

**EFFECTS OF TOURISM INITIATIVES ON LOCAL COMMUNITY
EMPOWERMENT IN KAKAMEGA COUNTY, KENYA**

BY

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DECLARATION

Declaration by the Candidate

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DEDICATION

I dedicate this thesis to my husband, Morris Webo, and my lovely children Keith, Teddy, and Gift for their love, support and encouragement.

ABSTRACT

Community empowerment is concerned with the various approaches in which members of a group collaborate so that they can influence the outcome of various decisions that affect their interests. The indigenous people who live around tourist sites worldwide do not benefit from the activities of the many tourist attractions in their area. The main objective of the study was to determine the effect of tourism initiatives on local community empowerment. The specific objectives were; to examine the effect of cultural tourism; to establish the effect of nature tourism; to assess the impact of recreational tourism and to ascertain the challenges of tourism initiatives on community empowerment in Kakamega County. The study adopted the use of survey research design. Target population was 53,325 while the sample size was 397 respondents for local community and 5 key informants. Stratified and simple random sampling procedures were used to select the sample size. The research study used self administered questionnaires and interview schedules to collect data. Data was analyzed using descriptive and inferential statistics based on the Statistical Package for Social Sciences (SPSS) version 20. The results indicated that recreational tourism is more practiced among individuals living in the local communities with a coefficient of 0.540 as compared to cultural and nature tourism. The study also discovered that nature, cultural and recreational tourism significantly contributed to community empowerment ($R^2 = 0.665$). In order to increase the contribution of both nature and cultural tourism towards community empowerment, the research recommended the development of education programs which can instill cultural values to the young individuals and women between the ages of 24 – 35. The outcome of the study could be used to assist the management of the tourist sites, to understand better the empowerment strategies for the local community. It can also be used by the local leadership to encourage the youth to pursue relevant education so that they can get jobs in the tourist sites and alleviate poverty.

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LIST OF ABBREVIATIONS

CBNRM	Community-Based Natural Resources Management.
CBT	Community-Based Tourism
GOK	Government of Kenya.
NGO	Non Governmental Organization.
ODCE	Organizational Domains of Community Empowerment
SET	Social Exchange Theory
SPSS	Statistical Package for Social Sciences.
UNEP	United Nations Environment Programme.
VLT	Village Life Tourism
WTO	World Tourism Organization.

OPERATIONAL DEFINITION OF TERMS

Community Empowerment; this is how members of a group can collaborate in ways that enhance their influence over decisions that affect their interest.(

Cultural Tourism; nature of traveling to comprehend with the way of life and history of a particular place within a range of cultural elements such as food, entertainment, and handcrafted products.

Empowerment; equipping people with the resources and ability for self-determination economically, socially, environmentally and culturally.

Initiatives; these are resources and programs in the community that empower the local community to improve their living standards.

Local Community is a group of interacting people sharing an environment, beliefs resources, preferences, needs, risks, and some other conditions that may be presently affecting the identity of the participants and their degree of cohesiveness.

Nature Tourism; this involves familiarizing with natural places through outdoor activities which are regarded as sustainable to the environment.

Recreational Tourism; this involves taking part in outdoor activities which promote the conservation of the environment such as site seeing, camping among others.

Tourism; activities involving individuals or groups of individuals traveling to and staying in a particular place for leisure or education purpose

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CHAPTER ONE

INTRODUCTION

1.1 Overview

This section introduces the background under which the research study was conducted, the problem statement, the central and specific objectives, hypotheses, significance, scope, and assumptions of the study.

1.2 Background of the Study

Community empowerment is concerned with how members of a group can collaborate in ways that enhance their influence on, or control over decisions that affect their interest (Woodall et al., 2010). Empowerment can occur through the growth of local social interaction among different groups and can eventually lead to enhanced knowledge. Authorities are required to encourage the development of such interactions among local societies by providing opportunities which can increase participation in domestic affairs. Interactions supported under the sustainable tourism development framework initiatives could significantly promote communication among the various groups involved and tourism could become a form of empowerment related to internal matters.

Tourism has rapidly enhanced the development of the modern cities and population around the globe. It is associated with high growth rates, substantial amount of foreign development income, improved infrastructure, and the adoption of new management approaches. These experiences positively informs a number of sectors within the

economy, which affects both social and economic aspects of development in a nation (Nayomi & Gnanapala. 2015).

According to Hall et al. (2006), tourism development strategies which are adopted at both international and local level are considered critical to community empowerment. Through the various tourism activities, the community can effectively participate and promote local development. Aref & Ma'rof (2008) further added that local tourism is intended to argument the capacity of the communities, organizations and individuals towards tourism development.

In developing countries like Kenya, the tourism industry creates considerable monetary benefits to the host nation as well as the visiting nation. The anticipated economic development is usually the main motivation for the host nation to advances itself as a tourism destination. Besides, there are positive and negative aspects which arise as a result of the development of local tourism such as the economic aspects among others. Local communities in Africa and especially in Kenya are usually perceived to have an advantage in the growth of tourism for a number of reasons. Butler (2006) contented that this is due to the fact that they have distinctive indigenous cultural and nature-based attractions sites as compared to the urbanized environments in the West. Most European tourists prefer these types of touristic attraction sites to escape from the apparent tedium of everyday living in urban regions. Therefore, most tourists prefer traveling to other tourist sites temporarily, to get away from the monotonous lives and in this manner, search for environments that are considered as interesting indigenous societies and natural attractions (Butler, 2006).

Recently, Kenya has progressively turned into a popular tourist attraction site for various tourists from around the globe. The nation has been able to receive more than five percent from the aggregate tourist visits to Africa (Lucy, 2014), and this has considerably contributed to the relative significance of tourism on Kenya's economy for the last forty years (World Bank, 2013). The Kenyan government is continuously improving tourism as a dependable resource of financial development and community growth (Dlamini et al., 2016). Tourism attractive sites in Kakamega County specifically and in Kenya, are remotely leaning towards exogenous financial variables. As a result, the local communities around these attractions are not involved in decision making because of their low level of education (Chirenje et al., 2013), making it very important to evaluate the critical role of tourism initiatives on the empowerment of the local communities in Kakamega county, western Kenya.

1.3 Statement of the Problem

Despite the tourism initiatives in Kakamega County, the local community still lives in poverty. Empowerment of local community around Kakamega rain forest is very limited. The local community reaps few benefits and has little control over how the tourism industry is managed. They are ignored by the various tourism agencies during the process of decision making attributed to their low level of literacy.

The local community spends much of their time burning charcoal, fetching fire-wood, gathering fruits and roots in the forest and cutting timber. Local communities view this as an income generation activity at the expense of going to school. Regardless of the existing eco-tourism features, the local community has entirely not benefited from the

tourism activities and is affected by the high poverty levels. Youth and women have also been adversely affected since they cannot effectively contribute to the development of the economy. It is against this context that this research evaluates the critical role of tourism initiatives on community empowerment in Kakamega County, to establish the mitigation measures.

1.4 Main Objective

The primary purpose of the research was to determine the effect of tourism initiatives on local community empowerment in Kakamega County, Kenya.

1.4.1 Specific Objectives

The research was guided by the four main specific objectives namely to ;

- I. Examine the effect of cultural tourism on local community empowerment in Kakamega County, Kenya,
- II. Establish the effect of nature tourism on local community empowerment in Kakamega County, Kenya,
- III. Assess the effect of recreational tourism on local community empowerment in Kakamega County, Kenya,
- IV. Ascertain the challenges affecting tourism initiatives on local community empowerment in Kakamega County, Kenya.

1.5 Research Hypotheses

To understand the effects of tourism initiatives, the study evaluated the following null hypotheses:

H₀₁: There is no significant effect of cultural tourism on community empowerment in Kakamega County, Kenya.

H₀₂: There is no significant effect of nature tourism on community empowerment in Kakamega County, Kenya.

H₀₃: There is no significant effect of recreational tourism on community empowerment in Kakamega County, Kenya.

H₀₄: The challenges facing tourism initiatives adversely affect community empowerment in Kakamega County, Kenya.

1.6 Significance of the Study

The study augmented the present literature in two ways. First, the research is expected to examine the effects of the tourism initiatives in empowering the local community. This study was performed in Kakamega County. The results of the research are expected to provide significant information which can inform the management of tourist sites in Kakamega County. It is also expected to provide appropriate approaches, which can promote tourism activities among the local community.

Secondly, the study examined the effect of three main constructs, namely cultural tourism, nature tourism and recreational tourism on community empowerment. The outcome of this is expected to inform policy formulation and provide effective, practical approaches for effective organizations, continuous existence, preservation, and management of existing resources to enhance benefits accrued to the local community.

The findings could act as an information resource that guides planners and policy makers in selecting appropriate choices as well as the allocation of tourism resources to local communities. The researcher holds the view that the conclusions and practical implications solicited from this research could provide valuable information to community development agencies and Non-Government Organizations (NGOs). NGOs could also use the recommendations of this study to enhance community empowerment and to encourage the youths to pursue relevant education so that they can get jobs in the tourism industry.

1.7 Scope and Limitations

This research concentrated on the effects of tourism initiatives on community empowerment in Kakamega County, with a focus on three primary constructs namely cultural, nature and recreational tourism. The arguments presented in this research are based on the data collected from research respondents using both questionnaires and structured interview guide. The research was geographically limited to Kakamega County. The target population comprised of the local communities within tourist sites/destination and the management of the tourist sites. The results obtained from this study were not inclusive of other tourist sites in other regions of the same features. Therefore, any attempt to assimilate these findings to different sphere needs to be done with great caution.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This section assesses the existing literature in relation to the variables identified by the objectives. It also gives an overview of the role of tourism initiatives on community empowerment by various scholars.

2.2 Concept of Local Community Empowerment

Community empowerment is considered as a course of action that could significantly assist individuals that are associated with a particular project in a region (World Bank, 2017). Through such activities, the international organizations endeavor to reduce the poverty level of most developing nations and create a platform in which self-help programs could be developed. Empowering communities could significantly reduce reliance on external assistance to reduce poverty among the various local communities.

Maton (2008) perceived empowerment as a participatory approach in which various groups can have power over their lives and their surroundings through the acquired resources and improve their standard of living (Maton, 2008). Strategies to employ empowerment objectives vary as societies have class, ethnicity, and religion differences. In addition, empowerment seem to offer a promising approach that can assist in the reduction of poverty among the locals (Wilkinson, 2010). The main concept behind

community empowerment is mainly to mobilize individuals in a community to promote socioeconomic aspects as well as work inter-sectorally on reducing poverty levels.

