

University of Nairobi

Institute of Diplomacy and International Studies

**THE ROLE OF INTERNATIONAL CONSERVATION ORGANISATIONS IN
TOURISM PROMOTION AND HUMAN DEVELOPMENT IN KENYA: CASE
STUDY OF AMBOSELI ECOSYSTEM**

By

Doreen Amakanji Shalakha

R50/80905/2015

Supervisor

Dr. Shazia Chaudhry

**A Research Project submitted in partial fulfilment for The Degree of Master of Arts in
International Studies**

October 16, 2017

DECLARATION

I hereby declare that this research project is my original work and has not been presented for a degree in any other University.

Signed.....

Date.....

DOREEN AMAKANJI SHALAKHA

R50/80905/2015

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

Signed.....

Date.....

DR. Shazia Chaudhry

INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

UNIVERSITY OF NAIROBI

DEDICATION

I dedicate this research project to my family who have encouraged and supported me diligently. They are my source of inspiration.

Acknowledgement

First and foremost, I would like to thank my supervisor, Dr. Shazia Chaudhry, for her advice and significant support throughout the entire project. Additionally, I appreciate the effort I received from my colleagues who participated in the development of this project. I thank all those who presented their views, ideologies and opinions as they helped in the coming of this report. Their significant enthusiasms helped me to increase my academic knowledge on the topic.

Abstract

The tourism sector represents one of the fastest developing and largest sectors in the globe's political economy. Currently, tourism industry is becoming a significant sector within the economy of various developing nations such as Kenya. The primary objective of this research is to examine the role of international conservation organisations in promoting tourism and human development in the Amboseli ecosystem, Kenya. There are several literatures on tourism as well as its link to economic prosperity and how it promotes various nations' global GDP. However, limited research has been conducted on how tourism promotes human development. The aspect of sustainability has forced international conservations organisations to obtain significant involvement in tourism activities. Also, the lacks of human development policies have been experienced amidst various challenges. Studies on human development in Kenya are scarce. This is defined by the limited development-oriented policies that define the course of human development. This study is to significantly contribute to the conservation as well as the sustainable utilisation of natural resources. This study seeks to adopt the descriptive study methodology with a sample size selected non-randomly from the Amboseli community. Both questionnaires and interviews are to be used in collecting data. The finding shows that there is a link between tourism and human welfare. Also, it indicates that sustainable tourism promotion needs to account for economic, social and environmental impacts for its success. While international conservation organisations face various challenges like lack of strong administrations, they promote tourism and human development through promoting sustainable reforms. This project on the role of international conservation organisations provides a significant illustration of the research carried out on tourism promotion and human development in the Amboseli ecosystem of Kenya. Additionally, it focuses on the responsibilities of the international conservation organisation, the challenges they face as well as the interventions that have been put in place.

Table of Contents	
DECLARATION	ii
DEDICATION.....	iii
Acknowledgement	iv
Abstract	v
List of figures.....	ix
List of Abbreviations	x
CHAPTER ONE	1
INTRODUCTION TO THE STUDY	1
1.1 Introduction.....	1
1.2 Statement of the Research Problem.....	2
1.4 Objectives of the Study	3
1.4.1 Broad Objective	3
1.4.2 Specific Objectives	3
1.5 Literature Review	4
1.5.1 The Role of Conservation Organisations in Tourism Promotion	4
1.5.4 The Aspect of Tourism Promotion and Human Development	7
1.5.5 Challenges in sustainable Tourism Development in Kenya.....	9
1.6 Justification of the Study	11
1.7 Hypotheses	12
1.8 Theoretical Framework.....	12
1.9 Research Methodology	13
1.9.1 Research Design	13
1.9.2 Population	14
1.9.3 Sample	14
1.9.4 Data Collection.....	14
1.9.4.1 The questionnaire	15
1.9.4.2 Interviews	15

1.9.5	Data Analysis	16
1.9.6	The Scope and the Limitation of the Study	16
CHAPTER	OUTLINE	17
Chapter	one	17
Chapter	Two	17
Chapter	Three	17
Chapter	Four	17
Chapter	five	17
CHAPTER	TWO	18
The	Inter-Relation between Tourism Promotion and Human Development.....	18
2.2	The Magnitude of the Tourism Sector	18
2.2.1	The Global Perspective.....	19
2.2.2	National Perspective	20
2.3	Conservational Tourism Development	21
2.4	Dimensions of Conservational Tourism Development.....	23
2.5	Goals of Tourism Promotion	24
2.5.1	Catalyst for Regional Economic Development	24
2.5.2	Tourism Development and Management	25
2.5.3	Conservational Tourism Makes a Difference.....	26
CHAPTER	THREE	28
IMPACT	OF INTERNATIONAL CONSERVATION ORGANISATIONS ON	
TOURISM	PROMOTION AND HUMAN DEVELOPMENT IN KENYA.....	28
3.1	Introduction.....	28
3.2	Conservation Organisations in Kenya	28
3.3	Roles of International Conservation Organisations	29
3.3.1	Partner with the Government as well as the County Governments.....	29
3.3.2	Partner with the Locals and Landowners and Build Their Capacities	29
3.3.3	Policy Interventions.....	30
3.3.4	Conservation Monitoring.....	31

3.3.5 Promotion of Conservation Standards and Funding.....	32
3.4 International Conservation Organisations in Tourism Development in Kenya	33
3.4.1 Conservation at National Level	33
3.4.2 Impacts of the Government	34
3.4.3 Impacts of the Tourism Ministries	35
3.4.4 Policy Makers and Their Influences.....	35
3.5 Challenges Facing International Conservation Organisations	36
CHAPTER FOUR.....	39
DATA ANALYSIS.....	39
4.1 Introduction.....	39
4.2 key Findings.....	39
4.3 Analysis	42
4.4 Sustainable Tourism Development	44
4.5 Tourism Promotion, Human Development and the Role of Conservation Organisations	46
4.6 Challenges and Interventions.....	50
CHAPTER FIVE:	53
CONCLUSION AND RECOMMENDATIONS.....	53
5.1 Conclusion	53
5.2 Recommendations	54
REFERENCES	56
Appendix 1:.....	64
1. Do International Conservation Organisations make tourism sustainable?.....	65

List of figures

Figure 1: The Global Rise in Tourism.....	Error! Bookmark not defined.
Figure 2: Growing Trends in National Tourism in Developing Nations.....	Error! Bookmark not defined.
Figure 3: percentage respondents (By Author)	40
Figure 4: Employed Respondents (By Author).....	41
Figure 5: Participants Demographics (By Author).....	41
Figure 6: Response on Tourism Promotion and Human Development (By Author) ..	42
Figure 7: Sustainable Tourism Model.....	45
Figure 8: Sustainable Development (By Author).....	48
Figure 9: Conservation Organisation Policies (By Author)	50

List of Abbreviations

SDGs- Sustainable Development Goals

NGO's - non-government organizations

UN- United Nations

MDGs- Millennium Development Goals

OIC- Organisation of Islamic Cooperation

UNWTO-United Nations World Tourism Organisation

KFS- Kenya Forest Service

NEMA- National Environmental Management Authority

KWS- Kenya Wildlife Service

WWF- World Wide Fund for Nature

TNC- The Nature Conservancy

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 Introduction

The initial worldwide environmental conservation program was proposed in the year 2005 in Rio, Brazil. In any case, this global summit helped in recognizing the manner in which usage signified a critical motivational shortcoming. Many developing nations consider tourism as a critical aspect of their economic prosperity as well as poverty alienation.¹ The connection between tourism poverty alienation and economic development is not direct. Conversely, tourism can induce key infrastructural developments via the rapid construction of airports, ports and roads as well as the provision of economic services from which the entire nation can gain immense benefits.² This also relies on whether tourism growth and development is guided by critical institutional mechanisms and regulatory policies with adequate incentives to simulate the advancement of opportunities in international markets to promote human development.³

According to Amrtya Sen and Mahboob ul Haq, the primary aim of development is enlarging individuals' choices and preferences. In line with this context, the choices can be considered to be infinite and evolve with time. In addition, human development must enhance access to information, improved healthcare, security against criminal activities and physical harm promotes both economic and political freedom thus increasing the aspect of community participation. The objective of sustainable tourism is to promote human development which in turn focus on creating an enabling setting for the communities to enjoy long, creative and healthy lives.

The Amboseli ecosystem incorporates Amboseli national park, six nearby ranches and a number of tiny individual ranches covering up to 5,750km². The park serves as a dry season concentration region because of the swamps. Despite all these features, it has been observed that the park is tiny and rely on the surrounding community lands for the dispersal of the wildlife. The threat against the Amboseli ecosystem continues to increase. The international conservation organisations play a

¹ WTTC/WTO/EC (1995) 'Agenda 21 for the travel and tourism industry', in Towards, Environmental Sustainable Development, London, Madrid.

² WTTC/WTO/EC (1995) 'Agenda 21 for the travel and tourism industry', in Towards, Environmental Sustainable Development, London, Madrid.

³D. Pearce, E. Barbier, A. Markandya, Sustainable development: economics and environment in the Third World. Routledge, (2013).

key role in providing resilience to crucial ecosystems, however, the impact is limited and the ecosystem faces critical threats. This study aimed at investigating the contribution of international conservation organisations in tourism and human development in Kenya with a specific focus on Amboseli ecosystem in Kenya.

1.2 Statement of the Research Problem

Tourism has played a very important role in the development and promotion of the Kenya to the international markets. The previous decades witnessed a revolution in the global economic development. While tourism has significantly contributed to this revolution, more than 65 percent of the globe's population still live on the equivalent of four dollars a day. What's worse is that tourism has key constraints that comprises the lack of development opportunity.

Various research have been carried out on tourism and its connection to the economic development as well as the manner in which it promotes the global GDP of various nations. However, there are limited literature in the sense of creating human development. The consistent issues of sustainability in tourism have forced various organisations including the international conservation organisations to gain significant involvements in the tourism industries.

The studies on human development in Kenya are limited. This is defined by the limited development-oriented policies that defines the course of human development. Many of the studies on these policies emphasises on a single target aspect like trade, agriculture, health, education and poverty elimination. The lack of human development policies have been realised in the face of the various challenges. The comparative human development policies have been complicated by the varying starting points for various nations (Kenya). Developed nations are similar in the levels of human development as well as policy frameworks. In spite of these aspects, the collective targets like the SDGs are, in most cases, stated in universal terms. This research engages and is positioned on the primary debate in the conservation development niche. Particularly it focused on the sustainable issues that are experienced in the Amboseli ecosystem in Kenya and how the international conservation organisations help to solve these problems.

Research Questions

1. What is the inter-relation between tourism promotion and human development?
2. Do the international conservation organisations play a key role in promoting tourism and sustainable human development in Kenya?
3. What are the prospects and challenges facing international conservation organisations in Amboseli?

1.4 Objectives of the Study

1.4.1 Broad Objective

The main objective of this research is to examine the role of international conservation organisations in tourism promotion and human development in Kenya with focus on in-bound conservation organisation performances in Amboseli ecosystem.

1.4.2 Specific Objectives

1. To determine the inter-relation between tourism promotion and human development
2. To determine whether conservation organisations help in improving tourism and human development status in Kenya.
3. To examine the prospects and challenges facing international conservation organisations in tourism development in Kenya generally and in Amboseli specifically.

1.5 Literature Review

This chapter was divided into three parts based on the objectives of the study. The first part discussed the role of the conservation organisation. A discussion was presented in line with the challenges facing conservation organisations in tourism. Various public corporations and other organisations were established to be constantly attracted to the economic effects of tourism at local, regional and international levels. There were significant evidences that tourism creates employment opportunities within the industries.⁴

Additionally, it generates significant revenues that are key in line with the economic prosperity of the nation. The tourism economic importance are significantly acknowledged and various nations have implemented key policies in favour of the industry. Conversely, the community needs to support conservational tourism. The significance of conservational tourism, in particular the role that international conservation organisations play explains the significance of the sector in both the national and global economies as well as in human development.⁵

1.5.1 The Role of Conservation Organisations in Tourism Promotion

NGO's play a very important role in the tourism sector. In the modern era, the role of international organisations, and especially NGO's (non-government organizations), is found almost in every sphere of life. NGO's are voluntary organizations that are funded by the state, foundations, business or private persons. It is seen that these NGO's are acting as a watch-dog in the society. They act as critics and awareness agency for the government, other organizations and common people. Additionally, their roles are based on the new social, political and economic processes that are based on the market and private sector incentives.

As such, these aspects are considered as the most efficient mechanism for achieving economic development, increasing production with the aim of providing most services to people. The tourism policies are imposed by both the public as well as the government. Accordingly, with the proliferation of international NGOs in

⁴I. Guha and S, Ghosh. Does tourism contribute to local livelihoods? A case study of tourism, poverty and conservation in the Indian Sundarbans (pp. 26-07): South Asian Network for Development and Environmental Economics (SANDEE), (2007).

⁵ Fennell, D. and Weaver, D. (2005) 'The ecotourism concept and tourism-conservation symbiosis', *Journal of Sustainable Tourism*, 13(4), 373–390.

Kenya, it is important to understand what role they play in promoting the development of tourism in Kenya.

In line with this context, the sustainable development goals (SDGs) have been developed as the indicators and targets of the UN member states to be utilised by the organisation to outline the key agendas as well as the political and development policies.⁶ This framework follows an expansion on the MDGs. There exists a significant consensus that even though MDGs provided a critical aspect for the nations to develop policies across the globe with the aim of eliminating poverty, the policies were narrow compared to the current SDGs that has clear and precise frameworks for poverty eradication and increased human development.

The primary role of SDGs is promoting Universal learning, gender equality as well as to promote environmental sustainability. Additionally, it addresses the aspects of economic development and every nation is expected to work towards obtaining SDGs. The role of SDGs and the advancement of sustainable tourism key and every nation has committed to the touristic highlights, level of improvement, and national improvement needs and arrangements. The significance of this framework involves the creation of employment opportunities, economic development, local improvements and reduction of poverty. All these aspects sum up to improved human development.⁷

The ecological part as indicated by Mohamed⁸ suggests the association of tourism-related institutions in different undertakings went for securing the regular habitat, especially in waterfront ranges. Among these ventures, we have the impelling of zone marine ranges to guarantee safe water zones and to ensure touchy characteristic territories. This includes the partition of incongruent uses, (for example, swimming and sculling), guiding clients to suitable territories, (for example, the best plunge destinations) and securing especially delicate regions, (for example, angle nurseries). Another venture is securing the coral reefs by giving moorings to vessels. Mooring floats are a fundamental instrument for constraining grapple harm to coral reefs. At the point when coordinated into a plunge site administration arrange,

⁶D. Pearce, E. Barbier, A. Markandya, *Sustainable development: economics and environment in the Third World*. Routledge, (2013).

⁷ M. Adato, R. Meinzen-Dick, *Assessing the impact of agriculture research on poverty using the sustainable livelihoods framework* (pp. 1-40). Washington, USA: FCND discussion paper 128, EPTD discussion paper 89, (2002).

⁸ M. Mohamed, *Tourism geography of Egypt*. Cairo, Egypt: Dar El-Maarefa Press, (2002).

mooring floats can be utilized to keep jump site use inside evaluated conveying limits. You can rather use local examples

By observing the utilization of floats, a record of the areas and power of jumping action can be kept up. Additionally, it incorporates the plan of naturally suitable access for the utilization and delight in marine biological communities. Access to the seaside includes those that are appealing to guests and rely on upon the site itself – its vulnerabilities, its perils and its particular physical elements.⁹ In this way, it is critical to give safe and ecologically suitable access for guests, particularly those with exceptional needs, including youthful kids, the elderly and those with inabilities. The plan of fake tidal ponds to maintain a strategic distance from ecological effects and guarantee great water quality is another worry. The tidal pond configuration is an imperative calculate the arranging of the tourism exercises. This tidal pond framework keeps up appealing and sound water quality and maintains a strategic distance from stale water zones with extreme sedimentation, algal development and other negative attributes.

Furthermore, the plan of breakwaters and marine structures to limit the effect on biological communities is another issue.¹⁰ Wharfs ought to be built in shielded or semi-protected ranges, particularly if access to vessels is required. Preceding the choice of the pier area, site surveillance studies ought to be done by particular waterfront/harbor architects to distinguish the most proper areas.¹¹ The area and plan of marinas ought to react to site conditions and give free. A perfect marina site is shielded from wave introduction from all bearings, gave ensured get to, and appreciates an agreeable wind and wave atmosphere inside the marina itself.

