THE CONTRIBUTION OF SOAPSTONE HANDICRAFT INDUSTRY TO COMMUNITY TOURISM IN TABAKA, KISII COUNTY, KENYA

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A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT IN THE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT OF KENYATTA UNIVERSITY

DECEMBER, 2015
DECLARATION
DECLARATION

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

Signature…………………………………    Date ……………………………

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DEDICATION

I dedicate this thesis to my parents Rodah Nyarinda (Late) and Johnson Isaboke Matoke for their inspiration throughout my life.
ACKNOWLEDGMENT

I would like to acknowledge my supervisors Prof. Makopondo, Dr.Manyara, Prof. Ongiti and Dr.Mary Mutungi, Tabaka community members and my colleagues for their support towards the development of this thesis. Similarly I acknowledge my research assistants Alex and Stephen for their support as I developed this work. Lastly, my family members (my husband; Lameck, daughters and son; Susan, Gladys, Margie, Anne and Wesley) deserve to be thanked and appreciated for their patience, sacrifice and support during the period that I spent much time and resources preparing this research thesis.
ABSTRACT

Many countries in developing world have turned to tourism as a tool for sustainable development. Community participation is a crucial element to the success of tourism development. The level of success of tourism within a community is dependent upon the degree of resident’s involvement and participation. The purpose of this study was to assess the contribution of soapstone handicraft tourism industry in Tabaka in Kisii County. The objective of the study was to investigate the contribution of soapstone handicraft industry to the growth of tourism activities in Tabaka sub-location in Kisii County; the study employed a descriptive research design targeting soapstone operators and their leaders in Tabaka Sub-location. The sample for this study comprised of five group leaders purposively selected and 85 soapstone operators selected using stratified random sampling method from five soapstone self-help groups in Tabaka sub-location. Data were collected using a structured questionnaire and an interview schedule. Both quantitative and qualitative data were analysed separately and synchronized. Quantitative data was analysed using SPSS software. Qualitative data was analysed using thematic data analysis method then incorporated with quantitative data in presentations and discussions. The results of this study were presented using descriptive statistics such as frequency tables, figures and graphs while emerging themes were reported as reflected in the analysis. The response rate of 94% was achieved and deemed to be very good. The findings indicated that there was minimal tourism in Tabaka though majority of Tabaka residents were involved in making soapstone handicraft products largely consumed by tourists at different destinations in Kenya as souvenirs to carry home. Stakeholders played various roles where the government engaged in planning and policy development coordinated both private and public sectors but needed to do more especially in marketing and building of appropriate infrastructure. The industry faced challenges that arose from limited education of operators, limited funding, lack of infrastructure and exploitation by middlemen. However suggestions of strategies to overcome the challenges community residents faced were made as the need for the government involvement in creating awareness, to facilitate the acquiring of potential entrepreneurial skills, lack of modern tools and limited marketing knowledge of members, encouragement of stakeholder participation in providing the needed support, government commitment to the building of infrastructure and supper- structure and enhancing of marketing of Tabaka as a destination of choice. The study recommended a further research to explore the role of tour planners in promoting Tabaka soapstone handicraft as one of cultural tourism products in western Kenya tourism circuit.
# ABBREVIATION AND ACRONYMS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>CBT</td>
<td>Community Based Tourism</td>
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<tr>
<td>EPC</td>
<td>Export Promotion Council</td>
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<td>FECTO</td>
<td>Federation of Community Based Tourism</td>
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<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>GoK</td>
<td>Government of Kenya</td>
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<td>ITC</td>
<td>International Trading Centre</td>
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<td>JICA</td>
<td>Japanese International Cooperation Agency</td>
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<td>KATA</td>
<td>Kenya Association of Travel Agents</td>
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<td>KATO</td>
<td>Kenya Association of Tour Operators</td>
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<td>KECOBAT</td>
<td>Kenya Community Based Tourism</td>
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<tr>
<td>KTB</td>
<td>Kenya Tourism Board</td>
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<td>KTDC</td>
<td>Kenya Tourist Development Corporation</td>
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<td>KTF</td>
<td>Kenya Tourism Federation</td>
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<td>MoT</td>
<td>Ministry of Tourism</td>
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<tr>
<td>NACOSTI</td>
<td>National Council of Science, Technology, and Innovation</td>
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<tr>
<td>NGOs</td>
<td>Non-Governmental Organisations</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for Social Sciences</td>
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<td>UN</td>
<td>United Nations</td>
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<td>USA</td>
<td>United States of America</td>
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<tr>
<td>UNESCO</td>
<td>United Nation Education Science Culture Organisation</td>
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<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
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OPERATIONAL DEFINITIONS OF TERMS

1. **Abagusii**: in the context of this research, they are the people of Gusii origin living within Tabaka region of Kisii County.

