and *Teclea*. From the slopes of Got Ramogi, extends a vast savannah plain that covers most of littoral Yimbo, Uyoma, and Sakwa locations.

Got Ramogi supports a diversity of fauna and flora. Over 100 species of plants, 12 species of mammals, 4 species of reptiles, 3 species of amphibians, 64 species of birds, and 22 orders of invertebrates (including a large number of insect species) (Sigu et al, 2004). Many of these elements of the biota are opportunistic and generalists, having probably existed in the previously more extensive moist forest ecosystem. Many genera of termites that are akin to the coastal termites, butterflies and moths have been recorded (Sigu et al, 2004).

4.8 Beaches

Being that the area is surrounded by Lake Victoria, it has a variety of beaches which are underutilized. The area with sands in Goye beach has a high potential for beach hotels, sun and sand bathing. Usenge beach on the other hand is a hive of fishing activities. There are varieties of fish caught in this beach.

The reeds at Yala Swamp, Goye and Ulowa beaches are the only ones in their original state within Lake Victoria. Most of the reeds that used to occur in other parts of the Lake have rapidly been harvested for their value in thatch and mat making. Underneath the reeds are found fish such as Lung and mud fish, which are increasing by becoming extinct in Lake Victoria (Kairu, 2001). Apart from the beaches within Got Ramogi, Bondo constituency has several other beaches like Uyawu beach, Utonga etc.

4.9 Cultural sites

The region surrounding Got Ramogi and beyond is a melting pot of rich and varied archaeological site depicting the lives and migration patterns of the Nilotes, dating to thousands of years back. One such site is exemplified in the area of Ulowa, at the foot of Got Ramogi. In addition to Ulowa, there are several naturally sheltered settlements having shrines in the region of Got Ramogi and beyond, for example, Gunda Pudha and Bur Gangu which is famous for iron artifacts.

There are more than 10 historical sites around the hill. These include the cow that turned into a rock; the Pong' grinding stone that led to a famous disagreement between wives of two Luo elders; the Asumbi stone which is an endless source of holy water. Just 20 km from Got Ramogi is Jaramogi mausoleum and museum, a gazetted heritage site. The mausoleum contains the burial site of Kenya's first vice president and 'father' of opposition politics, Jaramogi Oginga Odinga. Housed in the museum is a rich collection of Jaramogi's regalia as well as various Luo artifacts that have become extinct in most parts of Nyanza. The Kogelo Cultural Centre and Jaramogi Oginga Odinga Mausoleum are among heritage sites within Siaya County.

4.10 Climatic characteristics

This zone experiences a modified equatorial type of climate characterized by very little rain and influenced by winds blowing westwards into Lake Victoria. The winds are usually dry carrying little rain, with few intervening prominent hills and forests to trap moisture. The area receives an annual rainfall of <400 mm. It has a mean annual temperature of 27°C and contains small dry forest remnants of Lake Victoria basin vegetation.

CHAPTER FIVE - DATA ANALYSIS

5.0 Introduction

This chapter presents the analysis of the study based on the questionnaires administered and field observations. A total of 96 household questionnaires were administered, 6 were not correctly completely filled and according to the required sampling size, 90 questionnaires were used for analysis. The respondents were households from 9 villages that had ecotourism programs from Got Ramogi sub location, area chief, tour operators, CBO leader and county government institution in charge of tourism.

5.1 Demographic and socio economic characteristics of the community

The ECI (2002) survey, had earlier found that analyzing the status of household heads could contribute to a better understanding of the demographic profile of the survey population. This survey took into account the demographic and socio economic characteristics of the community in the form of survey questionnaire discussed in this chapter. The information generated using the questionnaire is the most convenient way to understand the demographic and socio-economic background of the respondents.

5.1.1 Gender status of respondents

An analysis of gender in the households surveyed could contribute to a better understanding of the demographic profile of the study. According to the sampling plan, 49 % of the total sample size were supposed to be female and 51 % were supposed to be male. As can be seen in figure 5.1 below, from the sample of 90 respondents in this study, 51 % of the respondents were male and 49 % were female.

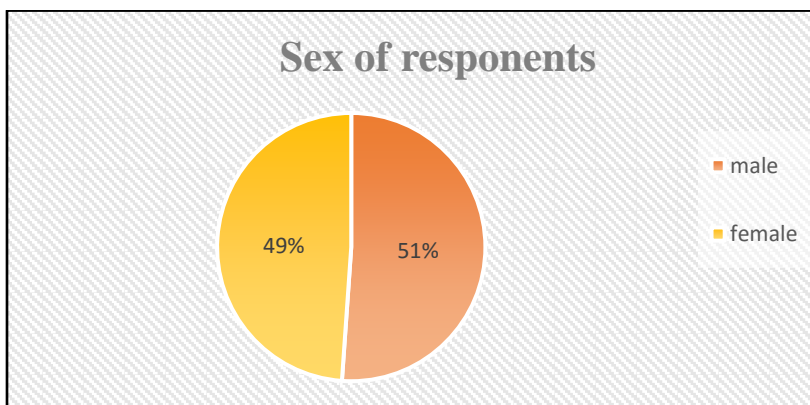


Figure 5.1: Sex of respondents

Majority (86 %) of the 90 households respondents were the household heads, 13 % were spouses to the household heads and only 1 % were grandchildren as shown in figure 5.2. The fact that the ratio of male to female is almost 50:50 and that 86 % of the respondents were household heads, it means that almost 50 % of the households that participated are female-headed and “it often generally assumed that female headed households are poorer and more vulnerable than male headed households” (ECI, 2002:27). Many of the female headed households (95 %) were widows.

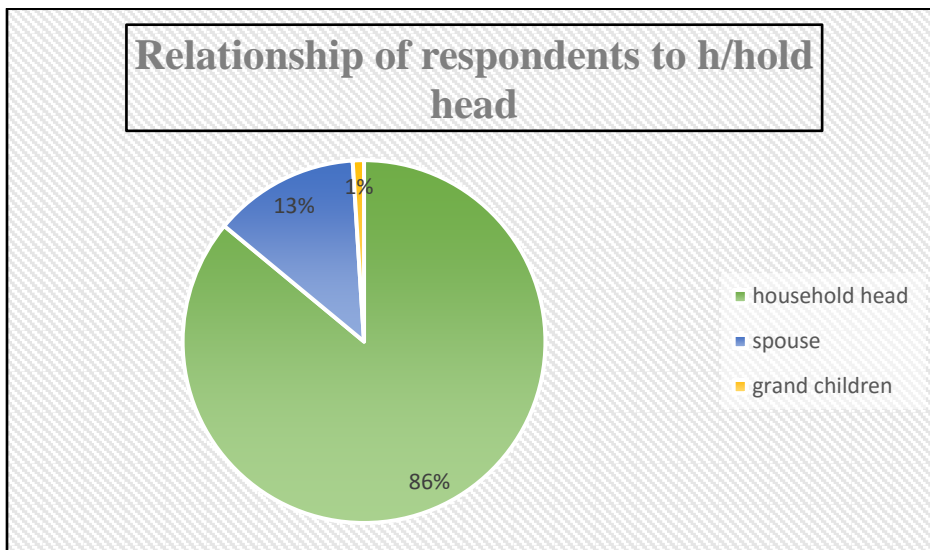


Figure 5.2: Relationship of respondents to household head

5.1.2 Education level and age of participants

Table 5.1 Age of participant

Mean age	49
Minimum age	20
Maximum age	90
Range	70
Mode	30

From table 5.1 above the mean age of the respondents was 49 years with the highest age being 90 years and the minimum being 20 years. The most common age of respondents was 30 years. The difference between the maximum and the minimum age was 70 years.

Community participation is very important in CBT and age can have a causal effect on the participation of people in certain activities. The fact that the mean age was 49 years means that majority of the participants can still participate in tourism activities.

All of the respondents in this survey were not currently in school. Majority of them as shown in figure 5.3 left school in upper primary that is 52 out of 90 (58 %), 19 had completed secondary school (21 %), 10 left at lower primary (11 %), 5 had completed tertiary education (6 %), 1 completed university (1 %) and the three oldest i.e. 85 to 90 years never went to school (3 %). This indicates that at least a large proportion of the respondents can read and write. This is amongst the factors that can contribute to the participation of community members in projects. Education level affects the skills and level of knowledge that an individual has and enhances the ability of people to take advantage of opportunities that can improve their livelihood.

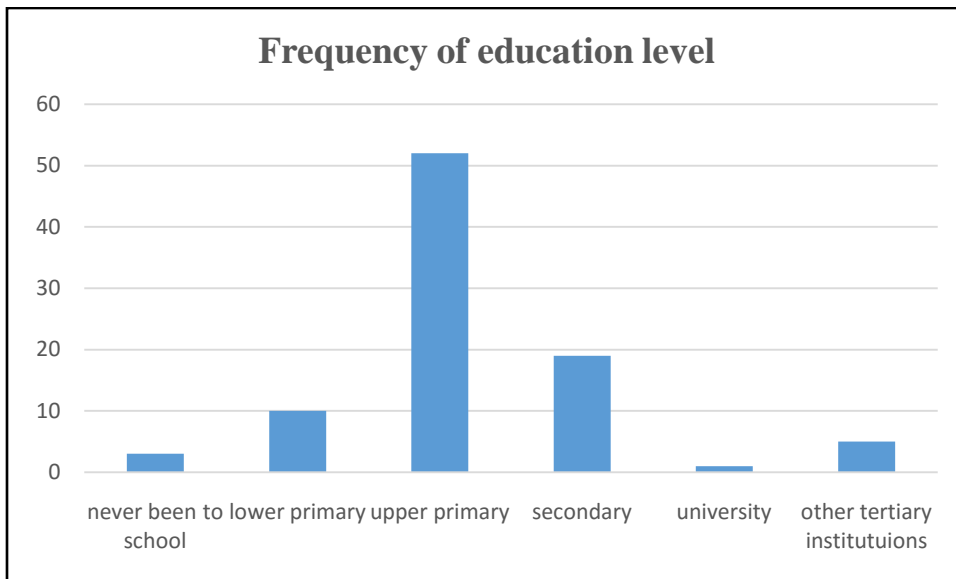


Figure 5.3: Respondent's education level

5.1.3 Major occupation of respondents

Majority of the respondents were household heads as is illustrated in figure 5.2. Results of this survey indicate that they were employed in a wide range of occupations. Figure 5.4 shows that up to 72 % of the 90 respondents were involved in farming as their main occupation while 18 %, 5 %, 3 % and 1 % were small scale traders, regular salaried in government or NGO, day laborers and fishing respectively. Only 1 % were housewives

or unemployed. This is attached to the fact that majority of them only completed primary school, therefore, they resort to working in the farms to support their households.

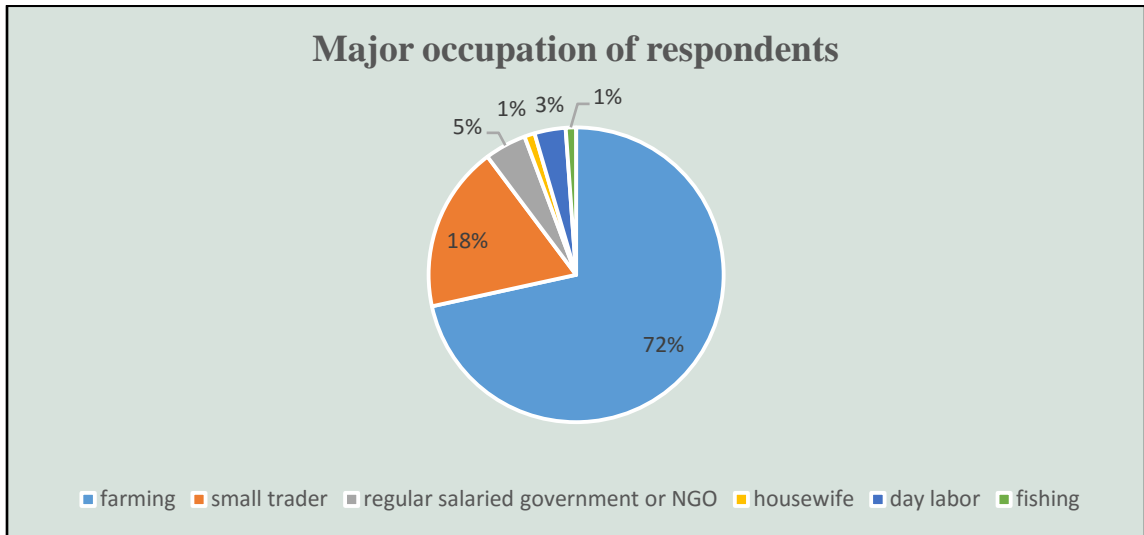


Figure 5.4: Occupation of Household Head

Figure 5.5 shows the income bracket/ categories of the households. Up to 77 % of these households earn an average monthly income of between Kshs. 1- 5,000. This bracket has the highest concentration and is followed by between Kshs. 5,001- 10,000 category at 12 %, then Kshs. 10,000-20,000 at 7 % and the least concentrated is over Kshs. 20,000 with 4 %.

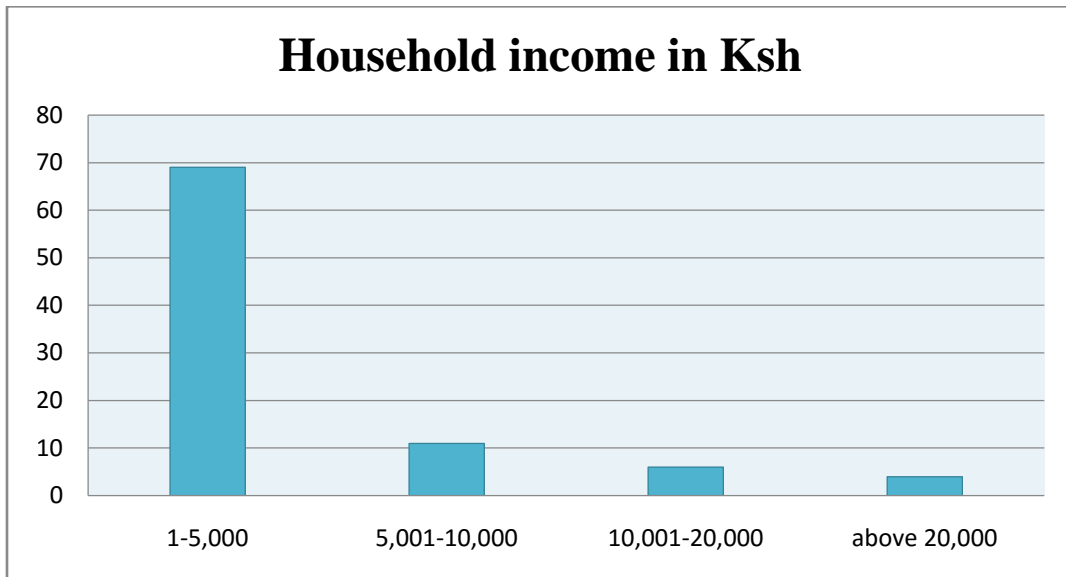


Figure 5.5: Household monthly income

This means that poverty level in the sub location is very high with only 23 % earning Kshs. 5000 and above. The overall poverty level of the County stands at 47.56 per cent.

5.1.4 Household size

Table 5.2: Household size

Number of h/hold members	Number of respondents	Percentage
1	2	2
2	16	18
3	14	15
4	21	23
5	16	18
6	6	7
7	7	8
8	8	9
Total	90	100

The total number of household members in the 90 households is 389 members. Table 5.2 shows that majority of the households have 4 members at 23 % with only 2 having 1 person as the lowest number of members at 2 % and 8 households having the highest number of members as 8 at 9 %. The mean household size was 4. This indicates that the average sizes of households in Ramogi sub location is 4. From this one can say that population size of the area is not so big but compared with household monthly income supporting this household size is still a big burden.