To whole up, the ecological part of associations and the system of associations could help set up components for limiting and moderating human effect on the earth's normal assets, giving monetary and specialized support, notwithstanding data and research to construct and enhance regular assets, increment capacity of organizations to successfully screen the common habitat, urge neighbourhood groups to take an interest in ecological characteristic assets assurance, actualize strong waste administration frameworks, deal with the beach front mishap lands, get

⁹ M. Mohamed, *Tourism geography of Egypt*. Cairo, Egypt: Dar El-Maarefa Press, (2002).

¹⁰ M. Adato, R, Meizen-Dick, Assessing the impact of agriculture research on poverty using the sustainable livelihoods framework (pp. 1-40). Washington, USA: FCND discussion paper 128, EPTD discussion paper 89, (2002).

¹¹ Fennell, D. and Weaver, D. (2005) 'The ecotourism concept and tourism-conservation symbiosis', *Journal of Sustainable Tourism*, 13(4), 373–390.

ready/authorize directions overseeing contamination control, shoreline remediation and other natural administration exercises, add to the insurance of coral reefs, biodiversity, looking after cleanliness, and decide the conveying limit of the waterfront territories and water bodies¹².

1.5.4 The Aspect of Tourism Promotion and Human Development

The part of tourism promotion required in ecological protection and the administration of tourism changes from the natural part that incorporates every one of the exercises to secure the common resources and condition to the non-ecological part inferring parts and obligations of associations with respect to group benefit (i.e. giving training, wellbeing administrations, clean water, power and other open administrations)¹³. As indicated by Salafsky¹⁴, connecting neighbourhood individuals' exercises to normal assets ought to improve the estimation of biodiversity for them, urging them to take activities to alleviate both inner and outer dangers to it. Roe & Elliott¹⁵ stated that there are important reasons to link the conservation of natural resources with poverty reduction: (1) Investment in the conservation of the natural environment can contribute to eliminating poverty. (2) Addressing poverty concerns leads to increased support for conservation. (3) Poverty reduction is an international imperative.

A normative mechanism has been constantly employed in analysing the human development. Human development entails the manner in which individuals develop on social, intellectual and physical levels¹⁶. These frameworks of broader human development proliferation are linked to some of the great works of Amartya Sen and Mahboob ul Haq. According to these authors, the core of human development is the aspect of capabilities. This includes the acknowledgement of equal rights to both men and women as well as the limitation of discrimination on the basis of gender. The human development report (1990) has employed Amartya Sen

¹² H. Pechlaner, F. Raich, E. Fischer, The role of tourism organisations in location management: the case of beer tourism in Bavaria. *Tourism Review*, 2, (2009), 28-40.

¹³ USAID, LIFE Red Sea Project: Action Plan for Small Enterprise Development (pp. 1-36). Cairo. Egypt: USAID, (2007).

¹⁴ N. Salafsky, E. Wollenberg, Linking livelihoods and conservation: a conceptual framework and scale for assessing the integration of human needs and biodiversity. *World Development*, 28(2000), 1421-1438.

¹⁵ Edgell Sr, David L. *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.

¹⁶ Amartya Sen and Mahboob ul Haq. *Human development*, (2012).

and others' capability mechanism as a conceptual tool in the evaluation of modern development issues¹⁷.

The current human development mechanisms incorporates informed choices in niches, such as gender inequalities, sustainable development, globalisation and governance. Amrtya Sen and others provide the primary framework towards a development mechanism in which flexible mechanisms enable the policy makers to evaluate the diverse issues that the poor individuals go through. The primary capabilities that are critical to humans incorporates access to information, good health as well as improved living standards (poverty eradication). The ability to contribute in the decision that impacts an individual's life is key in human development.¹⁸

Through the promotion of sustainable tourism, the economic development of the nation is improved. The foreign earnings as well tax incomes can be invested in healthcare sectors thus improving the health well-being of the individuals. Through the provision of employment opportunities and creation of income-generating opportunities in various public sectors, tourism helps to empower women. This helps to promote gender equality. The human capabilities are expanded by various institutions as well as the conditions for the society. It is key to note that individuals with improved capabilities have likely to seize key opportunities and fulfil their potentials.¹⁹ The process of improving human development needs advancing the realm chances individuals have as well as improving the environment to safeguard individuals from death, suffering and live a healthy environment as well as key standards of both mental and physical health.

Through the development of infrastructure as well as sustainable and inclusive industrialisation and innovative prosperity tourism serves as the force to economic prosperity. According to Cousins²⁰, the protection tourism associations have framed a system of pathways to discrete preservation extends over the world giving an entryway to volunteers to get to these frequently remote undertakings, additionally a stage whereupon these activities can contact a more extensive group of onlookers.

¹⁷ N. Salafsky, E. Wollenberg. *Linking livelihoods and conservation: a conceptual framework and scale for assessing the integration of human needs and biodiversity*, 2000.

¹⁸D. Pearce, E. Barbier, A. Markandya, *Sustainable development: economics and environment in the Third World*. Routledge, (2013).

¹⁹ Ibid.,

²⁰ Cousins, J.A. (2008). The role of UK-based conservation tourism operators, *Tourism Management*, 28: 1020–1030, p. 1029

Concerning the non-ecological part of associations, it alludes to parts and obligations did by the tourism-related associations and relationship as to group benefit that are not connected straightforwardly to keeping up normal assets²¹.

The tourism sector strengthens the frameworks revitalization and implementation for a sustainable growth and development. Accordingly, it has been able to give chances to non-state on-screen characters to expect the part of institutional business person, and contract staff talented in business, tourism and vital administration other than staff with the more customary preservation abilities so as to viably take part in preservation tourism. Generally speaking, the paper noticed the significance of business preservation tourism approaches for the work of secured ranges around the world, and in utilizing tourism as a neediness mitigation apparatus in less created nations.

1.5.5 Challenges in sustainable Tourism Development in Kenya

One of the difficulties is absence of innate tourism potential (normal, chronicled, social, and so forth). In a few nations, the improvement of tourism is obstructed by their absence of inborn regular, recorded or social tourism assets. Be that as it may, as said prior, however it is a pivotal element, tourism legacy resources alone can't make a fruitful tourism industry. There is likewise absence of learning and mindfulness. In few nations, there still is a basic absence of fundamental cognisance of the financial significance of tourism as an industry and its positive effect as a potential wellspring of remote trade and work.

Absence of specialized know-how and powerless limited time movement is additionally a test. Notwithstanding when that key mindfulness is there, as a rule there is for the most part an absence of tourism information and experts. Tourism, as a cutting edge industry, is later on the planet.²² It is additionally another and new movement in Kenya. Another related issue is the missing or feeble reputation advancement and broad communications presentation due, as a rule, to the constrained mechanical administrations accessibility.

²¹ R. Ballantyne , J. Packer , K. Hughes & L. Dierking (2007) Conservation learning in wildlife tourism settings: lessons from research in zoos and aquariums, *Environmental Education Research*, 13:3, 367-383

²² Cousins, J.A. (2008). The role of UK-based conservation tourism operators, *Tourism Management*, 28: 1020–1030, p. 1029

Another test is absence of tourism-related foundations. Kenya lacks adequate foundations vital for the advancement of an effective tourism segment. Essential among these are inns and hotel administrations, transportation and correspondence, wellbeing and security and tourism data administrations. This makes it hard to give the models of offices and administrations which travellers require.

Absence of tourism ventures is another test confronting these establishments. While interest in administrations is an entrenched financial action in the created nations, it is as yet lingering behind in creating ones.²³ Interest in administration situated activities, especially tourism, in creating nations is frequently viewed as a high-hazard errand. Likewise, however they may have a characteristic tourism potential, it is exceptionally troublesome for Kenya to access sensible financing for its touristic extends notwithstanding when they figure out how to handle the issues of venture distinguishing proof and arranging.

There is additionally absence of predictable tourism procedures and approaches. In Kenya, there are still troubles in getting coordinated tourism arrangement making due, by and large, to approach clashes between the administration divisions and the tourism private offices. This is coupled much of the time with the absence of powerful organization, direction and institutional structures of touristic action.²⁴

The growth in tourism in Kenya is not only viewed as the primary pillar for the nation's development and economic prosperity, but also a significant element to poverty alleviation and human development. While the tourism sector has been portrayed to improve both national and international developments and a focus for economical change, there have been key gaps in literature on the role that international conservation organisations play especially in the Kenya's tourism sector. The present day touristic action has demonstrated a growing propensity towards enhancement and change. This has made it troublesome for both local and foreign investors. It is key to keep pace with the quickly changing and complex necessities of the tourism sector. In an exceptionally focused worldwide tourism advertise, and considering the rise of new touristic goals, change of the conditions that encourage present day tourism sustainability and advancements.

²³ Michael, L., Kipkeu, Samson W. Mwangi, Njogu, J. Community Participation in Wildlife Conservation in Amboseli Ecosystem, Kenya (2014).

²⁴ Fennell, D. and Weaver, D. (2005) 'The ecotourism concept and tourism-conservation symbiosis', *Journal of Sustainable Tourism*, 13(4), 373–390.

Tourism in Kenya has constituted not only travel for recreation, leisure or business but also trade and key source of economic development. However, there is an existing gap in developing nations between indigenous livelihood practices and wildlife conservation has significantly threatened the sustainability of tourism especially the Amboseli ecosystem²⁵. In East Africa, critical protected regions are established to be adjoining pastoral land use frameworks. The huge forms of land utilisation to are to a significant level correlated to tourism management in which the wildlife and local resources are part of integrated natural and social resource management frameworks. Various national reserves and parks in Kenya heavily rely on the surrounding societies for their ecological preservation. Other private firms depend on these regions as dispersal places. These reserves and parks are the largest ecosystems and face constant threats with huge loss of the biodiversity²⁶. This has presented key gaps on the land use because of lack of systematic land utilisation planning as well as unplanned developments. As such, the Amboseli ecosystem has not been left behind.

1.6 Justification of the Study

Tourism advancement enhances human developments and preservation. The tourism industry contributes over 9% of Kenya's GDP growth. This makes it the biggest contributor to the GDP after manufacturing and agriculture. Additionally, it is the Kenya's largest foreign earner. This sector is observed as the industry that had significantly contributed to the economic, social and political development as well as poverty eradication in Kenya. The travellers' numbers have increased in Kenya from the 90s to the current century.

The policy that has been applied with key success is that of the tourism benefit sharing with the locals as an incentive that is projected towards conserving the environment. As such, sustainable development approach can be viewed as an explanatory system managing the dynamic measurements of destitution and prosperity. It builds up a typology of advantages through which tourism allows poor people, family units and groups send to manage prosperity under shifting conditions. It supposes that when local community's livelihoods are secure, they were less likely to resort to practices damaging the environment.

²⁵ Michael, L., Kipkeu, Samson W. Mwangi, Njogu, J. Community Participation in Wildlife Conservation in Amboseli Ecosystem, Kenya (2014).

²⁶ Edgell Sr, David L. *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.

Conversely, administration of the regular habitat in line with tourism stands out amongst the most confused issues confronting governments at different levels.²⁷ To moderate the negative impacts and improve the positive ones, included associations need to work together to boost the constructive outcomes and lessen the negative ones. A number of international conservation organisations have come to developing countries like Kenya to help in wild life conservation. The Amboseli placed the ecosystem under the control of local community, yielding significant impacts. The current regime enforces on sustainable tourism that is characterised by maximum resource management, productivity and efficiency.²⁸ The sector has placed these efforts to attract the support of the landowners in the conservation of the environment.

1.7 Hypotheses

- H₁: International conservation organisations have significantly increased tourism and human development in Kenya.
- H₀: The roles of international conservation organisations do not increase tourism and human development in Amboseli.

1.8 Theoretical Framework

International Relations deals with environmental problems via a regime of theoretical frameworks. However, other scholars argue that the framework results to a circumstance in which limited coverage is done on various environmental impacts and issues²⁹. International Relations consider the environmental issues like any other problem of international governance. Additionally, it fails to consider the probability that the study of the environmental problems needs reconsideration. This aspect has led to the variation between the regime theory and the ecological ideology. The latter is key in explaining conservation and sustainable tourism.

Various standard mechanisms of international relations do not consider the most critical aspects that are key in examining the emergence of global problems. The ecological theory of international relations allows for the understanding of the causes and impacts globalisation which offers the best alternative to liberalism and realism.

²⁷D. Pearce, E. Barbier, A. Markandya, Sustainable development: economics and environment in the Third World. Routledge, (2013).

²⁸*Ibid.*,

²⁹Malek-Zadeh, E. (1996). The ecotourism equation: Measuring the impacts. Bulletin Number 99, New Haven, CT: Yale School of Forestry.

As supported by Filder, it is the most significant international relations theory.³⁰ The ecological framework of analysis the evolution of international frameworks as well as the emergence of global impacts starts with the ideology that humans belong to a community that shares the global ecosystem. These community units comprises of the population. Currently, the population is consolidated into global frameworks. This theory is key as it tries to provide explanation into how individuals are impacted by nature and the manner in which international conservation organisations contribute to the ecosystem.

Considering the local communities and their ecological situations, the ecological theory is created to ground international relation ideologies to ecological realities. The link between these two aspects is important in assessing both the resurging sustainability³¹. As such, there is the need for the international conservation organisations to work hand in hand with the local government, key stakeholders as well as the entire society to facilitate tourism and human development particularly in Kenya. The theories play a key role in creating sustainable tourism due to the fact that the tourism constructs a significant framework that creates functions for the benefit of the society.

1.9 Research Methodology

This section presents the research methodology. The first section incorporates the key arguments of the research design that were used in the study. The next section dealt with issues of population and sampling design. Under this, the population was discussed followed by the sampling design. The third part discusses data collection methods and finally the data analysis.

1.9.1 Research Design

This focused on examining the role of international conservation organisations in Kenya. This study, therefore, adopted a descriptive study design. It is important to note that descriptive research can be cross-sectional or longitudinal. Under this classification, this study design was cross-sectional in nature since data was collected from homogenous sample at a particular instance in time.

³⁰ Ibid.,

³¹Gossling, S. (1999). Ecotourism: A means to safeguard biodiversity and ecosystem functions? *Ecological Economics*, 29, 303–320.

1.9.2 Population

In this research, the population were the residents of Amboseli ecosystem. It incorporated both the locals and residents working in NGOs within the conservancy as regards to developing tourism.

1.9.3 Sample

A sample size of respondents was selected non-randomly from the entire population of the Amboseli community. From the selected participants, some of them were selected distinctively from the conservation organisations within the ecosystem and included managers, tourism and conservation experts to provide effective information needed. The remaining participants were selected specifically from the community living near the Amboseli ecosystem to provide insights on how the conservation organisations are key for development in the area. The samples were selected using purposive sampling technique. The purposive sampling techniques were key for this research as allowed for the selection of the population with key characteristics associated with the community as well as the Amboseli ecosystem. This non-probability research methodology was useful in obtaining a sample that was representative of the population. Additionally, it allowed for the selection of the sample in a non-randomised mechanism.

1.9.4 Data Collection

The data collection procedure of this research incorporated both secondary and primary research methods. The secondary data depended on the broader category of contemporary literature, projects linked to sustainable tourism and the roles of NGOs in tourism and significant peer reviewed journals. The primary search methods comprised of the semi-structured interviews that were carried out with the locals in the Amboseli ecosystem as well as the government representatives in Kenya's tourism sector. Various tools for data collection were used including, interview and questionnaires. The structured questionnaire was prepared to collect the primary data. The questions in the structured questionnaire came from the literature review to improve validity and reliability of measures. Additionally, it was drafted in line with the objectives of the research and was directed to the respondents in the study. Also, it served as a tool for obtaining significant information with the aim of creating a clear

and precise image of the concepts of tourism sustainability as well as the roles of international conservation organisations in addressing and supporting sustainable tourism within Kenya.