According to Stuckler et al. (2009), most empowerment strategies have been utilized to deal with the rising poverty levels as well as provide essential support to local communities in dealing with most health and social issues. The local community joins their efforts to improve their quality of life through education and employment (Maton, 2008) hence making them capable of solving problems and implementing proposed solutions.

2.3 Concept of Tourism

According to Richards (2001), tourism mainly consist of various activities in which individuals participate such as traveling, living in a particular places that is not considered part of their normal surrounding for leisure or financial purposes other than economic activities of the place visited. On the other hand, Brida et al.(2011) alluded Tourism to an economic activity which can be used by the local community to enhance the standard of living, for example, increased job opportunities, enhanced investments opportunities, outdoor recreation opportunities among others. Williams & Soutar (2009) emphasized the effects of tourism when they insinuated that it is an approach in which there is need to recognize the close relationship between leisure, recreation, and tourism

2.4 Effects of Cultural Tourism on Local Community Empowerment

Cultural tourism is a form of tourism which has been attributed to fast development of the tourism industry (UNWTO, 2008). Csapo (2012) supported these findings when they

found out that it has been developing rapidly for the last few decades. Csapo (2012) and Ahmed (2015) also categorized cultural tourism into three main facets namely the social, financial and environmental facets. Furthermore, culture of a society constitute culturally indescribable elements for example, the language of the society, anecdote, fairy tales and historical accounts of events, songs and dances, rite performed and way of life (UNWTO, 2008). Ahmed (2015) further added that these aspects form a critical aspect of the residents within a community, which unique to a particular group or region. He further adds that tourism can create a situation in which two or more people associated with diverse attitudes, beliefs, and cultural values interact initiating change.

Cultural tourism is developed on the existence of locally manufactured products, artifacts as well as and the customs practiced by the specific local community from a particular region (Okech, 2009). This implies that cultural tourism can be perceived as part of tourism in which its grown is based on the cultural resources. It can benefit tourists when they visit and experience the various cultures that gives them chance to understand and enhance their comprehension of existing customs in that particular region (Lenao & Nzama, 2010). Don et al. (2003) also implied that through cultural tourism, the local communities are more empowered and involved in the tourism sector. They further added that cultural tourism can be viewed as a data-driven model which can initiate community-based tourism development as a result of its capability to empower numerous communities globally. Tourists take advantage of these opportunities since they experience varied ethnic traditions (Don et al., 2003).

On the other hand, Robinson & Picard (2006) perceived cultural tourism in terms of the access and the capacity in which a society and its individuals living in the society benefits from its past as well as value awareness. They also examine the extent to which the community can benefit from the interaction with tourists, leaving a lasting impression.

Cultural tourism has provided various benefits to the local community such as reduction of poverty level, creation of job opportunities (Lapeyre, 2011). Through the use of sustainable tourism development, many tourist attraction sites have been preserved such as heritage sites, memorial sites and cultural landscapes. Despite the fact that cultural tourism has provided a wide variety of benefits to the local community, it has been confronted by various challenges associated with the products offered such as risky products and visitors' experiences.

Cultural tourism diversifies the various opportunities and the existing facilities, which can be utilized for leisure as well as economic development by the locals (Moswete et al., 2015). Similarly, cultural tourism provides opportunities in which education programs can be strengthened through the provision of information, cultural horizons, and support the existing manpower, as a means of continuous labor improvement (Kaewthep & Hinwiman, 2008). According to George (2004), for local communities to depend on cultural tourism as an income activity, they need to critically focus on existing customs and the cultures in order to attract more tourists such as fable stories, artistic works, traditional habits, heritage, and geographical features.

Through the social relationships and cultural exchanges between the local community and the tourists, numerous benefits and costs can be derived. Irregular reallocation of the

costs and the benefits of local community development derived from tourism activities could lead to internal conflict among the individuals. Based on the local setting of the populace, the study seeks to examine four variables related to cultural tourism, namely the myths of the populace, foods offered, music played during the festival and the bullfighting activity

2.5 Effects of Nature Tourism on Local Community Empowerment

Nature-based tourism (NBT) involves engaging in various outdoor activities that are considered as sustainable to the ecology (Royo-Vela, 2009). This includes everything from bushwalking, camping, scenic driving, beach experiences and wildlife viewing (Puswira, 2011).

Nature-based tourism also perceived as leisure traveling to natural sites has demonstrated rapid growth for the last twenty years (Balmford et al., 2009) together with ecotourism. Eco-tourism has significantly added to the conservation of local livelihoods as well as the enhancing the standard of living (Higham,2007). Specific examples in which nature tourism has contributed to conservation of local livelihoods include development of tour guides and operators and conservation of the ecology.

On the other hand, if empowerment becomes the focus of nature tourism then it has to be the focal point of all aspect (Krider et al., 2010). Nature-based tourism promotes the development of environmental understanding, attitude and behavioral intent via creation of significant interaction with the wild, nature history, as well as conservative form of communication (Powell & Ham, 2008). Nature tourism plays a critical role in supporting both passive and active tourists in various ways such as through relaxation, enriching the spirits among others (Ballantyne et al., 2011). The research focused on some of the

activities related to nature tourism such as site seeing, rural climate, and bird watching and nature treks. The overall impact of these activities determined the extent to which nature tourism, as a construct, affects local community empowerment.

2.6 Effects of Recreational Tourism on Local Community Empowerment

Recreational tourism comprises of various activities performed during leisure on a voluntarily basis among the participant to obtain satisfaction, happiness or fortification as a result of their participation (Richards, 2007) Gjorgievski et al. (2013) concurred with definition when they cited that recreational tourism deals with experiencing the existing phenomena normally away from their place of residents to achieve both recreational and cultural requirements. Dewar (2010) suggests that individuals in a local community tend to participate in recreational tourism when they share the community resources with tourists and make use of the resources from the event. Some of the activities which tourists can take part in include recreation sports, rock climbing, team building, and biking among others.

In contrast, the increasing number of tourists resulting in crowdedness and its negative influence on local community development highlight the need for conservative methods, which can support recreational activities and enhance local community development (Ahmed, 2015) According to Goeldner et al. (2009), the central goal of these trips may vary from business to social issues such as visiting friends, personal affairs, pleasure and recreation. Irrespective of the category of tourists, recreation can be classes into either a primary or secondary activity that is performed by tourists as part of their traveling (Goeldner et al., 2009). The primary classification of tourism recourses is pertinent to

recreational tourism resources based on the attractiveness and geographical region in which they are located.

Tourism resources can be classified into three groups namely recreational-tourism resources and anthropogenic recreational and tourist resources. Nature creates natural recreational and tourist resources, and they are present in various geological spaces that is autonomous from the demand and the needs of tourists. They are also considered as recreational and tourist attraction sites utilized by tourists to meet their recreational needs such as mountains, rivers, flora and fauna, mountain biking, among others.

According to Chuang (2010), individuals living in a local community who are economically dependent on tourism tend to have a positive attitude, which is consistent with the social exchange theory. Chuang (2010) also noted that the number of times and quality of interaction between the local community and the tourists plays a significant role in determining the facilities offered. Therefore, the research examined the above-stated activities considered under recreational tourism and how it leads to local community empowerment.

2.7 Challenges of Tourism Initiatives on Local Community Empowerment

In previous studies, access to funding was highlighted repetitively as the primary challenge for tourism (Johnston et al., 2015; Lenao, 2015; De Sausmarez, 2013). Since it is considered as an economic activity, community development must effectively contend against other tourist attraction sites and their ability to gain new market and compete

effectively (Ritchie & Crouch, 2003). As indicated by Mowforth & Munt (2009), some of the elements which influence the competitiveness of these tourism attraction sites include the location of that place, the level of awareness regarding the various activities of the tourism attraction, the quantity of disposable assets and decision making levels.

Despite the rhetoric of tourism as a poverty reduction strategy in Sabah, in reality, such programme has excluded the participation of impoverished families (Wong, 2014; Tumusiime & Vedeld, 2012; Chok & Macbeth, 2007; Harrison, 2008). Due to the high requirements set out by the Ministry of Tourism to comply, most households which are incapable of meeting the expenses of refurbishing their residences are barred from the program (Wong, 2014; Tumusiime & Vedeld, 2012). Findings indicated that tourism is limited to those better-off households with steady income from cash crop agriculture or employment.

The challenges facing community-based tourism in Tanzania has been attributed to the absence of trading infrastructure, the existing language barrier characterized by the use of Kiswahili in training, the difficulties associated with booking of hotels (Masuruli, 2014). The absence of formal education has created numerous challenges for tour guides and other service providers since they cannot speak English. The selection creation of personnel is usually based on their prior knowledge of the region and not tourism resources (Huang *et al.*, 2016). Challenges which still exist includes a large percentage of locals not regularly getting visitors in local communities. Other challenges facing tourism include increased corruption, absence of collaboration among individuals living the community (Slocum, 2010).

Mitchell & Muckosy (2008) provided empirical evidence from Africa that suggested that there is high probability of community based tourism (CBT) initiatives to disintegrate when funding is exhausted. Two main reasons which have been attributed for the collapse of CBT initiatives include inaccessibility to markets and the existing governance which has no form of accountability. Mitchell & Muckosy (2008) also found out that the low percentages of support and economic activities developed from Village Life Tourism (VLT) was not cost-effective at all. Briedenhann & Wickens (2004) supported these findings when they discovered that absence of capacity among the existing local governments in South Africa resulted in challenges for CBT and the eventually the collapse of entrepreneurial knowledge, administrative skills and finances to effectively promote CBT infrastructure.

Sebele (2010) suggested that participation by communities in Community Based Natural Resource Management (CBNRM) and tourism has attracted conflicting views regarding the use of natural resources. For instance, Sebele (2010) indicated that some sort for the effects of CBNRM while were in support of continuous improvement of the existing processes and resources. Despite the existing benefits which have been acknowledged, there seem to be challenges that are statistically significant to ignore (Sebele, 2010). Some of these challenges experienced include the absence of concrete benefits obtained, job opportunities, land losses, inappropriate management approaches among others.

2.8 Theoretical Framework

According to Ahmed (2015), most impact have primarily concentrated on the economic benefits, while entirely paying little consideration to social, cultural, nature and recreational aspects of tourism. Thus, this research examines how tourism initiatives have affected community empowerment and its shortcomings; the research made use of the social exchange theory (Ap, 1992).The model is discussed below.

Social exchange theory (SET) model informed the research for various reasons besides the fact that tourism is considered as a social aspect. This theory considered other critical models, which provide essential explanation of social interaction in order to support tourism sustainability and constructive influence on local communities.