5.1.5 Source of water

Water is an essential need for every population no matter the activities they engage in. Water in Ramogi sub location is mainly used for domestic purposes and for livestock. The fact that they use water for domestic purpose makes the source of water to be of great importance. A total of 89 % of the respondents get water from the lake Victoria, 9 % get water from Yala swamp, 1 % from boreholes/ well and another 1 % use rain water that they store in water storage tanks as shown in figure 5.6 below. None of the

respondents buy water from the indicated sources. The household respondents admitted that they live near their water sources and majority of them take less than 20 minutes to and from their water source.

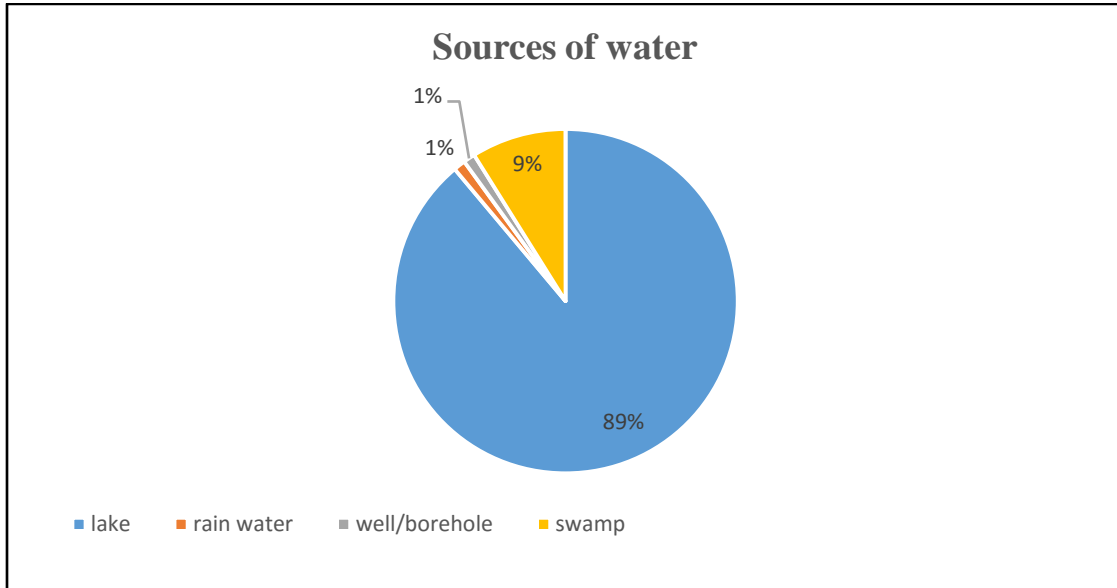


Figure 5.6: Household sources of water

5.1.6 Sources of health services

Health services are amongst the basic social services that a community needs for it to function properly. In the rural set up of Kenya, people get these services mostly from dispensaries, health centers and traditional herbs.

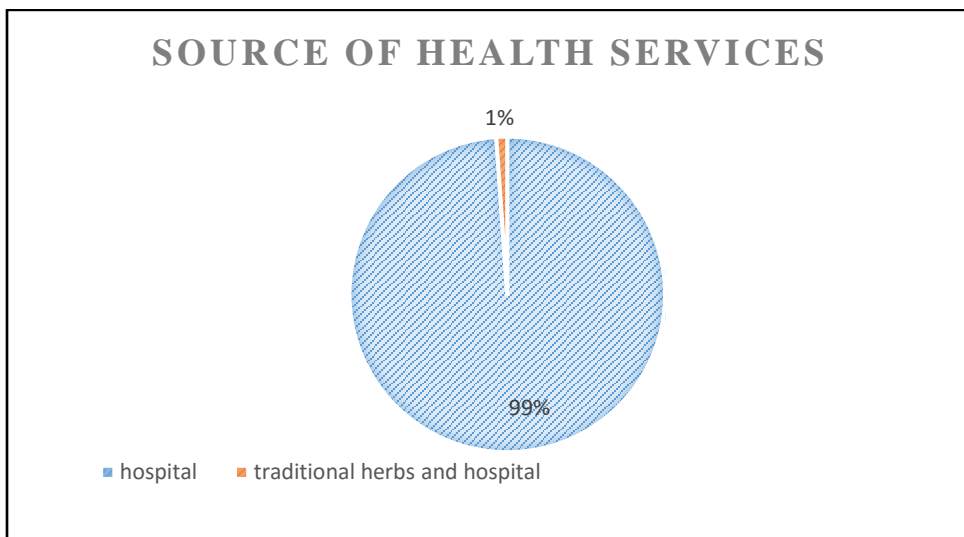


Figure 5.7: Source of health services

In Ramogi sub location a huge percentage of the population that is 99 % as shown in figure 5.7 get health services from a dispensary that is within the sub location. The remaining 1 % uses both the dispensary and traditional herbs. This one dispensary serves the whole population, therefore, the variance in time that people take to get to the hospital. The least time taken to the hospital is 2 minutes and the most is 2 hours. This varies depending on how far the household is from the hospital. On average the population takes 41 minutes to get to the hospital.

5.2 Existing and potential CBT resources

Amongst the objective of this study was to identify existing and potential CBT assets and utilization status of the existing ones. This was undertaken by means of personal interviews with households, community leaders and tour guides. Tourism resources are those factors that make it possible to produce a tourism experience and include:

a) Tangible resources

The **key “attractors”** in a destination. This includes tourist attractions, historic sites, beaches, national parks, events, cultural facilities, sporting activities etc. These attractions will be important initially in motivating a visitor to travel to the destination; **Accommodation stock** in the destination. This includes accommodation which suits the potential visitor in terms of location, price, quality and type; **Transport** - main roads, rail, sea and air links. Even if the destination has quality attractions and accommodation, visitors will be deterred from visiting if good transport links do not exist. **Other resources** include- conference facilities which will be important in attracting business visitors.

b) Intangible resources

This includes the reputation of the destination regarding value for money, service quality, hospitality, etc. The image of the destination concerning safety and security, the uniqueness of experiences on offer, readiness to receive tourists, etc. The culture of the destination e.g. welcoming of tourists, hospitality, lifestyles, etc.

c) Human resources which include:

Skills, qualifications and experience; work ethic and training systems and schemes

d) Financial resources

Investment capital; public capital for services, infrastructure and finances to develop and market tourism, etc. (UNWTO, 2007).

5.2.1 Existing tourism resources

There have been ongoing visitations to Got Ramogi by both international and local tourists but in very few numbers for some time now according to the tour guides. To identify the existing tourism resources, 90 households were interviewed so as to get respondents' opinions on what they think attract tourists to the area. As shown in figure 5.8, majority of the respondents feel that the sacred forest and different tree species are what majorly attract tourists to the area at the moment. This means that the major form of tourism is nature based tourism. The respondents also reported that their local culture also attracts tourists to the area especially because they make traditional handicrafts and this is for international tourists. On the other hand, from the interviews with the tour guides, most of the domestic tourists go to the forest for spiritual fulfillment and research on different tree species and the historical background of the area.

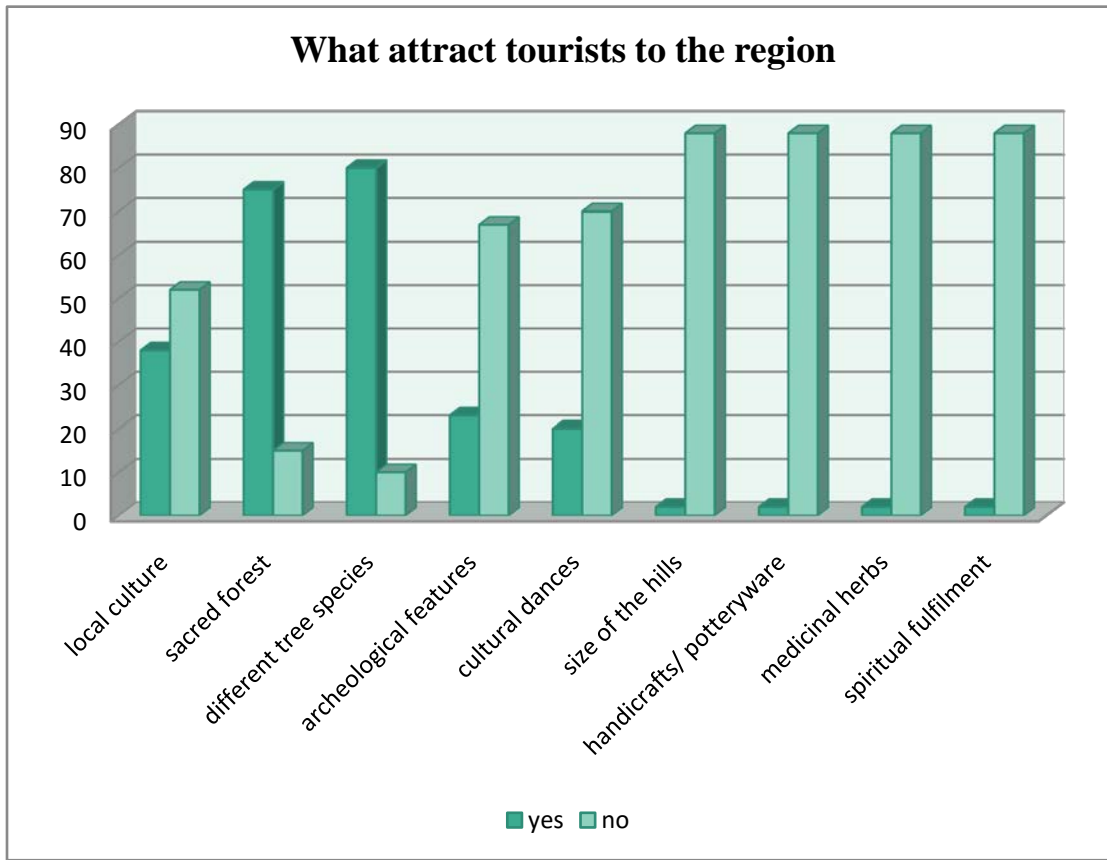


Figure 5.8: Respondents’ opinion on what attracts tourists to the area

5.2.1.1 Sacred/ historical sites

The sacred sites within the forest are highly valued by community members as it was believed that the sites were under the keen watch of the ancestors. No major activity could succeed if the spirits in the forest were against it. Major hunting or hostilities during war were sanctioned after consulting ancestral spirits and conducting special animal sacrifice.

The traditional beliefs, sacred shrines and norms associated with Got Ramogi are still verbally expressed through the elders for each sacred site and object. The main sacred sites and objects are: “*Luanda Asumbi*” (Asumbi Rock); “*Mwanda*” (the sacred tree); “*Pong*” (grinding stone); “*Luanda Laure*” (Laure Rock); “*Rapogi*” (Sharpening stone); “*Luanda Alego*” (Alego Rock); “*Dher Lisua*” (Ritual cow); and “*Humba*” (the potter’s clay mine).

5.2.1.2 Ramogi hills

The legendary hills are where the Luo community first landed in Kenya is a commonly visited place in the area. The hill is densely forested and reserved by the government for tree planting activities. The forest is rich with a variety of indigenous tree species some of which are medicinal and others used for spiritual purposes. The forest is believed to have ancestral spirits that provided strength and security for the community members in the past.

5.2.1.3 Facilities

The Kenya Tourism Development Corporation provided funds for the development of Ramogi resort which ought to offer accommodation facilities to tourists. The resort was constructed in an eco-friendly manner in the forest. Plate 5.1 below shows one of the cottages in the resort.



Plate 5.1: One of the cottages in Ramogi resort

According to the key informant interview with the tour guides, the resort was designed to facilitate camping, meetings, retreats, nature walks on Ramogi hill, sightseeing for birds and butterfly watching. Until recently, the resort has been in a sorry state and has not been formally in operation. This is evident from the abandoned beds and poor condition of the infrastructure as shown in plate 5.2.



Plate 5.2: Abandoned toilet facility

5.2.2 Potential CBT resources

Numerous potential tourism opportunities were documented through participant observation and household surveys in Ramogi and the surrounding area. The tourism assets that can be developed into tourism products can be classified into five categories: i) Natural features; ii) Cultural sites; iii) Activities; iv) Location and proximity; v) People skills/knowledge.

Table 5.4: List of Tourist Assets for Ramogi classified into the five categories used in this study.

Category	Assets
Cultural Features	<ul style="list-style-type: none"> • Traditional food –fried fish, ugali, natural juices • Festivals at different times of the year (Migwena cultural feasts)

Category	Assets
	<ul style="list-style-type: none"> • Traditional dancing group • Festivals at different times of the year
Natural Features	<ul style="list-style-type: none"> • Ramogi forest • Yala swamp • Ramogi Hills (Hike to a viewpoint) • Beaches
Skills	<ul style="list-style-type: none"> • Numerous residents have local knowledge on local plants and animals • Medicinal uses of local plants • Small number of trained guides • Residents who speak English • Hospitable communities • Pottery making • Cultural dance groups
Location	<ul style="list-style-type: none"> • The area is surrounded by Lake Victoria and therefore surrounded by some beaches • The location has a resort • Camping sites because of forest canopy • The area is also surrounded by other resorts just near the beach • Scenic view of Yala swamp and dominion farm

Category	Assets
Activities	<ul style="list-style-type: none"> • “Tero buru” • Bull fighting • “Busaa” drinking competition • Community “barazas” • Fishing • Herbal treatment • Hunting and gathering • Making traditional art wares • Offering sacrifices to ancestors • Playing musical instruments like “nyatiti” • Seeking ancestral powers from the hill seeking spiritual • Story telling on narratives about the past • Traditional dances and drinking local beer • Witchcraft • Wrestling • Hikes/walks to various natural features

As shown in table 5.4 Got Ramogi has a lot of tourism resources that have not been exploited yet. In terms of location the area is surrounded by a number of good hotels and resorts some of which are Usenge beach resort and Ramogi resort. The area is also surrounded by a lake and has beaches for instances goye beach where there is even boat riding and Usenge beach for pure fish selling. Ramogi hills provide a good scenic view for the Yala swamp and dominion farm.

The local community also practices quite a number of cultural activities that can be used in attracting tourists. Activities like bull fighting, wrestling, storytelling, hunting and gathering, cultural dances and many others shown in the table above can be used as part of the entertainment for tourists. The people of Got Ramogi are also blessed with a number of skills that can be offered as tourism products. Numerous residents have local knowledge of local plants and animals, knowledge on medicinal uses of local plants and pottery making skills amongst many others shown above. Figure 5.9 shows that out of the

90 households interviewed, 39 % have knowledge on making traditional artifacts that can be tourism products/assets.

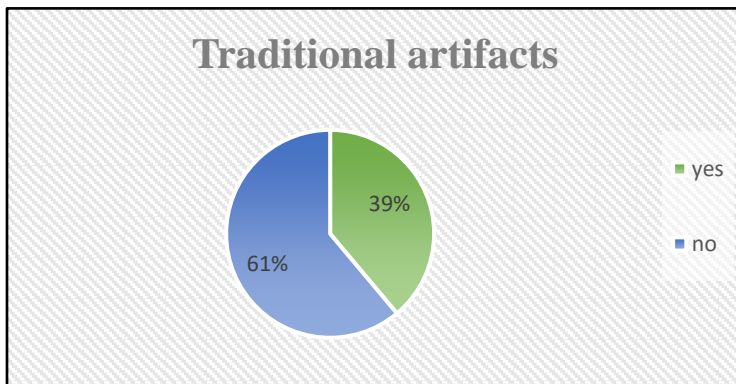


Figure 5.9: Respondents making traditional artifacts

5.3 Utilization status

A look at the visitors' book showed that there have been a few visits to the site. At the moment there are few tourists both domestic and international according to the tour guides. In most instances, the visitors who come to the area frequently like 3 times in a week are people seeking spiritual powers from the forest and in most cases, they do not want to pay the expected fee.