1.9.4.1 The questionnaire

In relations to this study, the questionnaire comprised of two different parts that was be based on tourism development as well as sustainable tourism in Kenya. The respondents were required to provide answers to all the sections of the questionnaire. The first part of the questionnaire incorporated questions relating to the basic information of the respondent. This part comprised of the name of the related organisation, the gender of the respondent and professions qualification as well as the current position held in the organisation. The preceding section consisted of questions that established and analysed the recent strategies and used policies for Amboseli tourism. The preceding part of the questionnaire comprised of questions that examined the length to which the nation's sustainable growth underpins the NGOs sustainable tourism development practices as articulated in their policies for tourism in Amboseli ecosystem.

1.9.4.2 Interviews

Face to face interviews were used to administer the questionnaires to the respondents. A period of two weeks was dedicated to data collection. The interviews commenced with basic queries about the related to the background information of the respondent. Additionally, it involved obtaining information about the position that they currently hold within the organizations, work experiences as well as their company's involvement in maintaining sustainable tourism as well as development issues. This aspect offered the information required to acknowledge the key information of the respondents as well as their position in maintaining sustainable tourism. The primary theme in line with the semi-structured interview is that it helped to cover qualitative data concerning the respondents and the incorporation of sustainable tourism management initiatives in Amboseli ecosystem. The questions were constructed such that the respondents provided answers to the key constraints in their implementation of sustainable tourism frameworks. The most critical aspect that was addressed during the interview is the role of international conservation organisations in implementing the key principles of sustainable tourism.

1.9.5 Data Analysis

Once the data was collected, sorted and cleaned, it was coded and entered into SPSS for further analysis. Descriptive analysis was used to analyse data where percentages, mean scores and standard deviations was used to interpret the results. The interpretation was based on prior literature in order to find out whether the present results concur with the previous ones – and if not, provide reasons for the deviation.

1.9.6 The Scope and the Limitation of the Study

The scope of this research emphasises on the on the participants of the Amboseli ecosystem in Kenya. The respondents answering the surveys are both the local residents of the protected areas and the international organisational employees. The limitation of the study is grounded on the time as well as the cost involved in carrying out the research. This aspect limits the size of the sample. Additionally it limited the process of collecting data that extended and adapted within the analysis frameworks. The other limitation included the fact that the data was collected among respondents within the Amboseli region. To obtain a more relevant and reliable data, more participants needs to be involved in the surveys including those from other areas surrounding the Amboseli ecosystem. In addition to these aspects, the lack of significant previous literature on the key topic, only a small amount of information was readily available for reference.

CHAPTER OUTLINE

Chapter one

Includes the topic of my research study, by introducing the broad framework of my research study, the statement of the problem, objectives of the study, literature review, justification, hypotheses, theoretical framework, and finally the methodology the study used.

Chapter Two

Determined whether conservation organisations help to improve tourism and human development status in Kenya.

Chapter Three

This section determined the inter-relation between tourism promotion and human development and also examined the prospects and challenges facing international conservation organisations in tourism development in Kenya generally and in Amboseli specifically.

Chapter Four

Analysed the data collected in the earlier chapters in the light of the hypotheses and theoretical framework used in the study.

Chapter five

Presented conclusions of the study and give recommendations on area of the research for further study.

CHAPTER TWO

The Inter-Relation between Tourism Promotion and Human Development

2.1 Introduction

Sustainable development is considered a dynamic aspect that comprises of multiple dimensions as well as interpretations. These aspects are viewed as permanent frameworks of change that are linked to the priorities of the local communities as well as their needs.³² Even though various researchers have presented several definitions of this aspect, the fact remains that the ideology translates to the need for guaranteeing a sustainable future to the planet as well as the species in it. However, to obtain this goal there is the need for a broader international cooperation. These elements incorporate effective management, political influences and significant involvement of other key parties. Sustainable tourism incorporates the changing of behaviours with the aim of contributing to human development and growth grounded on sustainable developments.³³

2.2 The Magnitude of the Tourism Sector

The tourism industry has since obtained double the figures in the current year, and it is presumed to make significant improvements in the preceding years. To demonstrate this, global tourism arrivals have observed consistent growth with an increase from 26 million in the early 90s to 440 million in the late 90s, 650 million in 2000 and 950million in 2011. With regards to UNWTO, the tourism sector is among the first to observe early recovery from the current global economic crisis. The estimated development and growth rate of the sector was estimated to be 3% to 5% in the year 2012. Global tourism arrivals have been observed to be significantly resilient. However, it has been quite sensitive to economic instabilities. The recovery of the sector is considered to last with over 5% yearly development in global arrivals projected through 2022.

³² Lee, Tsung Hung. "Influence analysis of community resident support for sustainable tourism development." *Tourism management* 34 (2013): 37-46

³³ Jamal, T., & Camargo, B. A. (2014). Sustainable tourism, justice and an ethic of care: Toward the just destination. *Journal of Sustainable Tourism*, 22(1), 11-30.

Sustainable tourism development approaches are instrumental in enhancing the comprehension of jobs, especially the employments of the poor. This helps in alienating global poverty. The essential objective of this development mechanism has focused on promoting establishments' that are sufficient in diminishing poverty. This has been achieved through implementing standard plans that incorporate focus guidelines and a widely inclusive perspective of reinforcing activities to identify with issues of direct centrality for upgrading penniless people's occupations. Additionally, it global sustainable tourism has focused on improving the economic condition of various nations.

2.2.1 The Global Perspective

The Pacific, East Asia, Europe and the United States are projected to obtain higher levels of tourist arrivals with South Asia, Middle East and Africa following suit. The figure below illustrates the global rise in tourism:

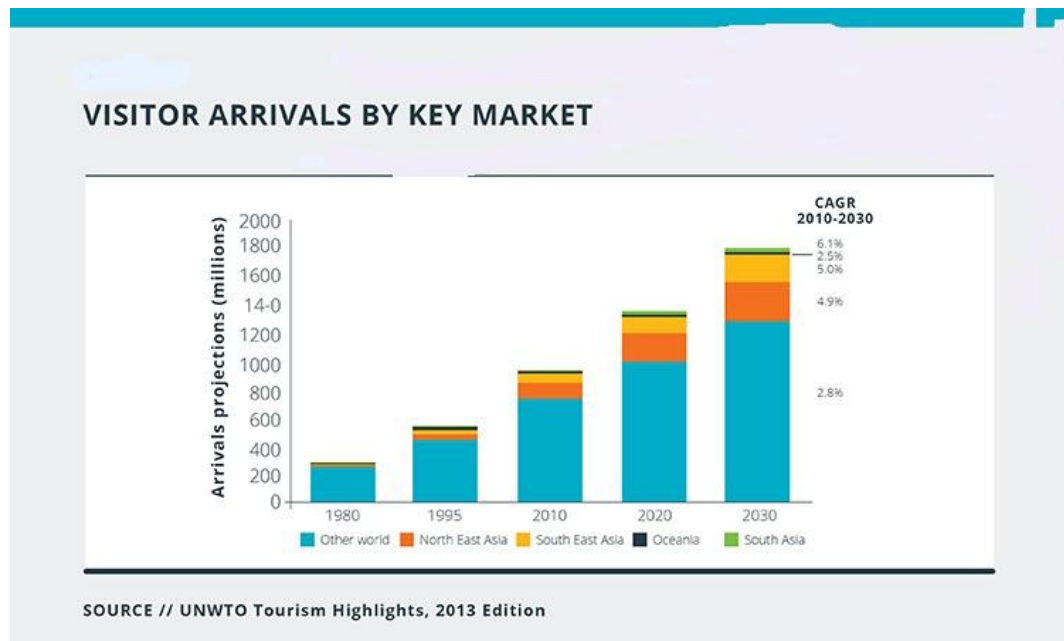


Figure 1: The Global Rise in Tourism

Source: UNWTO³⁴

From the figure above, it is evident that there has been a constant increase in tourism in line within the global markets. Additionally, South Asia has experienced the

³⁴ Ibid.,

highest number of tourist and travellers. However, the year 1980 marked low worldwide crisis.

Economic developments are the yield of business methodology inciting to more wage and more fiscally practical employments, extended success, reduced helplessness, and more sensible usage of the typical resource base³⁵.

On the other hand, global employment securities are the best shorthand frameworks for dejected people's objectives. The International tourism sector has promoted the activities of other related businesses thus resulting in consolidated growth and poverty reduction, extended thriving, diminished frailty³⁶, and more supportable usage of the trademark resource on which people's livelihoods depend³⁷. Additional outcomes have included making an expanded sentiment thriving among tenants, upgrading cognizance of the estimates of natural or trademark resources safeguarding, improved biodiversity conservation in the guest objective, secured coral reefs, making occupations for occupants of the close-by gathering and incorporating the area amass in keeping up the regular resources³⁸.

2.2.2 National Perspective

With most of the world's biodiversity happening inside developing nations³⁹, the conservation tourism industry is encouraging the redistribution of monetary assets, and in doing as such bolster preservation work which may somehow or another not be attainable. The figure below illustrates the growing trends in national tourism in developing nations:

³⁵ M. Adato, R. Meinzen-Dick, Assessing the impact of agriculture research on poverty using the sustainable livelihoods framework (pp. 1-40). Washington, USA: FCND discussion paper 128, EPTD discussion paper 89, (2002).

³⁶ C. Ashley, K. Hussein, Developing Methodologies for Livelihood Impact Assessment: Experience of the African Wildlife Foundation in East Africa. London, UK,: Working Paper 129, ODI, (2000).

³⁷ M. Saunders, P. Lewis, A. Thornhill. Research methods for business students, *5th edn*, Harlow, Prentice Hall, (2009).

³⁸ A. Elbaz, *Actor-network theory, tourism organizations and the development of sustainable community livelihoods*. PhD, University of Plymouth, UK, (2013).

³⁹Gossling, S. (1999). Ecotourism: A means to safeguard biodiversity and ecosystem functions? *Ecological Economics*, 29, 303–320.

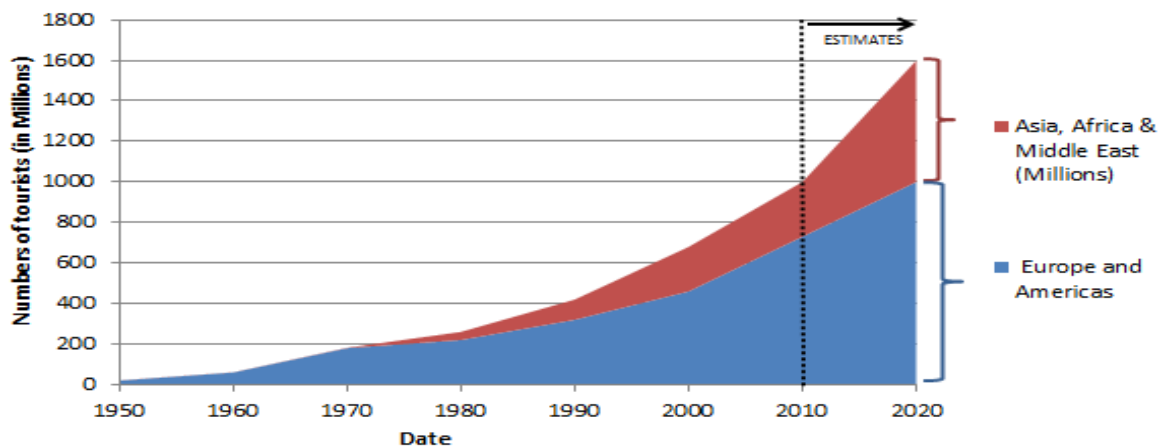


Figure 2: Growing Trends in National Tourism in Developing Nations

Source: UNWTO⁴⁰

In relations to this figure, it is evident that the growing economies have received significant numbers of international arrivals, and it is presumed to increase further from 2010 onwards. Even though the major economies remain the traditional destinations, the tourism market industry of the developing nations has gained significant increase shown on the graph from 1970 to the present but. With the developing nations' tourism destinations and economic growth accelerates rapidly than the developed nations, (from the year 2000 to 2020 onwards) the market share of the emerging economies are expected to increase further. In line with this aspect, it is observed that almost three-quarter of global tourist arrivals is from the emerging economies.

Conversely, the international figure hides the heterogeneous contributions of particular nations. Accordingly, the contributions of tourism in employment, poverty eradication, security and foreign earnings have become significant in developing nations. The World Travel and Tourism Council find that the current top nations with the highest development rates in tourism are the developing nations.

2.3 Conservational Tourism Development

Sustainable tourism serves as the impetus for job creations. Additionally, it creates employment opportunities and contributes to the overall growth in regions. In many

⁴⁰ . Elbaz, *Actor-network theory, tourism organizations and the development of sustainable community livelihoods*. PhD, University of Plymouth, UK, (2013).

emerging markets and developing nations, the tourism sector has become a significant element of potential human development.⁴¹ With regards to these potentials, the aspect of economic prosperity and human development has been grounded on tourism promotion. For instance, Kwanya mentioned that the tourism sector is closely related to the agricultural, manufacturing and service industries.⁴² Accordingly, the broad multiplier impacts possess significant impacts and promote human development as well as both the local and regional economy. Other than generating direct employment opportunities, the tourism sector provides the possibility of creating indirect development benefits. This aspect is realised through the goods and services that are sold through the tourism industries and via the investments and public spending generated by the sector. The performances attributed to the tourism sector serves as the drivers for significant economic development.⁴³ In line with the qualitative and quantitative developments in the production sectors, the tourism supply mechanisms generate new employment opportunities that arise from the *multiplier effects*.⁴⁴

In the earlier centuries, the support provided for the developing nations emphasised widely on the economic growth, infrastructural growth and market enhancement. These elements were characterised by the forefront consultation of the local organisations.⁴⁵ International tourism has been considered a mechanism through which strong economic developments are obtained, and the developing countries have embraced industrialisation in within short periods. Various developing countries have identified themselves as classic tourism destinations. However, socio-cultural impacts, as well as the negative environmental influences, have become increasingly visible with the limited achievement of the increasing economic expectations. These challenges have increased the element of tourism promotion. There has been a renewed aspect of tourism in international development that is in concurrent with the

⁴¹ Kwanya, Tom. "Indigenous Knowledge and Socioeconomic Development: Indigenous Tourism in Kenya." In *KMO*, pp. 342-352. 2015.

⁴² *Ibid.*, 350

⁴³ Mayer, Marius, and Luisa Vogt. "Economic effects of tourism and its influencing factors." *Zeitschrift für Tourismuswissenschaft* 8, no. 2 (2016): 169-198.

⁴⁴ Bastien Mathouraparsad, S., and Alain Maurin. "Measuring the Multiplier Effects of Tourism industry to the Economy." *Advances in Management and Applied Economics* 7, no. 2 (2017): 7-7.

⁴⁵ *Tourism and development in the developing world*, 25.

debate on global sustainability.⁴⁶ The goals of promoting sustainability in tourism rely on key development goals that focus on protecting the environment and critical resources. Additionally, sociocultural sustainability acts as the core element in development frameworks of increased tourism promotion. While community-based tourism allows the local population to obtain an active role in human development, the lack of economic viability and entrepreneurship considerations have hindered the implementation of such development programs.⁴⁷ With regards to this context, tourism promotion has evolved into a holistic-based development mechanism. Tourism is considered to be undergoing constant growth and development as well as sustainability over the long term. Therefore, the spectrum of tourism activities incorporates the formation and development and implementation of international environmental aspects and the formulation of tourism development strategies.

2.4 Dimensions of Conservational Tourism Development

According to Sima and others, tourism promotion encompasses economic, environmental, institutional and socio-cultural dimensions on an equal measure.⁴⁸ International conservation organisations have illustrated that tourism development can only prove successful over the long run when all the aspects of sustainability are placed into consideration:

- **Economic Aspects**

Effective tourism encompasses the strengthening and promotion of continuing education, access to training, entrepreneurship and holistic development mechanisms incorporating several stakeholders in the tourism networks.⁴⁹ Sustainable tourism promotion contributes to substantial and sustainable development with significant outcomes for employment opportunities including safety, stability, quality and job developments.

⁴⁶ Mowforth, Martin, and Ian Munt. *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge, 2015.

⁴⁷ Gascón, Jordi. "The limitations of community-based tourism as an instrument of development cooperation: the value of the Social Vocation of the Territory concept." *Journal of Sustainable Tourism* 21, no. 5 (2013): 716-731.

⁴⁸ Sima, Elena, Floarea Bordânc, and Claudia Sima. "Entrepreneurship Role in Promoting Rural Tourism." *Agricultural Economics and Rural Development* 12, no. 1 (2015): 71-80

⁴⁹ Sima, Elena, Floarea Bordânc, and Claudia Sima. "Entrepreneurship Role in Promoting Rural Tourism." *Agricultural Economics and Rural Development*, 2015.

