

**EFFECT OF STAKEHOLDERS INITIATIVES ON SUSTAINABLE TOURISM
DEVELOPMENT IN MT. ELGON REGION, KENYA**

BY

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DECLARATION

Declaration by the candidate

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DEDICATION

To my beloved mother Esther Nangulu, for her overwhelming support and prayers that have kept me going in my academic struggles and daily life

ABSTRACT

One of the major global challenges faced by the tourism industry is the doubling of international tourist movement which has been predicted for the next 15 to 20 years. This global challenge is predicted to cause serious harm on resources in protected areas especially in developing countries like Kenya. Sustainability has become an important concept in relation to tourism planning and development. Stakeholder theory and Participatory and Empowerment model were used to underpin the study. Therefore main study objective was to determine the effect stakeholders' initiatives on sustainable tourism development in Mt Elgon region. The specific objectives were; to determine the effect of government practices; environmental conservation practices; local community practices and local destination attraction appeal on sustainable tourism development respectively. The hypotheses were developed based on the stated objectives. Explanatory research design was adopted, employing cross sectional survey with the use of questionnaires for household's heads and interview schedule guide for KWS staff. Target population was the 3192 households and 5 Kenya Wildlife Service (KWS) management staff in Mt Elgon National Park. Sample size was 210 households and 2 KWS staff and purposive and random sampling technique was employed respectively. The validity and reliability of the instruments was done through consultation of experts and cronbach alpha coefficient calculated at 0.70 respectively. Pilot study was done in Isukha Central, Shinyalu, in Kakamega County. Using SPSS, descriptive statistics for mean and standard deviation and inferential statistics for Pearson product moment Correlation (PPMC) coefficient and regression analysis were used for data analysis. Research findings revealed that government practices ($\beta_1 = 0.155$, $p = 0.033 < 0.05$), environmental conservation practices ($\beta_2 = 0.186$, $p = 0.007 < 0.05$), local community practices ($\beta_3 = 0.172$, $p = 0.007 < 0.05$) and destination attraction appeal ($\beta_4 = 0.419$, $p = 0.007 < 0.05$) had a significant effect on sustainable tourism development as indicated by R squared = 0.672 cumulatively and Std. Error of the Estimate = 0.328 for other factors. The study recommended that the government involves key stakeholders in the formulation and implementation of policies relating to tourism. Other than that, environmental conservation is instrumental in ensuring sustainable tourism development. Also, there is need for workshops to sensitize the community on conserving the reserve and the potential benefits to be realized from such initiatives. Similarly, efforts need to be made to ensure there is community involvement in tourism projects. Finally, it is important for tourist destinations to enhance cultural integrity and biodiversity of wildlife species as they are sources of appeal to tourists.

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LIST OF ABBREVIATIONS, ACRONYMS AND SYMBOLS

CBOs	Community Based Organizations
GOK	Government of Kenya
KTB	Kenya Tourism Board
KTF	Kenya Tourism Federation
KNBS	Kenya National Bureau Standards
KWS	Kenya Wildlife Services
MENP	Mt Elgon National Park
PPMC	Pearson Product Moment Correlation
SPSS	Statistical Package for Social Science
STD	Sustainable Tourism Development
UNWTO	United Nations World Tourism Organization
WTO	World Tourism Organization

OPERATIONAL DEFINITION OF TERMS

Government practices	A set of regulations, rules, guidelines, directives and advancement goals and systems that give a structure inside which the group and individual choices specifically influencing the travel industry development and the everyday activities within a destination. (Ritchie, 2000)
Local community practice	The capacity of the neighborhood network to influence the goal the travel industry development toward sustainability (Hall, 2007)
Local community	Groups of people with a typical character and who might be associated with a variety of related parts of occupations, and have standard rights identified with the region and its regular assets and a solid association within an area, culturally, socially, economically and spiritually(Tosun ,2000)
Sustainable Tourism development	Tourism which leads to management of all resources in such a way that economic, social and aesthetic need can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life supporting systems. (WTO, 2014)
Sustainable tourism	Form of tourism which is economically viable but does not destroy the resources on which the future of to tourism will depend, notably the physical environment and the social fabric

of the host community. (Jitpakdee,&Thapa 2012)

Tourism development	Refers to developments which satisfy the present needs and interest of stakeholders without compromising the future generation to meet their own needs. (WTO, 2014)
Destination attraction appeal	The appreciation of natural resources, tourism infrastructure and general infrastructure of a tourism destination (Dwyer &Kim, 2003)
Environmental conservation practices	Stakeholder's efforts to minimize the environmental negative impacts and manage environmental quality in tourist destination (Ritchie et al, 2003)
Stakeholders	Freeman (1984) defined a stakeholder as “any group achievement of the organizations objectives
Stakeholders' initiatives	Government and local community practices, procedures and Policies that identify with the improvement and administration traveler goal, and associations between the diverse offices and associations that are engaged with the travel industry

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter contains the background of the study, the research problem statement, research objectives and hypothesis, significance and the scope of the study.

1.2 Background Information

International tourism is a trillion dollar business, accounting for up 9% of global Gross Domestic Profit (GDP). The world tourism organization (WTO) estimates that tourism is expected to continue to grow by 3.3% annually through 2030 and 900 million arrivals per year around the world, generating in one in every twelve jobs (WTO, 2014). The travel industry assumes critical jobs in monetary change of numerous countries, for example, Canada, New Zealand, United Kingdom, Australia, United States of America, Emirate of Abu Dhabi, Kuwait, Dubai, United Arab Emirates, Aruba, and South Korea and notably this countries have unique natural attraction ,appropriate tourism policy, environmental best practices and unique created attraction like amuse park monument, museum, art galleries, sports (Croes, 2006, Wilde & Cox, 2008, Elliot & Mann, 2005). Apparently tourism like any other sector faces major global challenges ,notably the doubling of international tourist movement predicted for the next 15 to 20 years will bring considerable pressures if not serious harm on very resources in protected areas like national parks and reserves on which tourism depends. The growth need be managed well; this will require careful planning of the location and types of new development improved and adaption of sustainable environmental management practices and sustainable consumption (WTO, 2014).

The nature and significance of international tourism in Africa is clearly affected by the wider nature of economic development based on endowed resources. Example, Kenya, Mauritius, Seychelles, Morocco, Tunisia, South Africa and Zimbabwe are well established and recognized as tourism destinations globally but facing challenges in enhancing sustainable tourism development. For example, in Zimbabwe, the government decided that land resettlement of local people was a more important objective than wildlife conservation and in the last few years most wildlife tourism ceased to be viable (Ikaira, 2001). A similar scenario is illustrated in Nigeria, Nigeria as a country is supplied with both natural and material assets that can be harnessed to help monetary change of the nation by giving income and outside trade. Along these lines, the travel industry has been found to be an imperative instrument to destitution mitigation, fulfillment of the Millennium Development Goals (MDGs) and reasonable improvement (Olapade, 2012, Olajide and Nwogu, 2012). Notwithstanding the different travel industry assets accessible in Nigeria, there is as yet the absence of foundation and numerous goals do not have the vibe found in created vacationer goals (Olapade, 2012). Tourism industry is a major earner of foreign exchange and contributes about 10 per cent GDP and 9 per cent of formal employment to the Republic of Kenya at national levels (Republic of Kenya, 2010). It is reported to be the fastest growing sector in this country. Tourism sector is recognized to provide sector integration in development, namely environment, agriculture, manufacturing, wildlife, entertainment and handicraft; and has potential for moving the economy up the value-chain as well as promote environmental conservation and generate employment and wealth (Republic of Kenya, 2010). Therefore

the local community and government should endeavor to adapt proper practices in order to achieve sustainability.

It is important to note that Kenya is host to a myriad of rural visual resources, a product of an intricate mix of geological processes, soil characteristics, climatic conditions and human activities (Akama, 2000). The coastal town of Lamu World Heritage site is debilitated by a virtual absence of legitimate administration of legacy, disregard and political interests (Mabulla, 2000). Therefore the effect government and local community practices is eminent, especially western tourist circuit and more specifically Mt Elgon region, with its rich biodiversity and cultural practices faces social, environmental and economic issues such as poverty, human wildlife conflicts, unemployed youth and a fast growing population which is stressing agricultural resources and causing tension between different ethnic groups, which has made the region volatile, a threat to sustainable development (Olubandwa, 2012, World Bank, 2010).

Therefore, it is absolutely indispensable to undertake efforts to make tourism more sustainable regarding all kinds of tourism, at all levels and for all parts of the tourism business from international tour operator to small pension owners. In order to achieve feasible the travel industry, the distinctive on-screen characters ought to participate and animate each other to try the standards. It is therefore significant to determine effect of stakeholder initiatives on sustainable tourism development in Mt Elgon region. Kenya.

1.3 Statement of the Problem

Recent statistical information indicates that tourism is one of the largest and fastest growing industries in the world (WTO, 2013). The travel industry has a conspicuous

impact in the financial improvement techniques of many creating nations. Be that as it may, the travel industry can likewise be seen as a dangerous power, related with negative externalities, for example, the loss of regular scenes, clog, ecological and social corruption. This means that the growth must be well managed, and this requires careful planning of the location, adaption of sustainable consumption and sustainable environmental management practices and more importantly adapting holistic and equitable principles that underpin sustainability. This calls for inclusion of a wide range of stakeholders to develop and manage tourism in a sustainable manner by adapting best practices.

These problems are more likely to be exacerbated where there is a lack of well-designed planning and effective management of tourism development for instance the degradation of Kenya's natural wildlife and coastal beach resources, which historically has been the base of Kenya's tourism industry and more specifically the Mt Elgon region, with its rich biodiversity and cultural practices faces, social, environmental and economic challenges like insecurity, poverty, diversity cohesion and integration, encroachment in protected areas and insufficient entrepreneurship culture (Akama&Kieti,Olubandwa, 2012). Seeking sustainable tourism development in order to achieve the best balance between the economic benefits and the social and environmental impacts is nowadays a challenge to many governments in the world (McKercher, 2003). A study conducted by Misiko (2013) on niche tourism potential at Kit Mikayi infer that local community express willingness to partner with the government and agencies to develop tourism sustainably .Therefore government and local community practices need to be geared towards sustainability .It is

therefore on this background the study embarked to determine the effect of stakeholders initiatives on sustainable tourism development in Mt Elgon region, Kenya.

1.4 Study Objectives

1.4.1 Main Objective

The main objective of this study is to investigate effect of stakeholder's initiatives on sustainable tourism development in Mt Elgon region, Kenya.

1.4.2 Specific Objectives

- i. To determine the effect of government practices on sustainable tourism development
- ii. To investigate the effect of environmental conservation practices on sustainable tourism development
- iii. To determine the effect of local community practices on sustainable tourism development
- iv. To determine the effect of the local destination attraction appeal on sustainable tourism development

1.5 Hypotheses of the Study

H₀1: There is no significant effect between government practices and sustainable tourism development

H₀2: There is no significance effect between the local community practices and sustainable tourism development

H₀3 There is no significance effect between environmental conservation practices and sustainable tourism development

H₀4: There is no significant effect between the destination attraction appeal and sustainable tourism development

1.6 Justification and Significance of the Study

Sustainable development has recently emerged as a key issue in the development agenda for the tourism industry in many developing countries. It may one of the most effective drivers for the sustainable development of regional economies. Many developing countries promote tourism as it offers the potential for creating jobs improving community incomes, and increasing both foreign exchange earnings and government revenues.

In order to achieve a sustainable tourism development and a vibrant tourism industry, leaders in government have a responsibility not only in legal but also in regulatory matters. Consequently the central, regional, local government/authorities and more significantly the tourism ministry is mandate to establish policy and institutional framework in which the tourism industry functions and sustainable tourism development can be achieved. The local community role in the conservation of natural resources, biodiversity, and socio-cultural activity is paramount to sustainable tourism development.

The private sector needs a stable policy regime that enables and encourages the tourism industry to operate responsibly and efficiently, such a regime is essential in implementing long-term policies and increasing prosperity of local communities. It is important to note that different stakeholders involved in the tourism business are responsible for the

implementation of different parts of the principles. Governments, tourism businesses, local communities, NGOs and the tourists can all contribute to make tourism more sustainable. In order to achieve the goals of sustainable tourism, the different actors should cooperate and stimulate each other to put the principles into practice.

The study findings may shed more insight on performance of government at all levels in terms of sustainable tourism development agenda and highlight challenges and new approaches that can promote the tourism industry by enacting policies and regulation. The private stakeholders also stands to benefit from the findings by advocating for partnership and institutionalized legal frame work that promote ,best practices as well as economic sustainability therefore moving towards sustainable tourism development in protected area such as national parks and reserves . More important the local community on which the tourist industry thrive on, may be more informed and be able to make profound decision toward sustainable tourism development in the destination region. Lastly findings of the study may be of value as secondary data for students, scholars and researchers in similar or related studies.

1.8 Scope of the Study

The study focuses on the effect of stakeholder initiatives to sustainable tourism development in Mt Elgon region, Kenya. The study focused on government practices, local community practices, environmental conservation practices and local destination appeal. The study was conducted in Mt Elgon region. It is hypothesized that local community interact with the park and destination tourism resources, and the government agency staff especially Kenya Wildlife Service (KWS) staff in Mt Elgon National Park

(MENP) are interest parties in activities and projects implementers in the destination. The study was undertaken between August and September 2018

1.9 Assumptions of the study

The sample of the of respondents selected was a true representation of the target population under study, the sampling procedures used enabled respondents to have an equal chance of being selected ,the respondents cooperated throughout the study period ,and lastly the respondents gave true and honest information as per the research instruments used in data collection.

1.10 Limitation of the study

The study was affected by the following limitations: The respondents were cooperative though it was during harvesting season most of them where busy on farms there was a feeling of intrusion in their daily schedule more time was needed ,the respondents able to communicate though few respondents need an interpreter this was costly and time consuming. Finally, the weather condition especially heavy rains interfered with the research field study and time schedule since the feeder roads in Mt Elgon region are muddy and only accessible on foot. The field assistant were well trained and up to the task and therefore the questionnaire where administered appropriately. The study focused on effect of stakeholders' initiatives on sustainable tourism development that is government and local community practices, the private sector role was captured in terms of partnership and collaborative aspects with government which is insignificant as pertains sustainable tourism development in the destination.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter is a review of what other researchers have done in relation to sustainable tourism development with a focus on effect of stakeholders' initiatives on sustainable tourism development. The review enabled the study to develop new knowledge from the gaps identified in the literature. A conceptual framework was used to illustrate the relationships between the variables.

2.2 Concept of Sustainable Tourism Development

The beginnings of the practical sustainable development worldview can be followed back to the ecological development in Europe and North American amid the 1960s, and in the Declaration of the United Conference on the Human Environment which contained 26 standards on the conservation of the earth (Cruz, 2003). The term supportable improvement was utilized for the first time in 1972, on an answer to the Club of Rome entitled "The breaking points to development", composed by a gathering of American researchers from MIT (Meadows et al. 1972).

The group analyzed the basic factors that essentially could constrain the development on the planet: populace, agrarian creation, regular assets, mechanical generation and contamination. The report of the World Commission on Environment and Development, regularly known as the Brundtland

Commission, in 1987, conveyed overall regard for the requirement for advancing an improvement that does not jeopardize the earth and considers the current assets. The

Commission report made a solid reason for the United Nations Conference on Environment and Development held in Rio de Janeiro in 1992. Its objectives were expressed as: Establishing another and impartial worldwide association through the formation of new levels of collaboration among States, key areas of social orders and individuals, moving in the direction of universal assertions which regard the interests of all and secure the uprightness of the worldwide ecological and formative framework, perceiving the necessary and related nature of the Earth, our home.

The usage of Agenda 21 and pledge to the Rio standards were reaffirmed at the World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa, in 2002. In 2002, the United Nations authoritatively embraced the Millennium Declaration (UN 2000). Eight fundamental objectives and 18 related procedures for the worldwide advancement plan were defined. Manageable the travel industry is regularly observed as a system concentrated on how best to empower the travel industry advancement while limiting conceivable unfriendly effects

Steiner, C (2006) expressed that there is no other type of improvement that has such huge numbers of broad arms as the travel industry. The test of practical the travel industry improvement is to make utilization of the travel industry's sure effects, upgrading and diverting the advantages into the correct bearings, and to dodge or moderate the negative effects beyond what many would consider possible. It is essential to take note of that distinctive partners associated with the travel industry business are in charge of the usage of various parts of the standards.

Governments, the travel industry organizations, neighborhood networks, NGOs and the sightseers would all be able to add to make the travel industry more feasible. With the end goal to accomplish the objectives of manageable the travel industry, the distinctive performing artists ought to coordinate and animate each other to try the standards. At the end of the day, feasible the travel industry improvement is naturally manageable, financially practical and additionally morally and socially evenhanded. It regards the delicate ecological parity that portrays numerous travel industry goals, especially in earth touchy zones; and it depends on a long haul viewpoint (WTO, 2014). Environmental assurance as a necessary segment of monetary advancement, financial improvement without natural preservation is never again adequate, managing warily with hazard and vulnerability in circumstances where ecological effects of exercises are not known, the favored alternative is to continue circumspectly or not under any condition, until the point that the probable effects can be resolved.

Richard pointedly (2002) attempted an examination in Cyprus and showed the issues that can emerge when neighborhood network is prohibited in the arranging procedure. In the arranging of the travel industry in Cyprus, villagers expressed that they were never incorporated into talks about the travel industry advancement and that the administration did not consider their feelings while building up the proposal to set up a national stop in the region. Manageable advancement is fundamentally about how to adjust the security of nature from human invasions and the utilization of normal assets to help human needs. The idea of feasible the travel industry, as created by the World Tourism Organization (WTO) with regards to the United Nations reasonable advancement process, alludes to vacationer exercises prompting administration of all assets so that monetary, social and

tasteful needs can be satisfied while keeping up social respectability, fundamental natural procedures, organic assorted variety and life emotionally supportive network (WTO, 2008).

The World Organization Tourism (WTO, 2014) report, characterized supportable improvement as "advancement that addresses the issues of the present without trading off the capacity of future ages to address their very own issues" in such manner, it very well may be presumed that maintainable advancement isn't just gotten from the arrangement identified with manageable improvement, but instead the action and practices driven by a few components or goal rehearses such as government practices , environmental conservation practices, destination resource mobilization, and involvement of local community in tourism activity (Cheryl, 2007).

2.3 Stakeholders initiatives

Sustainable development has become broadly acknowledged as the route to a superior future. It has turned into a distraction for arranging professionals, strategy producers, and a region of developing exploration enthusiasm among scholastics. Unquestionably, the conjunction and activities of numerous partners is one of the defining qualities of a travel industry goal. (World Tourism Organization, 2004; Ladkin and Fletcher, 2005). Stakeholders may include: the different levels of government (universal, national, territorial and nearby the travel industry associations); the travel industry designers and business visionaries, the travel industry administrators; non-the travel industry business professionals and the neighborhood network including nearby local gatherings, indigenous individuals' gatherings and neighborhood inhabitants (Freeman, 1984).