2. **A Community**: A community is a group of people who live together with similar practices and share same values. For the purpose of this study, a community refers to, Gusii people, “Abagusii”, Gusii community who live in Tabaka sub-location of Kisii County.

3. **Carvers**: the members of Tabaka community who cut soapstone mined into required sizes and shapes according to the items being designed.

4. **Community based development**: utilisation of community resources through engaging community residents to enhance their economic, social and environmental aspects.

5. **Domestic tourism**: involves people travelling away from home but within Kenya or Kisii to Tabaka for recreational or business purposes.

6. **Development**: refers to utilization of the available resources to uplift the general well-being and living standards of the residents.

7. **Economic impacts**: refer to the effects of resource utilization in Tabaka that influences individuals’ material well-being.

8. **Handicraft**: refers to an object, made by hand using special skills and available materials. In this case soapstone is the available material from which products are made using the special art skills and tools by Tabaka residents.

9. **International tourism**: implies buyers of soapstone handicrafts and tourism products crossing the frontiers in Kenya and Kisii County with foreign currency which is spent in Kisii County as a source of revenue that would contribute towards the tourism sector.
10. **Miners:**- the men who dig out soap stone from the ground (quarries).

11. **Other community members:**- members of Gusii community living within Tabaka who are likely to be affected by the socio-economic and cultural impacts of soapstone carving and tourism activities without necessarily engaging themselves in the same.

12. **Resources:** All, and any, of those features which would draw people into Tabaka (a destination) like soapstone and arable land (for agro-tourism activities) culture and landscape.

13. **Resources utilization:**- the way the available resources are employed to bring an effect in the community members’ lives

14. **Self-help group:**- members of Gusii community from Tabaka who have come together with the aim of utilising the available resource (soapstone) for economic and social empowerment.

15. **Service:** - the key components responsible for delivering quality memorable experience to tourists.

16. **Social impacts:** - refer to the influence of resource utilization in Tabaka, the way individuals interact with others, their behaviour and attitudes.
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CHAPTER ONE

1.1 Background to the study.

Tourism has gradually taken a leading, significant and prominent role in driving economies of many countries. According to the United Nation World Tourism Organization (UNWTO, 2014), international tourism arrivals increased by 4.3% reaching a total 1133 million while receipts reached US$ 1245 billion worldwide in 2014, up from US$ 1197 billion in 2013, indicating an increase of 3.7%. In this regard, emerging economies have turned to tourism as a key driver of socio-economic progress due to its ability to create jobs and enterprises, export revenues, and enhance infrastructure development. Generally, tourism has the ability of playing a positive role in the conservation of natural and cultural heritage as well as acting as a means of job creation, income generation, and poverty reduction (UN, 2006).

Among other attractions, the development of tourism is predicated upon the natural, cultural and heritage resources of a country or community. Mustafa (2011) affirms that culture offers special focus, within communities which depict social characteristics, traditions, and behaviours and suggests that it makes communities different from one another. Culture represents community’s creativity and artistic aspects in their cultural endowments thus singling out their uniqueness. According to Robinson & Picard (2006) culture forms a strong motivation behind enormous growth of heritage tourism worldwide as tourists desire to encounter and experience different cultures as well as their material and immaterial expressions.

Mustafa (2011) observes that cultural and heritage tourism is based on the existence of cultural components classified as tangible and intangible. The tangible part of immobile resources includes built heritage, sites, cultural landscapes, while mobile elements are artefact, handicrafts, and other consumer goods. According to Ratanakomut, (2006) the
intangible cultural aspects include art expressions, languages, living cultures, folklore…among others. These resources attract both domestic and international tourists and satisfy their curiosity, provide a learning experience and enhance relaxation as they appreciate the local cultures (Bak, 2008).

Handicrafts as tangible aspects of culture and heritage tourism symbolize the places visited by tourists and represent local traditions, indigenous knowledge as well form part of the experiences for tourists (Akhalet al, 2008). They evoke wonderful memories for tourists when they take good quality handicrafts home and at the same time it arouses the interest for others that see the items and cultivate the desire to visit the destination in question (UNWTO, 2008).