- **Social-cultural Aspects**

The tourism development elements incorporate the participation as well as the implementation of socially acceptable standards and regulations. These elements incorporate the significant interactions at both cultural and personal levels.⁵⁰ Additionally, it incorporates strengthening local identities. Effective tourism promotion incorporates valuing transparency, ownership by the key stakeholders, coherence and inclusive participation of local communities. Also, it involves the effective utilisation of resources for the benefit of the local communities as well as the public.

- **Environmental Aspects**

Shi, Hui, and Chuhui Li mentioned that a long-run competitiveness and sustainability in the tourism sectors require the preservation of the environmental resources.⁵¹ Effective use of the environmental resources as well as the aspect of sensitising the tourism sector is as significant as balancing the economic potentials of the protected regions. As such, there is the need for key institutional frameworks for sustainable development.

2.5 Goals of Tourism Promotion

The goals of tourism promotion in line with human development is the elimination of poverty and all the forms of poverty. Attributed to its fast growth and development, tourism serves as the impetus for economic prosperity at all levels and offers employment opportunities. Sustainable tourism growth and its effects at the local levels can be associated with the national poverty minimisation objectives. When poverty is reduced and sustainable agriculture is promoted via the local sales of these products in the tourism destinations, the economy of the country is developed and the tourism value is increased.

2.5.1 Catalyst for Regional Economic Development

The overarching goal of tourism promotion is to create long-run job opportunities as well as to formulate income opportunities for broad sections of the local communities in the related tourism ecosystems. Through embracing the international strategic goals and working in line with the local communities, tourism promotion aims at

⁵⁰Shi, Hui, and Chuhui Li. "Tourism promotion, increasing returns and domestic welfare." *The World Economy* 37, no. 7 (2014): 995-1015.

⁵¹ *Ibid.*,1000

maximising the potential of tourism to promote the local livelihood and sustainable growth. Sustainable tourism and tourism development aim at improving the living conditions of the population⁵². Additionally, it incorporates influencing the local policies and critical frameworks. With regards to these aspects, the tourism sector requires strong commitments from the international organisations, public governments and the private sectors. The success of the tourism activities relies on the support and actions of these stakeholders. It is important to note that tourism is an integrated framework that connects with other potential economic sectors. As such, there is the need to view tourism in a broader context. Tourism promotion involves a holistic mechanism that incorporates all sectors of development and significantly contributes to regional growth. The mechanism encompasses the association between all the stakeholders including the public, both local and regional private businesses and the international organisations. The objective relies on building an understanding of the economic and civil society policies to promote tourism.

Tourism has several features that make it significant for economic prosperity and human development. As a key sector of development, it serves as the impetus for trade and employment creations.⁵³ Additionally, it thrives on assets including both natural and human resources as well as a cultural heritage that provides developing nations with a comparative advantage.

2.5.2 Tourism Development and Management

Acknowledging the system as well as its links to other economic industries creates the grounds and mechanisms for effective tourism promotion. The aspect of tourism promotion accounts for long-term development and sustainability. This element incorporates the development of long-term synergies as well as the promotions of independent businesses. The tourism's area of intervention focuses on market-based aspects that are experienced in the entire value chain of the industry. The development of the tourism sector involves various elements. The tourism sector significantly supports these elements in association with other activities of other key players.

Improving sustainability and strengthening competitiveness. This aspect involves product development, training, awareness and support for development as well as

⁵² Edgell Sr, David L. *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.

⁵³ Economic effects of tourism and its influencing factors, *Zeitschrift für Tourismuswissenschaft* 8, no. 2 (2016): 169-198.

natural tenets. Additionally, there is the need for promoting favourable institutional frameworks through connecting local tourism industries and supporting the formation of associations in the tourism sector.

Due to the direct link with international tourism, the standards for sustainable tourism need to be adopted to allow for the access of information and specialist skills. The tourism sector depends on professional links between the local service providers, guests, hosts and a constant mindset of service provision. The element involves the enhancing the employee qualifications, competitiveness and training quality. Other than emphasising on professional training, the personnel require good working conditions. Employment skills are important in creating broadly effective and qualified work opportunity for the local communities as well as adapting degree of service quality for the needs of the international market.

The tourism industries incorporate various professions that can be promoted through training activities and programs over short periods. These programs provide significant work prospects with limited entry barriers particularly for the rapidly growing young populations and women. The tourism sector has created module-based learning and training frameworks. Additionally, it has supported destination management through improving the personnel competencies. These elements are grounded in both regional and international standards.

2.5.3 Conservational Tourism Makes a Difference

The tourism sector strengthens the frameworks revitalization and implementation for sustainable growth and development.⁵⁴ Accordingly, it has been able to give chances to non-state on-screen characters to expect the part of an institutional business person, and contract staff talented in business, tourism and vital administration other than staff with the more customary preservation abilities so as to viably take part in preservation tourism.

Various public corporations and other organisations are constantly attracted to the economic effects of tourism at local, regional and international levels. For example, there is significant evidence that tourism creates employment opportunities within the

⁵⁴ Tsinda, Aime, Roger Mugisha, Lillian Mutesi, Alfred Bizoza, Eugenia Kayitesi, and Pamela Abbott. "Biodiversity informatics in Eastern Africa: Status, drivers and barriers." *Journal for Nature Conservation* 32 (2016): 67-80.

industries. Additionally, it generates significant revenues that are key in line with the economic prosperity of the nation.⁵⁵ The tourism economic importance is significantly acknowledged, and various nations have implemented key policies in favour of the industry. Conversely, the community needs to support conservational tourism. The significance of conservational tourism, distinctively incorporates the responsibilities that includes explaining the significance of the sustainable tourism sector in both the national and global economies as well as in human development.

The newly formed and further developed entrepreneurship generate revenues and create significant employment opportunities in the local regions. Besides, they promote trade investments in tourism and other related sectors. The promotion of conservational tourism has both indirect and direct impacts which involve positive economic influences at all levels of the system.

In conclusion, the promotion of tourism can act for poverty eradication, altering the unsustainable trends of consumptions, managing natural resources for social and economic growth. For instance, Conservational tourism provides several immediate employment opportunities in addition to various self-sponsored businesses. This provides room for alternative or additional sources of income and options for further qualifications. Being a more pronounced industry than other sectors, conservative tourism offers significant employment opportunities to both the local and regional communities.

Sustainable tourism is generated by key players with development potentials. It is key for the tourism sector to promote the organisation of significant market-based frameworks as well as the formulation of the primary economic conditions. This element promotes the competitive nature of the interrelated businesses thus integrating the disadvantaged communities into the economic framework of employment opportunities and income.

⁵⁵ Mowforth, Martin, and Ian Munt. *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge, 2015

CHAPTER THREE
**IMPACT OF INTERNATIONAL CONSERVATION
ORGANISATIONS ON TOURISM PROMOTION AND HUMAN
DEVELOPMENT IN KENYA**

3.1 Introduction

The conservation of the natural environment is underfunded, urgent as well as insufficient. Practically, conservation incorporates natural and social sciences. Also, it involves various stakeholders such as community, private, government, multilateral bodies as well as non-governmental organisations (NGOs). The non-governmental organisations, however, have assumed increasingly significant responsibilities via informal and formal political lobbying, creating partnerships to carry out distinct conservation projects and covenanting or purchasing land to be conserved.

3.2 Conservation Organisations in Kenya

The negative trade implications, as well as pollution produced by one side of the globe, may end up impacting other regions on the other side of the world.⁵⁶ The conservation of the biodiversity is an international issue that needs international solutions. The responsibility of the international conservations is key especially in relations to international agreements between the different parties, agencies and the government in protecting the national interests of the nation.⁵⁷ For instance, the most significant and relevant agreement on biodiversity today is the Convention on Biodiversity that was signed in the year 1992 on Environment and Development by one hundred and fifty-six countries at the United Nations Conference in Rio.⁵⁸

⁵⁶ Hartter, Joel, Jennifer Solomon, Sadie J. Ryan, Susan K. Jacobson, and A. B. E. Goldman. "Contrasting perceptions of ecosystem services of an African forest park." *Environmental Conservation* 41, no. 4 (2014): 330-340.

⁵⁷ Van Wijk, Jakomijn, René Van der Duim, Machiel Lamers, and Daudi Sumba. "The emergence of institutional innovations in tourism: the evolution of the African Wildlife Foundation's tourism conservation enterprises." *Journal of Sustainable Tourism* 23, no. 1 (2015): 104-125.

⁵⁸ Le Prestre, Philippe G., ed. *Governing global biodiversity: The evolution and implementation of the convention on biological diversity*. Routledge, 2017.

However, several other nations have signed key agreements, and the governments have taken the role of protecting the ecosystems in their countries.

3.3 Roles of International Conservation Organisations

3.3.1 Partner with the Government as well as the County Governments

Conservation organisations in Kenya work to provide assistance to the tourism sector in providing top-notch tourism, in particular, unique and diverse tourism experience. This has made the sector developed comprehensively thus placing Kenya's tourism at the international levels.

Mowforth and Munt pointed out that Kenya has been outlined as one of the major destinations in the world.⁵⁹ However, currently, the Amboseli ecosystem is facing significant threats from the increasing population within the country, infrastructural developments and industrial activities as well as the conversion of the existing land for settlement purposes. Due to the need for economic developments and the lack of fundamental incentives for the conservation purposes, the tourist attraction sites including those on marginal landscapes are being changed to real estate and irrigated farms. The primary implication of these activities includes the conflicts between the local communities and the wildlife, with significant effects on the nation's economy and human development.⁶⁰

3.3.2 Partner with the Locals and Landowners and Build Their Capacities

The local communities, as well as the landowners who host the wildlife on their properties and lands, obtain limited benefits from the activity.⁶¹ This is because the burgeoning expense of hosting the wild species is a challenge. Besides, the wild animals are, in most cases, viewed as a nuisance to be merely tolerated or fenced off. The threat to their properties and life as well as the increased cost weigh significantly on the local populations who reside next to the wildlife protected regions including the Amboseli ecosystem. Additionally, those among the local population who

⁵⁹ Mowforth, Martin, and Ian Munt. *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge, 2015.

⁶⁰ Mowforth, Martin, and Ian Munt. *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge, 2015

⁶¹ Van Wijk, Jakomijn, René Van der Duim, Machiel Lamers, and Daudi Sumba. "The emergence of institutional innovations in tourism: the evolution of the African Wildlife Foundation's tourism conservation enterprises." *Journal of Sustainable Tourism* 23, no. 1 (2015): 104-125

implement the conservation frameworks have obtained limited support from the government and are observed to rarely absorb the cost of conservation. Even though the tourism sector generates significant revenue, low indicators of human development describe the locals living in the wildlife ecosystems. The international conservation organisations partner with the conservative agencies, supporters, managers and parties within the nation to promote incentives, business projects benefit sharing systems and value addition frameworks with the aim of promoting sustainable tourism and for the benefit of the local population.

Inspired conservancy communities are likely to become significant tourism managers. Additionally, they are likely to be actively involved in the policy formulation frameworks that protect the tourism sectors as well as the ecosystems with the aim of promoting sustainable tourism.

3. 3.3 Policy Interventions

Acknowledging that a reliable legal environment and policies are prerequisites to significant community engagement in conservative.⁶² These organisations have partnered with various other government agencies and institutions in Kenya including the KFS, NEMA, KWS, Ministry of Environment, Water and Natural Resources. Also, there have been significant collaborations between the conservation organisations including WWF and TNC among other non-governmental organisations.⁶³ The organisations work to provide an enabling policy environment for the public's participation in conservation activities. This is carried out through the creation of various policies. These policies emphasise on aspects associated with sustainable tourism and management, conservative land management and the involvement of the local population in sustainable incentives that promoted the coexistence between the ecosystem and the communities. The organisations work with the Senate, National Assembly and the key ministries to promote the implementation of the relevant policies and regulations that champion the positive

⁶² Biermann, Frank. *A world environment organization: Solution or threat for effective international environmental governance?*. Routledge, 2017.

⁶³ Tsinda, Aime, Roger Mugisha, Lillian Mutesi, Alfred Bizosa, Eugenia Kayitesi, and Pamela Abbott. "Biodiversity informatics in Eastern Africa: Status, drivers and barriers." *Journal for Nature Conservation* 32 (2016): 67-80.

implications and coexistence between the ecosystem, locals and the natural environment.

The policy advocacy strategy incorporates formulating position facts, statements and frameworks that support the review frameworks of the policies. The priorities of the conservative organisations incorporate educating the various agencies on key policy issues, the effects of the regulations and key changes in the relevant policies. The organisations also promote the awareness of the policies by ensuring that all the parties involved as well as the locals are aware and adhere to the regulations that relate to sustainable tourism.⁶⁴ The analysis of the policies is key. As such, the organisations partner with relevant agencies to perform reviews on the laws and regulations that affect conservative tourism and the link between the activities of the local communities and the ecosystem. Also, the organisations establish policy priority regions for the preparation of fact sheets, intervention areas for relevant sharing with the public and relevant parties.

3.3.4 Conservation Monitoring

Even though human-wildlife conflict, trophy hunting and climate change affect the wildlife ecosystem, the loss of land due to overpopulation and industrialisation that results in the fragmentation and modification of the habitats significantly impacts the tourism sectors and the ecosystems.⁶⁵ There is the need for the consistent monitoring of the tourism sector as well as their systems.⁶⁶ The international conservation organisations work in conjunction with the private agencies and the local communities to protect the nature and its resources. These organisations acknowledge that the coexistence between the locals and the ecosystem is natural and important. Nowhere has this aspect been illustrated than in the Amboseli ecosystem. Through the implementation of the right incentives and support, the public foregoes vitally important economic rewarding opportunities to protect the environment in promoting sustainable tourism.

⁶⁴ Tsinda, Aime, Roger Mugisha, Lillian Mutesi, Alfred Bizoza, Eugenia Kayitesi, and Pamela Abbott. *Biodiversity informatics in Eastern Africa: Status, drivers and barriers*, 2016.

⁶⁵ Ibid.,

⁶⁶ Spenceley, Anna, and Susan Snyman. "Can a wildlife tourism company influence conservation and the development of tourism in a specific destination?." *Tourism and Hospitality Research* 17, no. 1 (2017): 52-67.

Korir and others stated that Kenya had observed a significant surge in land protected areas for the practice of conservative tourism. On the occasion that the development on conservancies was monitored and implemented in the required manner, Kenya was to attain its tourism targets and meet its international goals in the tourism sector.⁶⁷The international conservation organisations work with the communities and the private sectors with the aim of expanding the conserved wildlife ecosystems to increasing the dispersal areas and key habitats. From the previous centuries, the increasing regions covered by conservancies in promoting sustainable land resource use helps to increase the buffering and connectivity of the protected wildlife regions. The organisations link conservancies to promote sharing of best practice, safeguard the communities and promote human development. Due to the fact that many of the available ecosystems are at risks of competitive land utilisation, the conservative organisations monitor these activities to promote the effective use of the land and its natural resources for the promotion of development.

3.3.5 Promotion of Conservation Standards and Funding

Orchiston and others stated that the tourism sector is run on business principles and policies.⁶⁸ The current tourism activities have observed an increasingly developing propensity in line with change and improvements. This aspect is currently a vital challenge that requires the need for integrated frameworks within the tourism sector. The conservation organisations work to promote attainable business codes and standards that champion the delivery of services to the public. Via a rating scheme framework that aims at higher operation levels and increased performance with the aim of promoting sustainable tourism and the involvement of the local population. Additionally, the organisations collaborate with the private investors and international funding agencies to identify sustainable funding frameworks that promote the development of conservative tourism as well as the continued application of frameworks that champions sustainable tourism activities and the development of the population.

⁶⁷ Korir, Jacqueline, Justus Muchiri, and James Kamwea. "Wildlife-based Tourism, ecology and Sustainability of protected Areas in Kenya." *Journal of Natural Sciences Research* 3, no. 3 (2013): 40-48.

⁶⁸ Orchiston, Caroline, Girish Prayag, and Charlotte Brown. "Organizational resilience in the tourism sector." *Annals of Tourism Research* 56 (2016): 145-148.