According to Buhalis, (2003) Government policy and regulation affects the tourism performance of a particular destination and the government is an essential stakeholder in terms of creating the conditions that lead to the development of a successful tourism industry. Norlida et al (2011) identifies the following five challenges to sustainable tourism on Tioman Island in Malaysia: Inappropriate development, Open burning, improper maintenance of architecture, Poor facility maintenance, insufficient supply of well-trained local guides. Matarrita, Brennan and Luloff (2010) addressed practical challenges of sustainable tourism development in the Costa Rica, which has one of the highest percentages of employment and Gross Domestic Profit (GDP) derived from tourism. The authors found that more integrated planning was needed between tourism practitioners, government tourism officials and academics. Furthermore, a common vision and understanding is needed in terms of what tourism product a country wishes to promote and what type of tourists it aims to attract. Matarrita et al (2010) also suggested the need to evaluate best practices on a global level in order to tailor a sustainable plan relevant to the Costa Rica. Nigeria is an immense nation luxuriously blessed with environmental and social assets. In spite of the tremendous regular assets that possess large amounts of the state and the down to earth exertion by people in general segment (government) to create the travel industry, the craving objective has not been acknowledged because of restricted assets accessible to the state (Olajide&Nwogu, 2012).

Theoretically, the role of local community and government agencies in tourism development in the context of policy and decision- making depends on the type and level of participatory approach within a tourist destination as well as the social economic

factor, education level of the local community. According to Tosun (2008) the power of the local communities to effect decision making as well as policy making will therefore depend on the level of participatory approach being in operation in a particular destination. It is also possible to argue that the success of tourism destinations is affected by natural and cultural/heritage resources to form their attractions bases. (Wilde et al, 2008). Some destinations virtually sell themselves. Australia, for instance, relies heavily on the general quality of its natural assets which includes some World Heritage listed natural attractions such as the Great Barrier Reef and Wet Tropics Rainforests as well as the general scenic landscapes and natural areas.

Recent literature on destination choice asserted that many tourists consider natural attractions as essential drivers behind the selection of a destination and more importantly on tourism sustainability in a competitive global market (Buhalis, 2003). Governments are now seeking sustainable tourism development since it is critical to the conservation of the natural environment, therefore destination efforts to minimize the environmental impacts and manage environmental quality can also be carried out with the help of environmental codes of conduct, environmental programs and awards and effort to fulfill the criteria for their adoption in tourist destination (Olajide&Nwogu, 2012).

2.3.1 Government practices

Seeking sustainable tourism development with the end goal to accomplish the best harmony between the financial advantages and the social and natural effects is these days a test to numerous legislatures on the planet (McKercher, 2003). It is likewise generally perceived that there is a major hole between the making arrangements for manageable the travel industry and its genuine execution. Numerous travel industry development designs

never transform into reality due to, in addition to other things, an absence of data to help arranging, and an absence of viable instruments to empower execution (Briassoulis, 2002; Michelle, 2006).

The tourism sector in Kenya has been one of the key financial drivers creating around 10% of the nation's GDP and 9% of aggregate formal business. In 2010 for example, remote trade income from the area ascended by 17.9% to KSh 73.7 billion out of 2010 from KSh 62.5 billion of every 2009. Further, because of its numerous linkages to different divisions (counting agribusiness, assembling, keeping money and fund, untamed life, amusement and painstaking work), tourism has indicated incredible potential to produce business and riches (GOK, 2007). Such substances have seen the segment being given vital significance in the nation's financial improvement motivation. For example, the Economic Recovery Strategy for Wealth and Employment Creation (ERSWEC) 2003-2007 and the Vision 2030 (GOK, 2010) perceived the commitment of the tourism area to the nation's monetary development, natural manageability and making of openings for work.

To realize the sectors contribution to the country's socio-economic development, several policies and strategies have been outlined including the National Tourism Master Plan, Tourism Policy, The Tourism Bill 2010, and the Vision 2030 among others (GOK, 2010). Within the Vision 2030 for instance, Kenya aims to be one of the top ten long-haul tourist destinations in the world, offering a high-end, diverse, and distinctive visitor experience (Akama&Kieti, 2007, World Bank, 2010). The subject of tourism policy has been examined extensively, however there is little evidence of progress in addressing policy issues (Akama, 2002, Mayaka&Akama, 2007). There have been a number of

practices to draw long-term policies and plans for Kenya's tourism system (GOK, 2006, GOK, 2008).

As Ikiara (2001) notes, inadequate implementation of policies and weak policy conception and formulation are perhaps the key shortcomings of such practices. In convergence with this observation, the Ministry of Tourism acknowledges in its strategic plan to realize the set goals and sustain tourism development, various policy changes need to be completed (GOK,2008). In the recent years some authors have questioned the policy formulation and planning approaches and in particular the need for more inclusive context-based approaches to the process. One of the relevant issues dealt with in the new constitution of 2010 is the perceived inequitable distribution and use of resources, particularly land, upon which tourism depends (GOK, 2007) .

There are those who have held the view that whereas tourism consumes resources at the largely rural destinations, the favorable economic impacts are not effectively felt as distribution of revenue is always at discretion of the central government, often, in disregard of regional economic and social needs. It is around such issues that political unrest following 2007 national election revolved. However, despite of the country's rich endowment with a unique blend of vacation destinations spread all through the nation (containing tropical shorelines, inexhaustible untamed life in regular environments, grand excellence, a geologically different scene and various societies from the nation's 42 ethnic networks), tourism in Kenya has dependably been solely fixated on two land regions: south drift shorelines and a bunch of diversion stores and national parks (World Bank,2009 , Mutinda& Mayaka,2012).

2.3.1. a Government policies

Many studies seem to support the argument that government policies may drive tourism development and may provide a general setting that actively encourages growth and at the same time removes unnecessary restrictions or burdens (Akama & Kieti, 2007). Effective government policies would also benefit the industry in terms of attracting international investments, and facilitating the movement of tourists in and out of the country (Crouch and Ritchie, 1999). It's important to note that some studies outside the tourism literature also found a positive link between effective governments Policies and tourism industry performance (Wilde et al., 2008).

Government policy and regulation affects the tourism performance of a particular destination and that it is an essential stakeholder in terms of creating the conditions that lead to the development of a successful tourism industry. Norlida et al (2011) identifies the following five challenges to sustainable tourism on Tioman Island in Malaysia: Inappropriate development, Open burning, improper maintenance of architecture, Poor facility maintenance, insufficient supply of well-trained local guides. Norlida (2011) further pointed out that poor government planning is a major impediment to sustainable development on Tioman Island. Conflicting mandates between the state government and the managing body of the Marine Parks have resulted in planning deficiencies, poor distribution of benefits and dissatisfactions.

Matarrita et al, (2010) addressed practical challenges of sustainable tourism development in the Costa Rica, which has one of the highest percentages of employment and Gross Domestic Profit (GDP) derived from tourism. The authors found that more integrated planning was needed between tourism practitioners, government tourism officials and

academics. Furthermore, a common vision and understanding is needed in terms of what tourism product a country wishes to promote and what type of tourists it aims to attract. Matarrita et al, (2010) further emphasized the need to evaluate best practices on a global level in order to tailor a sustainable plan relevant to the Costa Rica.

Litvin and Fyffe (2008) assessed feedback from professional managers in Jamaica on the country's ten-year master plan of sustainable tourism development. This plan sought to diversify the nation's tourism product to promote cultural heritage and conserve biodiversity. The authors found that an improvement in infrastructure was needed and that citizens were not incentivized to support the tourism industry. Litvin et al., (2008) also found that a major challenge lays in the highly centralized government structure that result in weakened local representation and a low level of community participation. Litvin et al., further found a total of 13 sustainable tourism policy making related studies including a study by Harrison, Jayawardena & Clayton (2003), which addressed policy coherence and sustainable tourism development in the Caribbean. The authors discuss the importance of environmental and social interests when constructing long-term economic plans for a country. They further asserted that fiscal policy plays a crucial role in the success or failure of a sustainable tourism plan, for example, the extent of state ownership, tax reform and subsidies.

Harrison et al, (2015) argued that ultimately, a flexible integrated plan that includes macro and micro interests will allow for Caribbean nations to develop long-term environmental, social, cultural, economic strategies geared towards sustainable development in tourism industry.

Croes (2006) undertook research on sustainable tourism development in the Nepal, based on rich inventory of biodiversity and cultural heritage in Nepal, The authors found that a comprehensive legislative plan was needed in order to manage land use, local community practices and indicators to measure compliance in promoting tourism development. Recognizing that wildlife needs space both inside and outside parks to flourish without intensive management or ecological impoverishment, this space would be secured as a result of the local people's willingness to accommodate wildlife on their properties (Mayaka,et al.,2007). Mayaka et al also alludes that such an accommodation would arise from policies encouraging local community to incorporate wildlife resources with other forms of land use and reaping the benefits through tourism and game bird shooting. Game hunting, live animal trade and game cropping were banned in Kenya pending the review of the wildlife policy and Act as well as the formulation of a tourism policy (Akama, 1999). However attempts to have a new wildlife policy and Act have been riddled with politics, blame games and lack of understanding between stakeholders. To date none of these two key documents has gone through the approval process.

Akama further states that, in order to implement this long term strategy, it has become necessary for wildlife officers to be facilitators and advisors to local communities on how to co-exist with the wildlife and be good conservationists so as to enhance proper wildlife resource management by protecting and conserving wildlife inside and outside the park with a view to promote tourism development. Kenya has a total of 26 national parks and 30 national reserves.

Ndivo et al (2012) asserts that despite designating some protected areas (PAS) for wildlife conservation, not all wildlife is in these areas since a considerable portion of it is

found outside PAs. However animals sometimes leave the PAs and roam on people's lands causing damage to people and their properties. This means therefore that most wildlife in Kenya spends a substantial amount of time on people's land, usually leaving havoc in their wake yet they accrue very few benefits from wildlife or wildlife based tourism. The rural peasants lose more than they gain from wildlife in PAs (Ndivo et al., 2012). As a policy issue, the Government of Kenya encourages public, private individuals and Institutions to establish and maintain networks that promote cultural tourism while ensuring that cultural products and services are not unduly exploited and/or corrupted. The Government actively assists individuals, public and private institutions/organizations, communities in organizing, managing and marketing cultural products through festivals and services (National Policy on Culture and Heritage, 2009). This has over the years led to negative attitudes among local people as well as hostility, mistrust and resentment. The problem has been aggravated by lack of benefits. A study by Ndivo et al (2012) recommends the adoption of a tourism development strategy in Kenya that would not only seek to promote the country as one destination with varied tourist attractions, but one that would adopt a bottom-up approach, primarily focusing on developing the individual tourist attractions as a way of ensuring a country-wide competitiveness.

2.3.1.b Government Partnership and collaboration

Nigeria is a vast country richly endowed with ecological and cultural resources. Notwithstanding the tremendous natural assets that possess large amounts of the state and the even minded exertion by people in general segment (government) to create tourism, the longed objective has not been acknowledged because of restricted assets accessible

to the state. The private part can add to tourism advancement to supplement government endeavors. This is in acknowledgment of the way that the endeavors of the two parts can prompt quick advancement of tourism industry in the state (Olajide et al., 2012).

Harrison et al., (2015) implies that tourism can possibly upgrade lives in a manageable structure through riches creation, decision, advancement and rivalry, for tourism to accomplish the made reference to administrations, and furthermore to end up a key development zone of the state economy, there is requirement for significant open and private segments' joint effort. There is require administrations of both created and creating nations to grasp best practices to build up the tourism business. These works on concurring Miller (2001) include laws to top the move of cash all through the nation, giving assessment, motivating forces for financial specialists, limiting the privileges of exchange associations accelerating the procedures of arranging, arrive buy and attempting to guarantee political security.

The private sector on its part has been giving finances utilized in building lodgings, event congregations, media transmission, transportation, recreational focuses, and supporting infrastructural advancement. All these are gone for expanding send out and animating tourism industry (Litvin&Fyffe, 2008). Adekola et al (2016) additionally focused on that tourism related open/private association for the most part has enrollment made out of government authorities, tourism entrepreneurs and chiefs. These associations are being utilized increasingly to support the advancement and improvement of tourism. With the organization people in general area (government) gives foundations, make constructive and improvement arranged laws. The private area on its part gives reserve to the framework (frequently with the assistance of assessment refund motivators). Together,

the two parts can advance practical tourism improvement through coordinated effort. The development of tourism in any giving society or state is predicated upon the viable working of both open and private areas. The two areas must assume a reciprocal job if tourism is to wind up the key development segment of any country (Mbaiwa J. E, 2002).

While focusing on the significance of open private division association in vacationer industry, Olajide et al., (2012) noticed that when open (government) area gives the required stage or offices, private part presently utilizes these offices to give administrations to voyagers. This will upgrade the economy of the country through assessments got from both the offices and administrations gave. For example in Thailand, the administration spent a tremendous total of cash to tar the streets, settle the political circumstance and make the earth to be spotless. At that point the private segments encouraged in working of inns, carnival, and arrangement of arrangement of media transmission (Onyeozu ,Adekola &Nwogu, 2016).

Onyeozu et al., (2016) additionally underlined that for tourism industry to create, both open and private segments must build up an inspirational mentality towards the business, generally the business would not prosper. Nwogu (2013) expressed that the basic path for tourism advancement and improvement choice to be made and financed is through open and private associations, open and private cooperation in an association whose individuals incorporate government authorities and private speculators.

Government marketing initiatives

Ndivo et al (2012) asserted that Regional and national partnerships between the private and public sector in tourism development should be embraced as this forms the power

behind successful tourist destinations. Tourism marketers need to play a more aggressive role in providing information to the domestic market and facilitating the making of holiday decisions. The fact that most of Kenya's domestic market rely more on personal experience and the least the internet and travel agents and tourism/ hospitality marketers, clearly indicates the limitations the market faces as far as sources of travel information is concerned. This therefore calls for the tourism marketers to bridge the gap and equally concentrate on the domestic tourist market just like the international market. Effective governance, policies and tools need to be in place in order to plan, guide, support and coordinate sustainable tourism development. In terms of governance at the international level, organizations like UNWTO have a leading role to play in fostering international partnerships, liaisons between multinational bodies and engagement with the private sector and civil society (World Bank, 2010).

At the national level, the opportunities which tourism offers for sustainable development need to be recognized by governments, inter-ministerial liaison groups and multi-stakeholder bodies should be formed, and adequate budgetary resources should be allocated to ensure tourism's sustainability. At the local destination level, effective coordination is needed with national structures, alongside local multi-stakeholder management structures, adequate financial and human resources, and community engagement. Vertical coordination across all three levels is imperative (World Travel & Tourism Council, 2014, WTO, 2014).

2.3.1. d Government initiatives in promoting peace and security

The procedures associated with supportable tourism improvement particularly partner exchange and network commitment can help modify connections and trust between

gatherings in post-strife circumstance. To add to harmony and compromise endeavors, tourism improvement should be installed in an on-going harmony process. All gatherings must be influenced mindful of the potential advantages of tourism, with the end goal to boost compromise endeavors. Additionally, coordinated effort between and inside nations is crucial for facilitating wellbeing and security over the tourism segment. Advancing security additionally requires completely coordinating tourism into global and national security frameworks, combined with auspicious, exact and frequently refreshed tourism warnings, and supported, open media commitment (WTO, 2005).

Tourism can add to building a culture of harmony, if all partners effectively seek after harmony delicate tourism that is, tourism which considers nearby conditions and includes neighborhood networks in all basic leadership forms (Tosun, 2003). For a reasonable advancement of vacationer goals, there are various key factors that must be contemplated. Notwithstanding factors like overseeing dynamic development, environmental change, destitution mitigation, and support for protection, sightseers and occupants security is a critical thought. Vulnerability with respect to security can decide noteworthy changes of touristic streams, so inhabitants and vacationer's wellbeing turns into a worldwide issue for a manageable tourism. Indeed, even with the best endeavors, a vacationer goal can't create or be restored except if it offers an abnormal state of wellbeing and security (UNWTO, 2016).

2.3.2 Environmental conservation practices

Most experts seem to agree that sustainable tourism development has become a strategic goal for world-class destinations. Real goals are looking for safeguarding for who and what is to come and investigating economic improvement systems and strategies. The

writing additionally appears to help the recommendation that ecologically feasible goals can emphatically influence tourism execution (UNDP, 2005). UNDP additionally demonstrated that vacationers display expanding ecological good faith when looking for visitor goals. Governments are presently looking for practical tourism advancement since it is basic to the preservation of the common habitat .Sustainable tourism can likewise help enhancing the picture of a specific goal.

Shamwari diversion save established in 1992 in Eastern Cape, the save has been an exhibit undertaking of protection and tourism in cooperative energy. At the point when the save was first established, it began with just 7 individuals, their objective was to make preservation productive, so the idea and the hold can continue into the future the territory of the save is remarkable in light of the fact that it contains the five uniting environmental bio-frameworks (Mabulla 2000).This extraordinary characteristic component joined with adequate summer and winter rainfalls encourages an unequaled decent variety of untamed life. In its push to make amicability among untamed life and regular habitat, The Shamwari Game Reserve adopts a methodical and logical strategy to guarantee that re-stocking strategies are step by step and entirely pursued so no assets would be over-focused. Shamwari untamed life division set up in 1996, Pioneered ecotourism in Eastern Cape district of South Africa and driven resurgence of other tourism programs, guaranteeing that the trustworthiness of natural life and biodiversity is kept up inside the rich biological communities of the Shamwari save. What's more, more eminently elevated nature progressives to keep up the maintainability of all situations inside the save and the nature of the untamed life encounter (WTO, 2006, Lubbe, 2005).

Another example of overcoming adversity in tourism maintainability in Zambia's South Luangwa National Park, an incredibly famous untamed life safe house, is at the southern the vast majority of three national stops in the valley of the Luangwa River under the administration of Bush camp Company. The essential worry of The Bush camp Company's responsibility to the natural life and individuals of the South Luangwa are ecological preservation and manageable salary age, through joining forces nearly and viably with both the neighborhood network and protection NGOs. By adjusting natural best work on, presenting sun powered innovation all through the Bush camps and Mfuwe Lodge for the warming framework, lighting, charging, ice chest coolers, and water pumping, utilizing economically sourced timber, and setting up tree planting programs and executing Green waste administration framework to guarantee limited ecological effect. The Bush camp Company's persevering endeavors and commitment towards mindful tourism through a decade ago have not just reinforced the nearby network and shielded the normal legacy in Luangwa Valley, yet in addition have set a fruitful plan of action in Zambia .By putting instruction and network advancement as essential concerns, cooperating with the neighborhood preservation associations, its different endeavors have not abandoned reward (Lubbe, 2005).

An ongoing basic investigation by Laudati (2010) uncovered the multifaceted nature of issues that radiate from the convergence of good natured preservation, tourism, and rustic neediness mitigation in Buhoma, a town nearby Bwindii invulnerable national stop in Uganda, and a principle gorilla following section point. This has represented a test on practical tourism improvement in the district. In Kenya ecological dangers exist in national stops and diversion saves especially poaching. Further, Kenyans regularly

participate in action in and around vacation spots that neglects to continue the untamed life of the area. Furthermore, the expanding populace in the locale has prompted human infringement into untamed life territories, for example, timberlands and prairies.

This has prompted human-natural life clashes bringing about the movement of some creature species to different territories. Given these difficulties, it is essential to for every region to seek after methodologies went for patching up the part to outfitting towards practical tourism advancement (Olesiptiek, 2013).The term condition alludes to the physical condition that incorporates common and synthetic segments. In a more extensive sense, social and social situations are likewise considered (Ross and Hall, 1996a) the investigation will center on the physical condition. Ecological quality alludes to the nature of the common highlights of the goal that can be weakened by human exercises. Regular highlights like delightful landscape, common hydrologic structures, clean water, outside air and species assorted variety can experience the ill effects of contamination and along these lines lose their allure.