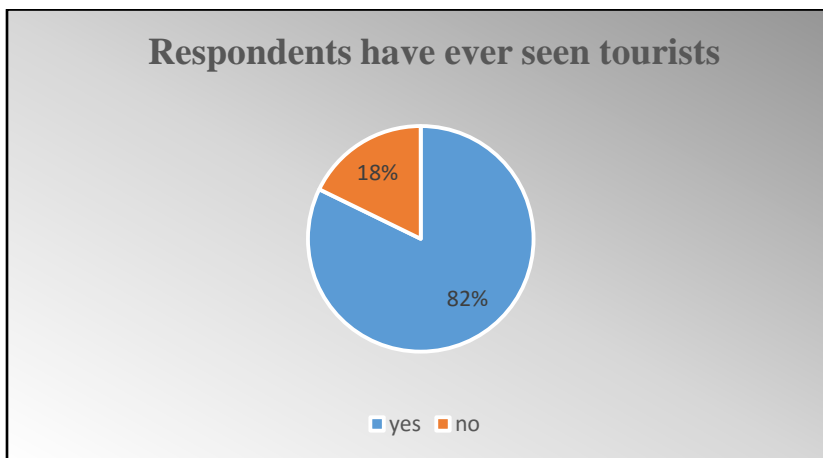


Figure 5.10: Respondents have ever seen tourists

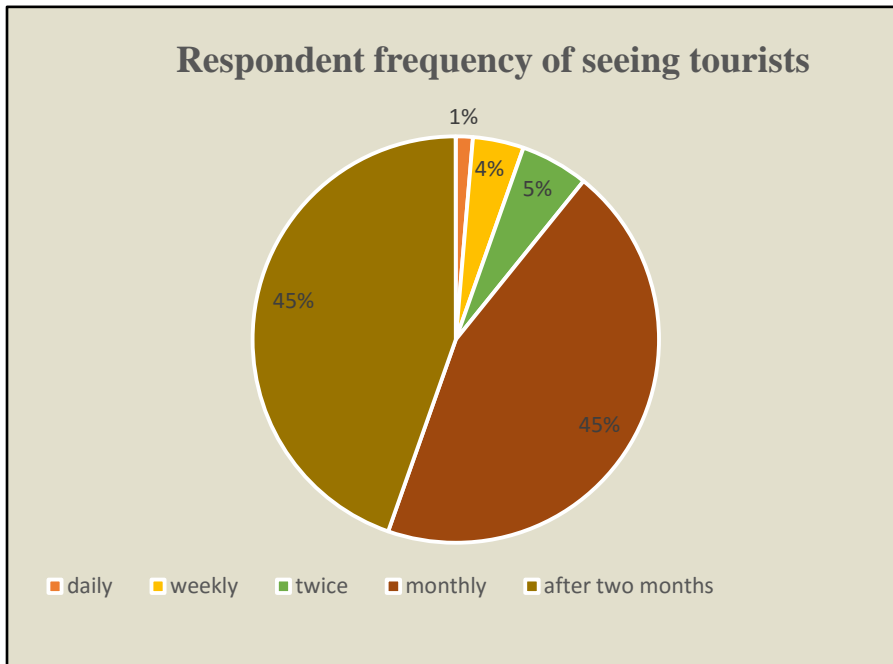


Figure 5.11: Frequency of seeing tourists

As shown in figure 5.10 majority (82 %) of the household respondents said that they have seen tourists within the area. But when asked how frequent they see them 45 % said that they see them once after two months, the other 45 % said that they see them on a monthly basis, 5 % said that they see them twice in a month, while only 1 % said that they see them daily as shown in figure 5.11. Considering these responses and those by key informants at the moment tourists visiting the area are very few. This is because for a while now, the accommodation facilities have not been in operation and the people within the area lack knowledge on how they can encourage tourism within the area.

5.4 Existing land uses

The other objective of the study was to analyze the existing land uses within Got Ramogi sub location. Land use is typically defined in a local context as it refers to the use of land within a geopolitical boundary. In analyzing land use of an area, it is important to consider land ownership first and land size per household. Up to 97 % of the households that participated in the survey own land within the sub location and only 3 % do not own

land as shown in figure 5.12. This means that land ownership in the sub location is mainly freehold. If land is held on freehold tenure system, it means that the land is held under perpetual succession i.e. it belongs to the owner forever. The term is limitless, no rent is paid, the land is freed, this means one has the freedom to use land the way they want.

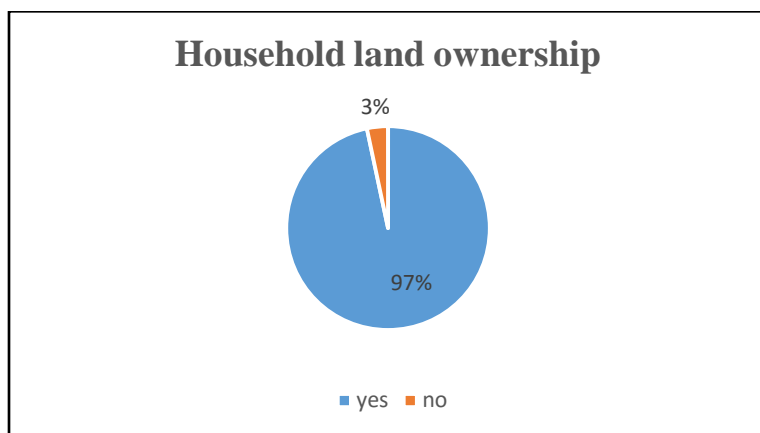


Figure 5.12: Households owning land

Land sizes vary amongst households as shown in table 5.5. The mean household land size is 2.39 acres with the minimum household size being 0.25 acres and maximum 10 acres. Land size can determine activities that can be undertaken in a particular piece of land.

Table 5.5: Households land size percentage

Value	Frequency	Percentage (%)
0.25	3	4
0.50	5	6
0.75	1	1
1.00	14	17
1.25	3	4
1.50	7	8
2.00	16	19
2.25	1	1
2.50	3	4
3.00	13	16
3.50	1	1
4.00	7	9
4.50	2	2
5.00	2	2
6.00	3	4

Value	Frequency	Percentage (%)
7.00	1	1
10.00	1	1

Got Ramogi area is considered to be an agricultural zone. Up to 84 % of the respondents said that the area's major land use is agriculture. The forest and the hill just covers a particular section of the area.

From the survey, it can be seen that households with a total land size of 0.25 acres can only use their land for settlement. Those with 0.5 acres use their land mostly for settlement and livestock rearing. Households with more than 0.5 acres use their land for settlement, livestock and crop farming. Land is mainly used for agriculture but this is at small scale level because the maximum land size is 10 acres

As shown in figure 5.13, 60 % of the population use land for crop farming, followed by settlement at 20 % and the least at 2 % is used for tree planting. A total of 3 % of the land was reported to be unutilized.

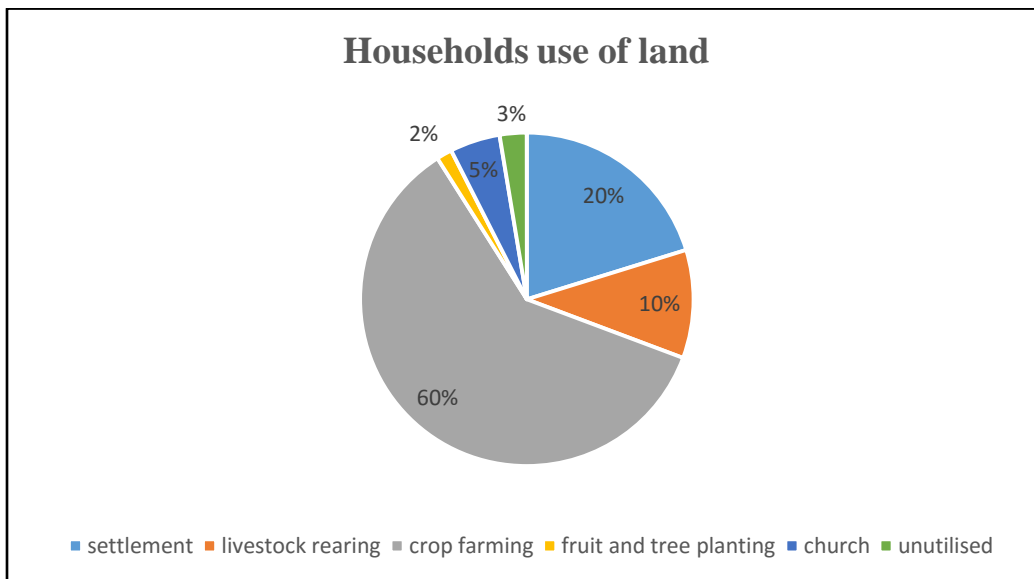


Figure 5.13: Percentage of household use of land

Apart from the households' uses of land under the forest cover within the sub location there were other land uses for accommodation facilities. The sub-location had one public health facility, one market center, there are access roads and paths that are not tarmacked and 1 ECD School and 1 primary school.

5.4.1 Shortfalls of land uses

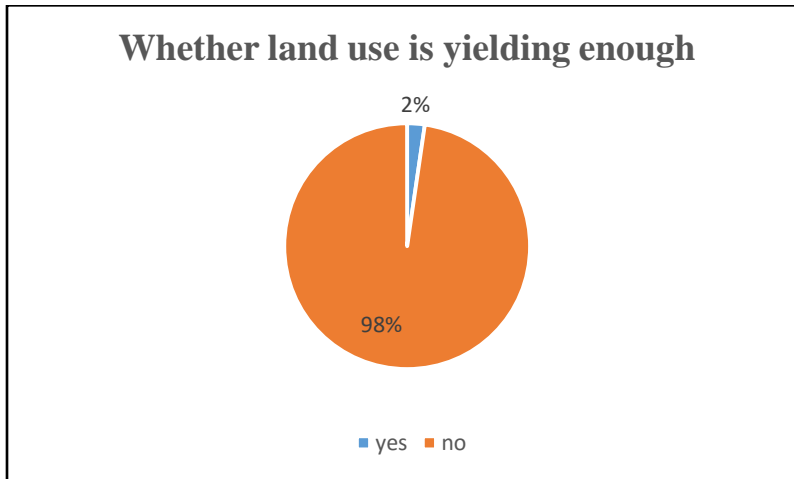


Figure 5.14: Current land use yielding enough

When respondents were asked if whatever they are getting from current land use which is predominantly crop farming and livestock rearing is enough for household sustenance 98 % confidently said no as shown in figure 5.14. Crop farming and livestock rearing is mainly done for subsistence purposes. This is mainly due to the fact that the rain is little and soils are not suitable for farming. One of the respondents said that:

“Personally I do farming but mainly to feed my family and even if I sell maize at times I do not get money that I can do something constructive with, maybe pay school fees for my son because the amount is little. The rains here are unpredictable and we do not get good produce to sell for profit.”

A huge proportion of the respondents do farming as their main source of livelihood but the returns are very low to support their families. The mean returns from the current use of land for all the respondents was ksh. 11,880 per season. The maximum returns were ksh. 50,000. However, most of the respondents said that they get approximately ksh. 10,000 per season. The 2 % who agreed that they are getting enough from the current land use were not purely into farming. The others who had enough were those with fruits plantation.

5.5 Socio-economic benefits of tourism

5.5.1 Existing tourism initiatives

In analyzing tourism benefits to the community, it is important to first identify the ongoing tourism initiatives within the community. Got Ramogi has a number of tourism initiatives and they include: Umba pottery women group initiative, Got Ramogi Eco-cultural resort, Got Ramogi beekeeping group and community forest association. The community members are involved in different capacities in these initiatives. Like for Umba women group, only women with pottery making skills are members and other members of the community only sell to them art wares. On the other hand, community members are involved as security personnel under the eco-cultural resort initiative. Under the CFA, community members have the responsibility to protect and guard the forest from activities that might harm it.

Not all members of the community are aware of these tourism initiatives. Amongst the households interviewed 82 % were aware of the tourism initiatives, 17 % knew that there were tourism initiatives but could not name them and 1 % were not aware of the existence of tourism initiatives in the community. This is a good indicator on issues of awareness because majority of the community know that there are some ongoing tourism projects within the community.

5.5.2 Socio-economic benefits

Different analysts have acknowledged the importance of tourism as a potential stimulant to local social and economic development. Households were questioned on ongoing small scale tourism and the economy of the community. Majority of the respondents disagree that tourism has improved the economy of the community and only 10 % admitted that they have seen some benefits as a result of tourism as shown in figure 5.15. This is attached to the fact that tourism within this region has not been taken seriously by both the government and the community.

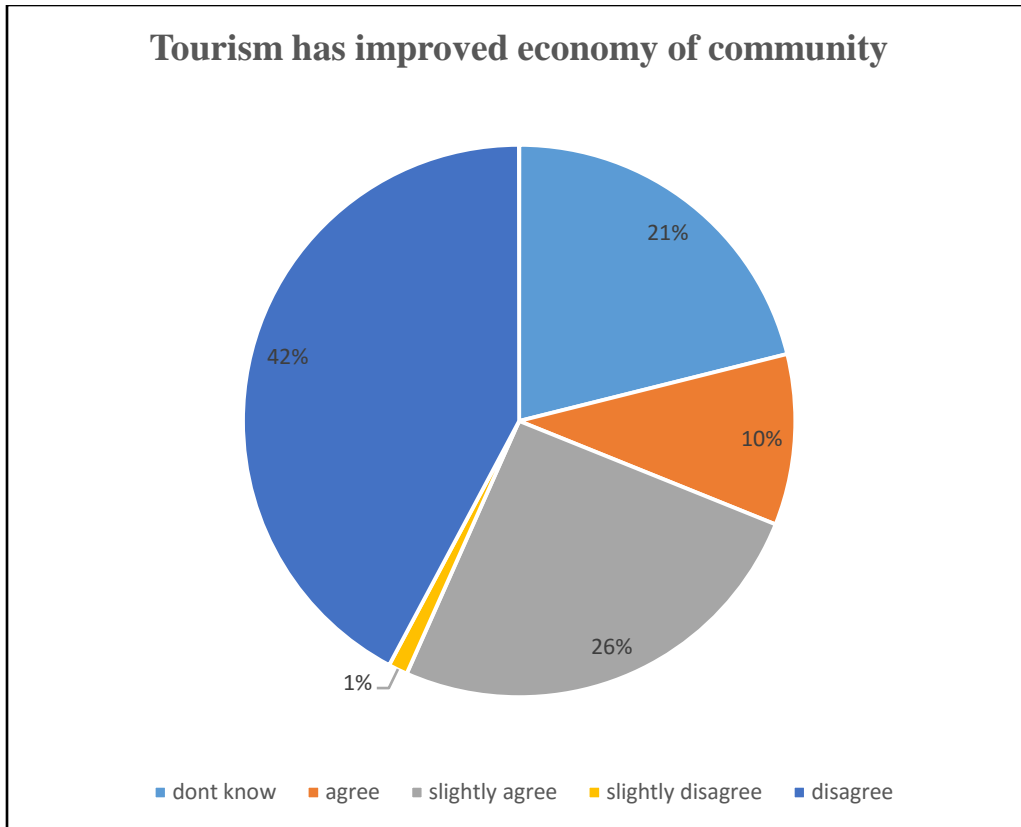


Figure 5.15: Tourism has improved economy of the community

Respondents were asked to mark the benefits that they have reaped from tourism in the area. These benefits were identified through literature review on the most common benefits from tourism all over the globe. The social and economic benefits of tourism within the community were very few as shown in figure 5.16. They can be categorized into benefits regarding local employment, the influence of tourism growth on small business development, benefits relating to human development, tourism growth and capacity building, the involvement of local communities in decision-making and benefits regarding tourism-related investment.