3.4 International Conservation Organisations in Tourism Development in Kenya

One of the aspects influencing the activities of the International Organisations involves the establishment of conservation-oriented ecotourism firms. The firms are established with the aim of changing resource and land utilisation from consumption to conservation.⁶⁹ Additionally, they are created to bar any external risks including the change in large-scale land utilisation caused by primary industries. The approach needs both non-profitable NGOs and their project partners to operate and function within competitive commercial tourism niche. The connections existing among the various stakeholders are usually complex and the hierarchy of partnership impacts the management, governance as well as the results of the project. The NGOs implements different strategies and approaches having different results, in developing and developed nations respectively. Various research showed that non-governmental organisations have successfully utilised ecotourism as a local conservation model either through impacting the management of secured areas, improving the awareness of the local or operating tours. On the other hand, other studies conclude that non-governmental organisations are operated most by the global discourse including those associated with development, poverty alleviation, equity, the role of non-state organisations and conservation.⁷⁰ The NGOs, as well, may prioritise their agenda and tasks over local communities and conservation requirements. Generally, it presumed that non-governmental organisations strategies and approaches are partly determined by historical, legislative and environmental aspects in the nations, community cultural context as well as the internal structure and history of every NGO as a body.

3.4.1 Conservation at National Level

The national governing bodies are important to the contribution of conservative tourism via the passing of policies and laws that are key to the protection of the ecosystem. On the occasion that the national laws fail to protect the environment, the ecosystem is not preserved. On the other hand, it is not sufficient to have policies and regulations that control the tourism sectors. This is because there was to be the

⁶⁹ Lamers, Machiel, Rita Nthiga, Rene van der Duim, and Jakomijn van Wijk. "Tourism–conservation enterprises as a land-use strategy in Kenya." *Tourism Geographies* 16, no. 3 (2014): 474-489.

⁷⁰ Lamers, Machiel, René van der Duim, Jakomijn van Wijk, Rita Nthiga, and Ingrid J. Visseren-Hamakers. "Governing conservation tourism partnerships in Kenya." *Annals of Tourism Research* 48 (2014): 250-265.

resources and the will to enforce the laws.⁷¹ It is important to note that even in the developed nations, the required resources to significantly enforce the policies and laws are not, in most cases, made available. Likewise, in the developing nations, the most primary resources that are necessary for enforcing the policies are not available. Also, national laws and policies may fail to translate into local actions. As such, only little is achieved. In other nations, the national policies are driven by public opinion, private sectors and non-governmental organisations.

3.4.2 Impacts of the Government

The national governments work to protect tourism development frameworks both at local and international levels. Several governmental bodies have constantly increased their efforts in identifying and planning the strategies for sustainable tourism, especially in areas that prove fundamental for improving the livelihoods of the local population⁷². Lamers and others stated that the interventions made by the government promoted the contributions of tourism to the economic and social developments as well as the elimination of poverty.⁷³ The primary role of the government is to set key policies and laws for the tourism sector. Additionally, it has to actively be involved in the planning, coordinating and implementing tourism policies with the leverage of regional growth and development. In promoting conservative tourism, the government has formulated tourism development frameworks.⁷⁴ This is attributed to the fact that the tourism sector encompasses various externalities. These externalities incorporate negative environmental and social effects that need to be managed and regulated at both local and national levels. Conservative tourism provides key opportunities for significant economic prosperities that are capable of enhancing the positive impacts of the sector on poverty reduction and human development. The local government plays

⁷¹ van Wijk, Jakomijn, Machiel Lamers, and René van der Duim. "Promoting conservation tourism: The case of the African Wildlife Foundation's tourism conservation enterprises in Kenya." In *Institutional Arrangements for Conservation, Development and Tourism in Eastern and Southern Africa*, pp. 203-218. Springer Netherlands, 2015.

⁷² Edgell Sr, David L. *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.

⁷³ Tourism-conservation enterprises as a land-use strategy in Kenya." *Tourism Geographies* 16, no. 3 (2014): 474-489.

⁷⁴ Lamers, Machiel, René van der Duim, Jakomijn van Wijk, Rita Nthiga, and Ingrid J. Visseren-Hamakers. "Governing conservation tourism partnerships in Kenya." *Annals of Tourism Research* 48 (2014): 250-265.

a significant role in conservation tourism by offering fundamental amenities and infrastructures that are needed by the tourism industries. Besides, they also allocate budget for the investment, growth and development of the tourism sector.

3.4.3 Impacts of the Tourism Ministries

Conservative tourism is constantly moving towards the national agenda. As such, the departments of the national governments that deals with the tourism sectors have been developed and improved to allow for the attainment of sustainable tourism.⁷⁵ The ministries within the tourism sectors have been networked and coordinated with other sectors with the aim of promoting significant opportunities. The tourism ministries are become observant to the effects of institutional fragmentations on tourism management. The primary role of the tourism ministries is to ensure that the tourism planning, policies, monitoring and coordinating tourism growth and developments in the nation as well as economic improvements. The ministry works to ensure that the tourism policies and laws lead to sustainable tourism development in both local and regional aspects. The functions of the ministries within the tourism sectors go beyond regulating and promoting tourism activities. This aspect incorporates broader coordination and consultations. These ministries provide the national government as well as its agencies with significant information especially concerning the impacts of various aspects of sustainable tourism. Accordingly, the tourism ministry guarantees accountability for ethical and responsible elements of tourism developments.

3.4.4 Policy Makers and Their Influences.

Policies and laws inform of regulations and notifications are key.⁷⁶ The policy makers have constantly supported the local codes of conducts that support the tourism sectors. These policies allow for the signing of agreements, implications and coordination of key activities. Additionally, they oversee the positive aspects of the tourism sector with the implications of the research information on the element of sustainable tourism as the impetus for development. Policy makers have actively been involved in understanding and acknowledging the benefits and effects of the tourism sector in the

⁷⁵ Edgell Sr, David L. *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.

⁷⁶ Edgell Sr, David L. "International sustainable tourism policy." *Brown J. World Aff.* 22 (2015): 25

long-term.⁷⁷ With regards to this context, the development management agencies as well as the property rights organisations encourage community empowerments in monitoring and planning conservative tourism through initiating partnership frameworks that incorporate measures for eradicating poverty. The policy frameworks focus on the underprivileged as it is a significant variable for improving local development and poverty alienation. Also, it involves empowering women's participation in various tourism operations. The potentials attributed to the tourism sector contributes significantly to human development.⁷⁸ This is because the industry is a labour intensive sector that is capable of reducing poverty and contributing to the development both at the local, regional and international levels. The tourism sector provides many employment opportunities for the population including women and the marginalised groups, thus promoting inclusivity.

3.5 Challenges Facing International Conservation Organisations

Kenya's tourism not only involves business and travel for leisure but also serves as the impetus for economic prosperity. Today's tourism sector accounts for over thirty percent of the international trade and ten percent of the nation's GDP. However, there is a significant challenge to the practices of the local communities and conservative tourism. These aspects have vitally threatened the conservative nature of the tourism sector particularly the Amboseli ecosystem⁷⁹. In the developing nations, the protected areas have been observed to adjoin the private land use activities.⁸⁰ Significant forms of land use are associated with tourism systems and integrated resources. As such, the wildlife ecosystems are dependent on the local communities for the preservation of the biodiversity⁸¹. However, there is the lack of tourism-based frameworks that are key for the growth and promotion of sustainable tourism.

The lack of tourism ventures and vital business frameworks makes it hard for the conservation organisations to carry out their activities effectively. The lack of proper

⁷⁷ Rodríguez, Isabel, Allan M. Williams, and C. Michael Hall. "Tourism innovation policy: Implementation and outcomes." *Annals of Tourism Research* 49 (2014): 76-93.

⁷⁸ Ibid.,

⁷⁹ Michael, L., Kipkeu, Samson W. Mwangi, Njogu, J. Community Participation in Wildlife Conservation in Amboseli Ecosystem, Kenya (2014).

⁸⁰ Telfer, David J., and Richard Sharpley. *Tourism and development in the developing world*. Routledge, 2015.

⁸¹ Lamers, Machiel, Rita Nthiga, Rene van der Duim, and Jakomijn van Wijk. "Tourism–conservation enterprises as a land-use strategy in Kenya." *Tourism Geographies* 16, no. 3 (2014): 474-489

administration frameworks among the developing nations is observed as one of the most vital challenges. This aspect makes it hard for the conservation organisations to promote the formulated policies.

The other challenge involved incorporates the absence of appropriate procedures and mechanisms for effective and sustainable tourism. In most of the developing nations, there are key challenges in promoting coordinated tourism between the agencies, government bodies and the private sectors. This aspect is attributed, to a significant extent, by the lack of sound institutional frameworks and organisational directions

In conclusion, the ecosystem is seldom and comprehensively confined within national territories. Many of the species in the ecosystem roam across national borders that are owned by no state. As such, the overall responsibility of the international organisations in promoting conservative tourism is to help in contributing to the nation's tourism objectives. Today, the Amboseli ecosystem is facing significant threats from the increasing infrastructural developments and industrial activities and population increase as well as the conversion of the existing land for settlement purposes. Inspired by the need to eliminate poverty and to promote humanity both in species and the biodiversity, the international conservation organisations have collaborated with the government to promote the implementation of conservation policies.

The local communities, in most cases, lack the fundamental organisation and managerial skills to deliver conservation outcomes. As such, the conservation organisations build the capacity of the conservative agencies and the locals by promoting linkages and exposure with the research firms. The international conservation organisations work in line with the key agencies in Kenya with the aim of formulating and adopting policies and regulations that promote sustainable tourism management activities. Also, the government promotes the tourism sector through stimulating partnership and cooperation between and within both local and regional areas. The provisions provided by the government assists to substantiate tourism contributions as well as convince the policy makers.

In conclusion, motivated by the urge to alienate poverty as well as to promote humanity both in species and the biodiversity, the international conservation organisations have collaborated with the county and national agencies to promote the implementation of conservation frameworks by the local communities. This element has promoted the safety of the wild species outside the national reserves and parks.

By collaborating with other regional agencies within the country, the conservation organisations work with the local communities and private sectors with the aim of promoting sustainable tourism for the benefit of the current and future populations. The conservation organisations face various challenges. One of the challenges faced by the international organisations includes the fact that the organisations dependent on the local communities for the preservation of the biodiversity. Additionally, there are limited policies and tourism regulations that are key in promoting sustainability. With proper administration frameworks international conservation organisations are likely to conduct their activities effectively.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

This chapter examined the data that was collected utilising the quantitative surveys. Additionally, it provides an overview of the role of international conservation organisations that was interviewed for the study. This chapter also presented the analysis of tourism promotion and human development employing the framework obtained from the literature. The primary data obtained from the surveys was utilised for the analysis of the argument regarding the role of international conservation organisations in tourism promotion and human development. The analysis provided a critical evaluation of the findings.

4.2 key Findings

The findings from the survey including the questionnaire and interviews as presented in the research involved four parts. The research established 100 respondents from the Amboseli community. But, only 73 (100%) participants illustrated positive involvements. From the seventy three participants, 43 (58.9%) were from the local community while 30 (40%) were from the required conservation organisations. The responds were obtained from the interview surveys. Other than filling the questionnaires, the international conservation employees were also interviewed. The answers to the first part of the questionnaire were required from all the participants. The first and second parts were to be filled by the residents and the third and fourth were relevant for the conservation organisations' employees. Attributed to the response provided by the participants, the division of the participants were presented in the chart below:

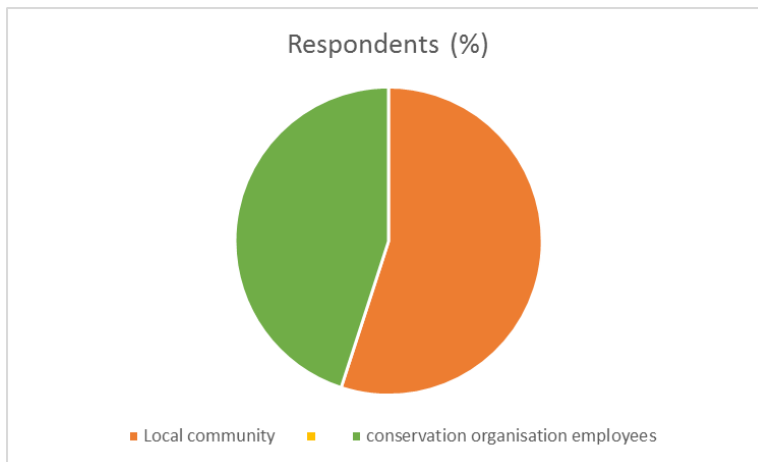


Figure 3: percentage respondents (By Author)

In line with the topic of discussion (role of international organisations in tourism promotion and human development) and the participants' demographics, the research found out that with regards to gender, the locality and age, the majority of the respondents in the Amboseli ecosystem were from the age of 25-40. It is important to note that the population around the Amboseli was established to comprise of the Maasai with the majority ranging from 20 years to 35 years. The population accounted for about 40% of the age bracket of the respondents of the Amboseli ecosystem. This population represented the younger generation of Kenya. The remaining 60% of the population was equally divided among the members of the age 25-40 and those over 50 years. With regards to both the questionnaire and the interview surveys, the participants were highly learned (92%). About 8% of the respondents who were slightly educated were from the local communities. From the learned participants, 50% were men while 42% were women both employed in the same (tourism) sector. The demographics of the participants were presented in the table below:

Table 1: Participants Demographics (By Author)

Respondents Demographics			
Age	Male	Female	Years of experience
26-30	15	11	5
31-40	14	9	7
41-45	5	3	9
46-50	2	1	10
Over 50	0	0	over 10
	43	30	

This representation is summarized in figure 5 below:

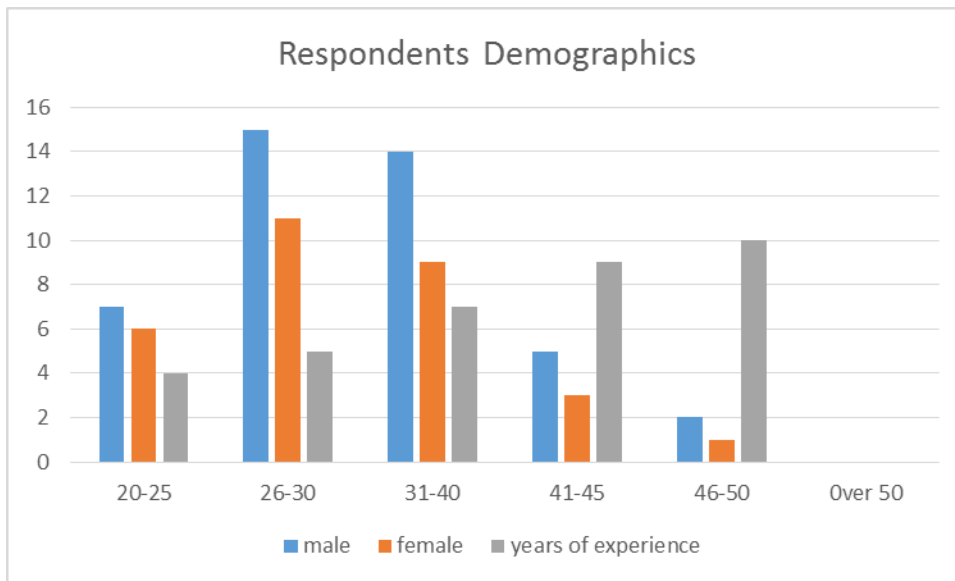


Figure 4: Participants Demographics (By Author)

From the respondents employed in the tourism sector, it was observed that the number of employed men (57%) were slightly higher than women (43%). This is presented in the chart below:

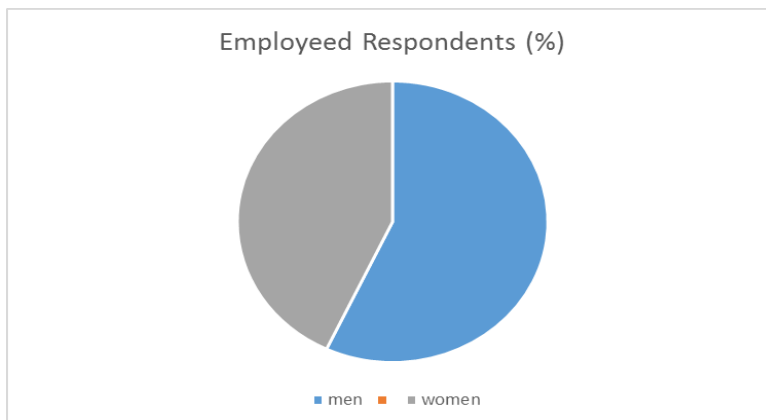


Figure 5: Employed Respondents (By Author)