As indicated by Richie and Crouch (2003) ecological quality is a fundamental piece of the nature of the normal attractions. In like manner, keeping up an abnormal state of generally ecological quality is critical for the aggressiveness of most sorts of tourism goals and Environmental maintainability is the upkeep of the components and practices that add to the nature of the earth on a long haul premise. The estimation of this factor underscores the general suitability and soundness of living frameworks in their unique and far reaching measurements. Further, natural administration is ordered into four gatherings: administration by sets of principles, without anyone else created ecological practice, by ensured or granted best practice and by accreditation plot (Lubbe, 2005).

The reception of sets of principles raises the level of understanding the tourism and condition cooperation's, increment natural consciousness all things considered and furthermore makes political help for ecological exercises. As a rule, making or endorsing such a code is a phenomenal quick advance in making natural agreement in the goal. Be that as it may, for goal directors, natural accreditation plans are substantially more agent on the off chance that they offer criteria for administrative acting and a notable (promoting) logo. Surely understood logo is a decent base for goal ecological picture administration by green marking. It makes appropriate ecological picture of a goal and in this manner can be an intense instrument in expanding the aggressiveness of the goal (Ritchie et al., 2003).

Administrative endeavors to limit the natural effects and oversee ecological quality can likewise be completed with the assistance of natural sets of principles, ecological projects and grants and exertion to satisfy the criteria for their selection. Sets of accepted rules can build the goal ability to protect the earth, yet are not as helpful for the administrative acting. Granted accreditation plans, for example, Blue Flag can make the ability structure and bolster the activities to protect the earth and are significantly more valuable for goal chiefs. (Ritchie et al, 2003)

Kenya positions high as far as biodiversity. It is viewed as one of the world's mega assorted nations with an esteemed untamed life legacy like that of Brazil, Indonesia, Congo, Madagascar, Tanzania and South Africa. Kenya's untamed life legacy incorporates around 21,575 creepy crawlies, 1,133 feathered creatures, 314 warm blooded creatures, 191 reptiles, 180 freshwater angle, 692 marine and saline fish and 88 land and water proficient species (Ndivo et al., 2012).

As indicated by Mabulla (2000) The Kenyan government joint effort with the nearby networks in vacationer goal and other partner has gained critical ground in tourism. In rundown tourism not appropriately arranged and oversight can leave changeless impressions on the physical, social, social and monetary condition of goals .tourism advancement can be distancing to nearby occupants, packed, loud, and compositionally boring and place weight on the foundation. Improper sorts and sizes of improvement may emerge due to free enterprise tourism approaches and absence of national, local and neighborhood arranging and control. Government and stakeholders in the tourism sector has a responsibility to ensure that in the development of tourism long term prosperity and the quality of life of future generations are not placed at risk (Dwyer et al., 2003).Destination attractiveness and its sustainability can be increased by proper management of environmental quality of a destination (Mihalic, 1998, Hassan, 2000). Mihalic further argued that destination sustainability can be enhanced through such practices as codes of conduct, self-developed environmental practice, certified or award-based best practice and accreditation schemes.

2.3.2.a Environmental codes of conduct

Environmental Codes of Conduct for Tourism vary greatly in coverage, scope and content, there are national, regional and international industry codes. They address the tourism industry, host communities, visitors or governments and other authorities. For destination managers it is of limited value, because it neither guides environmental action nor suggests its nature. In the event that the code is composed by a national or global association, standards will be more extensive and more theoretical. A model is the WTO implicit rules The Tourist Code calls for regard of the regular and social legacy from the

side of the voyagers (WTO, 2005). The Tourism Bill of Rights supports the states that they should ensure the tourism ecological (WTO, 2001f). On the off chance that the code is composed via transporters, visit administrators or different gatherings in tourism, the standards will be adjusted to the sort and size of business, yet will in any case remain standards of restricted an incentive for administrative acting.

They are typically a blend of vital arrangements and general standards with pretty much sign of the move ought to be made, Codes of lead regularly perceive the significance of the natural highlights for tourism and call for ecologically benevolent conduct. Embracing an ecological code could be the initial move towards submitting the association or vacationer goal to natural duty, could contribute altogether to expanded ecological mindfulness, empower ecological coalitions in the tourism business and goals and make a structure for political help EcoNET (Awards and marks, 1998) records around thirty generally known natural sets of principles, the UNEP Industry and Environment (1995) ponder more than thirty. It could be argued if there are too many. Many of them are rather specific and take into account the specific needs of the author organization, body, association or political alliance (WTO, 2001, UNEP, 2005).

2.3.2.b Self-declared environmental practice and certified good practice

The second group of environmental management approaches is self-declared environmental practice. The term in this paper covers uncertified environmental management by different environmental activities and programs that are carried out by tourism organizations and other bodies located at the destination. These exercises can act naturally created by a hotelier or transporter or presented by (neighborhood) advisors. On

the off chance that the declaration or name is granted, it falls into the classification of self-announced names (WTO, 2014).

The tourism industry and goal supervisors have perceived that obscure and self-created natural projects and activities are of restricted showcasing esteem in cultivating the ecological intensity of the goal (Norlida, RedzuanTamat and Zaimah, 2011, Hassan, 2000) .Jamaican broadly created natural administration framework (EMS) was intended for little inns that anticipate the appropriation of the globally perceived Green Globe endorsement for the inns. The objective of the EMS is to improve the ecological picture of Jamaican inns and goals by a globally perceived declaration (Mihalic, 1995).The Green Globe environmental award is an example of the internationally recognized environmental certificate for improving environmental practice that currently has over 500 members in 101 countries including hotels, airlines, car hire companies, tour operators, travel agents and tourism boards. (UN, 2002b).While there are many environmental practice models and logos in the tourism and travel industry there is a need for a more systematic approach in order to enable better communication of environmental performance to visitors and other audiences(Stronza,2009).

2.3.2.c Environmental accreditation scheme

Environmental accreditation awards, labels and seals are granted by third parties and based on determined criteria that train the goal supervisors regarding which natural commitments to satisfy. Eco-accreditation plots more often than not give criteria to earth friendlier tourism items, inns, visit administrators, travel specialists, office administrators, marinas, shorelines and visitor (UN, 2002b, Norlida et al., 2011).

2.3.2.d Environmental quality

Environmental quality refers to the quality of the natural features of the destination that can be deteriorated by human activities. Natural features like beautiful scenery, natural hydrologic structures, clean water, fresh air and species diversity can suffer from pollution and therefore lose their attractiveness. According to tourist demand, environmental quality is an integral part of the quality of the natural attractions. As needs be, keeping up an abnormal state of by and large natural quality is critical for the maintainability of most kinds of tourism goals (Miller, 2001) and along these lines an essential worry for goal supervisors. The nature of characteristic attractions is a piece of value goal. Ecological quality can be advanced by improving preservation mindfulness among local people through government funded training and expansion, workshops, courses, open encourages and other social gatherings will excite individuals' mindfulness about the significance of biodiversity, culture and synthetic attractions as tourism assets and the need to save them (Croes, 2005, Stronza, 2009, Choi et al., 2006). This will likewise re-stir the neighborhood individuals' advantage and pledge to preserving this precious tourism asset for their own advantage (Akama, 2002).

2.3.3 Local community practices

The notion of community participation in tourism originates from the general concept of community participation in development studies (Tosun, 2000). Open private division associations in network support are frequently one stage expelled from governments and raise issues about responsibility and nearby vote based system. Since various open and private gatherings expected diverse kinds of network interest to accomplish their own points that may strife with one another. (Tosun, 2000) In 1985, Travel: Community

Method, distributed by Peter E Murphy, first presented the idea of the network support in tourism advancement. The people group cooperation in tourism was additionally viewed as one imperative piece of maintainable improvement in 21st Century Agenda about Tourism issued by The World Tourism Organization (WTO), World Travel and Tourism Council (WTTC) and Earth Council (WTO, 2005).

It is trusted that participatory advancement approach would encourage execution of standards of manageable tourism improvement by making better open doors for neighborhood individuals to increase bigger and more adjusted advantages from tourism advancement occurring in their territories which may guarantee both guest fulfillment and advantages for the inhabitant of goals zones. Some Chinese researchers clarify that the network investment in tourism has just turned out to be one of critical elements and the fundamental protection in keeping supportable improvement of tourism, and has just turned out to be one essential and powerful method for the network advancement in minority locale and in west China. (Jang et al, 2002) With the network interest in tourism and the acknowledgment of the incredible network benefits, the potential clash of partners and the deterrents of tourism improvement can be killed (Scheyvens, 2002).

By working the little element and acquiring a few advantages, individuals would effectively ensure tourism assets and bolster the tourism advancement which advances straightforwardly or quicken nearby social culture progress (Jang et al., 2002). In the meantime, attributable to the financial improvement standard, social framework, national strategy, inhabitants' conclusion of significant worth, the profundity and impact of network investment were limited (Scheyvens, 2002). Tosun (2000) examined and disclosed the impediments to the participatory tourism improvement approach with

regards to creating nations. It ought to be noticed that there are various contrasts among China and western social orders for network cooperation of tourism improvement process.

For instance, the expansion in worldwide business and relaxation travel in Abu Dhabi has prompted private interest in Saadiyat Island, a blend of private and recreation extends off the shore of Abu Dhabi. When finished, the island will go about as a center of worldwide business and upscale social area giving a host world class courtesies for traveler and occupants of Abu Dhabi, including access to a world class title green and also parts of the Louver and Guggenheim exhibition halls (WTO, 2014).

Interest is a procedure through which partners, among them the neighborhood networks who are regularly the planned recipients of network tourism, impact and offer command over improvement rehearses and the choices and assets which influence them (Yorkshire ,2000). Cooperation, accordingly, looks for coordinated effort or organizations and the responsibility important to guarantee manageability of tourism advancement hones (Participation in preservation is seen as alluding to the nearby individuals' dynamic contribution in overseeing ensured zones, and there is expanding acknowledgment that without this association, protection endeavors have minimal possibility of achievement. Tosun (2000) characterizes nearby investment as the capacity of neighborhood individuals to influence the result of improvement ventures, for example, ecotourism that affect their lives.

As indicated by Yorkshire (2000), network support is a part of giving neighborhood individuals more chances to take part adequately being developed exercises. These

incorporate enabling individuals to assemble their very own ability, be social on-screen characters as opposed to aloof questions, deal with the assets, settle on choices and control the exercises which influence their lives. A World Bank give an account of network cooperation, make a helpful qualification between four levels of power in nearby investment. Data sharing where venture originators and administrators share data with the general population with the end goal to encourage group or individual activity and this is the principal level. The following level of support is meeting where people in general isn't just educated, yet in addition counseled on key issues at a few or all phases in a venture circle (World Bank, 2014).

Basic leadership is the third level where general society is associated with settling on choices about undertaking structure and execution. The most abnormal amount of nearby cooperation is called commencement activity. This happens when general society steps up with regards to terms of activities and choices relating to the undertaking. This last stage regularly empowers neighborhood individuals to approach benefits collecting from natural life, tourism and related exercises and tasks. (World Bank, 2010) Community tourism has advanced from different models of network cooperation being developed. Coercive neighborhood interest likely alludes to what Kibicho (2008) discovered while looking at the degree to which nearby individuals take an interest in Kenya's beach front tourism.

His examination, in addition to other things, distinguished that there is a linkage between neighborhood individuals' association in tourism exercises and their help for its advancement. It is most likely imperative to contend from here that a key thought in tourism advancement is supportability, which can't be accomplished without

neighborhood individuals' help (Yorkshire, 2002). This suggests neighborhood individuals' investment, a western belief system which rose after the disappointments of social and political hypotheses about how social orders ought to be sorted out and how advancement should occur (Tosun, 2000), looks to address supportability for tourism industry improvement, in addition to other things. While manageability is the center target of network cooperation tourism .Scheyvens (2002) additionally contend that network interest looks to enhance the welfare of the nearby network and, maybe in particular, win their help in protection of tourism assets.

This implies network interest is inescapable and basic for tourism improvement on the grounds that most vacation spots exist in neighborhood networks or in their regions and much of the time exist together one next to the other with the networks, for example, in untamed life regions. Furthermore, tourism happens among neighborhood networks and they are the ones who regularly bear the tourism harm and by and large they shape some portion of the traveler items and experience that guest's look for (Tosun, 2000, Kibicho, 2003). It is for the previous reasons that neighborhood network association and interest in the tourism industry serve to guarantee the assurance of these vacationer items and administrations through compelling cooperative administration of the industry focused towards a greater network driven arranging approach that ensures solid network bolster for fruitful tourism improvement (WTO, 2002f, Tosun, 2000).

It is additionally inside this setting reasonable tourism and network interest are in effect progressively connected. This happens generally through network based associations which have effectively been engaged with the advancement of activity designs went for lessening issues of unpredictable waste transfer in some low-salary neighborhoods. Amid

the frontier time frame, neighborhood individuals were viewed as an obstruction to protection and the administration of the national stops and holds was portrayed by pressure and control. An examination did in Tanzania where nearby individuals in Barabarani town in MtowaMbu are generally associated with the basic leadership process by being permitted to have benefits gotten from the undertaking, and are additionally permitted to settle on choice on path forward on the issues of protection in the task worried as a reasonable method for including the neighborhood network in tourism improvement (Muganda, 2009). Muganda additionally noticed that there is a total connection between tourism advancement and the earth and financial improvement; this implies if tourism is to add to maintainable advancement, at that point it must be monetarily feasible, naturally touchy and socially fitting.

As indicated by Okazaki (2008) a network alludes to a gathering of people living or working inside the equivalent geographic region with some mutual societies or basic interests. This geological meaning of network is fundamental to see how network advancement is connected or the capacity of a network to enhance tourism improvement. Tosun (2000) Defines nearby network as a gathering of individuals with a typical character, who might be associated with a variety of related parts of vocations, that has standard rights identified with the zone and its characteristic assets and a solid association with the zone socially, socially, financially and profoundly, this definition will be adjusted for this examination . (Scheyvens, 2002) Therefore, tourism improvement can be inane if it's financial and natural advantages don't stream down to the neighborhood networks. In like manner, the manageability of nature-based tourism improvement in Least Developed Countries (LDCs) in a route lies in the hands of neighborhood networks.

As per Muganda (2009) neighborhood networks have verifiably coincided with the secured territories the key tourism attractions. Kibicho (2008) additionally declare that tourism advancement and preservation that denies the rights and worries of nearby networks is reckless, if not illicit. In this manner, the association of neighborhood networks in tourism advancement can't be ignored because of their critical jobs.

Stronza (2009) state that including the neighborhood networks in tourism improvement inside and around ensured territories is essential in conquering any hindrance in between. Finally, the community participation approach to cultural tourism may lead to capacity building in the local communities who develop and grow in this way. Many skills and insights gained during development of cultural tourism may lend themselves to other projects and developments that are badly needed in many communities across the continent. Usually success breeds success, and success in local community development mean community independence and sustainability.

2.3.3.a Community activities

Socio-economic characteristics of a given community are the profile, the people, activities, cultural background, attitude and behavior of that community. It includes economic status, household income/assets, and leadership structure as well as value systems (Honey, M. & Gilpin, 2009). According to a report on the social and cultural impacts of tourism in southern Australia, pointed that mainly tourism negative impacts are socio-cultural as an outcome of lack of information, false impressions, misinformation, poor communication and poor knowledge. (WTO, 2001) Open communication channels, proper consultation, transparency and involvement at the

community level at all stages of the planning process can aid in communities taking ownership of their tourism product thus creating positive impacts(Mbaiwa J. E, 2002).

Mbaiwa further asserts that there is a cumulative relationship between tourism development, environmental and socio-economic development, this means that if tourism is to contribute to sustainable development, then it must be economically viable, ecologically sensitive and culturally appropriate .This suggests that an economic initiative in tourism should be based on the idea that economic development should conform to the concept of sustainable development(Hall, 2002).Several studies have shown that financial returns from community-based natural resource management and tourism ventures in Namibia usually exceed their investments and are thus a viable option for generating sustainable economic returns, while promoting environmental conservation and cultural traditions in rural areas (UNEP& WTO, 2005).

There is now evidence of a successful introduction of the Pro-Poor Tourism (PPT) approach by the Namibia Community-based Tourism Association (NACOBTA), a non-profit organization that supports poor local communities, including small entrepreneurs with inadequate skills or access to financial resources in their efforts to develop tourism enterprises in the country. World bank report further noted that the PPT approach aims at expanding employment and business opportunities for the poor and providing adequate training to enable them to maximize these opportunities, by enhancing participation of the poor in planning, development and management of tourism activities pertinent to them, removing some of the barriers for greater participation by the poor, and encouraging partnerships between government agencies or the private sector and poor people in developing new tourism goods and services (Kibicho, 2005) .Tourism depends

on these but also on natural capital like wildlife and culture, which are assets that some of the poor have, or are gaining increasing control over where decentralization and devolution of tenure are occurring, tourism is often reported to be more labor intensive than other productive sectors, there is a greater entrance of women and the youth in the job market, and it is also a more multi-sector industry than many others and can build upon a wide range of resources.(Matarrita et al.,).It is important to note that tourism is increasingly becoming an important economic sector in many developing countries.

For host communities, participation and employment are essential objectives in any tourism initiative that seeks to address issues of poverty. According to Tourism Dieke (1994) tourism industry in South Africa has been woe fully protected from foreign competition, demanding long-stay tourists of homogenous clientele. As such, the potential of the tourism industry to spawn entrepreneurship, to create new service (e.g. local entertainment, handicraft etc.), to drive other sectors of the economy, to strengthen rural communities, to generate foreign exchange and to create employment has not been realized. Some communities in Kenya that have allowed access to their land have seen their lifestyles improve through increased revenue in form of wages, land leases and development funds (Akama, 2000).

Sustainable tourism is largely an ecotourism venture which has helped many communities develop and leverage poverty levels. Some ecotourism projects have built boreholes, schools and clinics for local communities. Notable community tourism projects include Ngwesi and Tassia in Laikipia County, Sarara in Namunyak, Shompole in Magadi and Losikitok in Amboseli. They range from complete community management to a partnership with an investor that provides capital for building guest

houses and related facilities (Ole siptiek, 2013, Muganda, 2008). The projects may still suffer from other factors such as cultural attitudes and exploitation by tourism practitioners from outside the communities. As a poverty intervention strategy, tourism probably does not compare with more direct tools, such as investment in health, education and agriculture. But as a strategy for promoting broad-based growth, which is also assumed to be essential for achieving poverty elimination, pro poor tourism can be valuable.

Various tourism products have different impacts on the poor. Some of them, such as rural tourism, eco-tourism and cultural tourism, are considered to have a high impact on the poor especially in terms of job creation, handicraft development. Cultural resources are commodities that can be sold by allowing people to see or visit them for purposes of visual enjoyment and recreation, memorial curiosity and historical satisfaction, academic and scientific investigations, camping and picnicking and souvenirs purchases. So the challenge is to put in place effective and practical strategies so as to make this potential commodity marketable. Once these cultural resources become really commodities then, appropriate strategies are necessary so as to use this commodity to alleviate poverty in the community, thus fostering sustainable tourism development. (Ole siptiek, 2013)

2.3.3.b Employment opportunities

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

labor mobility allows companies access to a larger pool of skilled workers (WTO, 2005). The extent of participation is determined by the extent to which local communities are able to leverage knowledge and skills as resources for entrepreneurship (Ole Siptiek, 2013).