2.8.1 The Social Exchange Theory

As per Ap (1992), the social exchange theory (SET) model proposes how individuals within a community evaluate the outcome of tourism regarding the costs incurred against the benefits accrued thereof during the participation. Soontayatron (2013) supported this finding when he suggested that the social exchange theory (SET) model indicated that a trade would happen if the entire process develops value as well as benefits more than the cost incurred. This has been supported by numerous studies, which have focused on examining the perceived impacts of tourism on the local community and how it influences the lives of the individual within the community (Soontayatron, 2013; Nunkoo, 2016; Özel & Kozak, 2017; Brida et al., 2011; Chuang, 2010).

As per Kuvan & Akan (2005), the link between the perceived benefits and the cost incurred is well elaborated through the social exchange theory (SET) model, which

implies that individuals are engaged in various activities. If the perceived benefits are more significant than the perceived costs incurred, then most individuals tend to support such activities. Therefore, if inhabitants consider that the perceived benefits of tourism activities are more than the potential costs, then they were supportive of tourism development. From a tourism perspective, social exchange theory (SET) model hypothesizes that an individual's approach towards tourism, and preceding support for its development, is affected by the assessment of the outcomes (McGhee & Andereck, 2009).

Social exchange theory (SET) model is considered as an efficient tool which can evaluate the perceptions of individuals living in a local community about local community empowerment. Taking this into consideration, there are some factors which significantly impact on the local community empowerment. Despite the fact that there are diverse factors which have been utilized, all the dimensions were examined concerning the costs incurred and benefits awarded to the local community. The dimensions include the cultural, recreational and nature aspects of tourism development.

The perceived costs and benefits gained from tourism are mainly the dimensions of the SET, which empower the local community to determine the socio-cultural, environmental and economic impacts of tourism from either the positive or the negative side. As such, Latkova (2008) in Nguyen & Nguyen (2012) postulated that the benefits of social exchange theory (SET) model need to extensively consider heterogeneity that exists between the local community and the perceptions of the different individuals in the community.

Napier and Bryant (1988) in Nguyen and Nguyen (2012) also provide two principles which the model was based. They include reward-seeking and punishment-avoidance of the individuals living in a community. These two principles suggest that most individuals are mostly associated with profits as opposed to the increasing costs of maintaining and running tourism activities.

Numerous variables can be used to evaluate the influence of tourism on local community empowerment. Regarding tourism and the need to emphasize the primary objective of the study, three constructs of tourism namely, cultural, nature and recreational activities were explained further. These constructs are selected in line with the first three hypotheses presented earlier in Chapter One. The study utilized these variables to evaluate the effects of tourism on the community empowerment based on; cultural tourism, nature tourism, recreational tourism and challenges. The study adopted a regression analysis as shown below

$y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$, where y represents local community empowerment, X_1 represents culture tourism, X_2 represents nature tourism, $X_3 =$ recreational tourism and $X_4 =$ the challenges of tourism initiatives.

2.9 Conceptual Framework

This study was based on the theoretical and empirical review. Figure 2.1 shows the link between independent variables, which are three dimensions of tourism (Cultural tourism, Nature tourism, Recreational tourism and challenges of tourism initiatives).The dependent variable is community empowerment.

From the conceptual framework, it can be noted that the four independent variables were examined to evaluate its effect on the community empowerment as the dependent variable. The four constructs were created after examining various activities which are critical in determining its effect on the dependent variable. The four constructs include cultural tourism (myths, foods offered, music and the bullfighting activity), nature tourism (site seeing, rural climate, bird watching and nature treks) and recreation tourism (recreation sports, rock climbing, team building and biking). The study also sought to determine the extent to which the various challenges have affected the role of tourism initiatives such as the infrastructure available that support tourism, policies put forward by the government, and absence of community participation. According to Ramchander (2004), the impact of cultural, recreational and nature tourism on community empowerment can be seen in numerous ways. For example, increasing education levels, improved health services, improved economic role of women and dynamic changes in the demographic characteristics are some ways in which the local community is impacted. These aspects are expected to provide critical information regarding the effect of tourism on local community empowerment.

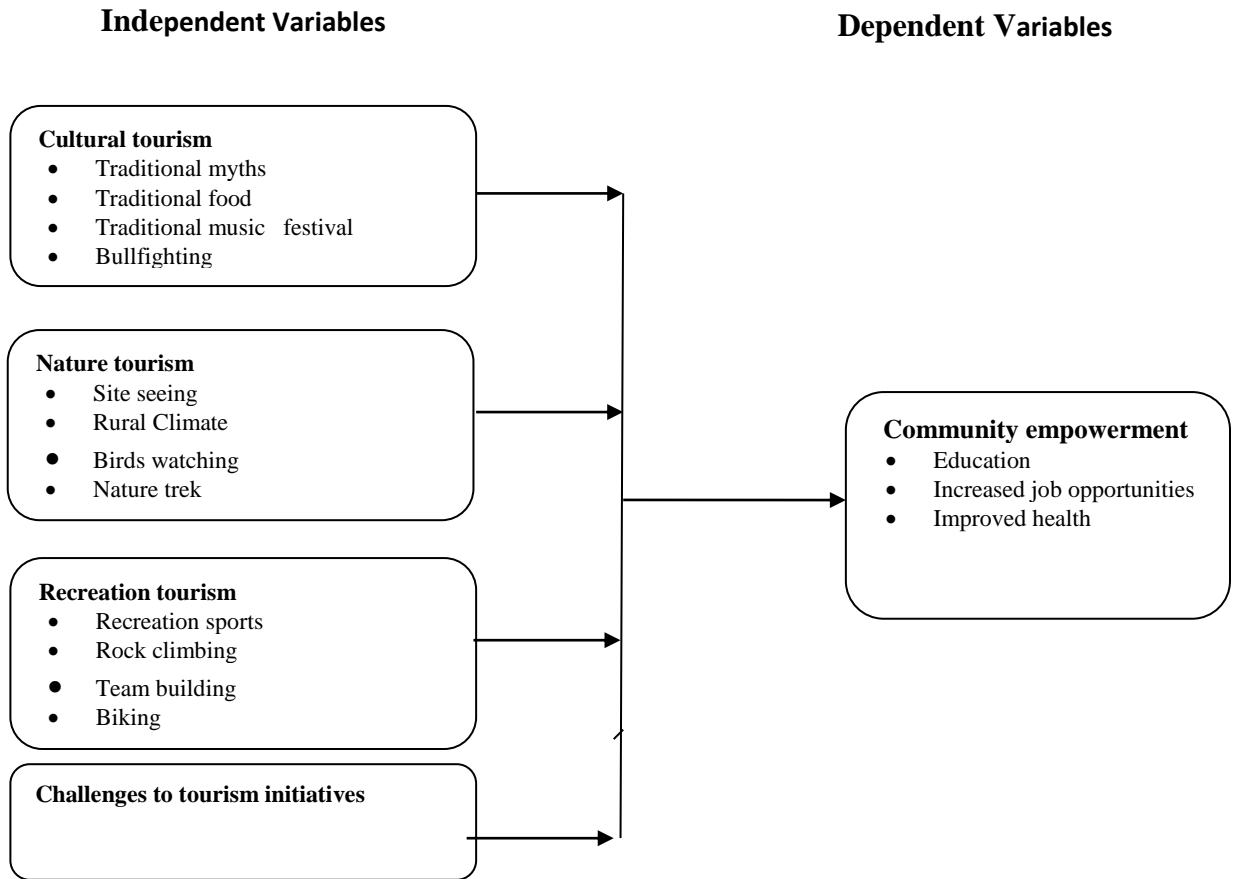


Figure 2.1 Conceptual Framework

(Source: Author, 2017)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This section presents the research design and the techniques that have been utilized during the research. The research seeks to examine the effects of tourism initiatives on community empowerment with emphasis on four constructs namely cultural tourism, recreational tourism, nature tourism and the challenges experienced on tourism activities. It is sub-divided into research design, target population, sample size and sampling methods, data collection instruments, data analysis and the validity and reliability of the instruments.

3.2 Research Design

This research examined the study objectives by mainly using quantitative research design. The study used this design to determine the extent to which tourism initiatives impacted community empowerment. According to Creswell (2013), quantitative research designs describes the existing attitudes, values, and behavior of the community by asking people pre-defined questions about observations they have made. The study also adopted the use of qualitative methods in order to determine the various challenges affecting the tourism initiatives in Kakamega County. This was informed by the use of interview guides to collect qualitative data from key informants.

3.3 Target Population

Based on a census conducted in 2009 in Kenya, there were 53325 people in Kakamega county surrounded by 6 tourism destination. These include the “Crying Stone” and pottery artifacts of Ilesi, Kenya Wildlife Service (Buyangu Station), Rondo retreat centre (Kakamega forest), bullfighting of Ikolomani , Isecheno forest station and Malava Forest(Kenya National Bureau of Statistics, 2009). The research adopted this population as the target group based on Kenya tourist board most visited tourist destination in Kakamega County, Kenya. This target population was perceived suitable for providing a focal point for the research on how the benefits associated with tourism activities in the selected tourist destination.

For the qualitative phase, the research targeted five key informants based on the consent given by the informants. These informants were evenly selected from various agencies that exist and are involved in the management of tourism resources in Kakamega County. The informants included informants from Kenya Forest Service, Kenya Wildlife Service, ministries of Environment, Water and Natural Resources, as well as the Ministry of Sports and culture.

Table 3.1 Target Population

Tourist destination	Households
The “Crying” stone and pottery of Ilesi	10110
Kenya Wildlife Service(Buyangu station)	9406
Rondo Retreat Center (Kakamega Forest)	8120
Bullfighting of Ikolomani	7804
Isecheno forest station	9217
Malava Forest	8668
Total	53325

(Source: Kenya National Bureau of Statistics 2009)

3.4 Sampling Procedure

According to Adams et al. (2007), sampling alludes to a process of choosing an appropriate sample for determining the parameters or a description of the strategies, which the researcher used to select representative respondents from the target population (Adams et al., 2007). This sub-section comprises of the sample size and the methods adopted for sampling.

3.4.1 Sample Size

The study utilized the stratification-sampling procedure in which proportional allocation to categorize households into six sectors (strata). This method was used due to dispersal of community living in Kakamega county. Simple random sampling procedure was used to pick individual respondents.

The study adopted Yamane (1967) formula to calculate sample sizes where, n=sample size, N=population size, e= sampling error

$$n = \frac{N}{1 + N e^2} = \frac{53325}{1 + 53325_{0.05^2}} = 397$$

The sample size indicates 397 respondents were sampled.