While handicraft objects are tangible components their artisanship reflect intangible aspect of culture that is mobilized for tourism development. During the UNWTO (2008) meeting it was suggested that developing the base resource for handicraft such as rocks, soils, wood etc for tourism purposes is of significance to attaining sustainable development in community culture and heritage tourism.

Continuous participation in handicraft industry is an assurance of steady supply of end products and encouragement for the visitors. Handicrafts and handicraft production are a primary tourist attraction that requires the visitors to set aside resources to include culture and heritage tourism component in travel plans (Ryan, Bloms, Hovland, & Scheler, 2009). Further, Mustafa (2011) suggests that involvement in handicraft produces traditional artistic objects that generate both income and employment opportunities for the community and serves as an agent for protection of traditional handicraft and culture. Handicrafts may also have added value to attractiveness of a destination, For instance, for many tourists, shopping of cultural handicrafts is no longer simply a form of entertainment, but a link to foreign culture and a means of enriching the travel experiences (ITC, 2012)
Kenya is one of the countries that have embraced tourism and the sector has continued to play an important role in her socio-economic development since independence. According to the ministry of tourism, tourism is one of the leading foreign exchange earner that currently accounts for about 10 per cent of the nation’s Gross Domestic Product (GDP) making it the third largest contributor to the GDP after agriculture and manufacturing (MoT, 2012). Due to tourism’s significance, the government of Kenya has recognized it as one of the pillars to transform the nation to a middle level economy therefore encouraging its enhancement for achieving socio-economic development. In particular in vision 2030 strategic plan, cultural tourism has been highlighted as one of key niche products to take the country to a higher level of socio-economic development (GoK, 2008).

1.2 Problem statement.

According to (Ondimu, 2002), Kisii County in Kenya is richly endowed with tourism supporting resources, infrastructure and its strategic positioning within the Western Kenya Circuit. The County has been identified as a village tourist destination and certified as one of the 1,000 home-stay sites in Kenya with an aim of promoting cultural tourism (JICA/MOTW, 1995; GoK, 2007). Within Kisii County, Tabaka Sub-Location residents have engaged themselves in soapstone handicraft over the years. According to Young (2009) Tabaka soapstone handicrafts are popular both in Kenya and in the rest of the world for their artistic prowess. They are purchased as souvenirs and sculptures as gifts and for display in various places; museums, offices, and galleries among other areas (Kisii online, 2013).

In spite of government and other stakeholders’ involvement in handicraft industry, there are challenges that need to be addressed (Republic of Kenya, 2002, Obwori, Iravo, Munene, & Kaburi , 2012 and Kibagend, 2013). For instance, Hashmi (2012) observed that handicraft sector faced challenges due to its being unorganized, lack of relevant education for operators,
low investment capital, poor exposure to new technologies, absence of market intelligence, and poor institutional framework. Similarly, Rotich (2010) concurs that Africa faces challenges of effective widespread marketing skill and promotion of cultural tourism products that need be urgently addressed. Based on the foregoing one can argue that soapstone handicraft industry can play a greater role in the development of Kisii County as a tourist destination. However, for greater contribution to be realized there is need of proper planning to ensure the industry is developed and marketed using effective strategies that are formulated based on empirical research data.

If cultural tourism was to deliver the potentials for socio-economic development in Tabaka, then there was need for sound planning and policy, guided by sound research findings. No thorough research had been carried out to explore the role of culture in enhancing community based tourism in particular within Kisii County especially on the role of soapstone handicraft as a tool of community based tourism in Tabaka. Therefore the need to establish the role of soapstone handicraft in community-based tourism in Tabaka. This study was intended to investigate the contribution of soapstone handicraft industry, if any, in enhancing tourism in Tabaka sub-location as well as the contribution of stakeholders and the effectiveness of strategies adopted by the various stakeholders in the production of soapstone handicrafts and growth of tourism in Tabaka to a preferred destination.

1.3 Purpose of the study.

The purpose of this study was to investigate the contribution of soapstone handicraft industry in enhancing tourism in Tabaka, Kisii County.
1.4 **Objectives of the study.**

1.4.1 **General objectives.**

The general objective of the study was to establish the role of soapstone handicraft industry in encouraging tourism in Tabaka in Kisii County.

1.4.2 **Specific Objectives.**

a) To investigate the contribution of soapstone handicraft industry to growth of tourism activities in Tabaka sub-location in Kisii County.

b) To determine the role of specific stakeholder groups in the development and promotion of soapstone handicraft industry and tourism in Tabaka Kisii County.

c) To identify some of the constraints/challenges facing soapstone handicraft industry and tourism in Tabaka.

d) To propose strategies for promoting soapstone handicraft industry and Tabaka as a tourist destination in Western Kenya circuit.