The organisations that employed these individuals were not differentiated. This was attributed to the fact that the questionnaire never specified or provided an alternative for mentioning the company that the participants worked for. The proportion of participants that were involved in the study were tested on their level of understanding on tourism promotion and human development as well as the strategies that international conservation organisations have placed to foster these aspects. The questions revolved around the aspect of tourism promotion and human development, approximately 80% of the respondents was aware of tourism and human development

aspects. Additionally, they understood the role of international conservation organisations. It was established that 60% of the respondents understood tourism promotion and its related benefits. 25% mentioned that tourism had significant negative aspects while 15% (locals) had little clue on the significant impacts and the role of conservation organisations. This is illustrated in the figure below:

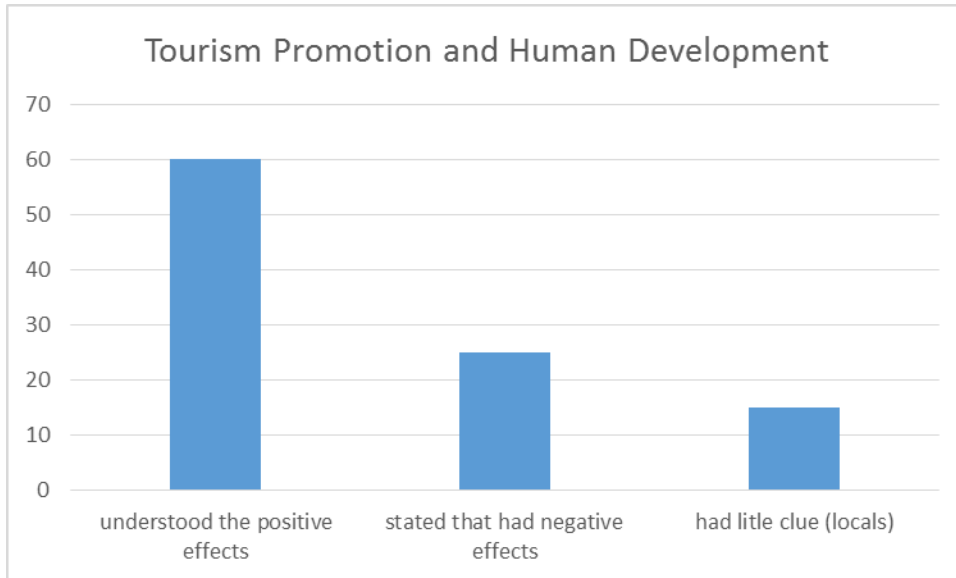


Figure 6: Response on Tourism Promotion and Human Development (By Author)

4.3 Analysis

The results established that approximately more than over 50 percent of the Amboseli ecotourism comprise of the locals. Most of the locals are the Maasai residents who are pastoralists. This is attributed to the fact that the Amboseli ecosystem is an arid and semi-arid area that makes the lives of subsistence farmers quite challenging. As a response to this situation, many of the people within the local community have started investing in tourism. Additionally, they have assumed entrepreneurial responsibilities. The study established that the inspiring aspect for the involvement of the local community in tourism is due to economic benefits. The results show that with the increase in population, human-wildlife conflicts, privatisation of land and challenging climatic conditions, there is the need for acknowledging an alternative livelihood activity. As such, tourism has offered a significant opportunity for the local community to supplement and diversify the local resources, protect them and preserve the aspects of their traditional culture. This research on the role of International Conservation Organisations in tourism promotion and human development in Kenya

established that the locals are involved in tourism in various distinct ways including employment, cultural tourism and wildlife tourism. **The case study of the Amboseli ecosystem was carried out to identify the level of involvement of the International conservation tourism in tourism promotion and human development.**

According to the findings, the Maasai have currently focused on direct entrepreneurship ventures in tourism. With regards to the tourism related involvement the research established that the locals were involved in both informal and formal tourism employment. However, it was quite difficult to identify the number of individuals in the tourism businesses in the Amboseli area. This is because most of the employers were unwilling or unable to provide such information. But key observations show that the locals involvement in the formal tourism industries was significantly high as compared in the formal sector due to the fact that it did not require any formal training. As compared to the formal sector of employment, several people indicated that they preferred to work in the informal tourism sector due to the fact that there were few skills needed, the work hours were flexible and it was easy to link with various customary practices.

The research also identified that the involvement of the locals in tourism depended significantly on the training accessibility. In most cases, the local involvement in tourism observed relatively high numbers in the informal sectors where the scales of tourism investments were minimal. Additionally, interest groups outside the Amboseli locals including hoteliers, government agencies and conservation organisations had more control and power within the informal tourism sector because of their significant control of the financial resources.

From the interviews carried out, the abilities of the firms to access tourism markets relied in parts on the perceptions of the tourists as well as the involved organisations and government agencies. The interviewed employees showed that the local based organisations associated with conservations and tourism promotion took part in the development of the Amboseli ecotourism. This aspect was key as it served as the means through which the sectors implemented significant frameworks for the development and promotion of tourism. For instance, one of the respondents stated that the AWF (African Wildlife Foundation) worked with the community based organisations in the Amboseli area that is involved in the community based wildlife tourism promotion and conservation. The African Wildlife Foundation was

established to have offered both technical and financial support to the community based organisations to promote the management of the ecotourism.

This study established that other than the international conservation organisations involvement in tourism promotion and human development that incorporated economic significance and spurring rural growth, the conservation organisations also helped in inducing support for conservations. From the interview, it was found that political aspects and government policies as well as the agreements between the actors within the community and interest groups impacted the involvement of the conservation organisations in tourism promotion. Instead of empowering the community to take charge of the local tourism and empowering their development, the research established that power dynamics within the communities promoted exploitation of the Amboseli ecotourism. Due to external domination by foreign investors as well as the government agencies, the locals have been able to benefit from their participation in tourism promotion and conservation thus improving tourism potential in the Amboseli region.

4.4 Sustainable Tourism Development

The tourism sector is currently observed as the globe's major industry. From the literature, it has been observed to have obtained yearly incomes of over \$476 billion. According to WTO (World Tourism Organization), there have been an increased number of international arrivals in various tourism destinations across the globe. The number of domestic tourism has been four time this value. According to this organisation, the expectation is that the tourism sector contributes approximately 10 percent of the globe's GDP. Tourism is considered one of the leading foreign exchange and income-earning source for over 40 percent of every nation across the globe. Additionally, it is one of the key players within the export segment. With regards to the export sector, fare receipts and global tourism account for 8 percent of foreign income and over 20 percent of the global employment. These industries have been significant for the developing nations including Kenya. Accordingly, it has served as one of the major source of income for not only the government but also the local residents.

Through these sectors, various individuals have been employed thus increasing their earning potentials and their living standards. In the past, tourism had been seen to have significant environmental impacts. As such, it has been viewed as one of the

critical activities for sustainable development framework. Today, it is widely acknowledged that tourism being an alternative development mechanism, has distinct effects to the surrounding. With the expansion of tourism activities within a destination develops, environmental, cultural and social costs are impacted. This element occurs especially when the capacity of the tourism destination is over exceeded. This aspect translates to a reduction in tourism activities. This element has emphasised the significance of sustainability.

From the response obtained from the employed participants, through the interviews, the study identified that sustainable tourism recognises both the sociocultural and environmental aspects that impacts tourism promotion. This concept acknowledges that as the tourist population rises, the cultural, environmental and social costs including pollution, cultural dislocation and the loss of biodiversity increases. This element is experienced in the occasion that the TTC of the ecotourism destination is exceeded as presented in the figure below:

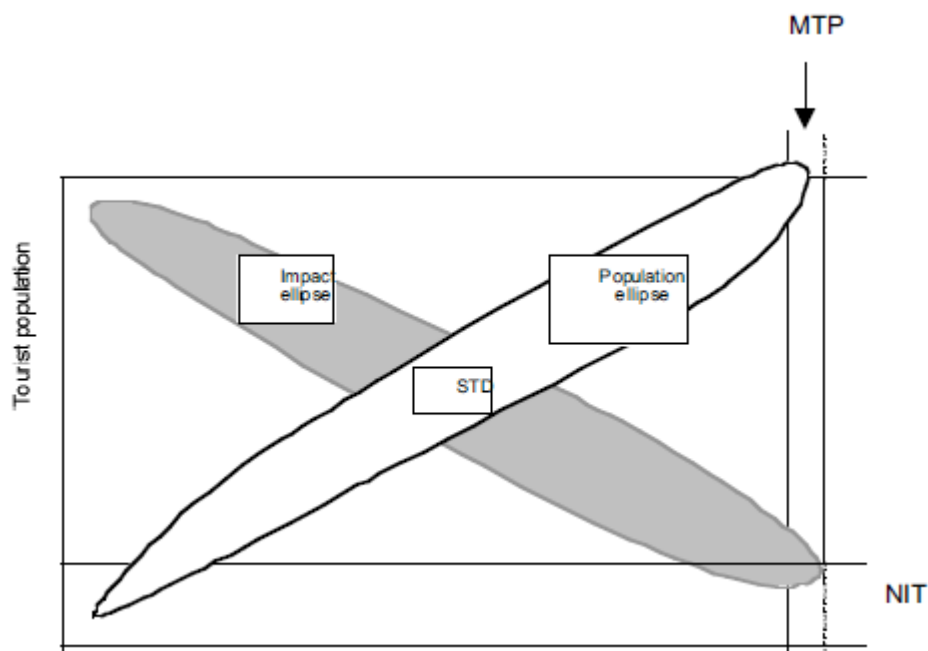


Figure 7: Sustainable Tourism Model (Caroline and Moses, 2002).

If the TTC is violated, the ecosystem is conceived to be overcrowded. As such, its significance declines. The maximum level upon which the arrivals and tourism promotion begins to fall is illustrated in the figure above as the MTP (Maximum tourism Population). The decline in the visitation rates consistently rises until the NIT (negative impact turnaround) point is reached. This stage represents the level through

which both the social and environmental damages start to repair. The study established that the recovery occurs after a lag because time is needed for the socio-cultural and environmental regeneration to occur. Accordingly, the economic responses of the tourism sector to the decline in visitation levels were found to delay the recovery. The delay was established to occur due to the competition for the few resources as well as tourists. The competition for tourists results to quality limitations thus delaying the recovery. In line with sustainable tourism, the tourists' numbers are not allowed to exceed the MTP (threshold levels). Even though the study established key challenges in measuring the challenges, particularly for socio-environmental aspects and carrying capacity, there were evidences of reduced utilities in line with tourism management. The research found out that the policy makers were able to establish the tourism policy trade-offs attributed to the fact that natural capital was distinct, non-substitutable and loss irreversible owing to its key responsibility in the Amboseli ecotourism. It was noted that the tourism development beyond particular threshold stages were less sustainable in the long run because it was capable of causing irreversible damages. However, it was observed that sustainable tourism development was impacted by various aspects including the climate of the region, seasons, period of exposure to excess tourism needs, technological innovations, management of upstream activities. It was important to note that even is the threshold levels were less violated, future developments require natural capitals as compared to the threshold levels of involvements in tourism.

4.5 Tourism Promotion, Human Development and the Role of Conservation Organisations

The study acknowledged that tourism is an integrated activity that needs key tools for effective decision making for the purpose of meeting the social, environmental and economic conditions for sustainable growth. The study established that tourism becomes sustainable if it meets the demands of both the tourist and the locals while safeguarding the future opportunities.

The incorporation of the Amboseli residence in tourism cannot be overlooked due to their critical responsibilities. The involvement of the locals in tourism promotion within and around the ecosystem is key in closing the gap between the use of biodiversity and governance in tourism. Other than the economic importance that the local residents can obtain from tourism, the involvement of the community is also key

for the sustainable development of the tourism sector. This is attributed to the fact that the locals living close to the protected areas can also be involved in providing conservational incentives for the natural environment as well as their cultural preferences. From the findings, it is essential to note that the incorporation of the locals in tourism possess significant benefits including the promotion of an effective environmental protection. This element promotes significant aspects of human development such as social empowerment, economic prosperity, conservation of nature and the protection of culture. Additionally, it promotes diversified skills and key experiences. This is the case with the Amboseli tourism as established in the findings of this study.

The Amboseli ecotourism provides advantages for the local community, educational experiences and conservation development. Tourism development represents a natural form of natural resource-based tourism. The tourism industry was established to focus on learning about nature (flora and fauna), and the cultural artefacts from the community. The Amboseli tourism involves a combination of tourism and conservation as well as the economic benefits that are linked to it. The natural landscape values for critical grounds for ecotourism. The values incorporate microclimatic conditions, natural beauties, surface features, wildlife, local handicrafts, heritage appeals, people, and historical events. Tourism promotion was established to impact various elements of human development that incorporates both ecotourism development and regional growth. Ecotourism development involves social, economic and environmental effects as illustrated in the figure below:

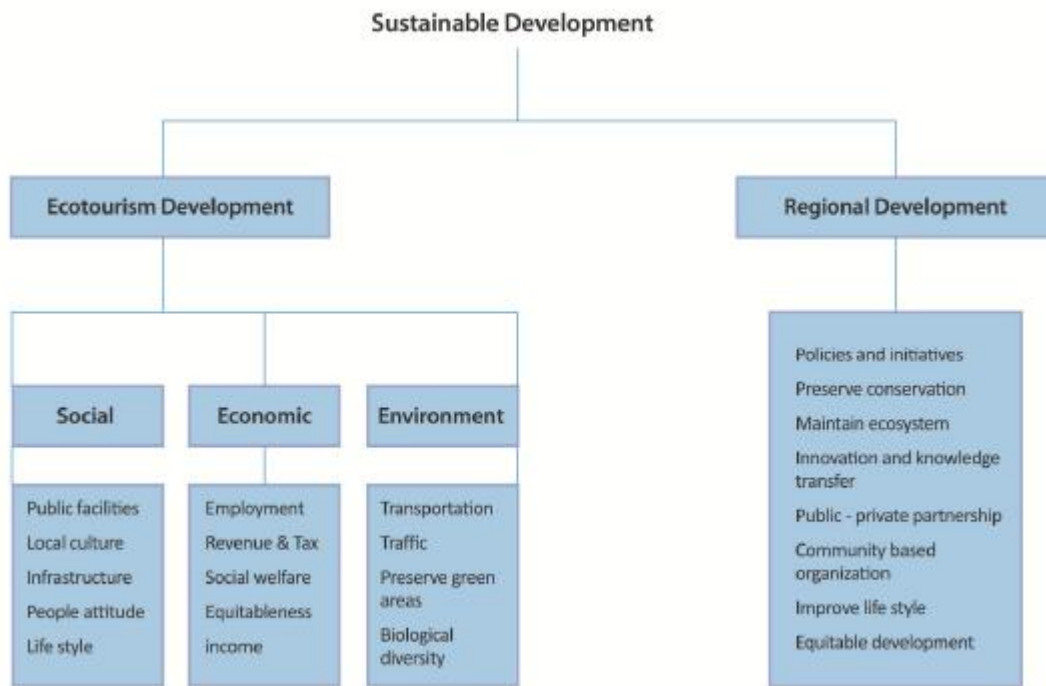


Figure 8: Sustainable Development (By Author)

Tourism promotion operates several eco-friendly alternatives for the economic utilisation of natural resources. The research showed that sustainable tourism promotes significant appreciation of key training by exposing the communities to the aspects of nature and conservation. Sustainable tourism development was established to safeguard the natural resources thus contributing to the preservation of the biodiversity.