3.4.2 Sampling Procedure

The stratified random sampling procedure was used to pick the sample size in every stratum. The respondents were randomly selected from each stratum. Simple random sampling was used to pick the sample size from each stratum as illustrated in Table 3.2 below.

In order to select key informants for the qualitative phase, the research adopted the purposive sampling. The research targeted five informants based on the consent given by the informants. This was done at both the national and county levels.

Table 3.2 Sample Size

Tourist destination	Households	sample size
The“Crying” stone and pottery of Ilesi	10110	75
KWS (Buyangu station)	9406	70
Rondo retreat center	8120	60
Ikolomani bull fighting center ,	7804	58
Isecheno forest station	9217	69
Malava Forest	8668	65
Totals	53325	397

(Source: Kenya National Bureau of Statistics 2009)

3.5 Data Collection Instruments

Numerous studies have been conducted on the impact of tourism on community empowerment, but most have primarily implemented the use of quantitative research design without taking into consideration the significant role played by the participants. Moreover, most have utilized a questionnaire indicating that the outcome tends to be tentative as a result of either low response rate or misperception of the questions by research participants (Sahlqvist et al. 2011). Thus, this research adopted the use of both questionnaires and structured interviews to moderate the adverse effects of depending on questionnaire only. Each instrument is discussed as follows:

3.5.1 Questionnaire

The researcher administered questionnaires to approximately 397 households regarding the effects of tourism initiatives and how it has impacted empowerment of the community. The questionnaire was intended to establish the extent to which tourism initiatives have empowered the local community through the benefits they have gained. To advance the odds of getting a high feedback from the respondents, the inquiries were structured using the Likert and rating scales, which involved a variety of choices for determinations, for example, unequivocally concur, concur, nonpartisan, differ and firmly oppose. The accomplishment of the survey relied upon building a representative sample that is sufficiently substantial to enable the research to be sure that the outcomes could be generalized to the more extensive populace. The constructs were measured from responses obtained when the respondents were asked to indicate the extent of agreement or disagreement with five each concerning statements.

The questionnaire was selected for different favourable circumstances it offers. This incorporates the capacity to get a large sample size inside a constrained time. It was likewise suited in circumstances where some intricate, interacting factors are thought to impact the result. The other favourable position is the Likert scale analysis of the gathered data it offers, which is viewed as a proficient method for collecting data in a short period at no cost (Sullivan & Artino, 2013).

In spite of the preferences it offered, the questionnaire was confronted with some limitations. There was vulnerability concerning the response given by the respondents. The reactions were acknowledged as given whether it was deficient or inaccurate data since no clarification could be sought (Koocher & Keith-Speigel, 2012). Research assistants were present to clarify any arising issues during the filling of questionnaires by the respondents as a way of enhancing the response rate. Other possible limitation of this method included misunderstanding of some questions by the respondents (Zohrabi, 2013).

3.5.2 Interview Guide

The structured interviews were conducted with key officials from Kenya Forest Service, Kenya Wildlife Service, Ministry of Environment, Ministry of Water and Natural Resources and the Ministry of Sports and Culture. This was sought to determine appropriate strategies for the management of existing resources and how they can benefit the local communities. As per Harrell and Bradley (2009), structured interviews constitute an arrangement of inquiries and themes as a guide. Furthermore, the methodology in which the inquiries are asked is at the questioner's attentiveness.

Notwithstanding, these inquiries were institutionalized, and the blueprint was given to ensure that the exploration covers its planned goals.

Structured interviews were selected for a few reasons. One advantage was that it could lessen the impacts of unfavorable members amid the gathering of data (Harrell & Bradley, 2009). Structured interviews likewise allowed the researcher to accumulate insights on the critical role of tourism on community empowerment and the effect of each construct. The structured interviews were recorded using a tape-recorder and deciphered into content. The research additionally gathered suggestions, field notes to propel the critical role of tourism among the key officials selected. Klassen *et al.* (2012) recommended that different aspects of the participants, for instance, their characteristics, facial reactions, eye to eye connection, and non-verbal communication that could altogether improve data gathering.

The participants were given plentiful time to respond to every question. The researcher utilized a few follow-up inquiries to clarify thoughts which were noted. This gave a chance to the researcher to get greater interaction, build up a compelling affinity with the participants and find the significance to the data given (Creswell, 2013). To effectively carry out the interview procedure, the researcher created a limit of seven inquiries. This was supported by Creswell and Clark (2004) when they suggested a cutoff of 5 - 7 open-ended inquiries to allow each participant to provide solutions.

3.6 Data Collection Procedures

The researcher obtained a research approval authorization letter from University to facilitate the acquisition of permission to carry out the studies. Once the research

proposal is approved, a research permit from the National Commission for Science Technology and Innovation (NACOSTI) was obtained.

Once the permission is granted, the researcher arranged to visit some households and tourist destinations in the region for familiarization purposes and to seek permission from the management concerning the collection of data. The questionnaire was administered by the researcher and with the assistance of two research assistants who were adequately trained on how to approach respondents. The researcher accompanied them to each site to assist in administering research question and to interview the management of the sites and other relevant groups.

3.7 Measurement of Variables

Community empowerment was measured using five items adapted from (Wallerstein, 2006). The study used items related to education, health facilities, employment, food, and shelter. Culture tourism was measured using five proxies adopted and modified for traditional attire, traditional food, traditional music festival and traditional houses. Nature tourism measurement was adopted from Nature treks, rocks, rivers and bird viewing. Recreational tourism was measured using sports, rock climbing, and team building, camping and enjoying the resort facility.

3.7.1 Piloting of Instruments

Instruments of the research were presented to households in neighboring Vihiga County for piloting to ensure content clarity. Upon completion of the pilot study, the data was reviewed, and the items that were not clear were modified accordingly. This region was used for piloting because it shares similar conditions.

3.7.2 Validity of Instruments

The research adopted the content validity to measure the validity of the instruments to be used. Content validity enables data being collected to be reliable in representing the specific content of a particular concept (Patrick et al, 2011). An instrument that yields valid data was designed and subjected to similar samples; inferences are made and compared to the existing theories. Content validity was established on three levels. The researcher critically considered each item to see if it contains a real representation of the desired content and to see if it could measure what it is supposed to measure. Developed instruments were then presented to the supervisors and the research experts in the university to evaluate the applicability and appropriateness of the content, clarity, and adequacy of construction of the instrument from a research perspective.

3.7.3 Reliability of Instruments

Reliability refers to the degree to which the instrument yields the same results on replicated trials (Orodho, 2009). The research instruments were pretested to ascertain their reliability. Reliability analysis was done using Cronbach's alpha of internal consistency. Cronbach's Alpha of internal consistency is a model of internal consistency based on the average inter-item correlation.

A high coefficient implies that items correlate highly among themselves meaning there is consistency among the items in measuring the concept of interest. This is sometimes referred to as homogeneity of data whereby the researcher can confidently depend on the information gathered through various sources of data was adopted for the study. The instrument was divided into two parts using even and odd numbers. A significant value of

alpha (preferably greater than 0.6) indicates high level of consistency of the instruments in measuring the variables (Rossoni et al, 2016). Respondents in the pilot sample were asked to comment on the clarity and time taken to fill one instrument. The instrument was then adjusted by the findings of the pilot test, and the final version was developed after that.

3.8 Data Analysis

Data collected was evaluated using descriptive and inferential statistics based on the Statistical Package for Social Sciences (SPSS) version 20. Descriptive statistics included the mean and standard deviations.

This research adopted several statistical methods to examine the quantitative data obtained such as the regression analysis, Pearson correlation and descriptive statistics, for example, mean frequencies and percentages. Regression analysis was used to determine the effects of cultural tourism, nature tourism and recreational tourism on community empowerment in Kakamega County, Western Kenya. Garg & Kothari (2014) says the coefficients assume that there is a linear relationship between the two variables and that the two variables are causally related which means that one of the variables is independent and the other is dependent.

The multiple regression models to be used in this study is given as follows

$$y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

y = local community empowerment

α = constant.

$\beta_1 \dots \beta_3$ = Coefficients of independent variables $X_1 \dots X_3$

X_1 = culture tourism

X_2 = nature tourism

X_3 = recreational tourism

ε = error term

The analysis was exhibited using tables, charts, and graphs where necessary. The study also examined qualitative data using thematic analysis. The findings were used to draw conclusions, which in turn formed the premise for the recommendation and future research.

3.9 Ethical considerations

Ethical considerations are the principles that a researcher should abide by when conducting research. Every organization has rules governing their policy and practice that may require prior permission before undertaking research.

The research sought permission from the National Commission for Science, Technology, and Innovation, (NACOSTI). All participants from the selected groups were informed

about the study and permission sought before the study. Confidentiality and anonymity of the respondents were highly guarded and where applicable numbers were used. The main purpose of the study was relied in bothwritten and verbal. The research sought the consent of the participants (Nijhawan et sl., 2013). High integrity was maintained when conducting the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This section presents the empirical results from the data collected. During the analysis, the study sought to examine the critical role of tourism initiatives on community empowerment in Kakamega County. This was attained by using quantitative methods, which entails the use of statistical methods. The quantitative phase addressed the first three objectives of the study. This section begins with demographic characteristics of the data obtained followed by inferential data analysis of the critical aspects. The testing of the hypotheses was also performed to determine the effects of cultural tourism, nature tourism, and recreational tourism on community empowerment. The study also examined the challenges of these initiatives on community empowerment in Kakamega County, Western Kenya. The section concluded by qualitative analysis of the data collected from the interviews of key officials.

4.2 Demographic Characteristics

Concerning the descriptive statistics analysis, 397 respondents were selected in Kakamega County representing a response rate of 99 percent to provide relevant data for the research. During the study, the respondents were randomly selected from the six strata. The research looked at some aspects, which include the gender, age, marital status,

occupation and household size as part of the demographic characteristics. Each of the aspects is presented as follows:

4.2.1 Gender

The study sought to examine the gender distribution among the respondents. The respondents were provided with two options, these options include 'male' and 'female.'

The results were presented as follows in Figure 4.1.