This means that local people should be able to turn cultural and heritage resources into marketable products of profitable value. In most cases local communities lack knowledge of the scale, volume and economic significance of tourism, and these result in lack of enthusiasm in participating in tourism development issues, thus translating to less than expected benefits for local communities'. There is need for fundamental education in target communities to accompany tourism development. Local communities must develop strategies for receiving and interacting with tourists as well as displaying themselves and their visible culture (Ole Siptiek, 2013, Akama, 2002).

2.3.3.c Community projects

In Thailand, cultural tourism is often recognized as a perfect example of sustainable community based tourism for community development. The reason for this is mainly that local community practices in the development and practice of these projects is supposed to be high, and that the whole community benefits from the projects. Community development is at the heart of cultural tourism in Thailand (Yorkshire, 2000).

Tourism is increasingly becoming an important economic sector in many developing countries. For host communities, participation and employment are essential objectives in any tourism initiative that seeks to address issues of poverty. According to Mbaiwa (2002), tourism industry in South Africa has been woefully protected from foreign competition, demanding long-stay tourists of homogenous clientele. As such, the

potential of the tourism industry to spawn entrepreneurship, to create new service (e.g. local entertainment, handicraft etc.), to drive other sectors of the economy, to strengthen rural communities, to generate foreign exchange and to create employment has not been realized. Lubbe (2005) in the study on Community Participation in South Africa illustrates that tourism activities have been happening in South Africa however, the main issue was that host communities have been excluded previously.

There are a number of reasons which attributed to this exclusion. For instance, apartheid had an adverse impact in community participation as the system was meant to benefit the White population only. (WTO, 2001) A study conducted in Botswana on the socio-economic and environmental impacts of tourism development revealed that, there is no meaningful reinvestment of the tourism revenue into other tourist projects. This is mainly a result of lack of entrepreneurship and marketing skills in the tourism business (Mbaiwa, 2002). Informal interviews with Board members in the Okavango Delta pointed out that benefits (e.g. revenue) that local communities obtain from community-based tourism are insignificant when compared to those obtained by the private tour operators or by government.

This means tourism in the Okavango Delta does not have substantial and meaningful economic benefits to the local people; hence its sustainability in terms of socio-economic benefits becomes questionable. Notable community tourism projects in Kenya include Ngwesi and Tassia in Laikipia County, Sarara in Namunyak, Shompole in Magadi and Losikitok in Amboseli. They range from complete community management to a partnership with an investor that provides capital for building guest houses and related facilities (Mayaka, 2002).

The unique cultures, however many regional areas are still heavily affected by the food and culture of their founders. Tourism allows for local crafts, foods and personalities to be kept alive while raising funds for the community. Tourism can boost the preservation and transmission of cultural and historical traditions. This often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a revival of indigenous cultures, cultural arts and crafts (World Bank, 2005).

2.3.4 Destination resources appeal

Tourism plays significant roles in economic transformation of many nations such as Canada, New Zealand, United Kingdom, Australia, United States of America, Emirate of Abu Dhabi, Kuwait, Dubai, United Arab Emirates, Aruba, and South Korea and notably this countries have unique natural attraction and created attraction like amuse park monument, museum, art galleries, sports, (WTO 2012 , Croes, 2006).The quality of the cultural heritage and its presentation is the key factor to sustainable tourism development.

Nigeria as a nation is endowed with both natural and material resources that can be harnessed to aid economic transformation of the country by providing revenue and foreign exchange. Thus, tourism has been discovered to be a very important instrument to poverty alleviation, attainment of the millennium development goals (MDGs) and sustainable development (Olorunfemi et al., 2008, Olajide et al., 2012).In spite of the various tourism resources available in Nigeria, there is still the lack of infrastructure and investments in the tourism sector and Nigeria so far has recorded little or no revenue from tourism.

Furthermore, many of the destinations lack the ambience found in developed tourist destinations, the beautiful tourist sites which hitherto should have served as attraction for tourists thereby helping to generate income in the tourism industry have either been left undeveloped or mismanaged due largely to corruption, poor management, dilapidated and non-availability of tourism-related infrastructural facilities thus setback to sustainable tourism development. Muganda (2008) points out that Tanzania for example, is considered to be the cradle of mankind due to incomparable human evolution evidenced in Olduvai, it has 2,000 years history and urban remains on the coast including the KilwaKisiwani and SongoMnara world heritage sites, and handicrafts such as the famous Makonde carvings.

The quality of the cultural heritage is inevitably one of the best in Africa. But, this heritage has to be easily accessed, has to be well presented, has to be adequately interpreted and has to be supported by facilities and amenities. In the absence, of the above mentioned, then the quality is marginalized and sustainable development is threatened. (Mayaka et al, 2007) Another successful scenario in participatory conservation approach has been initiated by the UNEP and adapted on the Ugandan side of Mount Elgon. Communities are not homogeneous, but one can recognize several traditional values of forest resources and predicts challenges. By sharing experiences, management regimes can learn important lessons by looking into the experiences done elsewhere (Laudati Ann, 2010).

Management of protected areas has continuously been under revision as an attempt to develop a suitable framework to forge partnership between governmental institutions, such as the Forest Department and the Ugandan Wildlife Authority (UWA). Their

approach today allows local communities to harvest resources by regulation within the boundaries and participate in management and decision-making to some extent. The framework also states that 20% of the park revenues will be shared with the communities. There is not a total ban on hunting on the Ugandan side, if the local people or their production is threatened by wildlife they are allowed to defend themselves against this, without being punished by the UWA (Laudati, 2010).

Kenya is host to a myriad of rural visual resources: a product of an intricate mix of geological processes, soil characteristics, climatic conditions and human activities. These rural landscapes comprise natural elements such as wetlands bare hills and woodlands, as well as those produced by human activities, including croplands. Natural areas, forests and surrounding farmlands are essential components that create aesthetic views as well as maintain biodiversity by hosting wildlife. Isolated idiosyncratic features on the rural landscape present epicenters around which animal life, plant life, agricultural and tourism activities revolve (Ndivo, 2012).

Kenyan cultural heritage has been exposed to various threats, ranging from simple negligence to deliberate destruction and illicit trade. This has led to a systematic demise that dates back to the earliest contacts with foreign cultures in the era of exploration. Cultural heritage was, from the beginning, treated with curiosity as an indicator of primitive development of human culture or lack of it (Akama et al., 2007). The most severely affected heritage is located in the coastal region, which has a rich array of tangible and intangible history. The ecology is also highly susceptible to anthropogenic agents of deterioration. The coastal town of Lamu, a UNESCO World Heritage site, is

threatened by a virtual lack of proper management of heritage, neglect and political intrigues (Mabulla, 2000).

Access to heritage as a right is also threatened by insecurity, which has plagued the island. Terrorist menace makes cultural and natural heritage virtually inaccessible, Population growth accompanied by poor living conditions, increasing pollution and housing and agricultural activity has led to massive destruction of heritage in the Archipelago, particularly through the recycling of old buildings and disposal of movable heritage. Encroachments on the dunes, the primary water reservoirs for the Island, due to corrupt practices further endanger the sustainability of ecological and cultural resources. Under these conditions, heritage conservation and the right to access heritage is compromised (Ndivo, 2012 Mabulla, 2000).

Kenya Vision 2030, the blueprint for development in Kenya, aims at making the country a globally competitive and prosperous nation through enhanced security, peace building, conflict management, participatory governance, legal reforms and inculcation of a culture of respect for sanctity of human life. This, however, does not take place in a vacuum but within a nation with its identity and cultural orientation. The development process must recognize Kenya's cultural diversity and rich heritage and use these as a tool for attaining Vision 2030. As such, the contribution of heritage, both tangible and intangible, to sustainable development in Kenya cannot be underestimated (GOK, 2009)

2.3.4.a Pull factors

The natural resources of a destination define the environmental framework within which the visitor enjoys the destination. They include physiographic, climate, flora and fauna, scenery and other physical assets. Natural resources also known as endowed Resources,

in turn, can be classified as Natural (mountains, lakes, beaches, rivers, climate etc.) and Heritage or Cultural (cuisine, handicrafts, language, customs, belief systems etc.). (Crouch et al., 1999) Crouch et al further regard core resources and attractors as the primary motivation for destination appeal of course, different resources have different appeal to different tourists.

Culture is a main 'pull factor' which affects visitors' initial decision to travel to destinations in different parts of the world. Thus in most regions of the world, particularly in Europe and North America, cultural attractions have become important in the development of tourism. At the global level, cultural attractions are usually perceived as being icons of important streams of global culture (Bivolaru and Andrei, 2009) .This global conception of culture has led to the designation of World Heritage sites which attracts millions of tourists yearly. Whereas, at the national and/or local level, culture is seen as playing an important role in establishing and reinforcing people's unique identities and a sense of belonging to a particular locale. The recognition of the role of culture in creating and reinforcing people's identity has, in recent years, played a significant role in the growing interest in diverse aspects of heritage tourism, especially in the developed world (Muganda M. 2009).

As Dieke (2000) contends, the variation in the theoretical tourism development continuum ranges from the dominant (i.e., most developed) to the late entrants (i.e., least developed). Within this spectrum of tourism development, countries such as Kenya in the east, Mauritius and Seychelles in the Indian Ocean, Morocco and Tunisia in the North, South Africa and Zimbabwe in the South, and Cote d'ivoire and Senegal in the west, (the so-called African success stories), have a well-established tourism industry. Whereas,

other countries such as Nigeria, Cameroon, Eritrea, Sierra Leone, Angola and Zambia, for one reason or another, have limited tourism development, but by comparison have considerable potential for future development.

However, even in those African countries, especially in eastern and southern Africa, which are considered a ‘success story’, the development of tourism is currently narrowly focused on a limited tourism product based on wildlife safari and beach tourism. Even in those countries, especially Senegal and Cote d’Ivoire in West Africa which have developed elements of cultural tourism, the product (usually referred to as ‘roots’ tourism) is targeted to a narrow market segment, mainly the Africa-Americans and other Africans in the Diaspora. Thus, in most African countries, the rich and diverse indigenous cultures (i.e., the living heritage of the African people), with Africa’s multiplicity of ethnic material and non-material culture has not been developed for tourism (Olorunfemi, & Raheem, 2008).

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2.3.4.b Supporting factor

Created Resources include tourism infrastructure, special events, and the range of available activities, entertainment and shopping. Tourism infrastructure includes features such as accommodation facilities, food services, transportation facilities, themed attractions, fast food outlets, taverns/bars and receptive tourism plant, tour wholesalers, tour operators, travel agents, car rental firms, local convention and visitor bureau (H. Kaul&S Gupta, 2009).

Tourism also relies on the provision of numerous ancillary services. Related services infrastructure includes retail shopping facilities, food stores, garages (car maintenance, petrol stations), pharmacies, bookstores/news agents/kiosks, laundries, hairdressers, administration offices (police, courts etc.). In the eyes of many tourists, and certainly for so-called mass tourism, destinations function more effectively when these services are abundant. (Dwyer et al, 2003) Crouch et al (1999) argued that destination service infrastructure is after destination environment the most important factor in an international tourist's experience of the destination product. Crouch further found that the level or lack of infrastructure affects tourist experiences and that tourism infrastructure is an important predictor of both destination quality and perceived trip value. Festivals and events are recognized internationally as making a valuable economic contribution to tourism destinations, and also as having significant growth potential.

The mix of activities possible within a destination is important tourism attractors. These can include recreation and sports facilities, summer facilities (golf, tennis etc), winter facilities (skiing), water sports (swimming, boating, and fishing), night clubs/night life,

facilities for special interest visitors such as adventure tourists, ecotourism, cultural/heritage tourism and biking trails(Dwyer& Kim ,2003).

2.3.4.c Enabling factor

Supporting resources well known as enabling factors, include general infrastructure, quality of service, accessibility of destination, hospitality and market ties .A destination's general infrastructure includes road networks, airports, train system, bus system, water supply, telecommunications, sewerage, health-care facilities, sanitation, the electricity generation system, financial services, and computer services. Wilde at el (2008) claims that service infrastructure is housed within the larger macro-environment or physical plant of the destination, while Wilde et al (2008) further argue that tourist experiences cannot be properly understood unless we take into account the larger context and setting in which these encounters take place. Consumer research on service experiences also confirms this notion. (Dwyer et al., 2003) The service dimension of the tourism experience is vital.

Efforts must be made to ensure quality of service and there is now recognition of the need to take a total quality of service approach to visitor satisfaction. Provision of reliable and responsive visitor services enhances a destination's competitive advantage. Practices to enhance the quality of the experience provided by a tourism destination include: establishment of standards for tourism facilities and performance of personnel, programmes to objectively and subjectively monitor the quality of experiences provided, and monitoring of resident attitudes towards visitors and towards development of the tourism sector (Wilde et al., 2008).

Dwyer et al (2008) demonstrated the link between market access and destination choice. The accessibility of the destination is governed by a variety of effects including the frequency, ease and quality of automobile, air, bus, train, sea access, aviation regulations, entry permits and visa requirements, route concessions, airport capacities, competition among carriers etc. Visas may be expensive in terms of monetary outlay and/or inconvenient to procure, thus deterring visitation. Countries may also impose restrictions on outbound travel by residents. Crouch et al (1999) noted that tourist choice between alternative destinations is affected by inefficiencies in the transport system such as uncompetitive practices, safety concerns, comfort levels and journey time. Hospitality relates to the perceived friendliness of the local population and community attitudes towards tourists. It includes: warmth of reception by local population, willingness of residents to provide information to tourists, attitudes towards tourists and the tourism industry. Information, including good signage, is important to visitors feeling 'valued' by residents of a destination. Resident support for tourism development fosters a competitive destination. The perceived hospitality of residents is a major social factor forming part of the macro-environment (Scheyvens, 2002, Kibicho, 2008, Muganda, 2009)

2.4 Gaps in Literature Reviewed

A lot of literature on sustainable tourism development exists .The literature has yet to provide concrete insights into effect of stakeholder initiatives on sustainable tourism development and their relative significance in a destination. Many researchers have written much on destination competitiveness, destination practices and indicators. (Mihalic, 2000, Ritchie et al., 1993, Crouch et al., 1999) The concept of sustainable

tourism development is complex and dynamic; the issue is particularly problematic in the developing world and in the economies in transition from a demand economy to a market economy. Indeed, many newly emerging destinations promote sustainability but adopt the same old practices with the same adverse effects that have been troubling tourism for decades. However, very little has been done to determine factors that affect local community practices in STD, the significant relationship between government practices,, environmental management practices, local community practices and destination attraction appeal to sustainable tourism development.

2.5 Summary of related studies

The World Commission on the Environment and Development (WCED) published *Our Common Future*, also known as the Brundtland Report, in 1987. This report formalized the concept of sustainability as a global issue. Sustainability has become an important topic and concept in relation to tourism planning and development. (WTO, 2001, Geoffery&Alister, 2006) This focus is in part due to tourism's inherent nature to have both positive and negative effects on the community, the economy, and the environment. Steiner (2006) stated that there is no other form of development that has so many far-reaching tentacles as tourism.

The objective of implementation of sustainable development is also preservation of cultural heritage, customs and characteristics of a certain locality. In this regard, a harmonized integrated approach to planning of sustainable development should encourage the assessment of relative benefits and costs of other economic impacts related to sustainable development of a certain locality, and especially act towards reducing dependence on a single economic activity. (Choi et al., 2006) Many studies seems to

support the argument that government policies may drive tourism development and may provide a general setting that actively encourages growth and at the same time removes unnecessary restrictions or burdens (Amoah et al.,1997 Akama et al., 2007). Effective government policies would also benefit the industry in terms of attracting international investments, and facilitating the movement of tourists in and out of the country. (Wilde et al., 2008, Crouch et al., 1999)

The literature also seems to support the suggestion that environmentally sustainable destinations practices can positively affect tourism performance (UNEP, 2005). UNEP further indicated that tourists exhibit increasing environmental conscientiousness when shopping for tourist destinations. Governments are now seeking sustainable tourism development since it is critical to the conservation of the natural environment. Destination attractiveness and its sustainability can be increased by proper management of environmental quality of a destination .(Mihalic, 2000) Mihalic further argued that destination sustainability can be enhanced through such practices as codes of conduct, self-developed environmental practice, certified or award-based best practice and accreditation schemes.

According to Matarrita et al (2010) and to achieve sustainable tourism development local communities need to participate in decision- making process. Local communities can take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development. To achieve long lasting outcome, communities need to be active participants rather than passive observers. It is also possible to argue that the success of tourism destinations is affected by natural and cultural/heritage resources to form their attractions bases (UN, 2002).

The experts highlighted that some destinations virtually sell themselves. Australia, for instance, relies heavily on the general quality of its natural assets which includes some World Heritage listed natural attractions such as the Great Barrier Reef and Wet Tropics Rainforests as well as the general scenic landscapes and natural areas. Recent literature on destination choice discussed that many tourists consider natural attractions as essential drivers behind the selection of a destination and more importantly on tourism sustainability in a competitive global market.

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2.6 Theoretical Framework

2.6.1 A Stakeholder theory approach theory and relevance to study

A Stakeholder theory approach, Freeman (1984) stated that an organization can be characterized by its relationships with the organization's stakeholders. Freeman (1984) defined a stakeholder as "any group or individual who can affect or is affected by the achievement of the organizations objectives. Since Freeman's first work on stakeholder theory, stakeholder theory has been incorporated into business management literature (Clarkson, 1995, Donaldson & Preston, 1995, Jones, 1995).

Donaldson and Preston (1995), based on the descriptive and empirical aspect, stakeholder theory can describe the multiple elements of tourism in a community, the history of tourism development in the community, the procedures and policies that relate to the development and management of tourism in the area, the types of attractions in the community, the overall economic impact to the community, the size of the tourism industry in the community, and the connections between the different agencies and organizations that are involved in tourism. This theory is relevant to study since sustainable tourism development in Mt Elgon region may entail the local community practices and government support as well as collaboration of the private sector .There the stakeholder theory is ideal to underpin the study.

2.6.2 Participatory and Empowerment model and relevance to the study

Participation is an old term not only in tourism but also in other study areas as well as by the general public .In 1969 the Skeffington report defined public participation as a ‘sharing action to formulate policies and proposals ‘Participatory models of development have a dual focus, because they seek to achieve some specific development referred to as outcome and evaluated by ‘outcome indicators’ and also to empower communities via participation, referred to as process and evaluated by process indicators. Evaluation of outcomes can be undertaken by observation of results such as tourism activities and improved standard of living (Moris, 2003). According to Pretty J.(1995) participatory tourism planning includes two aspects; involvement of local in decision making and involvement of locals in benefit sharing from tourism revenue Mercedes J.S, (2009) pointed out that community member are often the best to judge what is best for their natural surroundings. The small scale character of community based tourism also means

that small amount of tourists are visiting and therefore do not cause overcrowding of the socio-cultural and natural environment. Participatory and Empowerment model according to Murphy, (1985) stressed the importance of local involvement in tourism development. He indicated that the success of tourism relies on the goodwill and cooperation of local people because they are part of the tourism product. He argues that if tourism development and planning does not match with the local aspirations and capabilities, this can destroy the industries' potential. However, there are various ways in which local communities can be involved in tourism activities. Thus, while there is little discussion as to whether or not locals should be involved in tourism development, there is discussion about how they should be involved (Mowfort & Munt, 1998). Because local participation is generally regarded as a contributing factor in the success of development projects, it is now incorporated in policies of many NGOs and governments (Pretty, 1995). therefore this model is fit to be a basis to underpin this study in Mt Elgon region.