Conversely, it was observed that the tourism sector and related activities could create different constraints on the environments. Increased human involvement in the ecological fragile regions was found to result to irreversible trends in the ecological mechanisms. The issues were found to provide insight in the degradation process of the environment, habitat areas and vegetation patterns as well as reducing trends of upstream water flow and deforestation. The World Commission on Environment and Development stated that conservation tourism is rooted in the aspect of sustainable development. With regards to the emergence of conservation tourism has shown that the threshold for its existence incorporated significant developments by the World Conservation Union. Tourism promotion represents a mechanism for promoting significant human development in developing nations. Sustainable tourism was observed to provide the communities by offering alternative sources of livelihood that are sustainable. The locals were established to view tourism as a viable means to

safeguarding nature and creating both economic and social benefits for the communities. This study on the role of International Conservation Organisations in tourism promotion and human development in Kenya incorporated different nature-oriented activities that promote tourism appreciation as well as the understanding of both the cultural and natural heritage. Ecotourism was also identified as an alternate aspect of human development. This is attributed to the fact that it has attracted significant attention in the current years as an alternative to mass tourism. Additionally, it promotes the nation's environmental and economic development. Tourism promotion was found to conserve key resources particularly biological diversity as well as to maintain the utilisation of critical resources that promotes ecological experiences and benefits.

Sustainable tourism was lauded as a development alternative for the local communities that promoted economic developments. Likewise, it instilled environmental protection. This element was found to promote a net benefit in the ecological integrity and sustainability.

The international conservation organisations have implemented key guidelines for sustainable tourism. According to the conservation organisations, ecotourism incorporates both cultural and natural tourism. Other than conforming to the aspects of sustainable development, sustainable tourism contributes significantly to the protection of both cultural and rural heritage. It incorporates the involvement of the local communities in operation activities, planning that positively contributes to their well-being. According to the surveys carried out, the conservation organisations have implemented key measures that exemplifies the links between tourism promotion and human development. Most of the organisations have set guidelines for sustainable tourism development with the aim of providing social, cultural and economic benefits to the locals. The guidelines that were established in the study to promote human development were presented in the figure below:

1. Using resources sustainably	The conservation and sustainable use of resources -natural, social, cultural, -- is crucial and makes long-term business sense Using resources sustainably:
2. Reducing over consumption and waste	Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism
3. Maintaining Biodiversity	Maintaining and promoting natural, social, and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry
4. Integrating tourism into planning	Tourism development which is integrated into a national and local strategic planning framework and which undertakes environmental impact assessments, increase the long-term viability of tourism
5. Supporting local economies	Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects these economies and avoids environmental damage
6. Involving local communities	The full involvement of local communities in the tourism sector not only benefits them and the environment but also improves the quality of the tourism project
7. Consulting stakeholders and the public	Consultation between the tourism industry and local communities organizations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest
8. Training Staff	Staff training which integrates sustainable tourism into work practices, along with recruitment of personnel at all levels, improves the quality of the tourism product
9. Marketing tourism responsibly	Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction
10. Undertaking research	Ongoing research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and bring benefits to destinations, the industry and consumers

Figure 9: Conservation Organisation Policies (By Author)

4.6 Challenges and Interventions

The primary aspect of sustainable tourism is to promote environmental conservation. Additionally, it promotes the development of the locals. From the findings, it is evident that obtaining the goals of sustainable tourism relies on whether they are ecologically sustainable and economically acknowledged. Participative tourism is key as it is one of the elements that ensure that the government, international organisations and the locals are involved in tourism promotion and that the benefits of sustainable tourism are obtained. Currently, tourism has reached significant statues. As such, it is key to evaluate it significance as a mechanism for sustainable growth and development. The potential of tourism to promote sustainable developments needs considerable attention. For instance, according to the Amboseli case, the International conservation organisations' employees illustrates how activities that are not carried out as per the intended objective, features and policies create significant impacts to

the natural environment. This is attributed to the over-intensification in the ecosystem. Conservation organisations have helped to promote sustainable tourism in the Amboseli ecosystem because they have significant knowledge of the economic, social and cultural effects. As such, they have formulated key policies that allow them to reach their sustainable goals.

Conversely, the International Conservation Organisations have created key incentives. This is because the organisations need to promote educational programs and create awareness to the locals. There is the need to formulate development goals and control the use of natural resources in a manner that guarantees environmental and ecological integrity. Additionally, environmental education as well as the interpretations of key aspects is critical to formulating a meaningful and effective tourism sector.

The study established that other than the challenges facing the International conservation organisations, these firms' tries to mitigate the significant impacts of tourism. Additionally, there were other key challenges that faced the conservation organisations in Kenya. Accordingly, the environmental management programs in the nation are impacted by limited institutional efforts. There was lack of interdisciplinary knowledge, operational coordination and sectoral integration. Additionally, there is the failure to incorporate key stakeholders as well as the local communities within the Amboseli ecosystem as well as poor policy implementation. The government agencies responsible for the environment have expended substantial and overlapping roles that compete for resources and recognition.

The research identified significant lack administrative and political capacities to observe the overexploitation of resources and other aspects including poaching. Additionally, the lack of effective land-utilisation planning impacts sustainable tourism development. As such, tourism conservations programs have not been significantly implemented while this is the key element of tourism. The privatisation of tourism lands in migration aspects have been allowed in Kenya. This element has provided observations for the connection between the quality of rangeland on the wildlife preservation and landscape scales.

The research established that poor government policies including corruption, political aspects and mismanagement have resulted to constant leadership changes and institutional disorder. These elements constrain tourism sustainability efforts. It was also found out that there are limitations of the institutions that emphasise on the promotion of conservation incentives. For example, while 70 percent of Kenya's

Amboseli ecosystem comprises of wildlife that live inside protected regions. Kenya's law does not offer significant policies to protect the activities of the international conservation organisations. As such, the lack of access rights and ownership of the communal landowners have limited incentives to promote sustainable tourism. There are certain uncompensated identities of protected regions including the ecotourism independent compensation for the significant damages that are attributed to antagonism. The advantage sharing and the distribution of sustainable tourism advantages have been limited by corruption, inefficiencies and lack of accountability. As a result, it was observed that the key benefits never reached the locals that suffer the cost of hosting the wildlife within the Amboseli ecosystem.

The international conservation organisations were observed to promote a collective effort to the tourism sectors with the aim of promoting the conservation of the biodiversity. Additionally, it was identified that the help of the conservation organisations, the Kenya Tourism Industrial Commission was formed to carry out an audit of the resources related to the Amboseli ecotourism. Accordingly, the organisation has offered requisite environmental effects assessment research that creates key guidelines and policies. The other illustration of the role that the international organisations have played involves the mitigation of the environmental effects of tourism. The conservation organisations were established to have brought together the local tourism stakeholders and the commercial conservation agencies with the aim of promoting sustainable tourism. This was achieved through promoting public awareness on conservation, publishing tourist information, promoting environmental management policies, formulating guidelines for conservation tourism and encouraging local community involvement.

CHAPTER FIVE:

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study contributed to the understanding of the roles of the International conservation organisations in sustainable tourism and human development. The research used the case study of the Amboseli region of Kenya by collecting various tourism perspectives. Additionally, it evaluated the involvement of all tourism stakeholders including local communities and government agencies in tourism promotion. The findings indicated that there is the need for the involvement of the government, locals and international conservation organisations in tourism promotion and human development. Additionally, there was the need to involve the tourists' agencies to help in promoting tourism activities with the aim of improving the welfare of the local communities. It is important to note that the locals need to play critical roles in the decision-making process in line with tourism promotion. This element is likely to allow them to protect the interest of the locals.

From the literature, significant tendencies have been established to occur in the understanding of tourism promotion in changing the individual's well-being. Currently, people have started to embrace activities that they can carry out in natural regions and which they can embrace key cultural values within the tourism sectors. The research findings observed that sustainable tourism have currently become significant industries that creates huge changes both in economic elements. The primary aspect of sustainable tourism development involves ensuring both social and economic development. Additionally it involves protecting the environment and cultural values to promote awareness of nature conservation. Tourism promotion and human development is observed in direct link to conservation of the protected areas. Additionally, it incorporates the involvement of the locals in the entire processes and activities of tourism.

The human development aspect is an integrated process that involves sustained efforts from the key tourism stakeholders including the International conservation organisations. Accordingly, this element provides long-term benefits that contribute directly to the formulation of sustainable tourism.

International conservation organisations play a critical role in tourism promotion as well as the conservation of the environment including the activities carried out in the region. As such, the organisations have stayed informed of the sensitivity and quality of the protected regions. The international conservation organisation faces significant challenges that require key intervention policies. The primary roles of the conservation organisations involve conserving and utilising the natural resources in a sustainable manner to promote economic prosperity of the local communities. The interventions placed by the international conservation organisations rely on whether they are ecologically and environmentally sustainable. These interventions ensure that the involved agencies and parties carry out their responsibilities in line with tourism promotion and human development.

The findings indicate that the international organisations have implemented efficient mechanisms for sustainable development. Additionally, they have implemented frameworks for improving key tourism promotion practices and conservation policies. From the research, it is evident that sustainable tourism is not a global solution. However, it is a significant aspect of promoting sustainable and human development. Sustainable tourism activities that are not carried out in line with the conservation principles lead to environmental, socio-cultural and economic disturbances attributed to the over-intensification particularly in sensitive ecosystems like the Amboseli. To provide sustainability and human development, it is important to have key knowledge of the social, economic and environmental impacts of sustainable tourism.

The link between sustainable tourism and human development needs ensuring sustainable utilisation of natural resources including microclimate features, coastal topographic characteristics, natural vegetation and air. Additionally, sustainable tourism has promoted educational progress because it has led to increased awareness of tourism promotion and individuals' welfare.

5.2 Recommendations

- Even though the research through the Amboseli case study have established that the International conservation organisations play a critical role in tourism promotion and human development, there is the need to carry out future studies of the various ecotourism regions in Kenya.

- There is also the need for future studies of the key aspects for the formulation of key policies with regards to tourism establishment at local stages. The study has key implications for not only the conservation organisations, but also the government agencies, decision-makers and local stakeholders. The lack of significant policies and financial capabilities represents the greatest limitation for the activities of the organisations. The human development aspects involve the provision of funds to encourage local tourism practices that promotes sustainability. These elements are likely to create jobs for the locals, eliminate poverty and enhance the living standards of the individuals.
- There are limited studies that incorporate the conservation organisations involvements of the local community in key decision-making process involving sustainable tourism promotion. This element translates to the fact that transparency needs to be promoted. It is evident that the local communities are not passive victims of tourism promotion.
- Government agencies have tried to refine and manipulate tourism to obtain their own developments and ends. As such, the conservation organisations need to implement significant control as well as to design utilisation staged authenticity to protect tourism activities from harmful impacts.
- There is also the need to formulate key development plans as well as to manage natural resources in a manner that promotes environmental and ecological integrity. Environmental awareness is critical to promoting significant ecotourism development. Additionally it is one of the crucial interventions for differentiating between tourism promotion and resource conservation. Key sustainable tourism interpretative aspects will promote the support and conservation for conservation efforts and human development.

REFERENCES

- Agrawal, A. (2001). Common property institutions and sustainable governance of resources. *World Development*, 29(10), 1649–72.
- Ashley, D. Roe, Working with the Private Sector on Pro-Poor Tourism, I8GIOpinions and experience from two development practitioners. London: PPT Partnership, (2003).
- Ashley, K, Hussein, Developing Methodologies for Livelihood Impact Assessment: Experience of the African Wildlife Foundation in East Africa. London, UK,: Working Paper 129, ODI, (2000).
- Bansal, S.P. & Kumar, J. Ecotourism for Community Development: A Stakeholder’s Perspective in Great Himalayan National Park. *International Journal of Social Ecology and Sustainable Development*, 2, no. 2(2011), 31-40.
- Barkin, D. (2003). Alleviating poverty through ecotourism: Promises and reality in the Monarch Butterfly Reserve of Mexico. *Environment, Development and Sustainability*, 5(3/4), 371–382.
- Belsky, J. (1999). Misrepresenting communities: The politics of community-based rural ecotourism in Gales Point Manatee, Belize. *Rural Sociology*, 64(4), 641–666.
- Berkes, F. (2004). Rethinking community-based conservation. *Conservation Biology*, 18, 621–630.
- Biermann, Frank. *A world environment organization: Solution or threat for effective international environmental governance?*. Routledge, 2017.
- Birkmann, O.D. Cardona, M.L. Carreño, A.H. Barbat, M. Pelling, S. Schneiderbauer, T. Welle, Framing vulnerability, risk and societal responses: the MOVE framework. *Natural hazards*, 67(2013), 193-211.
- Bookbinder, M., Dinerstein, E., Rijal, A., Cauley, H., & Rajouria, A. (1998). Ecotourism’s support of biodiversity conservation. *Conservation Biology*, 12(6), 1399–1404.
- Borman, R. (1999). Cofan: Story of the forest people and the outsiders. *Cultural Survival Quarterly*, 23, 48–50.

- Bray, D., Cornejo, M., Cohan, S., & Beitzl, C. (2005, April). Community-based Ecotourism: A Conservation and Development Strategy in Search of an Analytic Framework. Paper presented at the annual meeting of the Society for Applied Anthropology, Santa Fe, NM.
- Brechin, S., Wilshusen, P., Fortwangler, C., & West, P. (2002). Beyond the square wheel: Toward a more comprehensive understanding of biodiversity conservation as social and political process. *Society and Natural Resources*, 15, 41–64.
- Brosius, P., Tsing, A., & Zerner, C. (1998). Representing communities: Histories and politics of Community-Based Natural Resource Management. *Society and Natural Resources*, 11, 157–168.
- Brown, T., & Decker, D. (2005). Research needs to support community-based wildlife management: Global perspectives. *Human Dimensions of Wildlife*, 10, 137–140, p. 139
- Campbell, L. (2007). Local conservation practice and global discourse: A political ecology of sea turtle conservation. *Annals of the Association of American Geographers*, 97, 313–334.
- Caroline, O., and Moses, I., 2002. *Impact of Tourism on Environment in Kenya: Status and Policy*. Kenya Institute for Public Policy Research and Analysis, pp. 1-64.
- Cheeseman, T. (undated). 'Conservation and the Maasai in Kenya: tradeoff or lost mutualism?' <http://www.environmentalism.net/Kenya>.
- Cousins, J.A. (2008). The role of UK-based conservation tourism operators, *Tourism Management*, 28: 1020–1030, p. 1029
- D. Roe, J, Elliott, Poverty reduction and biodiversity conservation: rebuilding the bridges. *FFI, Oryx*, 38(2004), 137–139.
- DFID, Linking Poverty Reduction and Environmental Management: Policy Challenges and Opportunities. UK, (2002).
- Edgell Sr, David L. "International sustainable tourism policy." *Brown J. World Aff.* 22 (2015): 25.
- Edgell Sr, David L. *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.
- Elbaz, A.M., Abou-Shouk, M.A. (2016). The role of tourism-related organisation networks in developing sustainable community livelihoods, *Journal of Basic and Environmental Sciences*, 3, 112-122.