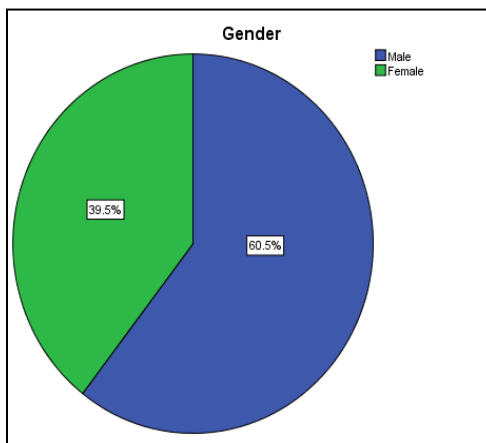


Figure 4.1: Distribution of the Gender among the respondents

The results indicated that more males respondents were present representing (60.5 percent as compared to the female respondents representing 39.5 percent. This indicates that the area of study had more male than female involved in the tourism sector. This also suggested that there was a high probability for females to remain at home while the males are involved in various tourism activities such as bullfighting.

4.2.2 Age

The respondents were asked to indicate the age bracket in which they belong. In this case, the respondents were provided with six options based on the Likert scale. The results are presented in Figure 4.2.

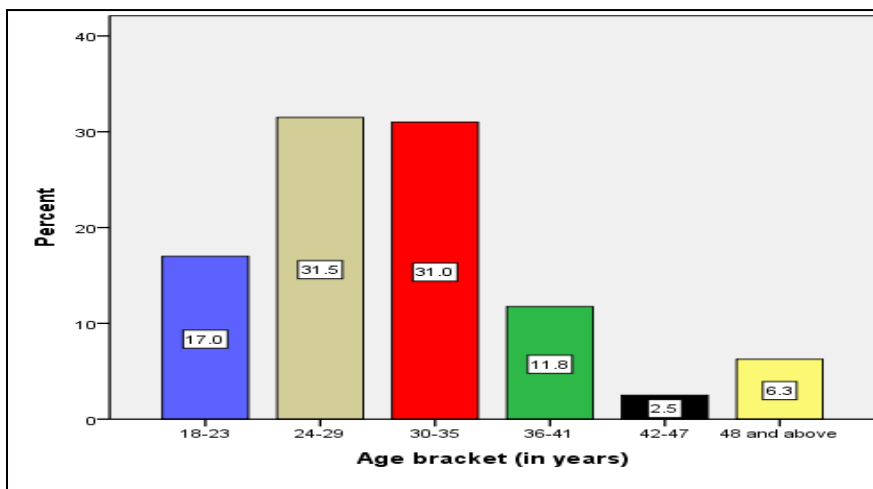


Figure 4.2: Representation of the age bracket of the respondents

The result showed that the age bracket 24 – 35 years was more involved in the tourism industry representing 62.5 percent of the respondents as compared to others age brackets. This was followed by age bracket 18 – 23 years representing 17 percent and age bracket 36 – 41 years representing 11.6 percent. This result suggests that most of the individuals involved in tourism are young, energetic and can act as a guide for tourists. The age brackets which had the least number was 42-47 years representing 2.5 percent and 48 and above 47 years representing 6.3 percent. This could be attributed to the fact that they were either in school or in old age.

4.2.3 Marital status

The respondents were requested to state their marital status. In this case, respondents were required to state if they were married, single, separated, divorced or widowed based on the Likert scale of the rating used. The results are presented in Figure 4.3.

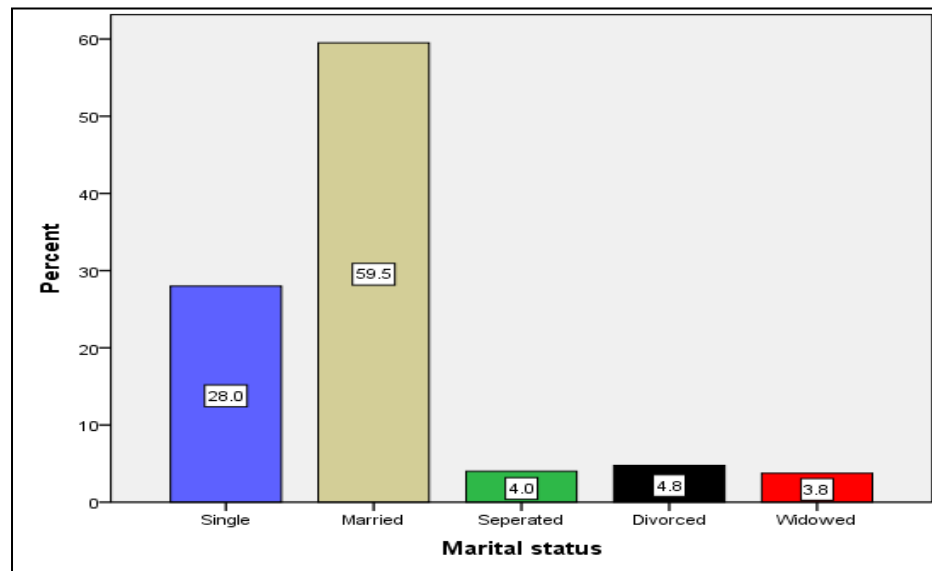


Figure 4.3: Representation of the marital status of the respondents

The results indicated that 112 of the respondents were single representing 28 percent, 238 of the respondents were married representing 59.5 percent, 16 respondents were separated representing 4 percent, 19 respondents were divorced representing 4.8 percent and 15 respondents had been widowed representing 3.8 percent. This suggests that majority of the respondents had settled and the context of the study formed part of their home and was employed in the tourism sector.

4.2.4 Occupation

The respondents were asked to indicate their occupation. The research examined the respondents' occupation based on six different occupations namely teachers, doctors, farmers, nurses, business persons and others. The results are presented in Figure 4.4.

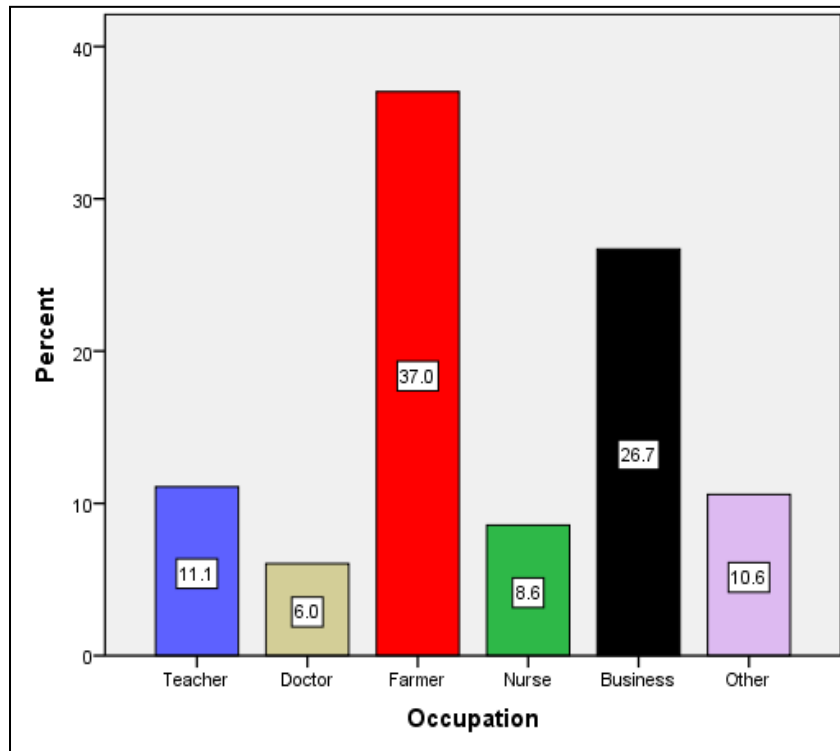


Figure 4.4: Representation of the occupation of the respondents

The results show that 44 respondents were teachers representing 11.1 percent, 24 respondents were doctors representing 6.0 percent, 147 respondents were farmers representing 37.0 percent, 34 respondents were nurses representing 8.6 percent, 106 respondents were doing business representing 26.5 percent and 42 respondents were engaged in other activities representing 10.6 percent. From the findings, farmers and

business individuals were the majority of the respondents, and they were involved in tourism activities.

4.2.5 Education

The respondents were required to specify their level of education. The responses were categorized into four main levels of education, that is, primary, secondary, tertiary and others based on the Likert scale. The results are presented in Figure 4.5.

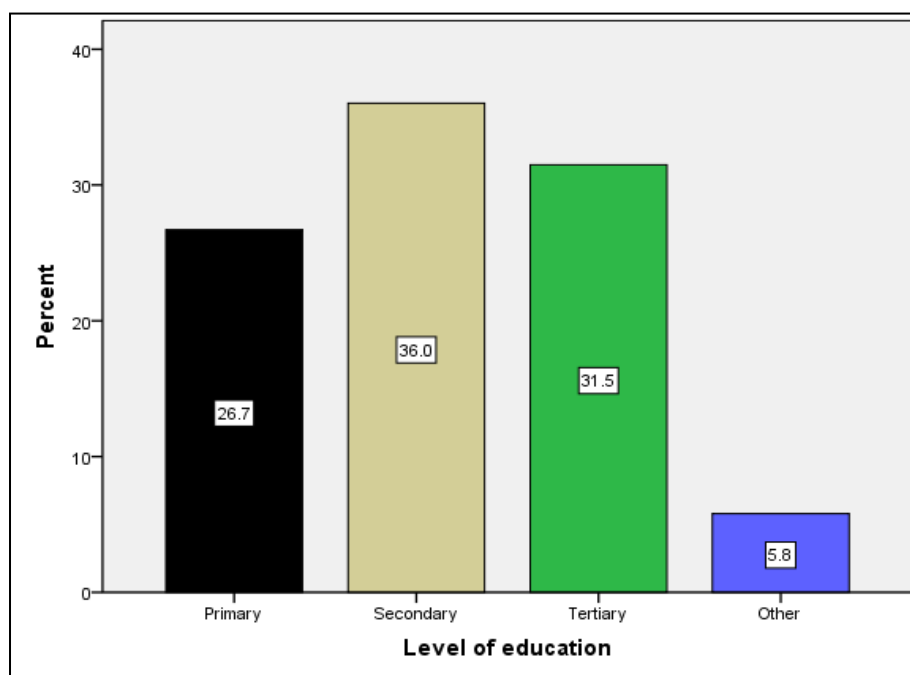


Figure 4.5 Representation of the respondents' level of education

The results indicated that 106 respondents had attained primary education representing 26.7 percent, 143 respondents had attained secondary education representing 36.0 percent, 125 respondents had attained tertiary education representing 31.5 percent, and 23 respondents had attained other levels of education beyond the scope of this study representing 5.8 percent. This suggests that there is a high level of literacy among the

respondents. This can be attributed to the contribution of tourism to the growth of education.

4.2.6 Household size

The respondents were also requested to indicate their household size. In this case, the researcher categorized the responses into four main household size namely 0-3, 4-7, 8-11 and over 11 based on the Likert scale of the rating used. The results are presented in Figure 4.6.