2.7 Conceptual Framework

The conceptual framework Figure I below illustrates the relationships between the independent variables of the study, (government practices, local community practices, and environment conservation practices as well as destination attraction appeal and the dependent variable which is sustainable tourism development. The relationship between government practices and sustainable tourism development was assessed. Support factors such as policy planning and development, financing, collaboration and partnership, marketing were analyzed to ascertain its effect on the sustainable tourism development.

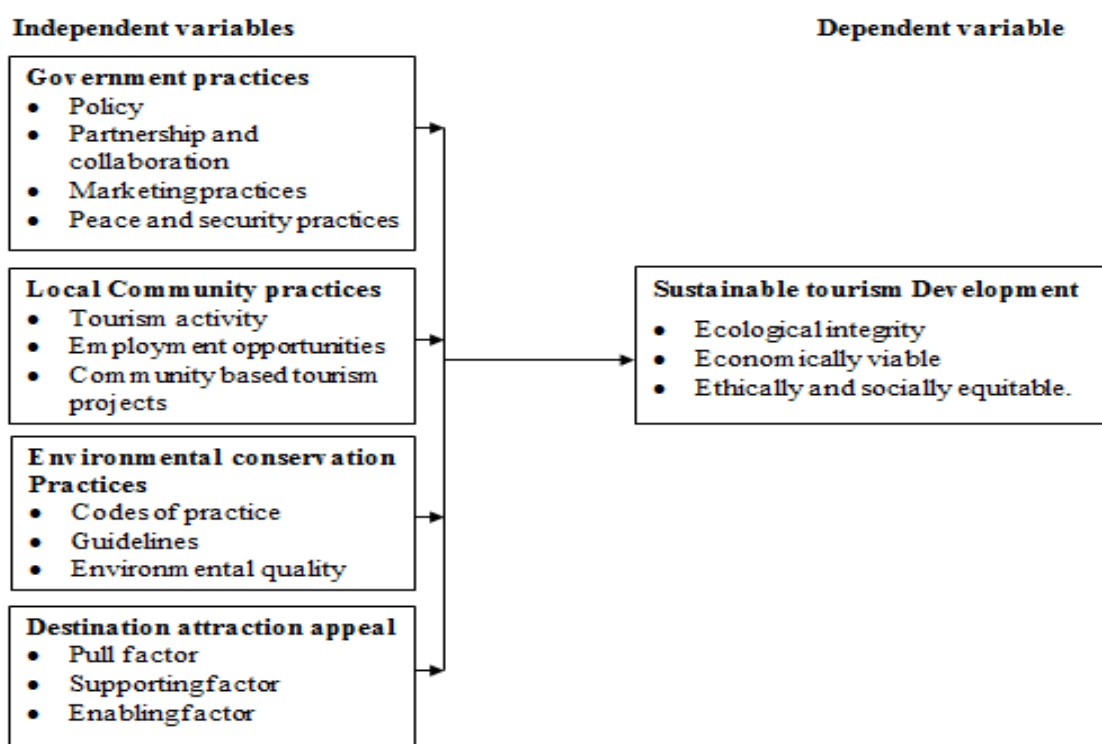


Figure 1: Conceptual Framework

Source: Researcher (2018)

Figure 1: Conceptual Framework

The research analyzed the codes of practice, Guidelines for tourism operations, and development strategies for environmental quality to determine the relationship between

environment conservation practices and sustainable tourism development. The relationship between local community practices and sustainable tourism development were assessed. Factors such as household incomes, education level and community projects in the study area were analyzed. The relationship between destination attraction appeals and sustainable tourism development was assessed by analyzing pull factor, enabling factors and destination supporting factor and therefore determine if a significance relationship exist.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter describes the study area, research design, and target population, sampling procedure and sample size determination, data sources, data collection, validity, reliability, and data analysis procedures.

3.2 The Research Design

A research design refers to the overall strategy that assists the researcher to integrate the different components of the study in a coherent and logical way; research design is a program which guides the researcher in collecting, analyzing and interpreting observed facts (Orodho, 2004). The study used explanatory research design and descriptive research design. Explanatory research design was adopted, employing cross sectional survey with the use of questionnaires and interview schedule guides to key informants. Explanatory research design allows for deep insight and critical thinking, asking questions and assessing phenomena in a new light, more importantly it allow for hypothesis testing and enables to understand cause and their effect(Mugenda&Mugenda,2003).

This design gives a description of variables based on field generated data and desk research (Orodho, 2004) .The study sought to establish the factors influencing sustainable tourism development, in Mt. Elgon region. Kenya. Descriptive research design was also applied to describe the demographic characteristics of the target population in terms of age, gender and education levels. As explained Orodho (2004), the use of descriptive and

nominal values or statistics is a convenient way of description using organized tables to give suitable overall picture at a glance.

3.3 Study area

The study area for this study was Mt Elgon region. Mt. Elgon region covers an area of 956.6Km² and has a population of 194,767 persons (males 97,305 and females 97,462) as at 2013 thus a density of 204 persons /Km². The population is projected to be 220,064 persons, 109,943 males and 110,121females with a density of 230 persons /Km² by the year 2017. The region is majorly rural with headquarters at Kapsokwony town. The region has a border crossing into Uganda called Chepkube, which can be harnessed to promote trade and tourism between neighboring countries Uganda and South Sudan. (KNBS, 2011, CBS, 2009) Mt. Elgon region is located in Bungoma county and stretches in to Tran-Nzioa County lies between latitude 00 28' and latitude 10 30' north of the equator, and longitude 340 20' east and 350 15' east of the green winch meridian. (Appendix IV)

The region covers an area of 3032.4 km².and hosts Mt Elgon Forest reserve and Mt Elgon National Park (MENP). The forest is one of the five water towers in the Country. The National park is famous for its caves, wildlife, bird watching and waterfalls which are tourist attractions. The region has fertile soils which are good for horticulture, tea and coffee. The region consists of seven county wards namely, Cheptais, Chesikaki, Chepyuk, Kapkateny, Kaptama, Elgon and kapsokwony as indicated appendix V (First Bungoma County Integrated Development Plan, 2013, Olubadwa, 2010) .Kenya Wildlife Service which is State Corporation that was established in 1990 to conserve and manage Kenyan wildlife. MENP (16,900 hectares) is under the jurisdiction of the Kenya wildlife

service. The park can be accessed through Kitale town, as well through Kapsokwony to Mosop murram road. The region hosts Kitale nature conservancy, Saiwa swamp National Park, Ndura Nature Conservancy, Kitale museum mainly in Trans Nzoia County (KWS, 2014).

3.4 Target population

Mugenda and Mugenda, (2003) defines a target population as an entire group of individuals, events or objects having common observable characteristics that a researcher would like to generalize the results. The target population for the research included 3197 households in Mt. Elgon region and 5 senior management KWS staff in Mt Elgon National Park. The respondents for study were Kenya wildlife Service, staff in MENP, and 1535 local community households' heads in Chepyuk ward, and 1662 in Kapsokwony ward (KNSB, 2009, Olubadwa, 2010, KWS, 2015, Bungoma County Fiscal Strategy Paper, 2014; First Bungoma County Integrated Development Plan, 2013)

3.5 Sample size

This section presents the method used to determine the study sample size from which data was collected. It also describes the sampling techniques used in selecting elements to be included as the subjects of the study sample. Sampling is a crucial step that determined the survey to be conducted. The researcher adopted Nassiuma (2000) formulae in determining sample size.

The sample size was arrived at using the following formula:

- $$n = \frac{NC^2}{C^2 + (N-1)e^2}$$

Therefore:

- n=sample size
- N=population size
- C=coefficient of variation which is $\leq 30\%$
- e= margin of error which is fixed between 2-5%.

The study sample was calculated at 30% coefficient of variation and 2% margin of error

$$n = 3197 \times 0.3 \times 0.3 / 0.3 \times 0.3 + (3197 - 1) \times 0.02 \times 0.02$$

$$n = 287.55 / 1.3684$$

$$n = 210 \text{ (households)}$$

Thirty percent coefficient of variation was used to ensure that the sample was wide enough to justify the results being generalized for the Mt Elgon region. Higher coefficients of variation were not used to avoid very large samples due to limitation of research funds. Two percent margin of error was used because the study was a quantitative survey; where by the independent variables were not being manipulated hence necessitating relatively higher margin of error.

Table 1: Sampling frame

Wards and organization	Sample frame	Sample size
Chepyuk ward	1535 Households	101
Kapsokwony ward	1662 Households	109
Mt Elgon National Park ,KWS staff	5 senior management Personnel	(2) Personnel
Total	3197 Households	210 Households

Source: (First Bungoma County Integrated Development Plan, 2013, KWS, 2016)

3.6 Sampling Techniques and procedure

A sample is a subset of the total population that is used to give the general views (Orodho, 2004). Choosing a study sample therefore, is an important step in any research project since it is rarely practical, efficient or ethical to study the whole population. The wards in Mt Elgon region were purposively selected because of their unique attractions, biodiversity, socio-economic activities, and more importantly closeness to National Park, National Forest Reserve and Mt Elgon region ecosystem which an exceptional variety of flora and fauna which makes it a priority for research and conservation. Therefore, this research undertook in-depth study that allowed generation of new knowledge and challenge the existing theories. This study further focused on the Kenya Wildlife Service (KWS) staff in MENP specifically the senior ward and researcher warden as as key informants for the study.

The sample unit was randomly selected in the interval of every 4th homestead within the study area, the head of household whether male or female was selected to fill the

questionnaire, in absence of the head any person above 18 years available. Using purposive sampling method 2 key personnel (senior warden and research officer) were selected from 5 senior management KWS staff in MENP to represent the views of the management, since this are rich cases for in-depth analysis on sustainable tourism development in the region.

3.7 Data Collection tools and Instrument

3.7.1 Questionnaire survey

The questionnaires were administered to local households in Chepyuk and Kapsokwonywards the questionnaire had both open ended and closed ended question items (appendix 1). Open-ended questions item allowed for more in-depth responses and experiences on the other hand, close ended allowed for quantitative analysis .The questionnaire included various types of questionnaire item mainly closed ended guided by the study objectives. The Likert scale questionnaire items were based on statements to which respondents were asked to respond in terms of a five-point scale which represented a continuum from strongly agrees to strongly disagree. The Likert type scale is widely used in survey research (Neuman, 2000) due to the simplicity of its administration and a reliable measurement tool (Mugenda & Mugenda 2003). The advantage of this scale is that it provides more choices for respondents to indicate accurate information and a high degree of validity and reliability although a middle score may be difficult to interpreted (Neuman, 2000). One assistant and interpreter was recruited from the study area to minimize the tension towards an outsider intruding respondents personal space therefore the questionnaire were administered with help of assistant and interpreter

3.7.2 Interview schedule

An interview schedule containing both open and closed-ended items was developed. The interview schedule administered to two KWS key informants, after experts in the Hospitality and Tourism Department University of Eldoret ascertained the construct validity of the tool.

3.8 Data collection procedure

A letter of recognition was obtained from the University of Eldoret to be used in acquiring the relevant documentations needed for the study. This was used to get permit from the Ministry of Science and Technology. The researcher obtained an approval from the National Council for Science and Technology body and an introductory letter from University of Eldoret. As well as, the chiefs' office Chepyuk and Kapsokwony ward. Data was collected using questionnaires which were administered by the researcher and an assistant to local household in Chepyuk and Kapsokwony ward. Systematic random sampling of household within the study area was done by employing equal intervals between respective homesteads so as to draw a representative sample from the target population. The respondents' informed consent was sought, the research procedure explained and confidentiality assured. Appointments were made with the key informants at their convenient time to allow for quality discussions with them. The interviews were carried out on a face to face basis with the key informants MENP staff. Mugenda and Mugenda(2003) confirms that the aim of all quantitative sampling approach is to draw a representative sample from the population, so that the results of studying the sample can then be generalized back to the population.

3.9 Validity and Reliability of the research instrument

3.9.1 Validity of the research instrument

Validity means that correct procedures have been applied to find answers to a question (Jaegar, 1990, Neuman, 2000). Validity refers to the bridge between a construct and the data. In the field of research, it refers largely and broadly to the “soundness” or “goodness” of a study. There has been an emergency of a multitude of approaches and conceptualizations of validity, being differentiated significantly by the research methodologies and paradigms that guide each particular research project.

For the quantitative data, the researcher considered face and content validities in the research process. Face validity is a judgment by the scientific community that the indicator really measures the construct. Content validity delivers issues to do with substance of a definition and how agent it is in a measure (Neuman, 2000). Mugenda and Mugenda (2003) depict legitimacy as the precision and seriousness of inductions dependent on the examination results. The substance legitimacy of the instrument was done through interview from specialists in the field of concentrate that is Tourism and Hospitality.

3.9.2 Reliability of the research instrument

It is comprehensively portrayed as the consistency, constancy as well as repeatability of a venture's data and information accumulation, elucidation or potentially examination (Neuman, 2000). It implies that the numerical outcomes created by a pointer don't change as a result of the attributes of the estimation procedure or estimation instrument itself.

Reliability refers to how depend and consistently tests measure a characteristic and yields similar score repeatedly (Mugenda&Mugenda, 2003).Reliability is used to measure

accuracy. The pilot study involved twenty one (21) questionnaires in number, 10% of the sample size. Cronbach alpha coefficient test of reliability was calculated and was based on a threshold of at least 0.70 which was adequate (table 4.2).

Frankel and Wallen (2000) termed reliability as the consistency of score cards obtained, how consistent they will be on each individual from using one instrument to another, and from a set under study to another. Joppe (2000) refers to it as the extent to which results are consistent over time and an accurate representation. The suggestions given by the experts were then incorporated and a pilot study was undertaken in Isukha Central Ward, Shinyalu, Kakamega County to determine its reliability. The pilot study helped the researcher to establish the clarity of meaning and comprehensibility of each item in the research instrument, and also to determine the time needed to complete and get the necessary information from the respondents (Mugenda & Mugenda, 2003).

3.10 Data Analysis Procedure

Data was analyzed both quantitatively and qualitatively. Data analysis will be facilitated by use of SPSS (Statistical Package for Social Science) Computer package. Qualitative data was analyzed using thematic analysis. Descriptive methods were employed in analyzing qualitative data where frequencies and proportions were used in interpreting the respondent's perception of issues that will be raised in the questionnaires so as to answer the research questions. Descriptive statistics such as frequency distribution, percentages, means and standard deviations were calculated and data presented in form of tables and graphs was used. Using SPSS, descriptive statistics for mean and standard deviation and inferential statistics for Pearson product moment Correlation (PPMC) coefficient and regression analysis were used for data analysis.

3.10.1 Multiple regression Model specification

Multiple regression model used in this study is given as;

$$y_1 = \alpha_e + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \varepsilon_i$$

y_1 =sustainable tourism development

α = constant.

$\beta_1 \dots \beta_5$ = the slope which represents the degree in which sustainable tourism development performance changes as the independent variable change by one unit variables.

x_1 =government practices

x_2 = local community practices

x_3 = environmental conservation practices

x_4 = local destination attraction appeal

ε = error term

3.10.2 Assumptions of multiple regressions

The assumptions of multiple regressions identified as of primary concern in the research included; Linearity, homoscedasticity, normality and collinearity. Normality assumptions is based on the shape of normal distribution and it a basis for knowledge about what values to expect (Keith, 2006).This assumptions were tested through visual inspection of data plots. Normality assumption states that all the items as well as the linear combinations of the items is normally distributed. In order to assess the normality of the

data, the Kolmogorov-Smirnov test was used (Table 4.11) (Shapiro &Wilk, 1965).Multicollinearity was also tested by running regression models in Variance Inflation Factor (VIF) and tolerance values were generated Table 4.12.

3.10 Ethical considerations

The researcher obtained an approval from the National Council for Science and Technology body and an introductory letter from University of Eldoret. As well as permission from, the chief's office Kapsokwony and Chepyuk ward. Written informed consent was obtained from the participants and participation in the study was on voluntary basis. The researcher intends to use the information from the study purely for academic purposes and was handled with utmost anonymity and confidentiality. The researcher intends to be objective in reporting results, open to share data and results and respect intellectual property and confirm to laws and regulation that govern research.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents results and discussion of the findings of the study. The findings are presented systematic and logical based on the objectives of the study, which were: To determine the effect of government practices, environmental conservation practices, local community practices and the effect of local destination attraction appeal on sustainable tourism development.

4.2 Response Rate

The study sought to collect data from a sample size of 210 respondents distributed across two wards (Chepyuk and Kapsokwony) in Mt. Elgon region in Bungoma County. The researcher administered 210 questionnaires in the two wards. The findings were recorded in table 2

Table 2 Response Rate

Ward	Frequency	Percent	Valid Percent	Cumulative Percent
Chepyuk	99	47	47	47
Kapsokwony	95	45.2	45.2	45.2
Total response rate	194	92.2	92.2	92.2

Upon administering the questionnaires, 99 (47%) questionnaires were returned from Chepyuk Ward while 95 (45.2%) were returned from Kapsokwony Ward. This represented an overall response rate of 92.2%, which was deemed to be acceptable for the study. Table 4.1 above presents this data.

Table 3 Reliability test

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Sustainable Tourism Development	0.693	0.725
Government practices	0.742	0.746
Environmental conservation	0.777	0.665
Local community	0.763	0.651
Destination attraction	0.733	0.728

Reliability is used to measure accuracy. The pilot study involved twenty one (21) questionnaires in number, 10% of the sample size. Cronbach alpha coefficient test of reliability was calculated and was based on a threshold of at least 0.70 which was adequate as illustrated in the above table 4.2.

4.3 Demographic Data

The researcher sought to understand the nature of respondents who participated in the study by collecting and analyzing their demographic data. Specifically, the researcher sought to know the age of the respondents, marital status, and their level of education, religion and stay period. The findings for this data are presented in table 4

Table 4 Household Characteristics

		Frequency	Percent
Age Group	18-30 Years	95	49
	31-40 Years	66	34
	41-50 Years	11	5.7
	51-60 Years	5	2.6
	Over 60 Years	17	8.8
	Total	194	100
Marital Status	Single	11	5.7
	Married	106	54.6
	Separated	29	14.9

	Divorced	23	11.9
	Widowed	25	12.9
	Total	194	100
Level of Education	Primary	29	14.9
	Secondary	56	28.9
	Tertiary	63	32.5
	University	31	16
	None	15	7.7
	Total	194	100
Religion	Christian	135	69.6
	Muslim	44	22.7
	Traditional	14	7.2
	None	1	0.5
	Total	194	100
Stay Period	< 1 Year	9	4.6
	1-5 Years	29	14.9
	5- 10 Years	33	17
	10-15 Years	22	11.3
	> 15 Years	19	9.8
	Lifetime	82	42.3
	Total	194	100

The study settled on five age groups, from which, respondents were asked to identify their group. The groups were: - between 18 to 30 years old, 31 to 40 years, 41 to 50 years, 51 to 60 years and above 60 years old. The data collected revealed that 49% of the respondents were between 18 to 30 years, 34% were between 31 to 40 years, 5.7% between 41 to 50 years, 2.6% were between 51 to 60 years and 8.8% of the respondents were over 60 years old. These findings suggest that, the study was dominated by people aged between 18 to 30 years old. Additionally, it was important to establish the marital status of the respondents since it had a bearing on the study problem. From the results, 5.7% of the respondents are single, 54.6% are married, 14.9% are separated, 11.9% are divorced and 12.9% are divorced. Evidently, the bulk of the respondents are married.