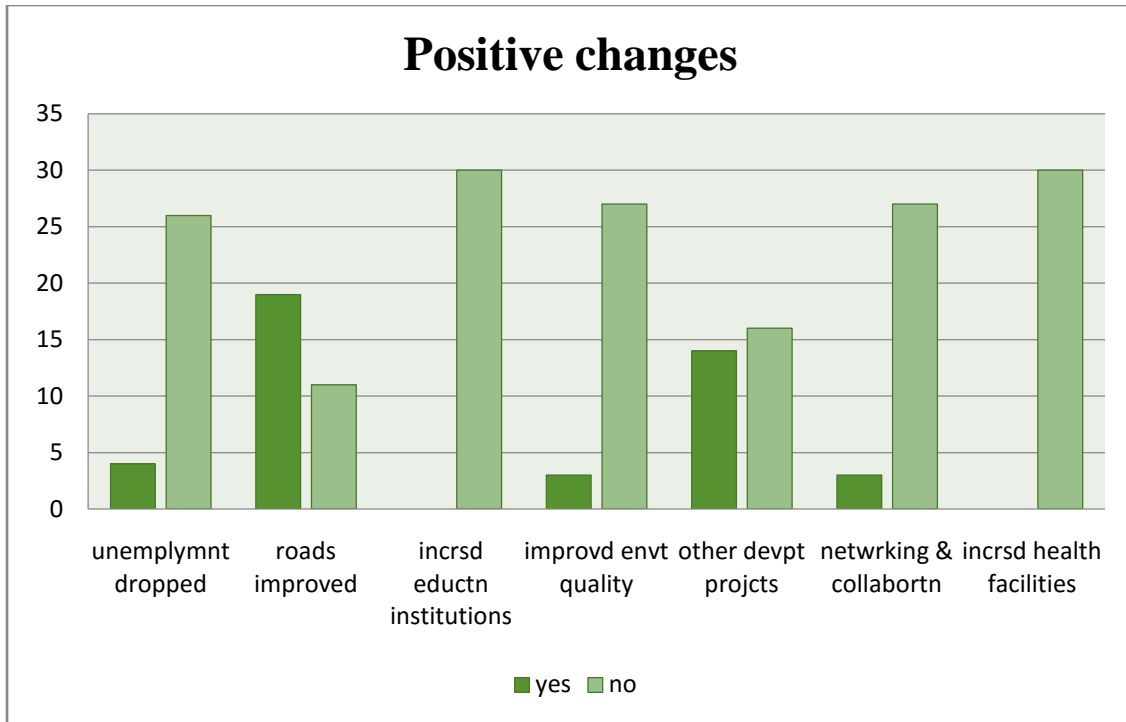


Figure 5.16: Positive changes as a result of tourism

5.5.2.1 Local employment

As far as job creation is concerned, the tourism industry has had a positive impact on just a few members of the local community. Jobs that have been created are mainly for tour guides, security for the resort and the forest and Got Ramogi resort management board members. The essence of local employment is the income that is received from it. From the interviews with the tour guides, tourists pay ksh. 100 per person at the gate entrance and ksh. 300 for the tour guide. This is not their only source of income as the number of visitations are normally few so they work in shifts and engage in other activities. The Umba women group project which is involved with making traditional artifacts and have been quoted by both household respondents and key informants as expected beneficiary of tourism in the region. So far, they do not depend entirely on tourists at the moment as they mostly sell their products in the outside markets. So far no household registered that its income has improved as a result of the tourism initiatives in the area. As shown in figure 5.14 only 4 of the 90 respondents think that the minimal tourism within the area so far has created local employment.

5.5.2.2 Tourism growth on small business development

Small businesses within the center in Ramogi sub location have fairly benefited from visitation to the Forest. Because there are no facilities within the resort area visitors are forced to buy items in the center. The tourism in the area so far has not led to growth of small businesses within the area this is because the number of visitations has been minimal. Apart from this it could be noticed that community members do not also have information on what they could do to become involved in the tourism industry as entrepreneurs.

Lack of information compounds their lack of access to resources for business development. Resources here refer to capital products, productive capacity and services. The knowledge and information on how to acquire these resources are themselves major resources which the local communities lack. Information is particularly critical in granting the local community access to other resources that they need to play a role in the tourism industry. Without information, they will be unable to form partnerships with those who have the required resources.

5.5.2.3 Benefits relating to human development

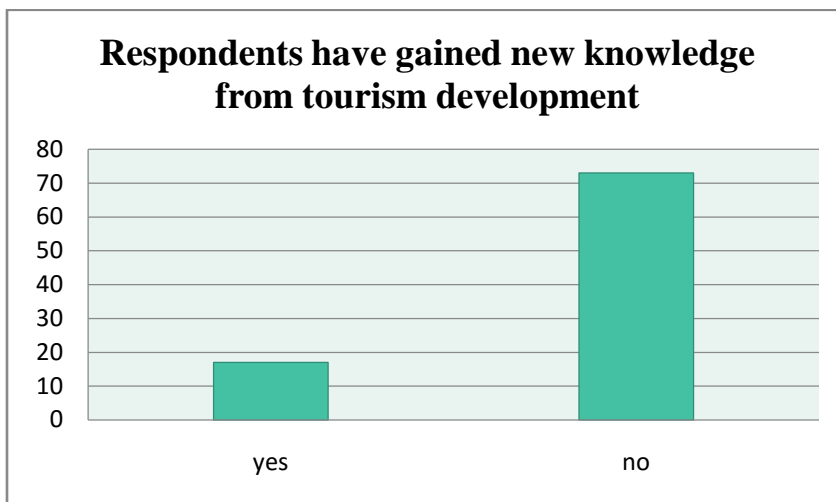


Figure 5.17: Respondents gained knowledge

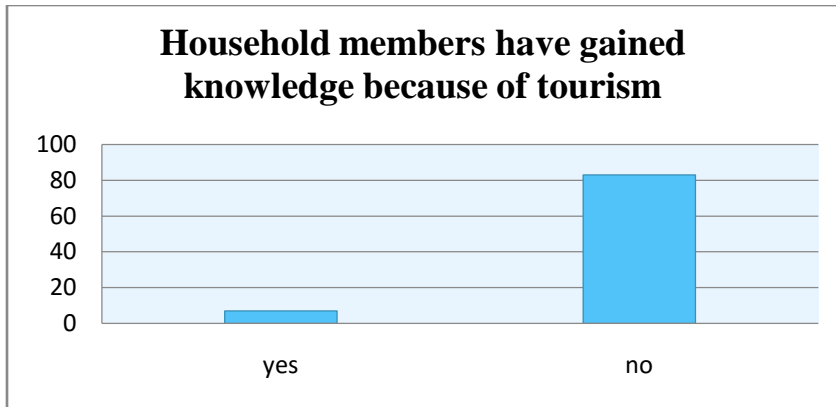


Figure 5.18: Other household members gained knowledge

As shown in the figures 5.18, 18 percent of the respondents have gained new knowledge from tourism development and 8 respondents admitted that some of their household members have also gained knowledge from tourism development. Majority of those who reported that they have gained knowledge said that their hospitality skills have improved and some have gained interest in making traditional artifacts because of the intended plans for the area regarding tourism. All the interviewed tour guides admitted that they have gained knowledge since they started engaging with tourists. This is because before they could become tour guides they had to be trained by the elderly members of the community on historical stories associated with the area and through interactions with the few tourists that come to the area they have acquired limited skills on hospitality.

5.5.2.4 Tourism growth and capacity building

The tour guides got an opportunity to broaden their knowledge base because of the training that they have received from the elders of the community on the historical background of the area and each historical site so that they can be able to explain to visitors/ tourists. This has improved their capacity by broadening their knowledge base and they have also gained a lot in terms of hospitality.

5.5.2.5 Involvement of local communities in decision-making

At least few of community members are involved in decision making on tourism in the area. The structure below shows how the community members are involved in different projects that are related to tourism in the area. CFA is the top most of which its members are the community members, below the CFA is the resort management board which is in

charge of making decisions regarding operations of the resort. This board is made of community members from the nine villages that will be affected by the ecotourism programs planned by the county government for the area. These board members are also members of different project committees like the tour guiding, biking and others as shown in the figure 5.19.

Structure of community organizations from top most to lower groups

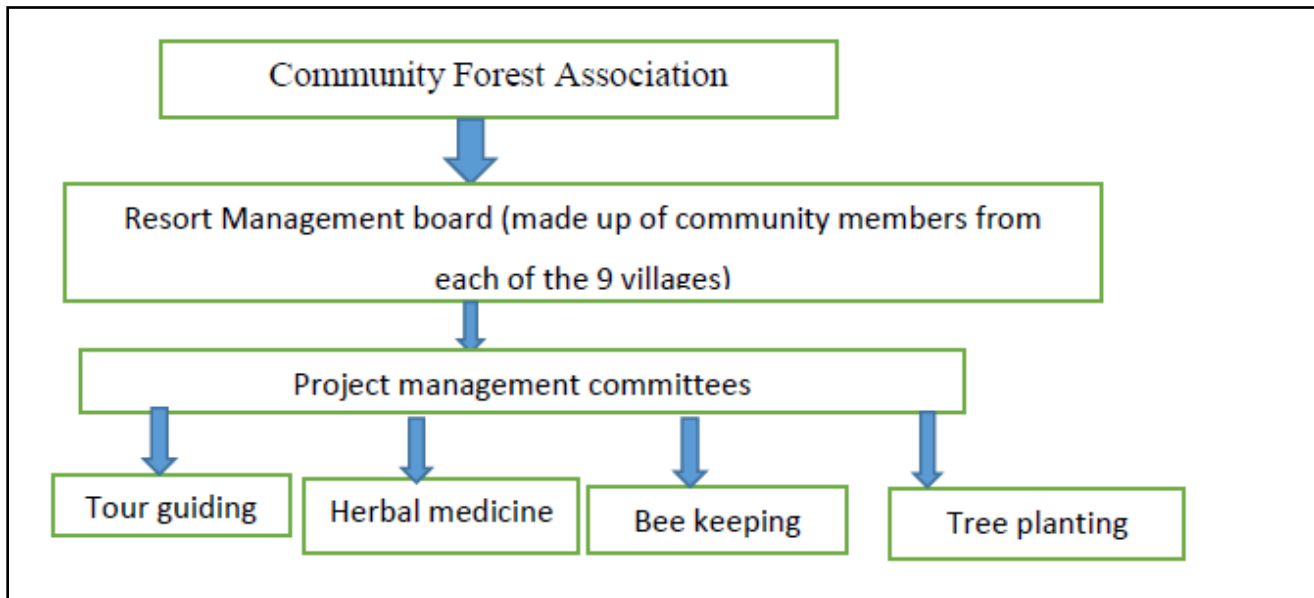


Figure 5.19: Structure of community organizations from top most to lower groups

5.5.2.6 Tourism-related investment

The first tourism-related development in Got Ramogi sub-location that is known by all the 97 % of the respondents who are aware of tourism initiatives in the region is the eco-cultural resort. This resort was funded by the KTDA to provide accommodation to especially the foreign tourists who visit the area. The execution of this project brought about other developments in the area, like; the water supply system to the resort and power supply.

In terms of benefits regarding tourism related investment, road improvement was the most mentioned (60 %) benefit by respondents and this is the road which leads to the resort. Despite the study sample saying that this road has improved, the road is not in a good state especially during the rainy seasons because it has murrum. While the

development of a water supply system is less cited and that of electricity is the least, at 15 % and 8 %, respectively. This is because individual households still have not accessed water and electricity at a household level.

5.6 Challenges to tourism growth

An interview with the area chief revealed that there have been plans for tourism in the area by the government for a while now. Despite several initiatives, tourism in the area is still at its initial stage and this has been so for a long time now. The provision of tourism infrastructure partly contributes towards the success of the tourism industry. People in Ramogi still do not consider tourism as a source of their livelihood. The respondents were asked to list some of the challenges that they think are hindering tourism development in the area. Figure 5.20 shows the challenges as rated by the respondents

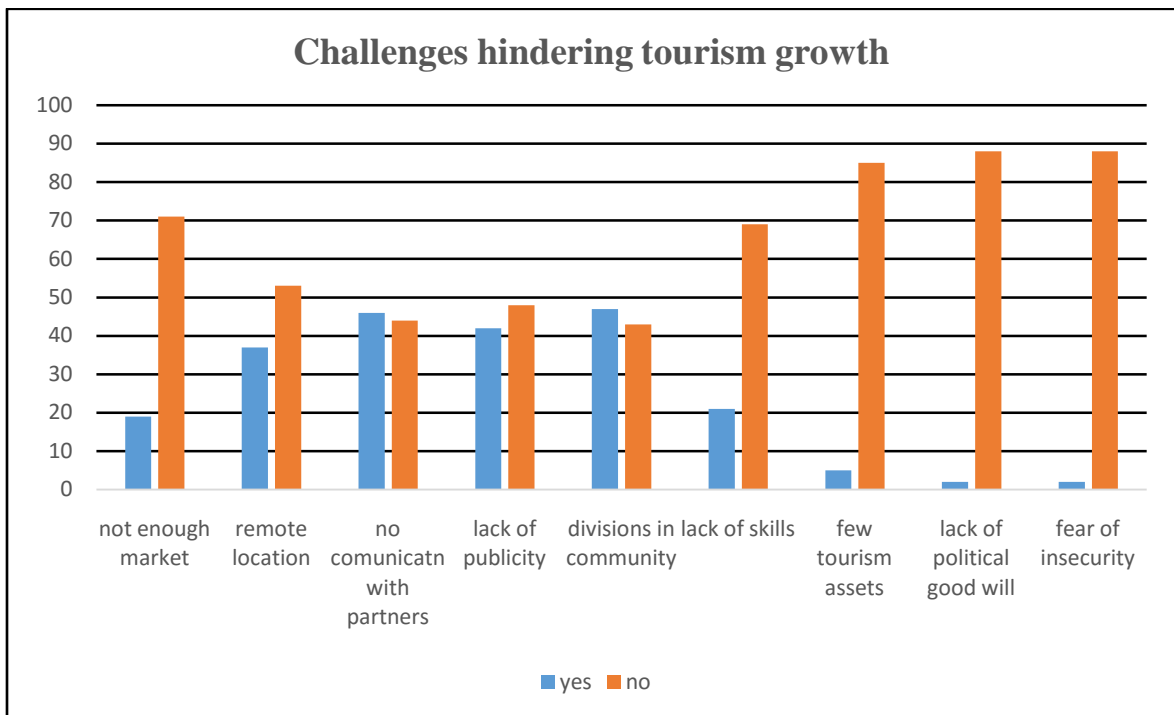


Figure 5.20: Challenges hindering tourism growth

5.6.1 Lack of marketing

No marketing is currently being done for Got Ramogi as a tourist destination nor does the community have a marketing plan. The lack of formality, public and private involvement has led to the nonexistence of marketing approaches or strategies for tourism products in the area. It was admitted by the area chief that there is no department or institution

charged with the marketing of tourism at the sub-location level. Though he is charged with governing the sub location there hasn't been attention towards tourism from his department. This challenge has also resulted in other challenges like lack of communication with other partners and lack of publicity.

Communication with partners can be used as a marketing strategy because through it links can be established which can help in bringing tourists and at the same time enhance publicity. 46 of the 90 respondents agreed that lack of communication with partners has stagnated tourism growth in Got Ramogi. 42 of the respondents said that the lack of publicity has been a hindrance to tourism growth, therefore, the area receives minimal local and international visitations.

5.6.2 Remote location

The remoteness of an area becomes a hindrance to an area's growth if there are problems with access. Provision of access infrastructure that is, roads, communication infrastructure, internet and means of transportation is a very big challenge in the region. As is shown in plates 5.3 and 5.4 the roads condition is not very good whatsoever and this is a big burden to access.