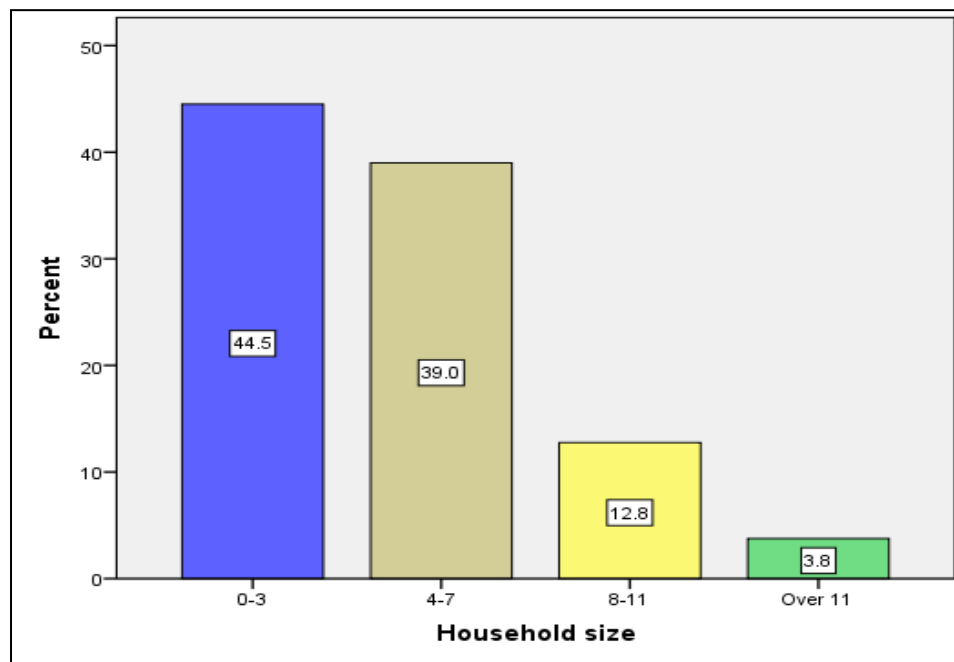


Figure 4.6: Representation of the respondents' household size

The results portrayed that 178 respondents were less than 3 members in their household representing 44.5 percent, 156 respondents were between 4 and 7 members in their household representing 39.0 percent, 51 respondents were between 8 and 11 members in their household representing 12.8 percent and 15 respondents were over 11 members in

their household representing 3.8 percent. This suggests that most of the households had between 4 and 7 members.

4.2.7 Reliability tests

All the tools were validated by determining the Cronbach's Alpha of internal consistency. As earlier noted, a Cronbach's Alpha between 0.6 and 0.7 is within the acceptable limits but not reliable enough. On the hand, a Cronbach Alpha of internal consistency between 0.7 and 0.8 is perceived as significant (Orodho, 2009). Any Cronbach Alpha of internal consistency that is below 0.5 is considered as weak. Table 4.1 below presents the Cronbach Alpha coefficients of internal consistency obtained.

Table 4.1 Cronbach's Alpha Coefficients for Key Study Variables

Construct	Item	Alpha
Cultural Tourism	5	0.884
Nature Tourism	5	0.899
Recreational Tourism	4	0.859
Community Empowerment	6	0.879

The results indicate that all the constructs had an alpha above 0.8 indicating that the scales were robust and reliable. Nature Tourism had the highest alpha ($\alpha = 0.899$) scale while Recreational Tourism had the least alpha ($\alpha = 0.859$) scale. The study then examined the main variables under inferential data analysis.

4.3 Inferential Data Analysis

The following hypotheses were evaluated, and the results are presented as follows:

4.3.1 Effects of Cultural Tourism on Local Community Empowerment

In this case, the researcher sought to determine the effect of cultural tourism on local community empowerment. It hypothesized that there was no significant effect of cultural tourism on community empowerment in Kakamega County. To evaluate this hypothesis, the researcher utilized a Pearson correlation test to the effect of cultural tourism on community empowerment. The evaluation of this null hypothesis was guided by the fact that if cultural tourism were not significantly related to community empowerment ($p > 0.001$), it would form a basis for supporting the null hypothesis. Initially, the research examined the mean of the two constructs under study. The results are presented in Table 4.2 below.

Table 4.2 Descriptive Statistics for Community Empowerment and Cultural Tourism

Key Variables	Mean	Std. Deviation	Number of Respondents
Community Empowerment	3.7310	.86359	394
Cultural Tourism	3.7073	.93294	397

The results indicated that there was a small variation existing between community empowerment (3.7310 ± 0.86359) and cultural tourism (3.7073 ± 0.93294). In order to understand the extent to which cultural tourism affected community empowerment, the researcher examined the results obtained from the Pearson correlation test between Community Empowerment and Cultural Tourism. They are presented in Table 4.3 below.

Table 4.3 Correlation and Descriptive Statistics of Community Empowerment and Cultural Tourism

Key Variables		Community Empowerment	Cultural Tourism
Community Empowerment	Pearson Correlation	1	.701**
	Sig. (2-tailed)		.000
	N	394	394
Cultural Tourism	Pearson Correlation	.701**	1
	Sig. (2-tailed)	.000	
	N	394	397

** . Correlation is significant at the 0.01 level (2-tailed).

The results revealed that cultural tourism was positively correlated to community empowerment with a Pearson correlation coefficient of $r = 0.701$. This formed the basis for rejecting the null hypothesis. Therefore, the research rejected the null first hypothesis and concluded that cultural tourism positively affected community empowerment. The results also indicated a significant relationship between Community Empowerment and Cultural Tourism ($p < 0.001$). This suggests that cultural tourism has a significant effect on community empowerment through the various activities which are performed such as bullfighting, listening to stories and myths related to the community, traditional ceremonies among others.

4.3.2 Effects of Nature Tourism on Local Community Empowerment

The study hypothesized that there was no significant effect of nature tourism on community empowerment in Kakamega County. To evaluate this hypothesis, the researcher utilized a regression analysis to determine the effect of nature tourism on local community empowerment. The evaluation of the null hypothesis was guided by the fact that if the value of beta obtained was less than or equal to zero, the null hypothesis was

regretted. Initially, the research examined the mean score of nature tourism and community empowerment. The results are presented in Table 4.4 below.

Table 4.4 Model summary of Nature Tourism construct

Model	R		Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics		Sig. F Change	
	R	Square				F	df1		df2
1	.664 ^a	.441	.439	.64658	.441	309.062	1	392	.000

a. Predictors: (Constant), Nature Tourism

When the research examined the relationship between nature tourism and community empowerment, the results indicated that only 44.1 percent could be account for by the data collected ($R^2 = 0.441$). Despite the fact that the proportion is relatively small, it has a significant effect on the activities of the local communities. This also infers that there are other considerable factors, which influence community empowerment. The research also obtained an analysis of variance (ANOVA) results after using regression analysis to evaluate the significance of the relationship. Table 4.5 shows the results of the ANOVA for the data used.

Table 4.5 ANOVA results depicting the relationship between the Nature Tourism and Community empowerment

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	129.210	1	129.210	309.062	.000 ^b
	Residual	163.884	392	.418		
	Total	293.093	393			

a. **Dependent Variable:** Community Empowerment

b. **Predictors:** (Constant), Nature Tourism

The ANOVA portrayed that there was a significant relationship between community empowerment and nature tourism ($F(1,392) = 309.062, p < 0.001$). This suggested that nature tourism contributed significantly to the empowerment of the community through the various activities such as bird watching, nature walking, and site seeing. The research also obtained the regression results which indicated the association and effects of nature tourism on community empowerment by determining the coefficients of the variables. The results are shown in Table 4.6 below.

Table 4.6 Coefficients of Nature Tourism and Community Empowerment

Model		Unstandardized		Standardized	T	Sig.	95.0% Confidence Interval for	
		Coefficients		Coefficients			B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.182	.204		.890	.374	-.220	.584
	Nature Tourism	.865	.049	.664	17.580	.000	.769	.962

a. **Dependent Variable:** Community Empowerment

The results indicated that nature tourism was significantly related to community empowerment ($p < 0.001$). The results also revealed that nature tourism had a t value of 17.580, which suggested that nature tourism was positively correlated to community empowerment. This was despite the fact that the local community development was not significant when other factors were held constant. This formed the basis for rejecting the null hypothesis. Nature tourism had a beta value, $\beta = 0.865$. Therefore, the research rejected the null second hypothesis and concluded that nature tourism positively affected community empowerment.

4.3.3 Effects of Recreational Tourism on Local Community Empowerment

The study hypothesized that there was no significant effect of recreational tourism on community empowerment in Kakamega County. To evaluate this hypothesis, the researcher utilized a Pearson correlation test to determine the effect. The testing of this hypothesis was based on the fact that if recreational tourism were not significantly related to community empowerment ($p > 0.001$), it would form a basis for supporting the null hypothesis. Initially, the researchers examined the mean of the two constructs under study. The results are presented in Table 4.7 below;

Table 4.7 Descriptive Statistics of Community Empowerment and Recreational Tourism

Key Variables	Mean	Std. Deviation	Respondents
Community Empowerment	3.7310	.86359	394
Recreational Tourism	3.8413	.90244	397

The results revealed that there was small variation between recreational tourism (3.8413 ± 0.90244) and community empowerment (3.7310 ± 0.86359). This suggests that recreational tourism had a significant influence on community empowerment. In order to understand the extent to which recreational tourism affected community empowerment, the research examined the results from the Pearson correlation test between Community Empowerment and recreational tourism. They are presented in Table 4.8 below.

Table 4.8 Correlation of Community Empowerment and Recreational Tourism

Key Constructs		Community Empowerment	Recreational Tourism
Community Empowerment	Pearson Correlation	1	.797**
	Sig. (2-tailed)		.000
	N	394	394
Recreational Tourism	Pearson Correlation	.797**	1
	Sig. (2-tailed)	.000	
	N	394	397

** . Correlation is significant at the 0.01 level (2-tailed).

The results revealed that recreational tourism was positively correlated to community empowerment with a coefficient of $r = 0.797$. This formed the basis for rejecting the null hypothesis. The results also indicated a significant relationship between Community Empowerment and recreational tourism ($p < 0.001$). This suggests that recreational

tourism plays a significant role in community empowerment in various activities such as camping, leisure activities, and sightseeing among others. Therefore, the research rejected the third null hypothesis and concluded that recreational tourism positively affected community empowerment.