The study sought to establish the education level of the respondents. From the findings, 14.9% of the respondents have primary as their highest educational level, 28.9% secondary, 32.5% tertiary level of education, 16% university and 7.7% were uneducated. Generally, the respondents were fairly educated. The respondents are therefore capable of leveraging knowledge and skills as resources for entrepreneurship in tourism related business venture.

Regarding religion, 69.6% of the respondents are Christians, 22.7% are Muslims, 7.2% traditionalists while 0.5% (1) does not ascribe to any religion. Overall, the study was dominated by respondents who profess the Christian faith. Finally, the study enquired about the stay period of the respondents. From the results, 4.6% of the respondents stated that their stay period is below a year, 17% of them between 5 to 10 years, 11.3% between 10 to 15 years, 9.8% over 15 years while 42.3% lifetime. Since majority of the respondents had a stay of 15 years and over, they are ideal for the study since they offered reliable information pertaining the study problem.

4.4 Tourism activities

This section of the analysis highlighted the results on tourism activities and the findings were presented in table 5.

Table 5 Tourism activities

		Frequency	Percent
Household provision of tourist activities	No	67	34.5
	Yes	127	65.5
	Total	194	100
Type of Service	Accommodation	8	4.1
	Home-stay	14	7.2
	Tour Guide	37	19.1
	Shop services	34	17.5
	Restaurant	1	0.5
	Entertainment	26	13.4
	Transport	1	0.5
	None	73	37.6
	Total	194	100
	Interaction Frequency	Very Frequently	49
Frequently		67	34.5
Less Frequent		39	20.1
Rarely		37	19.1
Never		2	1
Total		194	100
Involvement Projects	No	90	46.4
	Yes	104	53.6
	Total	194	100
Income	Below KShs. 10,000	69	35.6
	Above KShs. 10,000	125	64.4
	Total	194	100

To start off, 65.5% of the respondents confirmed that the household provides tourist activities. However, 34.5% of them were opposed to the idea that the households are involved in the provision of tourist activities. The implication is that a significant proportion of the respondents are involved in tourist activities.

With reference to the type of service, 19.1% of the respondents stated that they are tour guides, 17.5% provide shop services, 13.4% entertainment, 7.2% home stay, 4.1% accommodation and 0.5% (1) restaurant services. Clearly, the respondents are actively

involved in the tourism activities with the main service offered being tour guides and shop services. When asked about the interaction frequency with tourists, 25.3% of the respondents stated that they interact with tourists very frequently, 34.5% frequently, and 20.1% less frequent, 19.1% rarely, while 1% of the respondents have never interacted with tourists. Overall, there is frequent interaction between the respondents and the tourists. With reference to the involvement in projects, 53.6% of the respondents confirmed that they are involved in community tourism projects though 46.4% are not involved. This could be an impediment to sustainable tourism development. Finally, majority (64.4%) of the respondents stated that they earn over 10,000 on a monthly basis. The results indicate that tourism activities have yielded significant income for the households. As such, efforts to ensure the sustainability of tourism are warranted.

4.5 Government practices

The first objective of the study sought to establish the effect of government practices on sustainable tourism development. The findings are as presented in table 6.

Table 6 Government practices

		SA	A	U	D	SD	M	S/D
Policy Formation and Implementation is all inclusive	F	57.0	73	11.0	53.0	0.0	2.3	1.2
	%	29.4	37.6	5.7	27.3	0.0		
Aligning Culture and Tourism	F	7.0	106	27.0	34.0	20.0	2.7	1.0
	%	3.6	54.6	13.9	17.5	10.4		
Tourism Infrastructure Funding	F	28.0	101	54.0	11.0	0.0	2.3	0.8
	%	14.4	52.1	27.8	5.7	0.0		
Collaboration between Agencies and Government	F	27.0	114.0	37.0	15.0	1.0		
	%	13.9	58.8	19.1	7.7	0.5	2.2	0.8
Linkages and collaboration across economic sectors	F	35.0	101.0	47.0	10.0	1.0		
	%	18.0	52.1	24.2	5.2	0.5	2.2	0.8
Involvement of Private Sectors	F	31.0	76.0	60.0	16.0	11.0		

	%	16.0	39.2	30.9	8.2	5.7	2.5	1.0
Educating Targeted Group	F	3.0	45.0	36.0	109.0	1.0		
	%	1.5	23.2	18.6	56.2	0.5	3.3	0.9
Enhance Borderless Society	F	10.0	63.0	41.0	70.0	10.0		
	%	5.2	32.5	21.1	36.1	5.2	3.0	1.1
Community Integration	F	32.0	96.0	42.0	24.0	0.0		
	%	16.5	49.5	21.6	12.4	0.0	2.3	0.9
Coordinating Strategic Plan	F	1.0	62.0	62.0	50.0	19.0		
	%	0.5	32.0	32.0	25.8	9.8	3.1	1.0
Tourism Development Catalyst	F	14.0	85.0	58.0	34.0	3.0		
	%	7.2	43.8	29.9	17.5	1.5	2.6	0.9
Tourism Development Catalyst							2.6	0.4

On one of the major reasons why tourism development initiatives do not take off is because of lack of inclusivity in policy formulation and implementation. The study therefore enquired whether there is involvement of respondents in these policy stages. The finding revealed that 37.6% of the respondents agreed that they are involved in policy formulation and implementation, 29.4% of them strongly agreed though 27.3% disagreed. The mean for the item was 2.3 and the standard deviation 1.2. The results suggest that the respondent's involvement in policy formulation and implementation is low. This could be detrimental to tourism development as the households are likely to impede efforts made to make the sector sustainable since they were not actively involved in policy formation.

In terms of aligning culture and tourism, 54.6% of the respondents strongly agreed that culture and tourism is aligned, 3.6% strongly agreed, 10.4% strongly disagreed, 17.5% disagreed while 13.9% were undecided. The mean for the item was 2.7 and the standard deviation was 1.0. The evidence suggests that tourism and culture have not been perfectly aligned. Tourism infrastructure funding was also ascertained by the study. The results indicated that 52.1% of the respondents agreed that there is tourism infrastructure

funding, 14.4% strongly agreed while 27.8% were undecided. The results are corroborated by a mean of 2.3 and standard deviation of 0.8. Tourism infrastructure funding is therefore low. Further, 58.8% of the respondents agreed that there is collaboration between agencies and the government, 13.9% of them strongly agreed, 7.7% disagreed while 19.1% were undecided. Overall, collaboration between agencies and the government is still low.

This is confirmed by a mean of 2.2 and a standard deviation of 0.8. The linkages and collaborations across economic sectors were also sought by the study. The results indicated that 52.1% of the respondents agreed that there are collaborations and linkages across economic sectors, 18% strongly agreed, 5.2% disagreed while 24.2% were undecided. The results show that there are certain economic sectors whereby linkages and collaborations lack. This is supported by a mean of 2.2 and a standard deviation of 0.8.

Moreover, 39.2% of the respondents agreed that there is involvement of the private sectors, 16% of them strongly agreed, 5.7% strongly disagreed, 8.2% disagreed while 30.9% of them were undecided. The results had an overall mean of 2.5 and standard deviation of 1. The results imply that there is low involvement of the private sectors in tourism development.

When asked if the targeted group is educated, 56.2% of the respondents disagreed, 23.2% agreed while 18.6% of them were undecided. The item had a mean of 3.3 and standard deviation of 0.9 suggesting that in most cases, the targeted group is not educated. This could be counterproductive to tourism development. To find out if a borderless society is enhanced, 36.1% of the respondents disagreed, 5.2% strongly disagreed, 32.5% agreed

while 21.1% were undecided. The mean for the item was 3.0 and the standard deviation of 1.1 indicating that a borderless society is yet to be enhanced. In addition, 49.5% of the respondents agreed that there is community integration, 16.5% strongly agreed, 12.4% disagreed while 21.6% were undecided. The results summed up to a mean of 2.3 and a standard deviation of 0.9 suggesting that there is community integration as stated by majority of the respondents.

It is also crucial that strategic plans are coordinated. The findings indicated that 25.8% of the respondents disagreed that strategic plan is coordinated, 9.8% strongly disagreed, 32% agreed while 32% were undecided. The item had a mean of 3.1 and a standard deviation of 1. Indeed, the strategic plan is yet to be well coordinated. Finally, 43.8% of the respondents agreed that there is tourism development catalyst, 7.2% strongly agreed, 17.5% disagreed while 29.9% were undecided. The results were supported by a mean of 2.6 and standard deviation of 0.9. There is therefore a tourism development catalyst.

The interview schedule wanted to find out from the interviewees on their understanding of government practices. Below were their opinions

“.....on government practices, the interviewees were of opinion that Government practices involve the major roles that government plays in enhancing sustainable tourism development. This includes, police development, funding, infrastructural development, security provision and general tourism climate setting...KWS senior warden”

4.6 Environmental conservation Practices

The second objective of the study sought to establish the effect of environmental conservation practices on sustainable tourism development. Table 7 illustrates the results.

Table 7 Environmental conservation practices

		SA	A	UN	D	SD	M	Std. D
Mapping and Protecting Reserve	F	64.00	111	18.00	1.00	0.00	1.77	0.63
	%	33.00	57.20	9.30	0.50	0.00		
Prevention of Human Encroachment	F	20.00	113	39.00	2.00	20.00	2.43	1.05
	%	10.30	58.20	20.10	1.00	10.30		
Support of Environmental Education	F	23.00	69	44.00	58.00	0.00	2.79	0.98
	%	11.80	35.60	22.70	29.90	0.00		
Enhance Biodiversity	F	7.00	51	66.00	60.00	10.00	3.08	0.96
	%	3.60	26.30	34.00	30.90	5.20		
Implementation of New Environmental Programmes	F	8.00	58	56.00	69.00	3.00	3.01	0.94
	%	4.10	29.90	28.90	35.60	1.50		
Alliance with Environmental Companies	F	35.00	119	23.00	15.00	2.00	2.12	0.83
	%	18.00	61.30	11.90	7.70	1.00		
Waste Management	F	28.00	22.00	84.00	60.00	0.00	2.91	1.00
	%	14.40	11.30	43.30	30.90	0.00		
Alliance with Environmentally Aware Destinations	F	14.00	31	49.00	81.00	19.00	3.31	1.08
	%	7.20	16.00	25.30	41.80	9.80		
Alliances with Universities and Organizations	F	32.00	91	34.00	36.00	1.00	2.40	0.99
	%	16.50	46.90	17.50	18.60	0.50		
Collaboration with Tourism Industries	F	14.00	52	48.00	78.00	2.00	3.01	1.00
	%	7.20	26.80	24.70	40.20	1.00		
Establishment of Programs to Monitor Quality of visitors	F	17.00	82	39.00	52.00	4.00	2.71	1.02
	%	8.80	42.30	20.10	26.80	2.10		
Environmental Conservation							2.67	0.48

Based on the results, 57.2% of the respondents agreed that there is mapping and protecting of the reserve and 33% of the strongly agreed. This is supported by a mean of 1.77 and a standard deviation of 0.63. Besides, 58.2% of the respondents agreed that there

is prevention of human encroachment. 10.3% strongly agreed, 10.3% strongly disagreed while 20.1% were undecided. The implication is that there is prevention of human conflict. This is corroborated by a mean of 2.43 and a standard deviation of 1.05.

Further, 35.6% of the respondents agreed that there is support of environmental education, 11.8% of them strongly agreed, 29.9% disagreed while 22.7% were undecided. The results summed up to a mean of 2.79 and standard deviation of 0.98 suggesting that support of environmental education is minimal. As well, 30.9% of the respondents disagreed that there is enhanced biodiversity conservation, 5.2% strongly disagreed, 26.3% agreed while 34% of them were undecided. The implication is that biodiversity conservation has not been enhanced optimally. The findings conform to a mean of 3.08 and a standard deviation of 0.96.

Further, the implementation of new environmental programmes was also sought by the study. From the findings, 35.6% of the respondents disagreed that there is implementation of new environmental programmes, 29.9% agreed while 28.9% were undecided. The findings were supported by a mean of 3.01 and standard deviation of 0.94. Evidently, most of the respondents disagreed that there is implementation of new environmental programmes. However, majority (61.3%) of the respondents agreed that there is alliance with environmental companies, 18% strongly agreed, and 7.7% disagreed while 23% were undecided. The implication is that alliances are made with environmental companies. This is confirmed by a mean of 2.12 and a standard deviation of 0.83.

Regarding waste management, 43.3% of respondents were not sure if there is waste management, 30.9% disagreed, 14.4% strongly agreed and 11.3% agreed. The results summed up to a mean of 2.91 and a standard deviation of 1 indicating that there are gaps pertaining waste management. In addition, 41.8% of the respondents disagreed that there is an alliance with environmentally aware destinations, 9.8% strongly disagreed, 16% agreed while 25.3% were undecided. The mean of 3.31 and standard deviation of 1.08 confirmed that instances of alliance with environmentally aware destinations are low.

Moreover, 46.9% of the respondents agreed that there are alliances with universities and organizations, 16.5% of them strongly agreed, 18.6% disagreed while 17.5% were undecided. The results realized a mean of 2.40 and standard deviation of 0.99. Undoubtedly, there are alliances with universities and organizations. Collaboration with tourism industries is also low as evidenced by 40.2% of the respondents who disagreed and 24.7% who were undecided. On the other hand, 26.8% of them agreed and 7.2% of them strongly agreed. The resulting mean for the item was 3.01 and standard deviation 1 meaning that collaboration with tourism industries is low. Finally, 42.3% of them agreed that programs have been established to monitor quality of visitors, 8.8% strongly agreed, 26.8% disagreed while 20.1% were undecided. Overall, the establishment of programs to monitor quality of visitors has been lowly evidenced and this is confirmed by a mean of 2.71 and standard deviation of 1.02.

The interviewees were asked to tell how environmental conservation practices affect sustainable tourism development in Mt Elgon region. Below were their responses

“.....sustainable tourism development is more of a strategic goal for world-class destinations. It is a situation where major destinations are seeking preservation of

tourism products for future generations hence, exploring sustainable development strategies and techniques of achieving these goals. Practically in the region, sustainable development is based on environmental best practices that includes, wild life species conservation, anti-poaching measures, measures towards minimizing human-wildlife conflict.....KWS Research Warden

4.7 Local Community Practices

The third objective of the study was to determine the effect of local community practices on sustainable tourism development. Table 8 above illustrates the results.

Table 8 Local Community Practices

		SA	A	UD	D	SD	Mean	Std. De
Economic Empowerment of women and Youth	F	70.0	99.0	15.0	1.0	9.0	1.9	0.9
	%	36.1	51.0	7.7	0.5	4.6		
Involvement of the Community in Projects	F	16.0	103.0	42.0	22.0	11.0	2.5	1.0
	%	8.2	53.1	21.6	11.3	5.7		
Strategies to Benefit Households	F	1.0	31.0	55.0	92.0	15.0	3.5	0.9
	%	0.5	16.0	28.4	47.4	7.7		
Leverage of knowledge to Promote entrepreneurship	F	9.0	36.0	66.0	83.0	0.0	3.2	0.9
	%	4.6	18.6	34.0	42.8	0.0		
Investment in Human Capital	F	1.0	51.0	43.0	99.0	0.0	3.2	0.9
	%	0.5	26.3	22.2	51.0	0.0		
Job Creation	F	0.0	76.0	34.0	65.0	19.0	3.1	1.1
	%	0.0	39.2	17.5	33.5	9.8		
Community Consultation and Participation	F	33.0	60.0	25.0	76.0	0.0	2.7	1.2
	%	17.0	30.9	12.9	39.2	0.0		
Enhanced Social Tourism Programmes	F	16.0	38.0	46.0	94.0	0.0	3.1	1.0
	%	8.2	19.6	23.7	48.5	0.0		
local community							2.8	0.5

From the results, 51% of the respondents agreed that there is economic empowerment of women and youth, 36.1% strongly agreed, 4.6% strongly disagreed while 7.7% were undecided. The mean for the item was 1.9 and the standard deviation 0.9 confirming that there is economic empowerment of women and youth. Further, 53.1% of the respondents agreed that there is involvement of the community in projects, 8.2% strongly agreed, 11.3% disagreed, 5.7% strongly disagreed while 21.6% of them were undecided. There is thus involvement of the community in projects as confirmed by a mean of 2.5 and

standard deviation of 1.0. In addition, 47.7% of the respondents disagreed that there are strategies to benefit households, 7.7% strongly disagreed, and 28.4% were undecided while 16% of them agreed. Overall, there are limited strategies to benefit households. This is supported by the mean of 3.5 and standard deviation of 0.9.

As well, 42.8% disagreed that the local community is leveraging knowledge to promote entrepreneurship, 18.6% agreed while 34% were undecided. The results imply that the local community lack leveraging knowledge to promote entrepreneurship. The results are supported by a mean of 3.2 and a standard deviation of 0.9. In determining whether there is investment in human capital and skills development, the study revealed that; 51 of the respondents disagreed, 26.3% agreed while 22.2% were undecided. The results summed up to a mean of 3.2 and standard deviation of 0.9. On the whole, majority of the respondents denied that there is investment in human capital and skills development.

To find out whether, there is job creation; the respondents were asked to state the degree to which they concurred with the above. Of the total respondents, 39.2% of the respondents agreed, 23.6% (29) of them agreed, 13.8% (17) disagreed, 18.7% (23) strongly disagreed while 28.5% (35) of them did not know. The results summed up to a mean of 3.03 and standard deviation of 1.324 meaning that there is descent job creation. Also, 39.2% disagreed that there is community consultation and participation while 30.9% agreed, 17% strongly agreed while 12.9% were undecided. The item had a mean of 2.7 and standard deviation of 1.2 meaning that the respondents were not sure whether there is community consultation and participation. Finally, 48.5% disagreed that there is enhanced social tourism programmes while 23.7% of them were undecided. The item had

a mean of 3.1 and standard deviation of 1 suggesting that sufficient efforts have not been made towards ensuring that there are enhanced social tourism programmes.

The interview wanted to find out in which way the local community practices affect sustainable tourism development in Mt Elgon region. Below were the responses:

“.....the community needs to be actively involved participatory development approach to facilitate implementation of principles of sustainable tourism development by creating better opportunities for local people to gain larger and more balanced benefits from tourism development taking place in their localities which may ensure both visitor satisfaction and benefits for the resident in the region. For instance, with sustainable tourism, the community gets direct employment either through agricultural deliveries to hotels, or service provision like transport, tour guide and photography among many others....KWS senior warden”

4.8 Destination Attraction Appeal

This section of the analysis highlights the results on destination attraction. The findings are as presented in table 9.