5.6.3 Lack of skills

Twenty-one of the respondents in the survey said that lack of skills has also been a barrier for growth of tourism. Only a few of the tour guides have received training from old people but on the historical background of the area. Even the tour guides have not received formal training on hospitality. The local people still lack entrepreneurial skills that can help in boosting tourism in the region. Amongst the listed challenges to tourism growth by some members of the community is few tourism assets but interviews with the key informants and data from the survey reveal that the community many potential tourism products. This clearly indicates that the community still lacks skills and knowledge on how they can turn these activities or assets into tourism products that eventually will have economic impacts on the community.

5.6.4 Few tourism assets

The fact that the resort has not been in formal function has greatly affected tourism as loudly spelt out from analysis of the participants' responses. The lack of accommodation facilities within the area has discouraged long time visitations in the area. Up to 6 % of the survey respondents saw this as an obstacle to tourism growth. Apart from nature-based tourism assets like the birds, historical sites and the area lacks organized community activities that can be used in boosting tourism in the area. To express how bad this has affected tourism in the area, one of the tour guides said that:

“There was a time that a van came here full of white tourists and they wanted to watch Usenge town and the environs with the birds on a watching tower. Since we don't have a watching tower yet they were greatly disappointed because they had been told that there is and they were not even interested in visiting other attraction sites. And there have been several other occurrences like this”.

5.6.5 Divisions in community

Cooperation amongst community members is key in local tourism growth. To engage properly with this, respondents were asked questions on cooperation, collaboration and awareness amongst community members. As shown in Table 5.6, majority of the respondents that is 63 %, said that when their community collaborates on a project it is usually the same small group of people who take charge. This might be a big hindrance to community participation in community projects as has been showcased with the resort project.

Table 5.6 Community interaction

Value	Frequency	Percentage (%)
Our community works together to support community activities	20	22
Our community avoids collaborating on community activities because we cannot	9	10

Value	Frequency	Percentage (%)
overcome the challenges we face from others		
When our community collaborates on a project it is usually the same small group of people who take charge	57	63
Our community does not collaborate on community activities	4	5

Apart from community interaction, collaboration and awareness is also a problem as depicted by the huge percentage of negative responses from the households on these two important concepts to community participation in community projects or programs. Table 5.7, shows that 47 % who are the majority admitted that people in the community only help each other because they receive a personal benefit to themselves followed by 29 % saying that people in the community only help each other because they hope to have it reciprocated in future. On the other hand Table 5.8, shows that majority at 37 % of the respondents in the survey only like to know about community issues that concern them while 4 % of the respondents admitted that they totally do not care about what is going on in the community.

Table 5.7: Community collaboration

Value	Frequency	Percentage (%)
People in this community only help each other because they receive a	42	47

Value	Frequency	Percentage (%)
personal benefit to themselves		
People in this community only help each other because they hope to have it reciprocated in future	26	29
People in this community help each other without expecting anything in return	17	19
People in this community rarely help each other	5	5

Table 5.8: Community awareness

Value	Frequency	Percentage (%)
I like to know about everything in the community, even if it does not concern me	28	31
I only like to know about community issues that concern me	33	37
I only like to know about community issues that concern the community as a whole	25	28
I don't really care about what is going on in the community	4	4

5.6.6 Corruption and poor leadership

Corruption and poor leadership have been major obstacles to tourism growth in the region, especially to the resort as expressed by several respondents. These are some of the sentiments from households' respondents on corruption and leadership:

“The board members are selfish and biased. The board is just full of men and only one woman who is a member because she is better educated than us. Even if I give out my suggestions in the meetings they are not taken seriously”.

“Corruption among the board members has let the community down because when even the government produces some money for completion of the resort construction, just half of it may work on the project and the remaining half is shared amongst members who are absolutely corrupt”

The community members have been greatly disappointed by corruption and leadership and this is expressed through their sentiments when they were asked what could be done to improve tourism in the region. Majority said that corrupt individuals should be expelled from leading and managing the resort's affairs and let community members elect new people. One respondent said that:

“The ones that claim to be the board members must step down for the community to elect the people who can work together with the community to improve tourism within the area”.

While another said that *“If there is transparency and overturning the corrupt members within the board tourism can grow and benefit us”.*

Gender biased leadership and corruption have greatly hindered operation of the resort and in turn people's trust and motivation have also been lost.

5.6.7 Lack of political good will

Amongst the actors in tourism are the leaders and government. These people have a critical role in growth and success of the industry. Key informants who participated in this research admitted that political leaders from the region have neglected the potential of Ramogi in terms of tourism. Tourists visit the area but no leader has ever had serious plans on how these visitations can be of economic benefit to the community. Only 2 of

the 90 household respondents felt that lack of political good will have been an obstacle to tourism growth in the region. Lack of political good will is also evident through lack of policy support towards utilization of the tourism resources in the region.

5.6.8 Insecurity

Cases of theft have been witnessed in the resort but since the hiring of the security personnel there haven't been such cases but this hasn't scared away tourists but properties for the resort were lost and new ones must be bought.

5.6.9 Local community participation and awareness

Participation of local communities is key to the success of tourism especially in remote or rural areas and areas where the industry is at the initial stage. In Got Ramogi majority of the population are still not part of tourism in all aspects that is decision making, management, ownership etc. and as shown in figure 5.21 only 29 % of the respondents are part of ongoing tourism initiatives. This is attached to the fact that people have not benefited from tourism so far and therefore they are not aware of the benefits the industry can bring about.

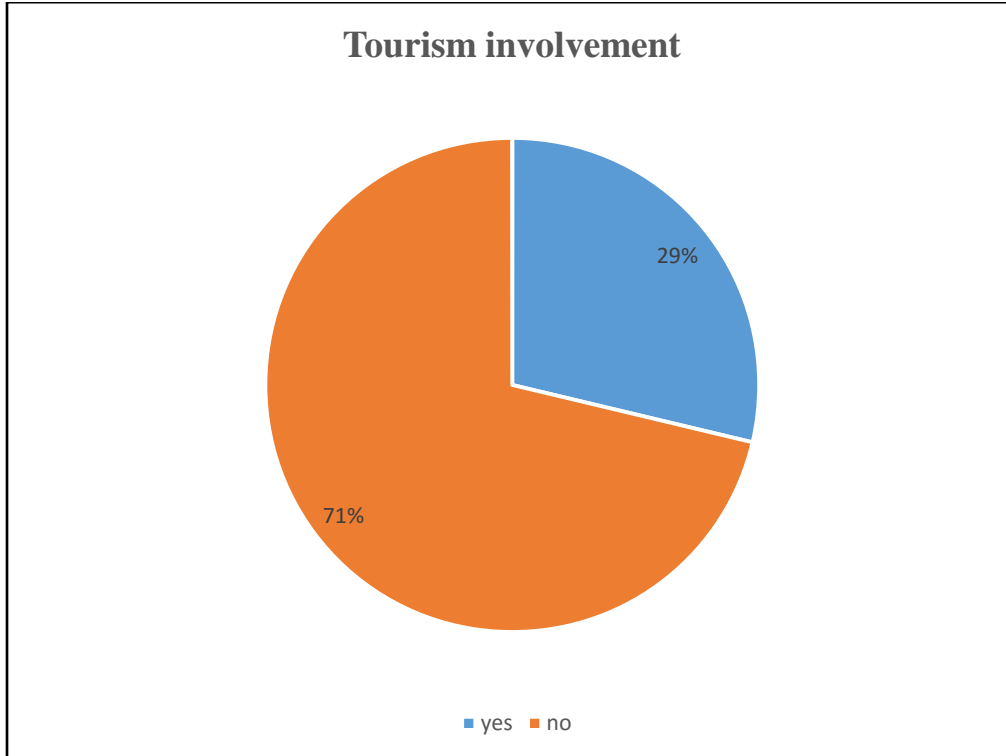


Figure 5.21: Respondents involved in tourism

5.6.10 Infrastructure

Like any other sector tourism also requires proper infrastructural provision to thrive. Amongst the infrastructure required by this industry in rural areas include proper roads, communication infrastructure, security infrastructure, water supply, electricity and social services like hospitals in case of emergency and sign posts.

The area does not have any tarmacked road. All the roads are muddy and are impassable during rainy seasons as shown in plates 5.3 and 5.4.



Plate 5.3 and 5.4: Roads within the study area



Plate 5.5: Exploded transformer that has not been repaired for over one month

Plate 5.5 shows a transformer supplying power to the area. It blew up a month ago at the time of this survey was conducted in April 2015. There is no regular maintenance of these infrastructures and this has even led to theft in the resort.

5.7 General discussion and interpretation / synthesis

5.7.1 Baseline information

From this survey, one can say that the study area is composed of mixed age groups. Age affects people's ability and capacity to participate in any development project. Different age groups can do different activities that can all in totality help in bringing about proper tourism in the region. With the average age being 48 years and majority having basic education, it means that majority of the population can fully participate in tourism activities in the region. Only rain-fed agriculture is practiced in the area and majority of the population are farmers as their major occupation and yet the area does not receive rainfall throughout the year. This can be used as an advantage to tourism because people can have time to engage in tourism activities especially during the dry seasons.

The fact that almost half of the household heads who participated in the survey were female means that several households in the study area are female-headed. As stated earlier it is generally assumed that female headed households are vulnerable compared to those that are male-headed. Making such households part of tourism can be of great economic benefit to them. As was anticipated the poverty level is high as was evident by

an average household size of 4 people and a huge segment of the population earning below Ksh. 5,000 per month.

5.7.2 Tourism resources

Got Ramogi is blessed with a number of tourism products and they range from accommodation, rich cultural activities, Luo community narratives, sacred sites, a number of tree species that can attract research based tourism, wild animals and different bird species from Yala swamp. The forest also has canopies that can be used as camping sites. A fair portion of the population can also make traditional artifacts. Apart from site attractions within the sub location, the region is surrounded by Lake Victoria and has some beaches. At a regional scale there are other tourism products that can be connected to those of Ramogi amongst these are several Islands, Kogelo cultural center, Jaramogi mausoleum and resorts and hotels. Despite having these tourism products, tourism in Ramogi for a while now has not been taken seriously by both the local government and local community and this has contributed to low utilization rates as exhibited by the low number of tourists coming to the area. These tourism resources in the sub location and within the county present a great opportunity for tourism growth in the region and county as a whole. Plans should be laid down for connectivity so that tourism networks can be established for the county.

5.7.3 Extent of tourism

When respondents were requested to generally rate tourism in the area, 54 % said that it is poor, while 28 % said that it very unsatisfactory. Even the key informants admitted that tourism potential of the region has been neglected for some time now. One of the tour guides mentioned that:

“There was a time that a white man came seeking for accommodation, the resort was not formally under operation, but we talked to him, opened one of the cottages for him and he paid ksh. 3000, I provided him with supper and breakfast then he left the next day” local tour guide from Ramogi

At the moment the county government has plans to use the area as one of the tourists’ destinations within the county. The private sector has been involved so as to ensure operation of the resort. At the time the survey was conducted, the resort was being

formally opened for operations. There are plans to use previously abandoned structures as curio shops where traditional art wares made by the community members will be sold to tourists.

5.7.4 Land uses

The sub-location has a mix of different land uses. At the household level, the current land uses are those that are commonly associated with rural areas, with agriculture being the most predominant land use followed by settlement which has also taken up some portions of land in the area. Farming is predominantly at the subsistence level. Nearly all households plant local varieties of maize and sorghum and rarely use fertilizer (although some use manure), despite low soil fertility. Maize yields are very low, realizing 1 – 1.5 ton per ha. The short rains are unreliable so farmers sometimes miss the second crop. The average size of 2.39 acres

The area also has schools, one health center and one market center. Tourism did not feature in as a land use in the region. There was a time when there were efforts by the tourism authority to bring on tourism in the area but these efforts did not reap the expected benefits. This was due to several challenges that have hindered tourism growth in the area. The fact that the region is composed of a matrix of different land uses calls for careful planning to ensure that these land uses are properly integrated so that conflicts do not arise. Also the fact that some of the attraction products are conserved and protected by KFS and KNM like the forest and archeological features respectively means that special planning consideration must be undertaken to ensure that these resources are protected even with land use changes.

5.7.5 Benefits of tourism

Got Ramogi sub location sits in rural parts of Siaya County. The area hosts Ramogi hills and forest which hold a number of sites which are of significance to the Kenyan Luo community. This being the fact one would presume that this area has been of great economic benefit to the communities within it but this has not been the case for some time now. There have been tourists visiting the area but so far just a few members have gained from these visitations so far.

The benefits that the community has seen so far from existence of the sacred forest are improvement of one road that leads to the sites; job opportunities hence income for tour guides; other development projects like construction of the eco- cultural resort, water supply system, electricity power supply; networking amongst community members have also improved a bit.

The community as a whole has not benefited from tourism so far. This is attached to the fact that tourism in the region has stagnated at the initial stage for a while now. The visitations to the area have had insignificant impacts on the people living in Got Ramogi. During the course of this study, tourism was found to have the potential to redress the economic marginalization of the local communities. This could be achieved through skills development, partnerships with the private sector and through community involvement when decisions are made on the management of resources on communal land.

5.7.6 Challenges to tourism growth

Amongst the major challenges that came out to be hindering tourism growth are marketing which has led to the lack of publicity; corruption; poor leadership which has led to divisions in the community; lack of infrastructure which leads to difficulty in accessing the area. Others are lack of skills and lack of support. This is explained by the lack of proper policy framework in the country geared towards tourism in remote areas.

Generally, marketing efforts are far more important than production and sales, so if a country has enough facilities and possesses the potential of tourism but does not consider the marketing techniques and introduction of this attraction in its programs, doubtlessly that country won't be successful in growing and developing its tourism industry. Thus in order to gain progress in tourism, giving attention to retrieval looks so essential and of course it is important to note that tourism development and marketing in the process are closely tied together and can affect different aspects of each other.

The transport system is amongst the key infrastructure for tourism development because it acts as a bridge between places of tourist origin and destination. It opens out a region by providing an access to its tourist places. In its absence, the resource potential for

tourism i.e. attractions and amenities can't be of any benefit. One cannot talk about the planning for tourism in an area without organizing its transport system. The system consists of a network of routes or means of transport and the modes of transport.

Leadership and trust are also key to the success of development projects especially those that are meant for local or rural communities. If people cannot trust those in charge of projects that are meant to benefit them they lose interest and won't want to be associated with those projects. In Got Ramogi locals still believe that there is still a possibility of tourism growth and they can be part of it and benefit from it. This is a good opportunity for public participation

5.7.7 Possible interventions

Even though the area has been identified as one of the tourists destination within the county, focus on roles community or local members have to play in tourism is still clearly not spelt out. The fact that majority of the respondents are willing to set aside some of their lands for tourism purposes as illustrated by figure 5.22 below is a clear indicator of how community members are ready to support tourism and this can also be of great benefit to community-based tourism because it requires local participation and ownership.

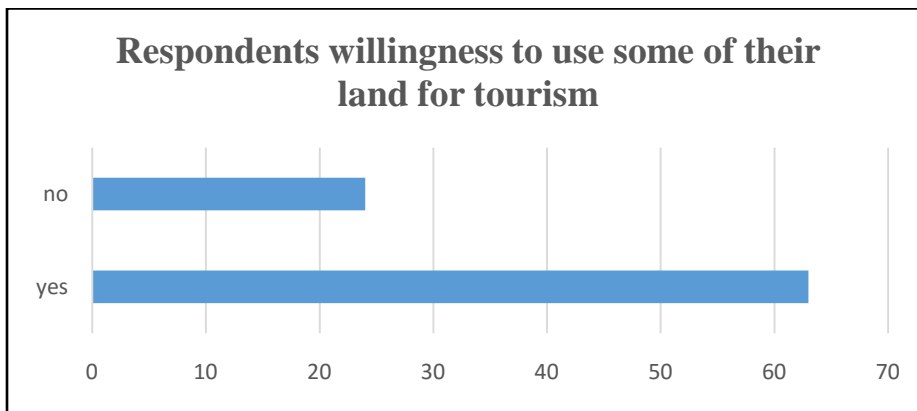


Figure 5.22: Respondents willing to use some land for tourism purposes.