4.4 Effect of Tourism Initiatives on Local Community Empowerment

Lastly, the study sought to determine the overall effect of the tourism initiatives on local community empowerment. This was attained by using regression analysis where the tourism initiatives formed the independent variables while the community empowerment was the dependent variable. The tourism initiatives were represented by three primary constructs namely; Recreational tourism, Nature tourism, and Culture tourism. There were some outcomes, which were discovered. First, the study obtained a model summary of the three variables, portraying the extent to which the results could impact community empowerment. The results are presented in Table 4.9 below.

Table 4.9 Model summary of the three constructs

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.815 ^a	.665	.662	.50185	.665	257.910	3	390	.000

a. **Predictors:** (Constant), Recreational tourism, Nature tourism, Culture tourism

b. **Dependent Variable:** Community Empowerment

The results indicate that 66.5 percent could be explained by the three variables ($R^2 = 0.665$). This suggests that there are other key factors, which influence the local community empowerment, such as government policies, community level of participation, among others. Next, the results of the regression provided the analysis of variance (ANOVA). Table 4.10 shows the results of the ANOVA for the data used.

Table 4.10 ANOVA results depicting the relationship between the three independent variables

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	194.869	3	64.956	257.910	.000 ^b
	Residual	98.224	390	.252		
	Total	293.093	393			

a. **Dependent Variable:** Community Empowerment

b. **Predictors:** (Constant), Recreational tourism, Nature tourism, Culture tourism

The results indicate that there is a significant relationship between community empowerment ($F(3,390) = 257.910, p < 0.001$) and the three constructs, namely recreational tourism, nature tourism, culture tourism. The study also sought to establish the association between the variables by determining the beta coefficients of the variables on how it affects local community empowerment. The results are shown in Table 4.11 below;

Table 4.11 Coefficients of the key constructs obtained using regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.351	.159		2.206	.028	.038	.664
	Culture tourism	.173	.044	.187	3.948	.000	.087	.259
	Nature tourism	.163	.059	.125	2.773	.006	.047	.278
	Recreational tourism	.540	.047	.566	11.515	.000	.448	.632

a. **Dependent Variable:** Community Empowerment

The results indicated that all the constructs were statistically significant to community empowerment, $p < 0.001$ except nature tourism. Cultural tourism, recreational tourism, nature tourism were positively correlated to community empowerment with a beta coefficient of 0.187, 0.566 and 0.125 respectively. The results also revealed that recreational tourism posted a higher beta coefficient of 0.566 as compared to cultural tourism and nature tourism. This suggests that most of the respondents participated in recreational tourism activities as compared to nature tourism or cultural tourism. This can also be attributed to the fact that very few individuals are aware of the existing cultures in the County. The respondents could also have very little or no knowledge on how to promote either cultural or nature tourism. The regression model equation is represented as follows:

CommunityEmpowerment

$$= 0.351 + 0.173 (\text{Culture tourism}) + 0.163 (\text{Nature tourism}) \\ + 0.540 (\text{Recreational tourism}) + e$$

4.5 Qualitative Analysis

This section presents the thematic analysis of the results of the qualitative phase of the study. It addresses the fourth hypothesis which hypothesized that the challenges facing tourism initiatives adversely affect community empowerment in Kakamega County, Kenya. This hypothesis was explored by using interviews that were conducted with five key officials from Kenya Forest Service (Interviewee 001), Kenya Wildlife Service (Interviewee 002), Ministry of Environment (Interviewee 003), Ministry of Water and Natural Resources (Interviewee 004) and the Ministry of Sports and Culture (Interviewee 005). The interview guides addresses the various challenges which were contributed by the tourism initiatives on community empowerment and possibly provide solutions for the challenges. The qualitative phase addressed the fourth objective of the study.

The researcher noted some challenges which appeared from the qualitative data collected to understand the challenges attributed to the tourism initiatives. Some of these challenges include lack of funding, little or no community participation, and the absence of government policies to promote tourism in the region, existing conflicts, and changing seasons. This formed the basis for supporting the null hypothesis. Therefore, the research supported the null first hypothesis and concluded that the challenges of tourism initiatives adversely affect community empowerment. Some of the challenges that were cited by key informants in various instances are as follows:

Some of the main challenges facing tourism initiative in the region are the lack of funding, misappropriation of funds. As a result, very few people benefit from tourism (Interviewee 001, 003, 005).

The local community is less involved in tourist activities. There is also no co-operation among the members of the community in tourism activities (Interviewee 002, 003)

Despite the fact that the existing government policies are aimed at ensuring that the tourism resources were well managed and conserved, they do not support the community (Interviewee 004)

There are numerous conflicts which exist between the local community and the organizations managing the resources such as animal-human conflict, conflict between organizations (police) and community, e.g., due to grazing, conflict between poachers and organization, and charcoal burning (Interviewee 002, 005)

The key informants were also asked to suggest any possible ways in which these challenges could be resolved to promote efficient tourism initiatives in the region. The key informants provided numerous solutions which address the challenges for example, creating job opportunities for community members, improving the existing infrastructure, strict enforcement of laws, reduced grazing fees, protecting scenery areas, fencing the forest, reducing taxation, community involvement, government support, offering security to community and establishment of bullfighting stadiums. The study adopted these solutions as possible ways of mitigating the challenges of tourism initiatives.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section presents a discussion of the findings obtained from the analysis of the quantitative and qualitative data with specific reference to the literature review. The study intended to examine the effects of tourism initiatives on local community empowerment. The research mainly adopted both quantitative data and qualitative data procedures in analyzing the data obtained to contribute to existing literature. The results from the quantitative data indicated that the three independent variables namely nature tourism, recreational tourism and cultural tourism could explain 66.5 percent of the results. On the other hand, the qualitative data addresses the existing challenges of tourism initiatives. Apart from these, some findings which were obtained, are discussed as follows as per the specific objectives:

5.2 Effects of Cultural Tourism on Community Empowerment

The research hypothesized that there is no significant effect of cultural tourism on community empowerment in Kakamega County, western Kenya. The research discovered that cultural tourism had a statistically significant relationship with community empowerment with a correlation coefficient of 0.707 indicating a strong positive linear relationship. This implies that cultural tourism had a statistically significant positive relationship with community empowerment. It was on this basis that the first null

hypothesis was rejected and concluded that cultural tourism positively affects community empowerment.

Moswete et al. (2015), Ahmed (2015), Lapeyre (2011), Kaewthep & Hinwiman (2008) and George (2004) support these findings when they explicitly explained how cultural tourism could meaningfully contribute to local community empowerment. For instance, Moswete et al. (2015) and Lapeyre (2011) cited that cultural tourism provided new opportunities and facilities under which the locals can take advantage of to earn a living. Ahmed (2015) supported these findings when he discovered a positive social relationship between the local community and the tourists that created benefits to the community. Kaewthep & Hinwiman (2008) also added that tourism initiatives tend to provide a way in which the local community can gain knowledge through education and improved the productivity of the labor force.

5.3 Effects of Nature Tourism on Community Empowerment

The research hypothesized that there is no significant effect of nature tourism on community empowerment in Kakamega County. The research discovered that nature tourism positively affects community empowerment a beta coefficient of 0.664 ($p < 0.001$). Despite the fact that there was 44.1 percent association between nature tourism and community empowerment, nature tourism still had an effect in community empowerment. This was further supported with an F value of 309.062, which was significant. Therefore, the research rejected the null hypothesis and concluded that nature tourism positively affects community empowerment.

Nature tourism is expected to promote conservation of the environment as well as the culture. Higham (2007), Krider et al. (2010), and Ballantyne et al. (2011) supported this

when they emphasized the need for community empowerment to reflect the core principles of nature tourism. This, in turn, shifts the focus of nature tourism to the achievement of social, economic and environmental aspects of the community.

5.4 Effects of Recreational Tourism on Community Empowerment

The research hypothesized that there was no significant effect of recreational tourism on community empowerment in Kakamega County. The research discovered that recreational tourism had a statistically significant relationship to community empowerment with a coefficient of 0.797. This indicated that there was a strong positive linear relationship implying that recreational, cultural tourism was positively related to community empowerment. This formed the basis of regretting the null hypothesis and concluded that recreational tourism positively affects community empowerment. This was consistent with the findings of Brida et al. (2011), Dewar (2010) and Ahmed (2015). Dewar (2010) alluded that local communities tend to gain from tourism is there is a common share aspect that links them to the tourists and their ability to use the existing resources.

The research also discovered recreational tourism was widely practiced in the region as compared to nature and culture tourism. The researcher attributed this to two reasons. First, there is lack of knowledge concerning the existing culture and nature sites in the region among the age bracket of 24 – 35 years. Mowforth & Munt (2009) supported this

finding when they examined the challenges facing tourism initiatives and considered the level of knowledge related to the tourism sector and disposable resources as problematic issues. The young, energetic individuals involved in tourism activities preferred recreational tourism as it does not involve much planning and the tourists are willing to take part in such activities. Secondly, this can be attributed to the nature of the region, that is, it is a region endowed with thick forests which can support activities such as camping, leisure activities, and sightseeing among others.

5.5 Challenges affecting Tourism Initiatives on Community Empowerment

The research hypothesized that the challenges facing local tourism initiatives adversely affected community empowerment in Kakamega County. The research explored this hypothesis by exploring qualitative data using thematic analysis. The research discovered that the challenges affecting tourism initiatives were many but could not determine the extent to which these problems affected the outcome. The study could not determine which challenge was the most adverse as compared to others. Some of the challenges which the research found from the qualitative data included stringent government policies, the absence of funding, little or no community participation, existing conflicts, and changing seasons.

For the tourism initiatives in the region to fulfill its critical role in promoting community empowerment, there is need for existing challenges to be resolved. Currently, the local community cannot fully gain from tourism initiatives due to the numerous problems in the region. The associated costs and benefits of tourism initiatives, which empower the local community to economically impact on tourism, can be either positive or negative.

Nunkoo (2016), Özel & Kozak (2017) and Soontayatron (2013) in the social exchange theory (SET) model suggested that a process can create an opportunity for individuals benefit more from it as compared to cost incurred. Locals hope to be able to gain from tourism initiatives and development, but most of these efforts have benefited a few individuals economically (Ramchander, 2004). Informants also provided some possible solutions which include the creation of jobs, improving the existing infrastructure with the support of the central government, development of educational programs which can promote cultural and nature tourism, reduction of taxes and meeting with community and establishment of bullfighting stadiums.