Table 9 Destination Attraction appeal

		SA	A	UD	D	SD	Mea n	Std. Dev
Interference from the Local	F	32.0	103.0	22.0	37.0	0.0	2.3	1.0
	%	16.5	53.1	11.3	19.1	0.0		
Enhancing Cultural Integrity	F	12.0	136.0	32.0	12.0	2.0	2.3	0.7
	%	6.2	70.1	16.5	6.2	1.0		
Biodiversity of Wildlife species	F	15.0	73.0	80.0	15.0	11.0	2.7	0.9
	%	7.7	37.6	41.2	7.7	5.7		
Support of Protected Areas	F	13.0	139.0	18.0	23.0	1.0	2.3	0.8
	%	6.7	71.6	9.3	11.9	0.5		
Residents Support Conservation	F	21.0	72.0	45.0	45.0	11.0	2.8	1.1
	%	10.8	37.1	23.2	23.2	5.7		
Availing Recreational Facillities	F	3.0	43.0	76.0	53.0	19.0	3.2	1.0
	%	1.5	22.2	39.2	27.3	9.8		
Enhanced Customer Relationship	F	18.0	124.0	22.0	17.0	13.0	2.4	1.0
	%	9.3	63.9	11.3	8.8	6.7		
Infrastructural Accessibility	F	23.0	110.0	22.0	21.0	18.0	2.5	1.1
	%	11.9	56.7	11.3	10.8	9.3		
Universal Accessibility	F	54.0	37.0	61.0	40.0	2.0	2.5	1.1
	%	27.8	19.1	31.4	20.6	1.0		
Destination Attraction							2.5	0.4

From the findings, 16.5% of the respondents strongly agreed that there is interference, 53.1% of them agreed, 19.1% disagreed while 11.3% were neutral. The item had a mean of 2.3 and standard deviation of 1 suggesting that there is interference from the locals.

The study also sought to establish if there is enhanced cultural integrity. The respondents were asked to respond accordingly and 6.2% strongly agreed, 70.1% agreed, 6.2%

disagreed while 16.5% of them were neutral. The results were corroborated by a mean of 2.3 and standard deviation of 0.7. The implication is that there is enhanced cultural integrity. The study further sought to ascertain whether there is biodiversity of wildlife species. The results on this item revealed that 7.7% of the respondents strongly agreed, 37.6% agreed, 7.7% disagreed and 41.2% were undecided. Overall, the respondents were not sure if there is biodiversity of wildlife species.

On the question of whether there is support of protected areas, the study found that 6.7% strongly agreed that there is support of protected areas, 71.6% agreed, and 11.9% disagreed while 9.3% were neutral. The item realized a mean of 2.3 and standard deviation of 0.8. Indeed, there is support of protected areas. The study enquired from the respondents whether the residents are in support of conservation. The results revealed that 10.8% of the respondents strongly agreed, 37.1% agreed, 5.7% strongly disagreed, 23.2% disagreed and 23.2% were neutral. The mean for the item was 2.8 and the standard deviation 1.1 meaning that the respondents were not entirely in agreement that resident's support conservation. Moreover, 22.2% of the respondents agreed that recreational facilities are available, 9.8% strongly disagreed, and 27.3% disagreed while 39.2% of them were neutral. The results summed up to a mean of 3.2 and standard deviation of 1.0 implying that the bulk of the respondents were not sure if recreation facilities are available.

Besides, the study sought to find out if there is enhanced customer relationship. The respondents were requested for their opinion and the results were such that 9.3% strongly agreed, 63.9% agreed, 6.7% strongly disagreed, 8.8% disagreed and 11.3% were neutral. The item had a mean of 2.4 and a standard deviation of 1 showing that there is enhanced customer relationship. As well, 11.9% of the respondents strongly agreed that there is

infrastructural accessibility, 56.7% agreed, 10.8% disagreed while 11.3% were neutral. The mean for the item was 2.5 and the standard deviation 1.1 indicating that there is infrastructural accessibility. Finally, 27.8% of the respondents agreed that there is universal accessibility, 19.1% agreed though 20.6% of them disagreed and 31.4% were undecided. Overall, there is doubt whether there is universal accessibility. This is supported by a mean of 2.5 and a standard deviation of 1.1.

The interviewees were asked to tell how destination resources appeal affects sustainable tourism development in Mt Elgon region. In their responses they said:

“.....this region is endowed with many natural attraction sites and a rich cultural heritage that has over time attracted tourists to the region. If this tourist attractions and cultural diversity is harnessed and preserved, their will sustainable tourism value chain. In so doing, the tourism sector will flourish in many years to come.....KWS Research Warden

4.9 Sustainable tourism development

The study enquired from the respondents whether there is sustainable tourism development. The findings are as presented in the above table 10.

Table 10 Sustainable tourism development

		SA	A	UD	D	SD	M	Std. De
Environmental Education and Information	F	49.0	107.0	20.0	17.0	1.0	2.0	0.9
	%	25.3	55.2	10.3	8.8	0.5		
Environmental and Cultural Conservation	F	13.0	134.0	37.0	10.0		2.2	0.6
	%	6.7	69.1	19.1	5.2			
Environmental awareness	F	23.0	100.0	27.0	44.0		2.5	1.0
	%	11.9	51.5	13.9	22.7			
Economic Empowerment of the local community	F	35.0	89.0	50.0	18.0	2.0	2.3	0.9
	%	18.0	45.9	25.8	9.3	1.0		
Human Activities pose threat to Ecosystems	F	21.0	93.0	16.0	52.0	12.0	2.7	1.2
	%	10.8	47.9	8.2	26.8	6.2		
Reinforcement of Socio-cultural Activities	F	23.0	32.0	76.0	63.0		2.9	1.0
	%	11.9	16.5	39.2	32.5			
Enhancing Quality of Life	F	25.0	69.0	44.0	54.0	2.0	2.7	1.0
	%	12.9	35.6	22.7	27.8	1.0		
Sustainable tourism development							2.5	0.5

Regarding whether there is environmental education and information, 25.3% of the respondents strongly agreed, 55.2% agreed, 8.8% disagreed while 10.3% were neutral. The results summed up to a mean of 2.0 and standard deviation of 0.9. Evidently, there is environmental education and information. The respondents were further asked if there is environmental and cultural conservation. The results showed that 69.1% of them agreed, 6.7% strongly agreed, 5.2% disagreed, 48.2% while 19.1% of them were neutral. The results had a mean of 2.2 and standard deviation of 0.6 suggesting that there is environmental and cultural conservation.

To establish if there is environmental awareness, the respondents were asked to respond accordingly. In total, 11.9% of the respondents strongly agreed, 51.5% agreed while 13.9% of them were neutral. The item had a mean of 2.5 and standard deviation of 1 indicating that there is environmental awareness. Besides, the study sought to find out if there is economic empowerment of the local community. Therefore, respondents were requested to give their opinions. From the results, 18% of the respondents strongly agreed, 45.9% agreed while 25.8% were neutral. The item realized a mean of 2.3 and standard deviation of 0.8 implying that there is economic empowerment of the local community.

Further, 10.8% of the respondents strongly agreed that that human activities poses threat to ecosystems, 47.9% of them agreed, 26.8% disagreed while 8.2% of them were neutral. The mean of 2.7 and standard deviation of 1.2 indicated that human activities poses threat to ecosystems. As well, 11.9% of the respondents strongly agreed that there is reinforcement of social-cultural activities, 16.5% of them agreed, 32.5% disagreed while 39.2% of them were neutral. The item had a mean of 2.9 and standard deviation of 1 suggesting that that the reinforcement of socio-cultural activities is low. This is confirmed by a mean of 2.9 and a standard deviation of 1. Finally, 12.9% of the respondents strongly agreed that there is enhanced quality of life, 35.6% of them agreed while 22.7% of the respondents were undecided. The mean for the item was 2.7 and the standard deviation was 1. The implication is that enhanced quality of life is yet to be realized.

When an interviewee were asked on their understanding of sustainable tourism development, one respondent said, “it is the practice where not only the government is concerned with tourism issues, but, situation where all the key stake holders like the local community, the non-state actors, international agencies take part in order to foster tourism in terms of ecological integrity and social equity.....KWS research warden”

4.10 Correlation Analysis

Table 11 illustrates the Pearson correlation results of the dependent and independent variables.

	Sustainable Tourism Development	Governme nt Practices	Environmental Conservation Practices	Local Community Practices	Destination Attraction Appeal
Sustainable Tourism Development	1 1				
Government practices	.709** 0.00	1			
Environmental conservation	.675** 0.000	.738** 0.000	1		
Local community	.701** 0.00	.715** 0.00	.730** 0.000	1	
Destination attraction	.755** 0.00	.702** 0.00	.597** 0.000	.675** 0.00	1

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

Table 11 Correlation Analysis

The findings revealed that government practices were positively and significantly correlated with sustainable tourism development ($r = 0.709$, $\rho < 0.01$). Further, environmental conservation was positively and significantly correlated with sustainable tourism development ($r = 0.675$, $\rho < 0.01$). Similarly, local community was positively correlated with sustainable tourism development ($r = 0.701$, $\rho < 0.01$) and destination attraction was indicated to positively correlate with sustainable tourism development ($r = 0.755$, $\rho < 0.01$). These findings imply that government practices, environmental conservation, local community and destination attraction are expected to affect sustainable tourism development.

4.11 Assumption of Regression Model

This is a set of statistical processes that were used by the researcher to estimate the relationship between the dependent and the independent variables.

4.11.1 Normality

The table below presents the normality test of the study.

Table 12 Normality

	Kolmogorov-Smirnov		
	Statistic	Df	Sig.
Sustainable Tourism Development	0.918	194	0.154
Government practices	0.962	194	0.089
Environmental conservation	0.966	194	0.083
Local community	0.971	194	0.133
Destination attraction	0.940	194	0.197

a Lilliefors Significance Correction

Normality assumption states that all the items as well as the linear combinations of the items is normally distributed. In order to assess the normality of the data, the Kolmogorov-Smirnov test was used (Shapiro &Wilk, 1965). This was carried out for every variable. The findings from these tests revealed (Table 4.12) that all the statistics were not significant, meaning that the normality assumption is not violated.

4.11.2 Linearity

Linearity implies that the correlation between variables is significant. Findings in above table 13

Table 13 Linearity

		F	Sig.
STD * GP	Linearity	158.423	0.00
	Deviation from Linearity	7.079	0.00
STD * GP	Linearity	182.83	0.00
	Deviation from Linearity	11.883	0.00
STD * EC	Linearity	23.873	0.00
	Deviation from Linearity	5.602	0.00
STD * LC	Linearity	25.475	0.00
	Deviation from Linearity	5.701	0.00
STD * DA	Linearity	147.04	0.00
	Deviation from Linearity	12.001	0.00

The p-values for deviation from linearity were more than 0.05 while linearity p-value was less than 0.05 this shows that the assumption of linearity was not violated.

4.11.3 Test of Multicollinearity

Multicollinearity was also tested by running regression models in Variance Inflation Factor (VIF) and tolerance values were generated.

Table 14 Test of Multicollinearity

	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Government practices	0.853	1.172
Environmental conservation	0.873	1.146
Local community	0.621	1.610
Destination attraction	0.691	1.447

The tests (VIF& Tolerance) indicated that multi collinearity problem among predictor variables did not exist because all the values were below the cut-off value, as per the rule of 10 which advocates for threshold VIF of 10 or tolerance ratio of 0.1 (OBRIEN, 2005; Scott, 2003; Kutner, 2004 & Chong Ho Yu, 2008). The VIF values in Table 4.12 were less than four while tolerance was more than 0.05 meaning that there was no multicollinearity. Basing on these results the validity of the regression tests in this study is unquestionable as indicated in Table 4.12 above.

4.13 Regression Analysis

The table 15 presents the regression analysis:

Table 15 Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.820a	0.672	0.665	0.328

a Predictors: (Constant), destination attraction, environmental conservation, local community, government practices

4.11.1 Model Summary

The above Table 4.14 illustrates the model summary of multiple regression model, the results showed that all the four predictors (government practices, environmental conservation practices, local community practices and destination attraction appeal) explained 67.2 percent variation of sustainable tourism development (R squared =0.672).

4.14 ANOVA Model

The research findings in Table 4.15 highlight the results on the ANOVA model. From the results, coefficient of determination discussed in table 16

Table 16 ANOVA Model

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	56.868	4	14.217	96.786	.0000
Residual	27.763	189	0.147		
Total	84.631	193			

a Dependent Variable: sustainable tourism development

b Predictors: (Constant), destination attraction, environmental conservation, local community, government practices

As evidenced in F ratio of 96.786 with p value 0.000 <0.05 (level of significance). Therefore, the model was fit to predict Sustainable Tourism Development using government practices, environmental conservation practices, local community practices and destination attraction appeal.

4.14 Test of Hypotheses

Table 17 presents the coefficients of estimates for the study predictors

Table 17 Coefficients of Estimate

	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	0.208	0.126		1.646	0.101
Government practices	0.173	0.081	0.155	2.143	0.033
Environmental conservation practices	0.172	0.063	0.186	2.716	0.007
Local community practices	0.165	0.067	0.172	2.478	0.014
Destination attraction appeal	0.436	0.065	0.419	6.72	0.000

a Dependent Variable: Sustainable Tourism Development

Hypothesis 1: Stated that government practices have no significant effect on sustainable tourism development.

Research findings revealed that government practices had a significant effect on sustainable tourism development basing on $\beta_1 = 0.155$ (p-value = 0.033 which is $p < 0.05$). The null hypothesis was rejected and the alternative hypothesis accepted hence, there was significant effect between government practices and sustainable tourism development.

Hypothesis 2: Stated that environmental conservation practices had no significant effect on sustainable tourism development.

Findings showed that environmental conservation practices had coefficients of estimate which was significant basing on $\beta_2 = 0.186$ (p-value = 0.007 which was $p < 0.05$ hence the null hypothesis rejected, and the alternative hypothesis accepted, therefore, there was a

significant effect between environmental conservation practices and sustainable tourism development.

Hypothesis 3: Stated that local community practices had no significant effect on sustainable tourism development

However, study findings showed that local community practices had coefficients of estimate which was significant basing on $\beta_3 = 0.172$ (p-value = 0.014 which was $p < 0.05$). the null hypothesis was rejected and the alternative accepted hence a significant effect between local community practices and sustainable tourism development.

Hypothesis 4: Stated that destination attraction appeal has no significant effect on sustainable tourism development.

Findings showed that destination attraction appeal had coefficients of estimate which was significant basing on $\beta_4 = 0.419$ p-value = 0.000 which was $p < 0.05$ hence, the null hypothesis was rejected and the alternative accepted. Therefore, there was a significant effect between destination attraction appeal and sustainable tourism development

4.15 Summary of hypothesis

The summary of the hypothesis testing was analyzed in table 18.

Table 18: Summary Test of Hypotheses

Hypotheses	Results	Conclusion
Hypothesis 1 (H ₀₁) stated that government practices had no significant effect on sustainable tourism development.	Research findings revealed that government practices had a significant effect on sustainable tourism development basing on $\beta_1 = 0.155$ (p-value = 0.033 which is $p > 0.05$)	The null hypothesis was rejected and the alternative hypothesis accepted. The study concludes that government practices had a positive and significant effect on sustainable tourism development
Hypothesis 2 (H ₀₂) stated that environmental conservation practices had no significant effect on sustainable tourism development	Findings showed that environmental conservation had a significant effect on sustainable tourism development basing on $\beta_1 = 0.186$ (p-value = 0.007 which is $p > 0.05$)	The null hypothesis was rejected and the alternative hypothesis accepted And conclude that environmental conservation practices had positive and significant effect on sustainable tourism development
Hypothesis 3 (H ₀₃) postulated that local community practices had no significant effect on sustainable tourism development	Local community practices had a significant effect on sustainable tourism development basing on $\beta_1 = 0.172$ (p-value = 0.014 which is $p > 0.05$)	The null hypothesis was rejected and the alternative hypothesis accepted. Hence, concluded that local community practices had a positive and significant effect on sustainable tourism development.
Hypothesis 4 (H ₀₄) stated that destination attraction appeal has no significant effect on sustainable tourism development	Findings showed that destination attraction appeal had a significant effect basing on $\beta_1 = 0.419$ (p-value = 0.000 which is $p > 0.05$)	The null hypothesis was rejected and the alternative hypothesis accepted hence, conclude that destination attraction appeal had a significant effect on sustainable tourism development.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of findings, conclusion, recommendations and areas for further studies. The findings are outlined in direct response to the specific objectives of the research. Also presented in this chapter are recommendations and areas for further research which arose during the conduct of the research and conclusion

5.2 Discussion

5.2.1 Government Practices

It is clear from the interview that there is a gap between awareness on the part of local governance and the transformation of this awareness into practical aspect and outcomes within the tourism sector. All the respondents agreed that the role of county government is that of driving the sustainable development agenda within the destination. The interviews provided also the insights of key destination stakeholders, especially tourism operators. Although sustainable tourism often appears to be with great interest to tourism enterprises, these businesses do not invest in sustainable tourism development or environmental management. This is because they think is the responsibility of public sector. This differ with Mbaiwa (2002) alludes that both private and public sectors must play a complementary role if tourism is to become the key growth sector of any nation and destination

The findings on government practices also established that the households are likely to impede efforts made to make the sector sustainable since they were not actively involved.

This was evident in the interview findings it true that the implementation of sustainable tourism principles is related with different attitudes towards tourism by the local community side. According to respondents that part of the community, whose economic interests are related to tourism development (such as commercial service providers in the area) have a positive attitude, while the other part, that don't have economic interests directly linked to tourism do not show the same level of hospitality. Besides that, tourism and culture have not been perfectly aligned. Further, both tourism infrastructure funding and collaboration between agencies and the government is low. As well, there are certain economic sectors whereby linkages and collaborations lack. Moreover, there is low involvement of the private sectors in tourism development. However, the strategic plan is yet to be well coordinated. Consistent with the results, Akama and Kieti, (2007) posited that there is a likelihood of government policies driving tourism development strategy and providing a general setting that actively encourages the growth of the sector. Crouch and Ritchie (1999) reiterated by stating that effective government policies benefit the tourism industry by attracting international investments and facilitating the movement of tourists in and outside the country. The findings are also in line with that of Amoah and Baum, (1997) which found a positive link between effective government policies and tourism industry performance. Norlida (2011) further pointed out that poor government planning is a major impediment to sustainable development of the tourism sector in Tioman Island. As well, the study by Olajide et al., (2012) which found out that private public partnership can contribute to tourism development corroborates the findings of the study.

5.2.2 Environmental conservation practices

Results on environmental conservation indicated that there is mapping and protection of the reserve. There is also prevention of human encroachment though the support of environmental education is minimal. Biodiversity conservation has not been enhanced optimally with the implementation of new environmental programmes being low. Further, alliances are made with environmental companies yet there are gaps pertaining waste management. In addition, instances of alliance with environmentally aware destinations are low. On the other hand, alliances with universities and organizations do exist. Finally, collaboration with tourism industries and the establishment of programs to monitor quality of visitors has been lowly evidenced. Challenges include limited enforcement, due to the weak capacity of the environmental authorities at both the national and county levels, and a lack of resources for monitoring and ensuring full compliance with environmental standards. This was echoed in the interviews it was ascertained that sustainable tourism planning and destination development requires the ability and institutional capacity to integrate multiple policy areas considering a variety of natural, cultural and human assets. A destination cannot successfully implement the principles of sustainable tourism strategy without the right laws and regulations in place. Especially important seems to be the Land use planning, in the current conditions land issues, where a significant portion of which are in contradiction with area development plans. Legislation should protect all the public resources used in tourism industry as the prime tourism offer. In such a way the destination can have a greater opportunity to be differentiated from its competitors.

In line with the findings, a report by UNDP, (2005) established that environmentally sustainable destinations can positively affect tourism performance. The above notion is also supported by Dwyer et al., (2003) who found that the tourism sector can only be sustainable if the government takes the responsibility in ensuring that there is long term prosperity of the sector and that the quality of life of future generations is not compromised. Besides, destination attractiveness and its sustainability can be increased by proper management of environmental quality of a destination (Mihalic, 1998, Hassan, 2000). The results also tally that of Miller, (2001) which established that maintaining a high level of overall environmental quality is key for the sustainability of most types of tourism destinations.