Community-based tourism also requires community members to work together. This means that they have to form groups. Some community members have formed CBOs that are engaged in activities that are tourism related. As shown in figure 5.23 below majority of the household respondents (40 %) are aware of the existence of these CBOs and of the

40 % only 24 % are part of them. This shows that at least members of the community can work in groups if there is need.

Of the 76 % that are not part of these CBOs, 76 % are willing to be involved while 19 % are not willing and the reasons for them not wanting to be associated with such organizations are corruption in the ongoing groups, won't be allowed to fully participate, nepotism, won't benefit them, lack skills or they are too old.

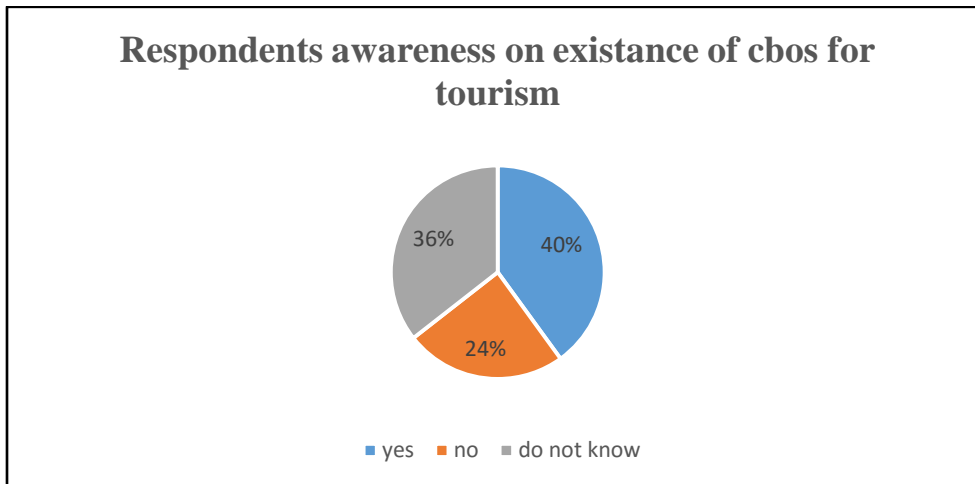


Figure 5.23: Respondents' awareness of CBOs existence

According to the key informants, there once existed proper plans for tourism in the region but they have never worked due to several challenges. Plans should be in place to formalize community participation in decision making, ownership and management. From the survey, one can deduce that community members are ready and willing to be involved in tourism in different capacities. The several challenges that have been a hindrance to tourism should be addressed using both policy and planning approaches.

CHAPTER SIX - CONCLUSION AND RECOMMENDATION

6.0 Introduction

In this final chapter, the conclusions regarding tourism in Got Ramogi are presented by answering the research questions of the study about the integration of CBT in Ramogi local community and a possible step by step CBT model suited to Ramogi context. Conclusions and recommendations are based on data analysis and findings from the previous chapter.

6.1 Conclusion

Community-based tourism (CBT) is tourism in which local people enhance their involvement and participation in tourism management and development, having positive impacts on social, economic, and environmental conditions and well-being of their communities. This form of tourism can be complimented with nature-based tourism so that communities in such areas can also benefit economically and socially in addition to environmental conservation.

The main research question established that there is great potential for CBT development in the community of Got Ramogi. As was discovered through participant observation, the community has many tourism assets that could be developed into viable tourism products. These products would range from cultural activities and products to natural attractions to other recreation opportunities. The local culture presents many opportunities for development of various tourism products, including cultural nights of dancing and food, teaching tourists various cultural traditions and cultural festivals. Nearby natural attractions include the famous Yala swamp and Ramogi sacred forest. Recreational opportunities that have the potential to be developed include site camping, boat riding and guided walks. Accommodation facilities and historical and sacred sites and features are also avail label. The area is also surrounded by other tourism products like resorts near the beach, Jaramogi Oginga Odinga mausoleum, several beaches, Lake Kanyaboli the largest oxbow lake in Africa and much more.

Despite this incredible potential, tourism did not come out as one of the land uses within the sub location. Farming is the main land use and is predominantly at the subsistence level. Due to the dominance of agricultural activities as the main source of job and

income, rural settlements in underdeveloped regions in developing countries have limited options for economic development. For this reason, planners should try to find new ways to diversify the economic base of this area. Therefore, CBT, as a recreational and social activity, can help the development of these areas through the improvement of networks and connections with other economic activities; and can play an important role in diversification of rural economy.

Tourism in the region has not been formalized so far but by the time this survey was being conducted there were plans for ecotourism projects within nine villages in the sub location. Despite no formalization of tourism in the area, tourists have been visiting the area for many years for different purposes like for; research purposes, spiritual purposes, accommodation though very few, bird watching, nature walk and archeological studies. The ongoing visitations have as such played a lesser role in the economy of the community. Only the people who closely contact the visitors like the tour guides and resort management leaders have benefited from tourism in the area so far.

Despite the community admitting that they have been ready for tourism for a while now, tourism plans for the region have been thwarted by corruption, poor leadership and other several barriers at both community and county level that needs to be addressed. The barriers that Got Ramogi faces are inadequate resources for the community, insufficient marketing and a lack of support infrastructure. The community is missing resources such as essential training programs for small business and skills development as well as guide interpretation and financial aid for tourism development.

The community is not marketing itself to tourists currently traveling through the country or on the internet. There is no marketing plan for the community nor do the residents have marketing abilities as was discovered in the survey. Relatively few residents were able to link a community asset to being a marketable product to tourists. From key informant interviews, it was discovered that the community suffers from lack of good leadership, motivation and corruption. Good leadership would be able to motivate the community to keep them involved in tourism and expanding their industry. Good leadership would also help to solve the problem of corruption. If these barriers were addressed, tourism would play a much more integral role in the economic development of

this community. From the reviews of case studies of community-based tourism all over the globe, there are important aspects that should be put into play for successful CBT development.

From the qualitative analysis, it can be concluded that even the policy makers have contributed to non-utilization of the potentials that the area has in terms of tourism. Ramogi as a tourists' destination has stagnated in the first stage of tourism development that is the exploration stage for a while now. Efforts, therefore, should now be focused on pushing it to the next level. Several stakeholders have a great role to play if CBT is to be successful in Ramogi. They range from the community, county government, and private sector to planners. There is need for these stakeholders to come together and work as one so as to help in optimal utilization of the region's potentials. Majority of the population can read and write this means that training them in basic knowledge on tourism development can be easy. A tourism network for the county should be established so as to ensure connectivity amongst different tourist destinations within the county.

6.2 Recommendations

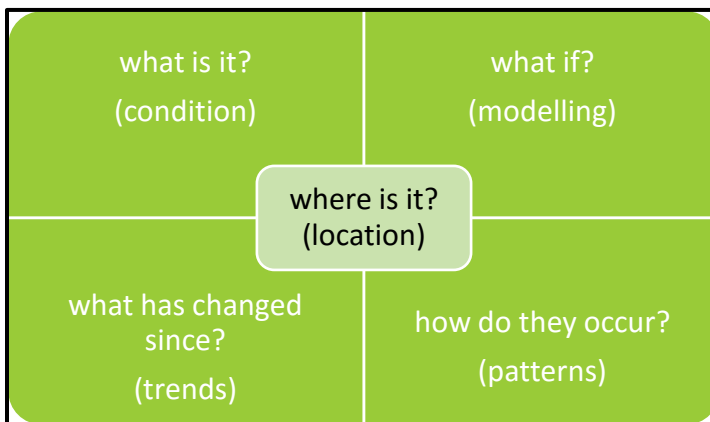
According to Cooke (1982), the success of tourism plans is directly related to broad and representative resident participation in the planning and development of tourism projects. If this is the case, both tourism and community development should carefully examine best practices of participatory community planning and decision making. Development of tourism requires a slow process of community-building, particularly when conventional stakeholders do not view tourism as a productive activity as is the case of Ramogi.

6.2.1 Enhancing tourism potential

Use of appropriate technologies can help in enhancing tourism potentials not just within Got Ramogi but the county as a whole. As indicated in the County Government Act, counties are to develop GIS database management systems. County government should seriously adopt this technology to improve tourism sector in the county. Geographic Information Systems (GIS) and tourism share a common characteristic, that is, both cross the boundaries of disciplines and application areas. As such, the potential for GIS applications in tourism is significant. The strength of tourism planning can be enhanced by GIS applications

It is apparent that GIS has tremendous potential for application in tourism. However, due to the general lack of tourism databases and inconsistencies in data, its applications are limited. GIS can help in storage and generation of site-specific information, spatial patterns of recreation and tourism use, visitor expenditure patterns, levels of use and impacts, and suitability of sites for recreation/tourism development all of which are suitable application areas of GIS tourism potential not only to entertain visitors but also to highlight their culture and heritage in their natural surroundings, at the same time ensuring that the environment is not seriously affected by manmade activities. Moreover, GIS allows policy makers to easily visualize the problems, in relation to existing trends and the natural environment and so more effectively target resources.

Geographic information systems are dynamic, allowing the user to 'enter' the map to explore, inquire and analyze geographic locations and the information linked to these locations. Questions shown below are easily answered within the context of a tourism GIS. This can help in marketing and protection/ conservation of tourist sites.



Application of GIS in tourism can have advantages both for tourists and for the county tourism development authority, the application of GIS included in this study will give;

Advantages for the Tourists

- Valuable information on tourist locations
- Interactive maps that respond to user queries
- Visualization of tourist sites through digital images or videos

- Selective information's like route planning, cultural events, special attractions etc.

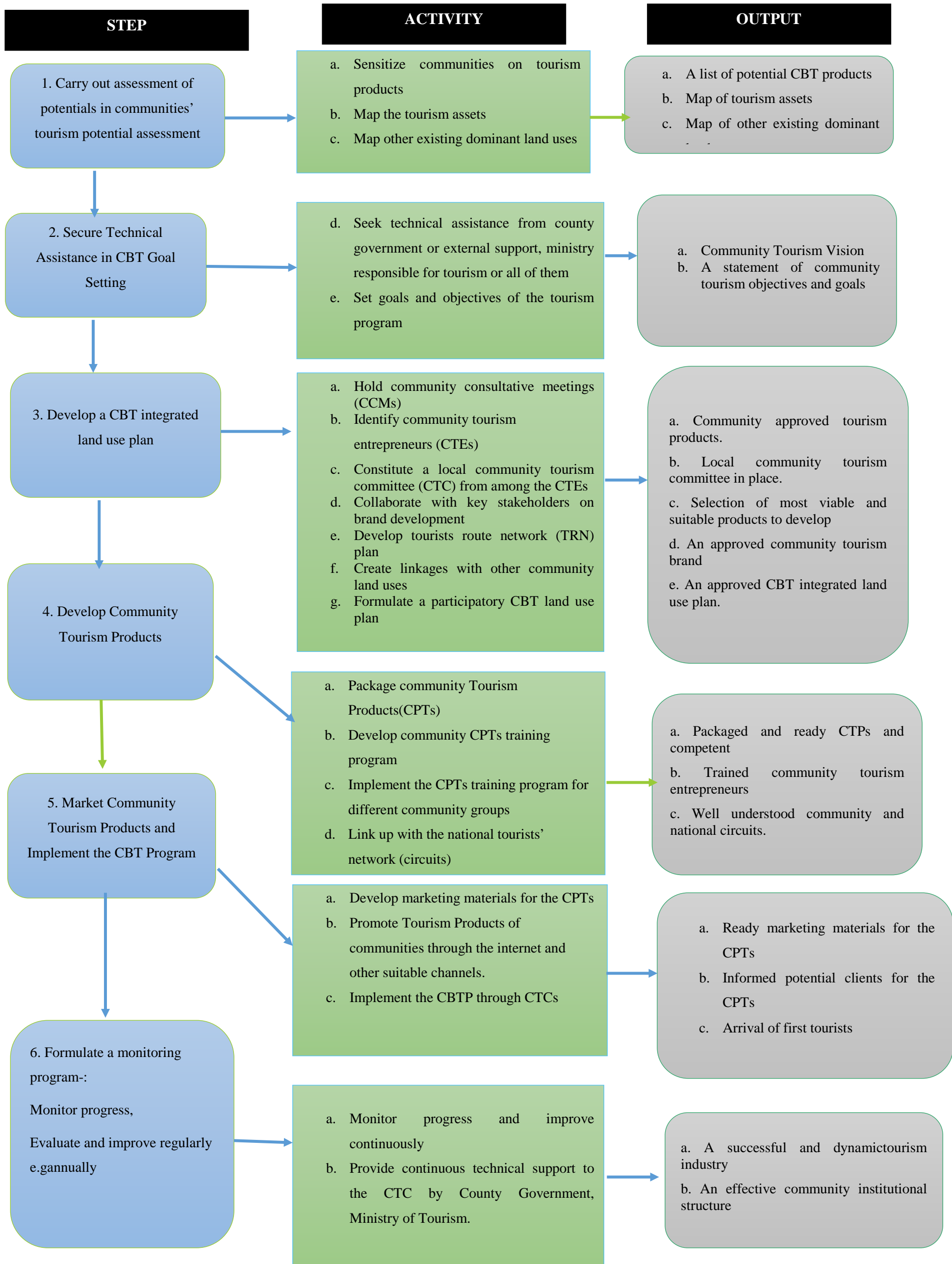
Advantages to development authorities

- Planning
- Database management
- Data updating

6.2.2 Proposed framework for CBT development

The figure below shows the process that should be followed in integrating CBT development in Got Ramogi. There are six main steps with corresponding activities that will produce tangible results for the community. The framework was adapted from a report by Braun (2008) on Community-Based Tourism in Northern Honduras: Opportunities and Barriers and Tasci et al (2013) on Community Based Tourism: Finding the Equilibrium in the COMCEC Context.

Figure 6.1: CBT Integrated Land Use Planning Framework



To initiate a tourism industry in communities, it is important that an assessment of communities' tourism potential (Figure 6.1, Step 1) be completed first. Through this mapping of existing tourism assets and land uses will be mapped. It has been identified that the community of Got Ramogi and the region contains a multitude of potential tourism products. Once the potential has been identified, it is vital that technical support from local government or any other interested organization (Figure 6.1, Step 2, Activity a) be secured. At this stage, goals and objectives of the integrated community tourism planning will be set. The county government must be present throughout the process of tourism development and also provide support once the tourism industry has begun. It is crucial that this part of the county government or organization has experience in tourism development, in securing funding from various funding sources along with being able to provide training resources to the community.

One of the most important elements that need to be present right from the onset of any tourism development in Ramogi is the development of a CBT integrated land use plan (Figure 6.1, Step 3, Activities a-f). An integrated approach shall be adopted in developing this plan and this will begin with community consultative meetings, which will initiate community participation and involvement in tourism development (Figure 6.1, Step 3, Activity a). Community participation will be a crucial element as it will raise awareness in the community of their tourism potential and it will help the tourism initiative succeed. Community participation in the process will also educate and empower the participants and it will allow them to identify and address their needs. Active community participation will be a way for the community to assume responsibility to plan, to manage, and control necessary actions for tourism development.