5.6 Conclusion

Initially, the primary purpose of this study was to determine the critical role of tourism initiatives in local community empowerment. This study was based on four objectives namely to determine the effects of cultural tourism on local community empowerment, to determine the effect of nature tourism on local community empowerment, to determine the effect of recreational tourism on community empowerment and to ascertain the challenges of these initiatives on community empowerment in Kakamega County. This research adopted survey, correlation research and Likert scale analysis to examine the data. To gather data for the research, the study used both a questionnaire and an interview schedule. The research managed to administer the questionnaire to 397 respondents who were able to provide appropriate solutions to the inquiries.

The analysis of the data revealed some outcomes. First, the results revealed that all the three constructs were statistically significant to community empowerment. This implied

that each construct provided they contributed significantly to the local community empowerment. The research also rejected the three null hypotheses as they were statistically significant to community empowerment. Secondly, the results revealed that recreational tourism was significant to community empowerment with a beta value of 0.54 as compared to the other two constructs. The research provided two key reasons as to why recreational tourism contributed more. Third, the results revealed that there were some challenges which the region was facing as a result of tourism initiatives. These include inadequate funding, misappropriation of funds, low community involvement, human-wildlife conflicts among others. The key informants provided possible number of solutions such as creation of jobs, enhancing existing infrastructure, promoting educational programs for the youth, reduction of taxes and establishment of bullfighting stadiums

5.7 Recommendation

During the research, there were some limitations, which influenced the outcome. The limitations which affected the study were perceived regarding the sample size and the use of questionnaire. The sample size was only limited to 397 respondents for the quantitative data and could not generalize the outcome to the populace. The questionnaire was confronted by various challenges such as unfilled questions and offered no possible clarification could be offered. Most of the indications and the statistical findings were reflective of the literature review, which is suggestive of the challenges of the critical role of tourism initiatives. The findings indicated that this research could not fully examine why cultural and nature tourism had the least effect on community empowerment in Kakamega County. Effort should be made to promote cultural tourism in the region since

the region is endowed with a rich culture which could boost the economy of residents. The future direction of this research needs to consider the impact of educational programs on cultural and nature tourism and how it promotes community empowerment.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear Respondent,

I am a student from the University of Eldoret, undertaking a master's degree in Hotel and Hospitality management. I am conducting a study on **ROLE OF TOURISM INITIATIVES ON LOCAL COMMUNITY EMPOWERMENT IN KAKAMEGA COUNTY, WESTERN KENYA**. I humbly request you to fill this questionnaire. Any information provided will be of great value to this study and will be treated with confidentiality.

Thank you.

SECTION A

BACKGROUND INFORMATION

Please tick where appropriate;

Gender: Male [] Female []

1. Kindly indicate your age bracket

18-23years [] 24-29 years [] 30-35years [] 36-41years []

42-47years [] 48 and above []

Kindly indicate your marital status.

Single [] Married [] Separated [] Divorced [] Widowed []

What is your occupation?

Teacher [] Doctor [] Farmer [] Nurse [] Business []

Other: _____

Level of Education:

Primary [] Secondary [] Tertiary [] Other: _____

Household size:

0-3 [] 4-7 [] 8-11 [] over 11 []

SECTION B

Q3. On a scale of 1-5, express your opinion in culture tourism where; 1.SDA= strongly disagree, 2.DA= Disagree, 3.N=Not sure, 4. A = Agree while 5.SA = Strongly Agree.

Please tick (√) in the most appropriate box.

CULTURE TOURISM

Opinion	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
1 Most of the tourists buy our pottery items at Ilesi					
2 Tourists enjoy joining us in our traditional ceremonies and dances e.g circumcisions,					
3 We sell a lot of products and services to tourist who comes to see bullfighting					

4	A tourist enjoys listening to our stories and myths about some trees, rocks, and rivers.					
5	Do tourist sponsor your traditional ceremonie.g. circumcision, weddings?					

NATURE TOURISM

	OPINION	SDA	DA	N	A	SA
1	Tourist like visiting our waterfalls and scenes like hills, rocks, and rivers.					
2	Some of the touristsenjoys the forest trek with the cool temperature of the forest.					
3	Tourists enjoy watching different species of birds in the forest.					
4	Some tourists come to enjoy the cool weatherOf Kakamega rain forest.					
5	Some tourists enjoy the forest herbs e.gmukombero, which is medicinal.					

Recreational tourism

	OPINION	SDA	DA	N	A	SA
1	Tourists enjoy camping sites in our buyangu forest.					
2	We benefit from tourists who come to socialize in our resorts in the middle of Kakamega forest e.g Rondo retreat center.					
3	During leisure activities and sightseeing, most of the tourists who participate or come to watch buy our products e.g carvings, flower vessels, pots etc					
4	We are all allowed to participate in all the events around here e.g. running for Kakamega forest for conservation.					

COMMUNITY EMPOWERMENT

		SDA	DA	N	A	SA
1	Most of the community members can afford education, through NGOs e.gKEEP atisecheno forest station, who construct classrooms for schools from the revenue collected from the tourists.					
2	Most of the community members can					

	afford better food.					
3	Most of the community can access better health facilities,					
4	Community members get employment in tourists sites as tour guides, translators etc					
5	Community members have improved their livelihoods through, employment in the forests and parks,or selling their products to the tourists.					
6	Most of the community members are involved in conservation and protecting their resources through sensitization by the KWS or friends of Kakamega forest.					

APPENDIX II: INTERVIEW GUIDE

Dear Respondent,

I am a student from the University of Eldoret, undertaking a master's degree in Hotel and Hospitality management. I am conducting a study on **ROLE OF TOURISM INITIATIVES ON LOCAL COMMUNITY EMPOWERMENT IN KAKAMEGA COUNTY, WESTERN KENYA**. I humbly request you to answer the questions. Any information provided will be of great value to this study and will be treated with confidentiality.

Thank you.

Tourist attraction sites

1. What are the cultural activities that attract tourists in the region

2. Do you think tourists enjoy the cultural activities in the region

Yes

No

If yes in 2 above, what cultural activities do they enjoy most

3. What do you think can be done to promote cultural tourism in the region

-----Which physical features in the region
attract tourists

4. Do you think tourists enjoy the physical features

Yes

No

If yes in 2 above, what physical features do the tourists enjoy most

5. What do you think can be done to promote tourism on the physical features in the region

6. How does tourism activities impact on the lives of residents in the region

Challenges

What are the challenges associated with tourism activities with respect to the following aspects:

Funding:

Community involvement:

Impact of tourists on youth and women:

Government policies:

Laws and regulations:

How do low or high seasons affect business?

How do organizations e.g. KWS help the community?

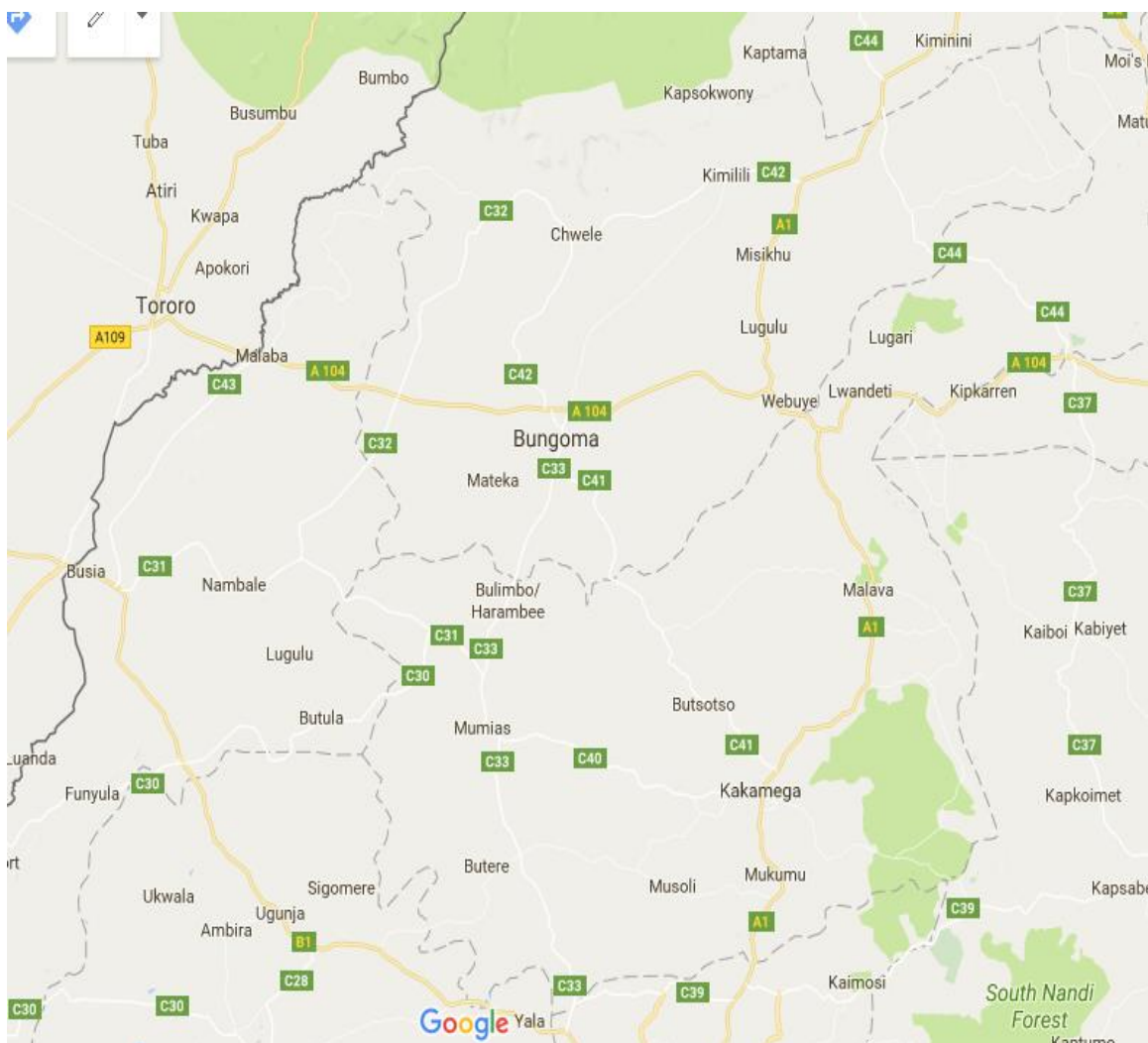
What impact do community activities have on the ecotourism resource?

What conflicts exist between the local community and the organizations managing the resource?

7. How can the challenges be dealt with?

What measures can be put in place to promote tourism in the region

APPENDIX III: A MAP OF KAKAMEGA COUNTY



(Source: Google Maps 2017)