5.2.3 Local Community Practices

Findings on the local community indicated that there is economic empowerment of women and youth. Also, there is involvement of the community in projects. However, there are limited strategies to benefit households. Similarly, the local community lack leveraging knowledge to promote entrepreneurship. Besides, investment in human capital and skills development is low. Moreover, there is descent job creation though there is lack of community consultation and participation. Finally, sufficient efforts have not been made towards ensuring that there is an enhanced social tourism programme. In tally with the results, Jang et al, (2002) established that community participation in tourism is one of the major insurances in keeping sustainable development of tourism. Besides, Scheyvens, (2002) opined that community participation in tourism eliminates the potential conflict of stakeholders thereby facilitating tourism development. Further support to the findings is by Kibicho (2008) who found that there is a linkage between

local people's involvement in tourism activities and their support for its development. The results also tally with that of Matarrita et al (2010) which concluded that local communities need to participate in the decision-making process for sustainable tourism development.

5.2.4 Destination Attraction Appeal

Regarding destination attraction, there is enhanced cultural integrity though there are doubts if there is biodiversity of wildlife species. Further, there is support of protected areas though not all residents support conservation. There is also interference from the locals evidenced by encroachment to the Mt Elgon forest reserve. There is enhanced customer relationship at infrastructural accessibility and universal accessibility at MENP. However, it is undefined whether the recreation facilities are availed from interview there is recognition and accept importance of proactive policy, especially for natural resources and heritage facilities provided in the Mt Elgon region mainly the biodiversity, but the budget for management don't offer the possibility of such a focus. Therefore this calls for more fund allocation

In conformity with the results, Crouch et al, (1999) regard core resources and attractors as the primary motivation for destination appeal and they significantly lead to the development of tourism. Also, the perceived hospitality of residents is a major social factor contributing to sustainable tourism development (Scheyvens, 2002, Kibicho, 2008, Muganda, 2009). Further, Dwyer et al, (2003) established that the existence of related services infrastructure such as retail shopping leads to effective functioning of the tourism destination.

5.3 Conclusion

In conclusion, the study concludes that government practices have a positive and significant effect on sustainable tourism development. The study established that government plays a key role in ensuring that it creates a conducive environment that lead to the development of the sector. Specifically, they make it possible for the private sector to be actively involved which in turn facilitates job creation among households and increases revenue generation.

The study concluded that conclude that environmental conservation practices had positive and significant effect on sustainable tourism development. Environmental conservation indicated that there was mapping and protection of the reserve. There is also prevention of human encroachment though the support of environmental education is minimal.

On local community practices, the study concluded that local community practices had a positive and significant effect on sustainable tourism development. It is true the involvement of the community in decision making increase their trust and confidence in the tourism industry. Besides, it gives them a voice to share out their perspectives on how to improve the sustainability of tourism development.

On destination attraction appeal, the study concludes that destination attraction appeal had a significant effect on sustainable tourism development. This is true since destination attraction, enhances cultural integrity though there are doubts if there is biodiversity of wildlife species. Further, there is support of protected areas though not all residents support conservation.

5.4 Recommendations

Policy recommendations

The government should create a clear policy framework that should provide an environment that enables and encourages the private sector, local community, tourists and other stakeholders to respond to sustainability issues. This can best be achieved by establishing and implementing a set of policies for tourism development and management, drawn up in concert with others. The principles of sustainable development put emphasis on local determination and implementation of policies and actions. This should be placed within a supportive national policy framework. It is also important to align tourism and culture, improve on the tourism infrastructure, increase the linkages and collaborations among key economic actors and ensure that there is community integration. Appropriate tourism promotion and marketing strategies should be a priority to foster branding and foster destination image, this region can provide unique exceptional experience that most nature based tourist seek to experience, the county government should link with magical Kenya to brand Mt Elgon region through cultural events and sporting activities and related facilities improved.

Recommendations to management

Management Environmental conservation is instrumental in ensuring sustainable tourism development. Therefore, there is need for workshops to sensitize the community on the importance of conserving the reserve and the potential benefits to be realized from such initiatives. This can be done through public rallies, workshops and other social meetings. Besides, there is need for mapping and protection of the reserve to counter issues such as human encroachment. Emphasis needs to be on biodiversity conservation and

establishing alliances with universities and organizations that upheld environmental protection. This can be achieved through collaboration with organization such as United Nations for Environmental Protection (UNEP), National Environmental Management Agencies (NEMA) and NGO'S based in the region.

Community practices are inevitable and imperative for tourism development. Therefore, efforts need to be made to ensure there is community involvement in tourism projects. Investments need to be made in human capital and skills development as well as job creation. The government agencies in the destination should initiate this through their social responsibility agenda more specifically the KWS in collaboration with county government and local leadership in the region. In addition, there is need for enhanced social tourism programmes that encourages the development of unique and positive sense of community and belongingness through community cohesion and integration practices. Lastly, economic empowerment of youth and women through tourism is utmost necessary, this calls for proactive actions from NGO'S and social cultural government department in the region fast tract this agenda.

Since destination attraction appeal enhances sustainable tourism development, it is important for tourist destinations to enhance cultural integrity and biodiversity of wildlife species as they are sources of appeal to tourists. There is also need to support the conservation of protected area by instituting measures to minimize interference from the locals. Finally, there is need for enhanced customer relationship and infrastructural accessibility to further facilitate sustainable tourism development.

5.5 Further research recommendations

The main objective of this study was to determine effect of stakeholders' initiatives on sustainable tourism development in Mt Elgon region. Kenya. Valuable insights have been found however it is important to reflect on the conducted work so that further research opportunities can be pointed out. First and foremost, there is need for further research since there is limited literature on the effect of destination attraction appeal on sustainable tourism development. Furthermore, a further study needs to be conducted and focus on effect of private sector and Non-Governmental Organization practices on sustainable tourism development and use longitudinal research design.

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APPENDICES

APPENDIX I: LETTER OF TRANSMITTAL

Nangulu Hellen Lynn Kusimba
School of Business and Management sciences
Department of Hotel and Hospitality Management,
University Of Eldoret,
P.O Box 1125-30100
Eldoret, Kenya.

August, 2018

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: Data collection

I'm Nangulu Hellen Lynn Kusimba a student at The School of Business Management in the Department of Hospitality Management, University Of Eldoret, and Carrying out a research on **“Effect of stakeholders’ initiatives on Sustainable Tourism Development in Mt. Elgon region .Kenya** within the context of community development and sustainability. The Study is a partial fulfillment of the award of a Masters Degree in Hospitality Management the study will entail a critical analysis of stakeholders’ initiatives on sustainable tourism development, particularly in Chepyuk and Kapsokwony wards in Mt. Elgon region .Kenya. The purpose of writing this letter is to kindly request you to participate in this study to enable collection of information required for the research process. Anonymity and the confidentiality of your organization as well as the community groups and individuals who participate in the research will be maintained. The information gathered will be strictly used for the purpose of this

Study

Yours Faithfully

Hellen Nangulu

APPENDIX II: QUESTIONNAIRE FOR HOUSEHOLDS IN THE STUDY AREA

Household Questionnaire

This questionnaire comprises of two sections, A and B. You are requested to give your most honest opinion on the issues being studied herein. Thank you.

Section A: Respondent's Bio-Data

#	Question	Options	Choices	Remarks
001	Kindly select your age bracket	18 – 30 years 31 – 40 years 41 – 50 years 51 – 60 years Over 60 years	[] [] [] [] []	Select the most appropriate option
002	What is your marital status?	Single Married Separated Divorced Widowed	[] [] [] [] []	Select the most appropriate option

3	What is your level of education?	Primary Secondary Tertiary University None	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Select the most appropriate option
4	Kindly state your religious affiliation	Christian Muslim Traditional None	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Select the most appropriate option
5	Kindly state your ward residence status	Less than a year 1 – 5 years 5 – 10 years 10 – 15 years Over 15Years All my life	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Select the most appropriate option
6	Do you, in any way,	No	<input type="checkbox"/>	Select the most

	provide services or products to tourists? If yes , what kind of service do you provide?	Yes Accommodation Home-stay Tour Guide Shop Services Restaurant Entertainment Transport	[] [] [] [] [] []	appropriate option Select the most appropriate option
007	How often do you interact with tourists?	Very frequently Frequently Less Frequently Rarely Never	[] [] [] [] []	Select the most appropriate option
008	Are you involved in community tourism projects?	No Yes	[] []	Select the most appropriate option

SECTION B

Use the 5-level point Likert scale given to indicate your most appropriate response in the table below (SA = Strongly Agree, A = Agree, U = Undecided, D = Disagree and SD=Strongly Disagree). Please select the most appropriate response.

#	Statements related to Government practices and sustainable tourism development in Mt. Elgon region	SA	A	U	D	SD
		5	4	3	2	1
01	Policy formation and implementation is all inclusive	[]	[]	[]	[]	[]
02	There is aligning culture and tourism policies	[]	[]	[]	[]	[]
03	Funding and investment in tourism infrastructure and related investments by government	[]	[]	[]	[]	[]
04	Enhance collaboration among agencies and the broader government	[]	[]	[]	[]	[]
05	Linkages and collaboration across economic sectors is evident	[]	[]	[]	[]	[]
06	Work with the private sector to improve and link products.	[]	[]	[]	[]	[]
07	Training/skills development programs on targeted groups	[]	[]	[]	[]	[]

08	Enhance Borderless society and visa facilitation	[]	[]	[]	[]	[]
09	Community integration and cohesiveness in the region	[]	[]	[]	[]	[]
010	Coordinating the Industry based on a strategic plan	[]	[]	[]	[]	[]
11	Serve as a catalyst and facilitator for environmentally sound tourism Development	[]	[]	[]	[]	[]

#	Statements related to Environmental conservation practices and Sustainable Tourism Development (STD) in Mt Elgon region	SA	A	U	D	SD
		5	4	3	2	1
12	Mapping and protecting the Mt Elgon forest reserve and park	[]	[]	[]	[]	[]
13	Mitigation to limit human encroachment into wildlife habitat	[]	[]	[]	[]	[]
14	Support for environmental education and training programmes	[]	[]	[]	[]	[]
15	Enhanced biodiversity conservation	[]	[]	[]	[]	[]
16	Pilot projects to implement new environmental	[]	[]	[]	[]	[]

	programs					
17	Alliances with environmentally sound companies and organization	[]	[]	[]	[]	[]
18	Prioritizing waste management, treatment and disposal	[]	[]	[]	[]	[]
19	Alliances with environmentally aware destinations	[]	[]	[]	[]	[]
20	Research alliances with universities and environmental expert organizations	[]	[]	[]	[]	[]
21	Alliances with tourism industry through environmental programs, research, awards	[]	[]	[]	[]	[]
22	Establishment of environmental standards programs to monitor the quality of the visitors	[]	[]	[]	[]	[]

Use the 5-level point Likert scale given to indicate your most appropriate response in the table below (SA = Strongly Agree, A = Agree, U = Undecided, D = Disagree and SD=Strongly Disagree).Please select the most appropriate response

#	Statements related to community practices and sustainable tourism development in Mt Elgon region	SA	A	U	D	SD
		5	4	3	2	1
23	Economic Empowerment of women and Youth	[]	[]	[]	[]	[]
24	Investment in Human Capital	[]	[]	[]	[]	[]

25	Involvement of the Community in Projects	[]	[]	[]	[]	[]
26	Community Consultation and Participation	[]	[]	[]	[]	[]
27	Strategies to Benefit Households	[]	[]	[]	[]	[]
28	Creation of self employment and jobs	[]	[]	[]	[]	[]
29	Leverage of knowledge to Promote entrepreneurship	[]	[]	[]	[]	[]
30	Enhanced Social Tourism Programmes	[]	[]	[]	[]	[]
#	Statements related to destination resources appeal and sustainable tourism development in Mt Elgon region	SA 5	A 4	U 3	D 2	SD 1
31	Interference from the Local community a threat to biodiversity	[]	[]	[]	[]	[]
32	Enhanced Cultural Integrity is vital	[]	[]	[]	[]	[]
33	Biodiversity of Wildlife species is key	[]	[]	[]	[]	[]
34	Support of Protected Areas by stakeholder add value	[]	[]	[]	[]	[]
35	Residents Support Conservation	[]	[]	[]	[]	[]
36	Availing Recreational Facilities promote sustainability	[]	[]	[]	[]	[]
37	Enhanced Customer Relationship is important	[]	[]	[]	[]	[]

38	Infrastructural Accessibility to attractions	[]	[]	[]	[]	[]
39	Universal Accessibility is fundamental	[]	[]	[]	[]	[]
#	Sustainable Tourism Development in Mt Elgon region	SA 5	A 4	U 3	D 2	SD 1
40	There is environmental education and information	[]	[]	[]	[]	[]
41	Inclusivity in Environmental and Cultural Conservation	[]	[]	[]	[]	[]
42	Efforts geared to Environmental awareness	[]	[]	[]	[]	[]
43	There is measures to economic Empowerment of the local community	[]	[]	[]	[]	[]
44	Human Activities pose threat to Ecosystems	[]	[]	[]	[]	[]
45	There is Reinforcement of Socio-cultural Activities	[]	[]	[]	[]	[]
46	Enhancing Quality of Life is important	[]	[]	[]	[]	[]

Thanks for your cooperation

APPENDIX III: INTERVIEW SCHEDULED FOR MT. ELGON MANAGEMENT**SECTION A**

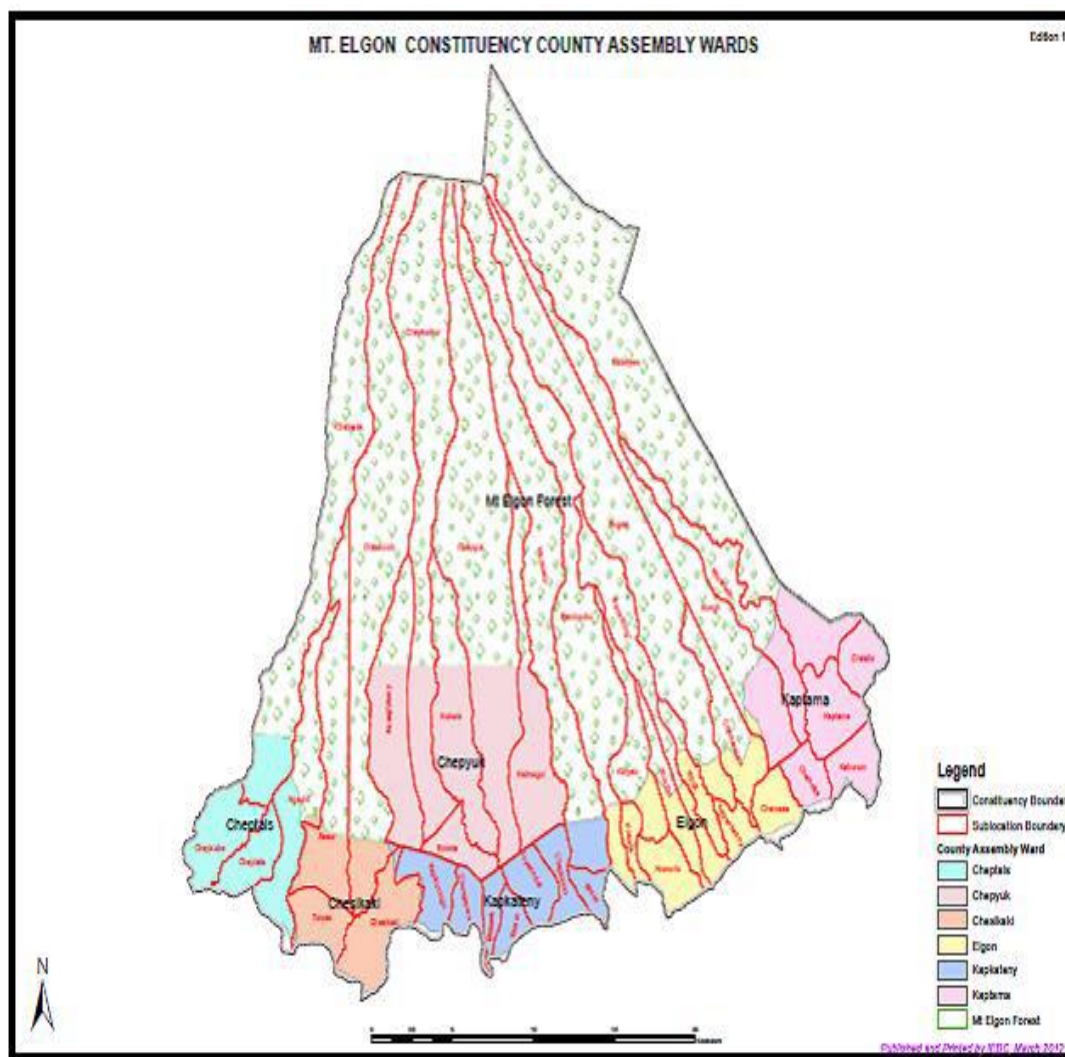
Department/Section.....

SECTION B

1. What do you understand by sustainable tourism development?
2. What do you understand by government practices in tourism sustainability?
3. In which way do environmental conservation practices affect sustainable tourism development in Mt Elgon region?
4. In which way do local community practices affect sustainable tourism development in Mt Elgon region?
5. In which way does destination resources appeal affect sustainable tourism development in Mt Elgon region?

Thanks you for your cooperation


APPENDIX IV: STUDY AREA MAP; MT ELGON REGION



Source: First Bungoma County Integrated Development Plan 2013- 2017

APPENDIX V: INTRODUCTORY LETTER AND NACOSTI RESEARCH PERMIT

APPENDIX VI: INTRODUCTORY LETTER AND RESEARCH PERMIT



**University of
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**SCHOOL OF BUSINESS & MANAGEMENT SCIENCES
Department of Hotel & Hospitality Management**

REF: UoE/BS/MS/PG/ME&SB/041 2nd August, 2018

Mt. Elgon Sub County

Dear Sir / Madam,

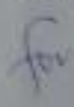
**RE: APPLICATION FOR RESEARCH PERMIT - HELLEN NANGULU
SBM/S/PG/HM/2001/15**

Reference is made to the above named who is applying to the National Commission for Science Technology and Innovation for a Research Permit.

Hellen is a student University of Eldoret undertaking a Master Degree in Hospitality Management in the School of Business and Management Sciences. She has completed presenting her research proposal titled *Influence of destination practices on sustainable tourism development in Mt. Elgon Sub County, Kenya*.

Any assistance accorded to her is highly appreciated by this institution.

Yours faithfully,



HOD
Hotel & Hospitality
Management Dept.
UNIVERSITY OF ELDORET

DR. KACHEAL KARE
HEAD, DEPARTMENT OF HOTEL AND HOSPITALITY MANAGEMENT

C.C. Dean, School of Business and Management Sciences



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Ref. No. **NACOSTI/P/18/33396/25581**

Date: **18th October, 2018**

Hellen Kusimba Nangulu
University of Eldoret
P. O. Box 1125-30100
ELDORET.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Influence of tourism destination practices on sustainable tourism development in Mt Elgon Sub-County, Kenya”* I am pleased to inform you that you have been authorized to undertake research in **Bungoma County** for the period ending **18th October, 2019**.

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

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

**GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner
Bungoma County.

The County Director of Education
Bungoma County.