An all-inclusive local community tourism committee should be developed from these initial community meetings. This committee will be made up of local stakeholders, community leaders and a few community residents. This committee will be crucial in the tourism industry from the onset in addition to the other organizations. The tourism committee, in conjunction with other organizations, will identify entrepreneurs and potential viable tourism products/initiatives to be developed (Figure 6.1, Step 3, and Activity b). They will help to make decisions about what plan of action should be followed. The tourism committee, entrepreneurs and interested organizations like an

NGO will also need to develop a brand for the community (Figure 6.1, Step 3, Activity d). The brand must be presented to the community as a whole prior to using it in any marketing piece to ensure community approval of the brand. The tourism committee must coordinate and act as an advisory board for further tourism development once the industry begins to function. At this stage tourist route network plan will be developed and linkages of anticipated tourism land uses with other community land uses will be created. At the end of all these a land use plan for the area will be formulated.

Once entrepreneurs and products have been identified, it is essential that packaging of tourism products and training programs specific to the needs of the identified entrepreneurs, products and tourism committee be developed so that they can develop their tourism products effectively (Figure 6.1, Step 4, Activity a and b). The training programs should focus on skills development, business planning and marketing. With these programs, viable and suitable tourism products will result. As these products are going through the development stages, it is essential that the community begins to market to tourists and potential tourists.

Marketing materials will need to be developed for the community that makes use of the community 'brand' (Figure 6.1, Step 5, Activity a). This material will need to be distributed to travel agents, tour operators and the county tourism department. Marketing can be done through a website as is done in the case of Bario in Malaysia and information in a travel guide such as Lonely Planet. This will help to market to tourists who are planning trips to the region and have yet to plan out their trip. Marketing should also be done for the region in connection with other tourism attraction sites within the county.

It would also be an effective way to collectively market the region and pool resources. County government should develop tourism. Once the tourism industry in Ramogi has been established and the community is receiving tourists, it is crucial that ongoing support is provided to the community (Figure 6.1, Step 6, Activities a-b). This ongoing support will assist businesses, cooperatives, entrepreneurs, guides, and the tourism committee in any obstacles and/or challenges they experience during the implementation phases. This support will help to ensure that the tourism industry is successful and sustainable in the future.

6.2.4 Legal and institutional framework

CBT endeavors can be a waste of scarce resources if not supported by a government with a solid policy promoting CBT. The government has to have a responsible leadership role and provide continuous psychological, financial, technical and educational support in all steps of CBT development.

An integrated policy document should be formulated from the macro (national) to the micro (county) level government to aim participatory planning, development and management. The document is supposed to promote CBT with clear principles, goals and a step-by-step program, specific action plans on increasing local representation, prioritizing their needs and interest in planning, promoting benefits of communal land to locals, enhancing locals' right over natural resources and communal land, supporting local enterprises, investing in communal lands, areas, and natural resources.

Such integrated policy should also support the establishment/ development of rural tourism networks in remote areas as illustrated in figure 6.1 below. The figure shows different tourist destinations in rural areas in different locations within Siaya County and amongst these are Mageta Island, Jaramogi Mausoleum, beaches along the lake, Ramogi Cultural Attractions and Kogelo Cultural Center. Establishing tourism networks between nature-based attraction sites like the lakes and cultural/archeological sites and historical sites like the mausoleum will help in improving the tourists' experience when visiting the region. Provision of infrastructure is key to proper functioning of such networks and marketing tourism in the region as tourism networks.

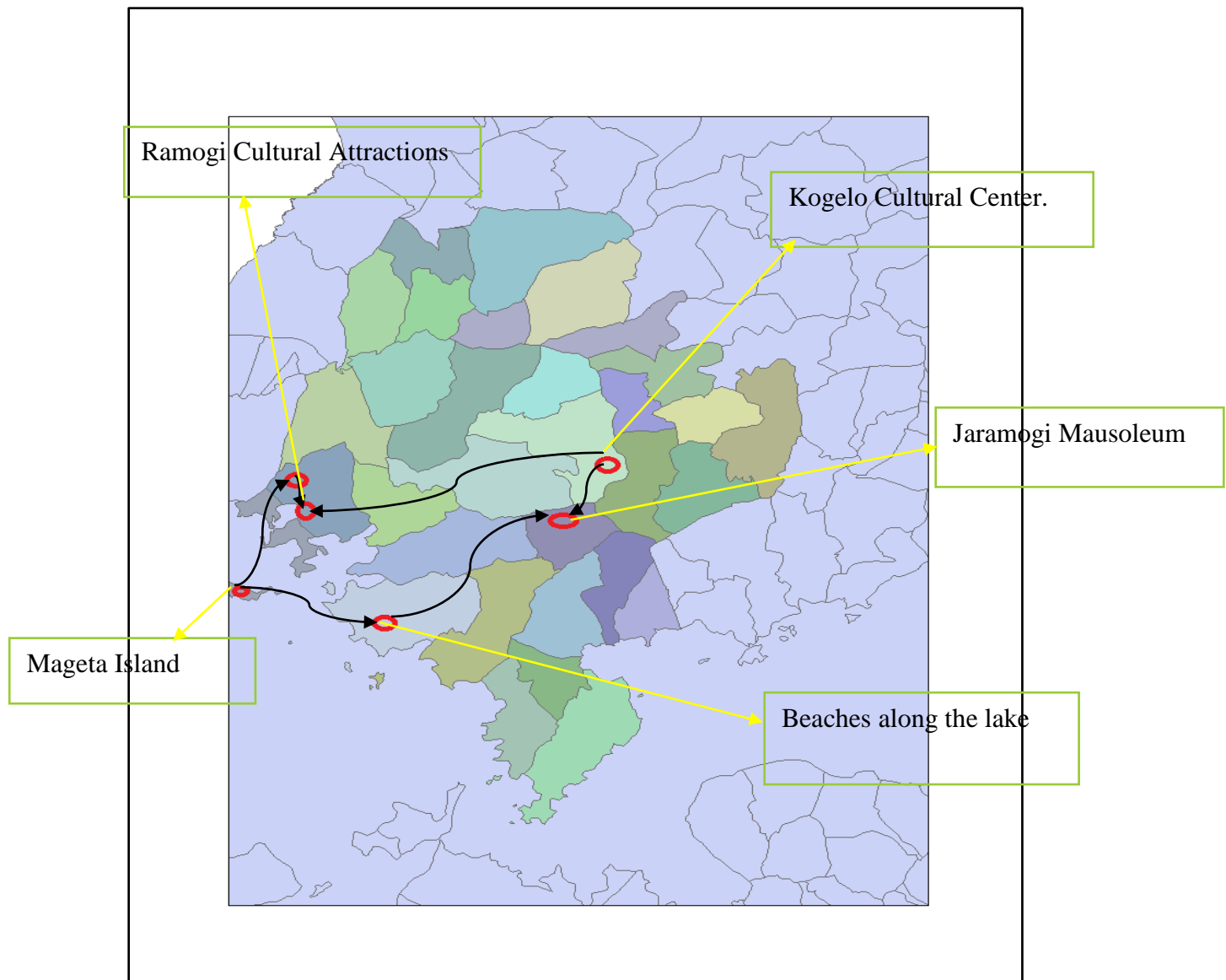


Figure 6.2: Example of rural tourism network in Siaya County.

The county government should play greater roles in developing tourism infrastructure and advertising the community's tourism attractions nationwide and overseas. Firstly, investments in the physical infrastructure, mainly roads, direction signs, and tourist information centers, are necessary to stimulate entrepreneurial activities. For example, the region's market would need financial assistance, such as low-interest rate loans to buy a piece of land for an additional parking area, as it would accommodate the growth of visitors. Secondly, advertising and marketing campaigns

to promote destinations should be implemented to attract a large number of visitors, not only locals but also foreigners.

Policy actions should be structured towards infrastructure development in tourist destinations within the county. Accessibility (transportation routes and infrastructure) to nature in peripheral areas is one major factor in the development of nature-based tourism. The lack of accessibility and remoteness from settlement and infrastructure is also considered to be positive in nature based tourism, since the remoteness and “naturalness” may increase the quality of the experience (Hall & Boyd, 2005). Nevertheless, transportation routes make it possible for travelers to reach tourist sites in the periphery, and it also encourages the establishment of tourist facilities and services. Hall and Boyd (2005) state that accessibility to the market is the most important factor influencing the location and distribution of the tourism industry. Accessibility embraces a wide range of meanings (Mitchell & Town, 1977). The concept refers to the ability of people to reach the destination they are headed for.

The local government through its relevant regulatory bodies should create a framework for the promotion of public-private partnerships especially in the development of tourism products within the county so that a county tourism network can be established to improve tourism experience in the county.

The guiding development policy that is the county integrated development plan lays emphasis on tourism as one of the sectors that are to contribute to the county’s economy. This development policy does not clearly point out how communities are to be involved in tourism sector but yet the country’s constitution places focus on public participation in development programs. There is, therefore, need for the legal provisions through county assembly by-laws for community participation. Policy makers should also allocate one of the cultural centers that are to be established in the county at each sub-county in Got Ramogi.

6.2.3 Recommendations for land use planning

Legal provisions should be observed to ensure that infrastructure development, especially within the forest has minimal impact on the environment and proper land use planning practices should be observed for sacred sites and conserved areas this is attached to the

fact that these tourism assets lie in protected and conserved areas, planning standards ought to be observed to ensure that they are protected from damage with increased activities in the area.

At the moment the area has only rural access roads. These roads should be upgraded in this order:

- ❖ The major road connecting the study area to Bondo –Usenge road should be upgraded to a class C to improve accessibility with a road reserve of 40 meters.
- ❖ The inner roads also need to be upgraded to standards of an access road. They should be provided with a road reserve width of 20-25 meters.

Land use plans in protected areas aim at controlling where certain activities can take place and therefore help determine what the human impacts on the landscape will be. As recommended earlier a cultural center should be established within Got Ramogi sub location which will act as a meeting place for all ages and a pool for cultural activities like drama and dances.

The following important parameters should be considered in identifying location:

- ❖ Accessibility to proposed center which can be achieved by placing the center in a strategic position where the public will require no extra effort to go to.
- ❖ The design should pull people to freely engage in any social activity without feeling out of place
- ❖ Availability of social amenities such as communally owned restaurant, community managed curio shop and community library should act as attractions to the center
- ❖ Availability of the facilities in the center for other social functions will help in giving it a lively atmosphere

Site identification- chief market center

This site was identified because it is underutilized community land, it has ease access, its close proximity to the Ramogi Resort and other some tourism products and availability of space. Table 6.1 shows some of the proposed land uses within the center.

Table 6.1: Proposed land uses

Proposed Land uses	Quantity
Restaurant	1
Social hall	1
Curio shop	1
Ablution block	1
Information center	1

6.3 Areas for Further Studies

Due to resource limitations the researcher was not able to analyze the potential tourism resources in the whole County and how it can help in integrated regional development. This study, therefore, recommends further studies in the following area:

- a. Interconnected tourism development and integrated regional/county development

Ramogi and the surrounding areas have incredible potential for sustainable community-based tourism. The local culture presents a multitude of opportunities for tourism products and when combined with the natural setting of the area as a backdrop, it offers even more products that will have a competitive edge in the tourism market. Tourism would stand to benefit the region significantly through sustainable economic development. If the process of tourism development is carefully executed with the community's needs and desires always at the forefront, the chances of success will be greater. The current barriers to tourism development in the area need to be addressed to ensure successful and sustainable development. If these processes are followed, community-based tourism will play an integral role in the economic development of Got Ramogi.

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APPENDICES - Research instruments

APPENDIX A

HOUSEHOLD QUESTIONNAIRE

Consent obtained? Yes No
Name and sign (Optional)

Hello, I am a student at University of Nairobi and I am conducting a study on tourism in this location. You have been randomly selected to help in giving out your opinion on tourism in this area. The results of the study will be used in analysis of how CBT can be optimally used for benefit of the whole community. Your participation in this survey allows you to voice your opinion to help in optimal utilization of CBT. Your help will be greatly appreciated. It will take approximately thirty minutes of your time to complete this survey. Your participation in this survey is voluntary, and your response will remain confidential.

IDENTIFICATION	
Questionnaire Number	
County	
Village	
Mobile contact of respondent	
Name of interviewer	
Telephone Number of the interviewer	
Date of interview	.

DEMOGRAPHIC INFORMATION

1. Household characteristics

No	Name (write respondent's first)	Age	Sex M=1 F= 2	Relationship to HHH(refer to key below)	Currently in school Y=1 N=2	Name of school	Class/ highest level of education(refer to key below)	Occupation (refer below)
i								
ii								
iii								
iv								
V								

No	Name (write respondent's first)	Age	Sex M=1 F= 2	Relationship to HHH(refer to key below)	Currently in school Y=1 N=2	Name of school	Class/ highest level of education(refer to key below)	Occupation (refer below)
Vi								
Vii								
Viii								

Occupation

0= child(not working)

01=farming

02=small trader

03=regular salaried in government, NGO or other institution

04=housewife

05=day labor

06=working as tourism operator

07=others (specify)

Relationship with the HHH

01= you

02=spouse

03=son/ daughter

04=son/ daughter in law

05=parent

06=brother/ sister

07=other relative

08=grand children

09=parent-in-law

10=other (specify)

Education:

00=kindergarten: 01=never been to school

02=lower primary

03=upper primary

04=secondary

05=university

06=other tertiary institutions

Social characteristics

2. Where do you get water for domestic use from?

- a. Tap
- b. Lake
- c. Pond
- d. Rain water
- e. Well/ borehole
- f. Others (specify).....

3. Where do you get health services from?

- a. Traditional herbs
- b. hospital
- c. others (specify).....

4. If hospital is it within this sub location

- a. Yes
- b. No

5. How far is it from your home? (*In hours or minutes*)

Tourism

6. Have you ever seen outsiders/ tourists (people who do not reside in this area) visit this area?

- a. Yes
- b. No

7. If yes, how frequent do you see them?
- daily
 - weekly
 - twice a month
 - monthly
 - once after two months
8. What do you think this community offers to tourists? (*Tick as many as you think*)
- Local culture
 - Sacred forest
 - Different tree species
 - Archeological features
 - Cultural dances
 - Others (specify)
9. What do you think the community can offer to tourists?
10. What do you think tourists would want to experience during a tour of your community?
- Local culture
 - Sacred forest
 - Different tree species
 - Archeological features
 - Cultural dances
 - Others (specify)
11. Do you make any traditional handicrafts that could be sold to tourists?
- Yes
 - No
12. If yes, how much would you charge for each item?
13. Where do you sell them as per now?
14. What are some of the cultural activities that the community has?
15. Are you involved in tourism in this region?
- Yes
 - No
16. If yes please indicate how
- Tour guide
 - Works in the resort
 - Sells products
 - Offer security
17. If not, what have hindered you from participating?
- Lack of interest
 - Lack of awareness
 - Have not been given chance to participate
 - Have not seen any benefit from tourism
 - Others (specify)

Land use in the sub location

18. Which of the following best describe this area?
- Forest/Jungle

- b. Mountain
- c. Agricultural Zone
- d. Other (specify):

19. Do your household own land within this sub location?

- a. Yes
- b. No

20. If yes, what's there or its size(s)? (*Indicate the measuring unit*)

21. What do you use the land for?

Land use	Size of land (<i>Indicate the measuring unit</i>)
a. Settlement	
b. Livestock rearing	
c. Crop farming	
d. Others (specify)	

22. How much do you get from the current use of your land? (In ksh)
.....

23. Can you say that what you're getting from you land is enough?

- a. Yes
- b. No

Social and economic benefits of tourism

24. Who do you think have benefited from tourism in this community?
.....

25. Why these people?

26. Do you think tourism has caused any problem within the community?

- a. Yes
- b) No
- c) Do not know

27. Are you aware of any tourism project in this community?

- a. Yes
- b. No

28. If yes, please list them
.....

29. Do you think tourism has improved the economy in the community?

a.	b.	c.	d.	e.
Don't know	Agree	Slightly agree	Slightly disagree	Disagree

30. Are there any positive or noticeable change in this community because of the tourism?

- a. yes
- b. no

31. Please tick all positive changes that you have seen

- a. unemployment rate has dropped
- b. increased health facilities (indicate number)
- c. roads have improved
- d. increased number of education institution
- e. environment quality have improved
- f. Others (please specify)

Please tick where appropriate in the following questions

Question	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
32. Tourism is good for my community					
33. I personally benefit from the tourism industry					
34. Tourism in my community/region has the following effects (bulleted below):					
i. Creates jobs for local residents					
ii. Employs local youth					
iii. Helps the community obtain services					
iv. Harms moral standards					
v. Disrupts local activities					
vi. Harms the environment					
vii. Stops local access to public space					
viii. Helps stimulate local culture and crafts					
ix. Disrupts local activities					
x. Harms the environment					
xi. Stops local access to public space					

xii. Helps stimulate local culture and crafts					
xiii. Uses natural resources needed by local residents (E.g. fish, game, water, etc.)					
xiv. The community has control over tourism					
xv. The money spent by tourists remains in my community					
xvi. Local residents have easy access to the areas which tourists use, etc.					
35. Tourists in my community/region:					
i. Are welcome					
ii. Are friendly to local residents					
iii. Are treated with respect					
iv. Are exploited for money					
v. Are given special treatment					
vi. Behave appropriately in the local community					

36. Have you learned something new with tourism development in this area?

- a. yes b. no

37. What about any of your family members?

- a. yes b. no

38. Can you estimate what kind of importance these new skills or new knowledge have had?

.....