- Elbaz, *Actor-network theory, tourism organizations and the development of sustainable community livelihoods*. PhD, University of Plymouth, UK, (2013).
- Fadahunsi, J.T. Application of Geographical Information System (GIS) Technology to Tourism Management in Ile-Ife, Osun State, Nigeria the Pacific Journal of Science and Technology, 12, no. 2(2011): 274-283.
- Fennell, D. and Weaver, D. (2005) 'The ecotourism concept and tourism-conservation symbiosis', *Journal of Sustainable Tourism*, Vol. 13, No. 4, pp.373–390.
- Fletcher, Conservation, livelihoods and the role of tourism: a case study of Sukau village in the Lower Kinabatangan District, Sabah, Malaysia. Masters, Lincoln University, (2009).
- Foucat, V. (2002). Community-based ecotourism management moving towards sustainability, in Ventanilla, Oaxaca, Mexico. *Ocean & Coastal Management*, 45, 511–529.
- Gascón, Jordi. "The limitations of community-based tourism as an instrument of development cooperation: the value of the Social Vocation of the Territory concept." *Journal of Sustainable Tourism* 21, no. 5 (2013): 716-731.
- Gentry, K. (2007). Belizean women and tourism work opportunity or impediment? *Annals of Tourism Research*, 34(2), 477–496.
- Gossling, S. (1999). Ecotourism: A means to safeguard biodiversity and ecosystem functions? *Ecological Economics*, 29, 303–320.
- Guha and S, Ghosh. Does tourism contribute to local livelihoods? A case study of tourism, poverty and conservation in the Indian Sundarbans (pp. 26-07): South Asian Network for Development and Environmental Economics (SANDEE), (2007).
- Holden, *Environment and tourism* (2nd ed.). London and New York: Routledge, Taylor and Francis Group, (2008).
- Jacobson, S., & Robles, R. (1992). Ecotourism, sustainable development, and conservation education: Development of a tour guide training program in Tortuguero, Costa Rica. *Environmental Management*, 16(6), 701–713.
- Jakomijn Van Wijk, René Van der Duim, Machiel Lamers & Daudi Sumba (2015) The emergence of institutional innovations in tourism: the evolution of the African Wildlife Foundation's tourism conservation enterprises, *Journal of Sustainable Tourism*, 23:1, 104-125,

- Jamal, T., & Camargo, B. A. (2014). Sustainable tourism, justice and an ethic of care: Toward the just destination. *Journal of Sustainable Tourism*, 22(1), 11-30.
- Jones, S. (2005). Community-based ecotourism the significance of social capital. *Annals of Tourism Research*, 32(2), 303–324.
- Kassily, F. (2007). Residents' attitudes toward non-economic values of wildlife in Nakuru municipality. *Human Dimensions of Wildlife* 12, 193–194.
- Khan, M.A. (2015). Role of NGOs in Tourism, *Tourism*, 5(3): 530-531.
- Kiper, T., Özdemir, G., Sağlam, C. Environmental, Socio-Cultural And Economical Effects Of Ecotourism Perceived By The Local People in The Northwestern Turkey: Kıyıköy Case. *Scientific Research and Essays*, 6, no. 19(2011): 4009-4020.
- Korir, Jacqueline, Justus Muchiri, and James Kamwea. "Wildlife-based Tourism, ecology and Sustainability of protected Areas in Kenya." *Journal of Natural Sciences Research* 3, no. 3 (2013): 40-48.
- Kwanya, Tom. "Indigenous Knowledge and Socioeconomic Development: Indigenous Tourism in Kenya." In *KMO*, pp. 342-352. 2015.
- L. Krantz, *The Sustainable Livelihood Approach to Poverty Reduction: An Introduction* (pp. 1-38). Sweden: Swedish International Development Cooperation Agency, Division for Policy and Socio-Economic Analysis, (2001).
- Lamers, Machiel, René van der Duim, Jakomijn van Wijk, Rita Nthiga, and Ingrid J. Visseren-Haymakers. "Governing conservation tourism partnerships in Kenya." *Annals of Tourism Research* 48 (2014): 250-265.
- Lamers, Machiel, Rita Nthiga, Rene van der Duim, and Jakomijn van Wijk. "Tourism–conservation enterprises as a land-use strategy in Kenya." *Tourism Geographies* 16, no. 3 (2014): 474-489.
- Langholz, J. (1999). Exploring the effects of alternative income opportunities on rainforest use. *Society and Natural Resources*, 12(2), 139–150.
- Le Prestre, Philippe G., ed. *Governing global biodiversity: The evolution and implementation of the convention on biological diversity*. Routledge, 2017.
- Lee, Tsung Hung. "Influence analysis of community resident support for sustainable tourism development." *Tourism management* 34 (2013): 37-46.

- Lindberg, K., Enriquez, J., & Sproule, K. (1996). Ecotourism questioned: Case studies from Belize. *Annals of Tourism Research*, 23(3), 543–562.
- M. Adato, R, Meinzen-Dick, Assessing the impact of agriculture research on poverty using the sustainable livelihoods framework (pp. 1-40). Washington, USA: FCND discussion paper 128, EPTD discussion paper 89, (2002).
- M. Mohamed, *Tourism geography of Egypt*. Cairo, Egypt: Dar El-Maarefa Press, (2002).
- M. Saunders, P. Lewis, A. Thornhill. Research methods for business students, *5th edn*, Harlow, Prentice Hall, (2009).
- M.C, Hall and S.J, Page. The geography of tourism and recreation: Environment, place and space. Routledge, (2014).
- Malek-Zadeh, E. (1996). The ecotourism equation: Measuring the impacts. Bulletin Number 99, New Haven, CT: Yale School of Forestry.
- Mayer, Marius, and Luisa Vogt. "Economic effects of tourism and its influencing factors." *Zeitschrift für Tourismuswissenschaft* 8, no. 2 (2016): 169-198.
- Michael, L., Kipkeu, Samson W. Mwangi, Njogu, J. (2014). Community Participation in Wildlife Conservation in Amboseli Ecosystem, Kenya. *Journal of Environmental Science, Toxicology and Food Technology*. Volume 8, Issue 4 Ver. II (Apr. 2014), PP 68-75 www.iosrjournals.org
- Moses, I., Caroline, O. *Impact of Tourism on Environment in Kenya: Status and Policy*. Productive Sector Division Kenya Institute for Public Policy Research and Analysis, 2002
- Mowforth, Martin, and Ian Munt. *Tourism and Sustainability: Development, globalisation and new tourism in the third world*. Routledge, 2015.
- N. J, Bennett, P. Dearden, Why local people do not support conservation: community perceptions of marine protected area livelihood impacts, governance and management in Thailand. *Marine Policy*, 44(2014), 107-116.
- N. Salafsky, E. Wollenberg, Linking livelihoods and conservation: a conceptual framework and scale for assessing the integration of human needs and biodiversity. *World Development*, 28(2000), 1421-1438.
- Neto, Sustainable tourism, environmental protection and natural resource management: paradise on earth. Cancun, Mexico: International Colloquium on Regional Governance and Sustainable Development in Tourism-driven Economies, (2002).

- North, D. (1990). *Institutions, institutional change, and economic performance*. Cambridge, UK: Cambridge University Press.
- Norton, M. Foster, *The Potential of Using Sustainable Livelihoods Approaches in Poverty Reduction Strategy Papers*. London: Centre for Aid and Public Expenditure, Overseas Development Institute, (2001).
- Orchiston, Caroline, Girish Prayag, and Charlotte Brown. "Organizational resilience in the tourism sector." *Annals of Tourism Research* 56 (2016): 145-148.
- P.D.A.L. Constantino, H.S.A. Carlos, E.E. Ramalho, L. Rostant, C.E. Marinelli, D. Teles, J. Valsecchi, Empowering local people through community-based resource monitoring: a comparison of Brazil and Namibia. *Ecology and Society*, 17(2012), 22.
- Pearce, E. Barbier, A. Markandya, *Sustainable development: economics and environment in the Third World*. Routledge, (2013).
- Pechlaner, F. Raich, E. Fischer, The role of tourism organisations in location management: the case of beer tourism in Bavaria. *Tourism Review*, 2, (2009), 28-40.
- Pretty, J., & Ward, H. (2001). Social capital and the environment. *World Development*, 29, 209–227.
- R. Ballantyne , J. Packer , K. Hughes & L. Dierking (2007) Conservation learning in wildlife tourism settings: lessons from research in zoos and aquariums, *Environmental Education Research*, 13:3, 367-383
- Rodríguez, Isabel, Allan M. Williams, and C. Michael Hall. "Tourism innovation policy: Implementation and outcomes." *Annals of Tourism Research* 49 (2014): 76-93.
- Salafsky, N., & Wollenberg, E. (2000). Linking livelihoods and conservation: A conceptual framework and scale for assessing the integration of human needs and biodiversity. *World Development*, 28(8), 1421–1438.
- Shi, Hui, and Chuhui Li. "Tourism promotion, increasing returns and domestic welfare." *The World Economy* 37, no. 7 (2014): 995-1015.
- Sima, Elena, Floarea Bordânc, and Claudia Sima. "Entrepreneurship Role In Promoting Rural Tourism." *Agricultural Economics and Rural Development* 12, no. 1 (2015): 71-80.

- Spenceley, Anna, and Susan Snyman. "Can a wildlife tourism company influence conservation and the development of tourism in a specific destination?." *Tourism and Hospitality Research* 17, no. 1 (2017): 52-67.
- Stem, C., Lassoie, J., Lee, D., & Deshler, D. (2003). How "eco" is ecotourism? A comparative case study of ecotourism in Costa Rica. *Journal of Sustainable Tourism*, 11(4), 322–347.
- Stonich, S. (2000). *The other side of paradise: Tourism, conservation and development in the Bay Islands*. New York: Cognizant Communications.
- Stronza, A., & Gordillo, J. (2008). Community views of ecotourism: Redefining benefits. *Annals of Tourism Research*, 35(2).
- Taylor, J., Yunez-Naude, A., & Ardila, S. (2003). The economics of ecotourism: A Galápagos Islands economy-wide perspective. *Economic Development and Cultural Change*, 13(3), 978–997.
- Telfer, David J., and Richard Sharpley. *Tourism and development in the developing world*. Routledge, 2015.
- Troëng, S., & Drews, C. (2004). *Money talks: Economic aspects of marine turtle use and conservation*. WWF-International, Gland, Switzerland. Retrieved from: www.panda.org.
- Tsinda, Aime, Roger Mugisha, Lillian Mutesi, Alfred Bizoza, Eugenia Kayitesi, and Pamela Abbott. "Biodiversity informatics in Eastern Africa: Status, drivers, and barriers." *Journal for Nature Conservation* 32 (2016): 67-80.
- U. Wagle, Rethinking poverty: definition and measurement. *International Social Science Journal*, 54, (2002), 155-165.
- UNWTO, *Tourism highlights*, (2013).
- UNWTO. *Tourism Highlights*. Madrid: UNWTO, 2013.
- USAID, LIFE Red Sea Project: Action Plan for Small Enterprise Development (pp. 1-36). Cairo. Egypt: USAID, (2007).
- USAID, LIFE Red Sea Project: Manual of Best Environmental Practices for House Reefs in the Egyptian Red Sea (pp. 1-45). Cairo, Egypt: USAID, (2008).
- van Wijk, Jakomijn, Machiel Lamers, and René van der Duim. "Promoting conservation tourism: The case of the African Wildlife Foundation's tourism conservation enterprises in Kenya." In *Institutional Arrangements for*

- Conservation, Development and Tourism in Eastern and Southern Africa*, pp. 203-218. Springer Netherlands, 2015.
- Van Wijk, Jakomijn, René Van der Duim, Machiel Lamers, and Daudi Sumba. "The emergence of institutional innovations in tourism: the evolution of the African Wildlife Foundation's tourism conservation enterprises." *Journal of Sustainable Tourism* 23, no. 1 (2015): 104-125.
- Walpole, M., & Goodwin, H. (2001). Local attitudes towards conservation and tourism around Komodo National Park, Indonesia. *Environmental Conservation*, 28, 160–166.
- West, P. (2006). *Conservation is our governance now: The politics of ecology in Papua NewGuinea*. London: Duke University Press.
- WTTC/WTO/EC (1995) 'Agenda 21 for the travel and tourism industry', in *Towards, Environmental Sustainable Development*, London, Madrid.
- Wunder, S. (1999). Promoting forest conservation through ecotourism income? A case study from the Ecuadorian Amazon region. Bogor, Indonesia: CIFOR.
- Wunder, S. (2000). Ecotourism and economic incentives—An empirical approach. *Ecological Economics*, 32, 465–479.
- Young, E. Balancing conservation with development in small-scale fisheries: Is ecotourism an empty promise? *Human Ecology*, 27, no. 4(199), 581–620.
- Zografos, C., & Oglethorpe, D. Multi-criteria analysis in ecotourism: Using goal programming to explore sustainable solutions. *Current Issues in Tourism*, 7, no. 1(2004), 20–43.
- † n bastien Mathouraparsad, S., and Alain Maurin. "Measuring the Multiplier Effects of Tourism industry to the Economy." *Advances in Management and Applied Economics* 7, no. 2 (2017): 7-7.

Appendix 1:
QUESTIONNAIRE AND INTERVIEW

QUESTIONNAIRE

I am Doreen Amakanji Shalakra. I am currently undertaking a Master's Degree of Arts in International Studies at the University of Nairobi. I have been conducting a study on the role of International Conservation Organisations in tourism promotion and human development in Kenya: case study of Amboseli ecosystem. To support the research, please be kind enough to complete this questionnaire. Your feedback will and will be kept confidential and only used for this study.

Part I: Demographics

Please tick where appropriate.

Age: 81-24 25-28 29-34 34-49 50 and above

Years of experience in the tourism industry:

< 6months 1-4 5-14 15-20 [] [] 20 and over

Are you: male or Female ?

What is your Nationality?

Part II: Tourism Promotion and Human Development

1. Do you know how tourism promotion promotes human development?

No Yes

If yes, please list two ways in which it promotes human development

.....
.....

2. Does the promotion in Kenya help improve the lives of the individuals?

No Yes

3. Explain how the locals benefit from the tourism activities in Kenya

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

Part III: Role of International Conservation Organisations in Tourism and Human Development

1. What do you understand by conservation Organisations?

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

2. Are there ways in which these organisations can help promote human development?

No Yes

If yes, elaborate

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

Part III: Prospects and Challenges Facing International Conservation Organisations

1. Do International Conservation Organisations make tourism sustainable?

No Yes

2. Do the activities these organisations do help the local community in protecting and preserving the environment?

No Yes

3. Do you know some of the challenges they face?

No Yes

4. Please list the challenges faced by international organisations

.....
.....

INTERVIEW

Tourism Promotion and Human Development- Conservation Organisation Professionals

I am Doreen Amakanji Shalakha. I am currently undertaking a Master's Degree of Arts in International Studies at the University of Nairobi. I have been conducting a study on the role of International Conservation Organisations in tourism promotion and human development in Kenya: case study of Amboseli ecosystem. Your participation in this research is voluntary. You may be allowed to withdraw your participation without any consequences. If you do not have any relevant questions please, allow me to begin the interview.

1. *Tourism Promotion and Human Development*

- a. Which position do you hold in the stated organisation?
- b. Do you source your supplies locally to support the community? Please explain your response.

2. *Prospects and Challenges Facing International Conservation Organisations*

- a. Can you describe how the ministries within the tourism sectors coordinate?
- b. In what ways do you assist local projects in donating to wild life protection and social aspects?
- c. What strategic frameworks have been implemented to promote tourism in Amboseli?

Tourism Promotion and Human Development- Local Community

I am Doreen Amakanji Shalakha. I am currently undertaking a Master's Degree of Arts in International Studies at the University of Nairobi. I have been conducting a study on the role of International Conservation Organisations in tourism promotion and human development in Kenya: case study of Amboseli ecosystem. Your participation in this research is voluntary. You may be allowed to withdraw your participation without any consequences. If you do not have any relevant questions please, allow me to begin the interview.

1. Tourism Promotion and Human Development

- a. How have you benefited from the Amboseli Ecotourism?
- b. How do you think sustainable tourism help to promote human development in Kenya?
- c. How do international conservation organisations help in the utilisation of underused resources?
- d. As a tourist, do you have an environmental awareness in line with tourism and human development and how do you intend to promote sustainable tourism?
- e. According to you, what do you think is the advantage of tourism promotion?

**THIS IS TO CERTIFY THAT:
MISS. DOREEN AMAKANJI SHALAKHA
of UNIVERSITY OF NAIROBI, 22599-100
NAIROBI, has been permitted to conduct
research in *Kajiado County***

**Permit No : NACOSTI/P/17/02254/19243
Date Of Issue : 22nd September, 2017
Fee Received : Ksh 1000**

**on the topic: *THE ROLE OF
INTERNATIONAL CONSERVATION
ORGANISATIONS IN TOURISM
PROMOTION AND HUMAN
DEVELOPMENT IN KENYA. CASE STUDY
OF AMBOSELI ECOSYSTEM***

**for the period ending:
21st September, 2018**




.....
**Applicant's
Signature**


.....
**Director General
National Commission for Science,
Technology & Innovation**

CONDITIONS

1. The License is valid for the proposed research, research site specified period.
2. Both the Licence and any rights thereunder are non-transferable.
3. Upon request of the Commission, the Licensee shall submit a progress report.
4. The Licensee shall report to the County Director of Education and County Governor in the area of research before commencement of the research.
5. Excavation, filming and collection of specimens are subject to further permissions from relevant Government agencies.
6. This Licence does not give authority to transfer research materials.
7. The Licensee shall submit two (2) hard copies and upload a soft copy of their final report.
8. The Commission reserves the right to modify the conditions of this Licence including its cancellation without prior notice.



REPUBLIC OF KENYA



**National Commission for Science,
Technology and Innovation
RESEARCH CLEARANCE
PERMIT**

Serial No.A **15909**

CONDITIONS: see back page