39. Who is the primary provider of this household?

40. How much does he /she you earn in Ksh? (Tick appropriate category)

1-5000	50001-10000	10001-20000	Above 20000
--------	-------------	-------------	-------------

41. How much of this money is earned from tourism?				
0%	1-25%	26-50%	51-75%	76-100%

Challenges facing tourism

42. Are there any negative change in this community because of tourism?

- a. yes
- b. no

43. Please indicate which ones

44. What do you think are the barriers to tourism growth in this area?

- a. Not enough market
- b. Remote location
- c. Communications with partners
- d. Lack of publicity
- e. Divisions in the community
- f. Skills (specify)
- g. Other (specify)

Strategies for optimal benefit

45. Overall, what is your opinion of the tourism in your community?

- a. Very Unsatisfactory
- b. Poor
- c. Satisfactory
- d. Good
- e. Excellent

46. Would you want more or less tourism in future in your community?

- a. Much Less
- b. Less
- c. Same
- d. More
- e. Much More

47. Can you use some of your land for tourism in this area?

- a. yes
- b. no

48. Is there a CBO for the purpose of tourism?

- a. Yes
- b. No
- c. Do not know

49. If yes what's it name?

50. Are you involved in it?

- a. Yes
- b. No

51. If yes as what?

52. If not will you be willing to become involved in one?

- a. Yes

- b. No
- c. Do not know

53. If not why?

54. If this community worked together in a group are you confident that the money would be divided equally between all members?

- a. Yes
- b. No
- c. Do not know

55. Which statement best describes how this community collaborates?

- a. People in this community only help each other because they receive a personal benefit to themselves.
- b. People in this community only help each other because they hope to have it reciprocated in future.
- c. People in this community help each other without expecting anything in return.
- d. People in this community rarely help each other.

56. Which statement best describes your opinion of community awareness?

- a. I like to know about everything in the community, even if does not concern me.
- b. I only like to know about community issues that concern me.
- c. I only like to know about community issues that concern the community as a whole.
- d. I don't really care about what is going on in the community.

57. Which statement best describes how your community interacts?

- a. Our community works together to support community activities.
- b. Our community avoids collaborating on community activities because we cannot overcome the challenges we face from others.
- c. When our community collaborates on a project, it is usually the same small group of people who take charge.
- d. Our community does not collaborate on community activities.

58. What is your main concern regarding tourism in this community?

59. What could be done to improve tourism in your community?
.....

60. Comments.....

APPENDIX B

KEY INFORMANT SCHEDULE FOR TOUR OPERATOR

Name(s).....

Position(s)

Contact(s)

General information

1. What is your age?

- a. Below 18
- b. 18- 25
- c. 26-35
- d. 36- 50
- e. Above 50

2. Gender

- a. Male
- b. Female

3. Are you a member of this community?

- a. Yes
- b. No

4. What is your level of education?

- a. None
- b. Nursery
- c. Primary
- d. Secondary
- e. College

Tourism involvement

5. Which of the following tourism products and services do you provide (please tick where appropriate)?

- a. Fishing
- b. Birding
- c. Accommodation
- d. Food and Beverages
- e. Tour Operations
- f. Cultural Entertainment (e.g. dance performances)
- g. Homestead Stays
- h. Visits to Local Villages
- i. Visits to Local Development Projects
- j. Visits to Local Attractions
- k. Retail of Handicrafts
- l. Farm Tours
- m. Volunteer Work
- n. Other (please specify)

6. How long have you worked here? 7.
How much money do you earn from here in ksh?

1-5000	50001-10000	100001-20000	Above 20000
--------	-------------	--------------	-------------

8. Who pays you?

9. Is this full time job?

- a. Yes
- b. No

10. If not, what other job do you do?

11. Have you ever received any training on tourism?

- a. Management
- b. Staff Training/Operations
- c. Best Practices Training (Social and
- d. Environmental)
- e. Marketing/Internet Training
- f. Guide
- g. Language (specify):
- h. Other (specify):

12. How often do you have direct contact with tourists?

- a. Daily
- b. <5 times per week
- c. Weekly/ Once a week
- d. Twice a month
- e. Once a month

CBT resources

13. What are some of the attractions that bring tourists here?

14. What type of tourists come visit the area? (Tick where appropriate)

- a. International
- b. Local
- c. Both

15. What is status of the attraction sites or objects?

16. What are some of cultural activities that this community has that can attract tourists?

17. What else do you think this community has that can attract tourists?

Utilization rate

18. How many tourists can the site accommodate at ago?

During low seasons

During high seasons

19. How many tourists visit this site in a month?

20. Can you say that this number is good against the capacity of the site?

- a. Yes
- b. No

21. If not why is it so (please explain)

Benefits of tourism

22. How much do tourists pay when they visit the sites?

23. Who do they pay the money to?

24. How have this community benefited from tourism so far?

25. Who do you think have benefited most from tourism in your community?
26. How do you think this community can benefit from tourism if it was to be done on a better scale?.....
27. Have you learned something new with tourism development?
28. Can you estimate what kind of importance these new skills or new knowledge have had?
.....
29. What do you think can be done to improve tourism in this region?

Challenges

30. What do you think are the barriers to tourism growth in this area?
- a. Not enough market
 - b. Remote location
 - c. Communications with partners
 - d. Lack of publicity
 - e. Divisions in the community
 - f. Skills (specify)
 - g. Other (specify)
31. What are the constraints on community tourism activities?

Strategies

32. Do you think members of this community can embrace tourism?
33. Are there on going tourism projects within the community?
34. Do you have linkage(s) with other travel agents, tour operators and/or lodges?
- a. Yes
 - b. No
35. If yes, which ones and what's the linkage?
36. How do you market community/ cultural activities in the area? (If yes, please state the activities.)
.....
37. If not, why not?
38. What external support, if any, would you require to better support community tourism?
39. Has everybody had equal possibilities to participate in the tourism program?
40. Do you think that people in your community share common values and goals? (Please explain)
.....
41. Please note any other issues that are not captured in this questionnaire, which you think are of value or interest to tourists and tour operators

THANK YOU FOR YOUR TIME

APPENDIX C

INTERVIEW SCHEDULE FOR ACCOMODATION OPERATORS

General information about the business

1. Type/ nature of business.....
2. Who owns the facilities?
.....
3. How long have you operated this business in this community? _____
 - a. Less than 6 months
 - b. 6 months to 1 year
 - c. 1 year to 3 years
 - d. More than 3 years
4. Do you operate your business here because of tourism?
 - a. Yes
 - b. No
5. How much of the income you get for business you own comes from the tourist trade? (Circle one)
 - a. 20,000 or less
 - b. 60,001 - 80,000
 - c. 20,001 - 40,000
 - d. 80,001 - 100,000
 - e. 40,001 - 60,000
 - f. Over 100,000
6. What's the bed capacity?
.....
7. How many people have you employed in the business?
.....
8. How many of your employees are from this community?
.....
9. How are the local community involved
.....
10. Apart from accommodation what else do you offer to tourists?
.....
11. How many tourists do you receive in a month?
.....
12. Are the accommodation facilities fully utilized?
.....
13. If not what do you think are the causing factors
.....
14. How do you market tourism in this area?
.....
15. Which of the following mediums do you use for advertising and promotion? (Tick all that apply)

- a. Television
- b. Radio
- c. Newspaper
- d. Magazines
- e. Direct Mail
- f. Internet

16. How do you think tourism has benefited this community?

.....

17. What do you think are the challenges facing tourism in this area?

.....

18. Do you partner with other tour operators?

.....

If yes which ones and how?

.....

19. What do you think can be done to improve tourism in this area?

.....

20. Have you ever participated in any decision making regarding tourism?

- a. yes
- b. no

If yes please explain how

.....

Strategies for optimizing CBT benefits

21. Are there any values or principles that you think everyone should follow when making decisions about tourism? If so, what are they? If not, why not?

.....

22. Who should be involved in making decisions about tourism which affect this area?

.....

23. How do you think tourism in this area can be improved?

.....

24. Is there anything else that you would like to talk about concerning tourism here?

.....

APPENDIX D

Interview Guide for Administrative officers

1. Position in the community.....

2. Department /section.....

General characteristics of the area?

1. How many schools do you have in this sub location?

Nursery.....

Primary.....

Secondary.....

Tertiary.....

2. How many hospitals do you have in this sub location?

.....

3. What are the major sources of water used by this community?

.....

4. Means of transportation

.....

5. How is land ownership in Ramogi sub-location?

.....

General information on tourism in this area

6. The following are stages of tourism development from beginning, growth, and maturity to end. How do you rate the tourism development in this community?

- a. Beginning stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

7. What is the extent of tourism in this area? (Description)

.....

8. How are members of community involved?

1. Tour guides
2. Transportation
3. Management
4. Accommodation
5. Others (specify)

9. Who manages tourism in the area?

1. Community members
2. Corporation (specify)
3. Community Based Organization
4. Non-governmental Organization
5. Other (specify):

10. What is the role of community in the management of attraction site?

23. What is your opinion of tourism in your community?
24. Are there any positive or noticeable change in this community because of tourism?
- yes
 - no
25. Please tick all positive changes that you have seen
- unemployment rate has dropped
 - increased health facilities (indicate number)
 - roads have improved
 - increased number of education institution
 - environment quality have improved
 - Others (please specify.....)
26. Are there any negative change in this community because of tourism?
- yes
 - no

Please indicate which ones

.....

27. Please estimate the income generated through tourism (revenue and donations) given to local development projects to date.

.....

Challenges facing growth of tourism

28. How many tourists do the area receive during?
- High seasons?
- Low seasons?
29. Why do you think the area is still not receiving good number of tourist?
30. Which type of marketing method have been used in marketing tourism in this area?
- Brochure
 - Posters, banners, etc.
 - Local tourism businesses
 - Word of mouth
 - Tour guides
 - Internet (specify websites)
 - Newspaper/Magazine (specify)
 - Trade Shows
 - Local People
 - Tour Operators (specify)
 - Government
 - NGOs (specify)
 - Others (specify)

Section C

Policies and planning

31. What role do you play in management of the program?
32. How are community members involved in planning and management of the program?
33. Which policies guide the operation of the program?

Improving CBT in this region

34. If you could change one thing about the village, what would it be?

35. Who should be involved in making decisions about tourism which affect this area?

36. What do you think the tourism industry will be like 1 or 2 generations from now in this area?

37. How do you feel about this?

38. Feel free to add your other opinions on how to improve the community tourism sector in this area

.....

THANKS FOR HELPING OUT WITH THIS RESEARCH BY ANSWERING THESE QUESTIONS

APPENDIX E

Key Informant Schedule for Community Based Organization

1. Position in the community organization group

2. Name of group.....

About the CBO

3. What activities do this CBO engage in?

4. How long have your organization been in operation?

5. Who manages the affairs of the CBO?

6. Is this CBO involved in tourism?

7. What is the role of CBO in this community so far?

General information about tourism

8. The following are stages of tourism development from beginning, growth, and maturity to end. How do you rate the tourism development in your community?

a. Beginning stage b. Growth stage c. Maturity stage d. Decline stage

9. Can you please describe tourism in this region?

10. Apart from the attraction sites what else do you think this community can offer so as to encourage growth of tourism?

11. Have tourism benefited you in anyway as a CBO?

12. Would you like to see more tourists come to this area?

13. What do you think have hindered growth of community tourism in this community?

Community participation

14. What role do you think CBO can have in promotion of tourism in this area?

15. How do you think your CBO will gain from it?

16. What roles have you played in tourism industry?

17. Can you say it has gained any benefits for the community so far?

18. Do you think members of this community can work as a team?

19. From your experience as a CBO leader, can you say that members of this community share similar goals and values?

If yes give examples please

20. From your experience as a CBO leader which statement best describes how this community collaborates?

- a. People in this community only help each other because they receive a personal benefit to themselves.
- b. People in this community only help each other because they hope to have it reciprocated in future.
- c. People in this community help each other without expecting anything in return.
- d. People in this community rarely help each other.

21. Which statement best describes your opinion of community awareness?

- a. I like to know about everything in the community, even if does not concern me.
- b. I only like to know about community issues that concern me.
- c. I only like to know about community issues that concern the community as a whole.

- d. I don't really care about what is going on in the community.
22. Which statement best describes how your community interacts?
- a. Our community works together to support community activities.
 - b. Our community avoids collaborating on community activities because we cannot overcome the challenges we face from others.
 - c. When our community collaborates on a project, it is usually the same small group of people who take charge.
 - d. Our community does not collaborate on community activities.
23. What are the negative impacts of tourism in your community?
24. What has tourism achieved in your community?
25. What do you think can be done to improve tourism in this area?
26. Any comment

.....

APPENDIX F - OBSERVATION SCHEDULE

Supporting services	Condition		
Main roads	Type	Status	Number
Access roads to attraction site			
Sign-posts	Number		Position
Energy sources at the attraction site			
Attraction sites			
Accommodation facilities			
Health facilities			
Education facilities			

APPENDIX G - KEY INFORMANT SCHEDULE FOR MINISTRY OF TOURISM OFFICE

1. Describe tourism in Siaya County {sites, their nature/ types}
2. What are the attractions in Ramogi?
3. Is Ramogi part of any tourism circuit?
4. How is tourism in Ramogi connected to other attraction sites within the county?
5. What is the role of county government in tourism in Ramogi?
6. How do you market tourism in Ramogi?
7. Do you think communities living in Ramogi can become part of tourism?
8. If yes how can they be involved?
9. How can the government ensure this?
10. Do you have any plans for boosting tourism in Ramogi?
11. How do you think tourism can benefit communities or county as a whole if done properly?
12. What do you think can be done to improve tourism in the region?

RESEARCH WORK PLAN

Activity	Month											
	Sept (2014)	October(2014)	Nov(2014)	Dec(2014)	Jan (2014)	Feb (2014)	March (2014)	April (2014)	May (2014)	June (2014)	July (2014)	
Research proposal												
Proposal submission												
Acceptance of research proposal												
Talks with local representatives in the study area												
Sample selection and talks with community												
Training enumerators												

Activity	Month										
Pilot study											
Validation of equipment											
Data collection											
Data entry and analysis											
Thesis report writing											

TABLE OF RESEARCH BUDGET

Activity	Amount in Ksh
Payment of research assistants	40,000
Training cost	10,000
Training hall	8000
Other training expenses	5000
Report costs	10,000
Travel cost	10,000
Total	83,000