1.5 **Research Questions.**

a) What contribution has soapstone handicraft industry made to tourism in Tabaka sub-location in Kisii County?

b) What is the role of specific stakeholder groups in the promotion and development of soapstone handicraft and tourism industry in Tabaka Kisii County?

c) What are the constraints/challenges facing soapstone handicraft and tourism industry in Tabaka?

d) What strategies can be used for promoting soapstone handicraft industry and tourism in Tabaka as a tourist destination in Western Kenya circuit?
1.6 **Significance of the study.**

The result of the study supports the Government of Kenya (GoK) in its planning and formulation of relevant policy in respect to the tourism sector. Some of the policies and documentation guides on the collaboration among various stakeholders in the event of achieving sustainable tourism development in the country. For example the Kenya Tourist Board (KTB) will find the results of the study significant important because of its mandate of promoting and marketing the country as a premier destination, Kenya Tourist Development Corporation (KTDC) will also find the study results important to perform its responsibility in providing a range of advisory and financial services to investors in tourism related enterprises and others who may find this study useful as a reference in making serious investment decisions.

The research findings enrich the empirical debate and form the foundation for further academic research on culture and heritage tourism development in western Kenya region, especially soapstone handicraft industry in Kisii County. The findings form the basis for revealing the extent of the problem thus opening avenues for further in depth study into soapstone handicraft industry. Forms the basis of socio-economic development as the research findings provide the gaps in tourism development especially culture and heritage in Kisii County.

1.7 **Delimitation of the study.**

The purpose of the study was to establish the role of handicraft industry in promoting tourism in Tabaka region of Kisii County in Kenya. It was conducted in Tabaka Sub-location of Kisii County between September 2012 and March 2013 using a descriptive research design. The study was conducted on key soapstone operators organised in Community Based Organisations (CBOs) in Tabaka Sub-location of Kisii County where intense activities of soapstone handicraft are widely practiced.
1.8 Limitation of the study.

This study was concerned with establishing the role of soapstone handicraft industry in community based tourism development in Tabaka in Kisii County. The findings did not allow for generalization to be made on handicraft industry and tourism in other parts of Kenya. This limitation was solved through seeking a wide representative sample of 85 respondents and carrying out in depth interviews from five group leaders as well as incorporating of secondary data in the study. The study was conducted on respondents who were overly emotive about tourism issues especially in the background of soapstone a natural resource which is unique and held so dear by the community of Tabaka. They had expectations of which the researcher could not fulfil. The researcher carefully explained to them that the project was purely for academic pursuits and had no rewards in return.

1.9 Assumptions of the study

The study was undertaken under the following assumptions that those selected were a true presentation of soapstone handicraft participants in Tabaka and answered the questions based on their experiences in the industry.

1.10 Conceptual Framework.

The study was guided by a conceptual framework based on the objectives and variables of the study. Community based tourism depends on the level of involvement of community members and other stakeholders; governments, private sector and NGOs. “the theoretical premises of community tourism have a long history, some originating from the participatory and empowerment of development models that emerged as a new paradigm in development discourse in the 1970s”’Cornelissen (2005). The CBTs have been linked to local culture especially from the perspectives of tourism ‘impact’ and ‘attraction’ in the sense that they should respect local culture and heritage hence find ways to enhance and rescue the cultural values (Telfer & Sharpley, 2008).
Tabaka community residents have demonstrated the urge to enhance their culture especially through their participation in soapstone handicraft industry since time immemorial. They produce a wide range of products largely consumed within the tourism industry. Participation in such activities was anticipated to influence community-based tourism concept in Tabaka just as it had been at the forefront in promoting of rural development, both in developed (Ireland) and developing world (Storey, 2004; Honey, 2008).

However, with the right intention in their engagement and effective use of the available resources, community residents face challenges that prohibit and limit their success. Some of the challenges they faced were, lack of organisation, relevant education, poor exposure and market intelligence. Failure to address the challenges it meant that both the soapstone handicraft and tourism industries could fail thus limiting benefits anticipated to be experienced by community residents in spite of their involvement in the soapstone handicraft industry and ready to offer services in support of tourism industry.

The challenges on the other hand could be reduced by engaging various stakeholders with the ability to cushion residents by providing various services like education, marketing, funding and others. Through various forms of support, the community then had the opportunity to successfully promote soapstone handicraft industry and get to enjoy the benefits as they plough them back for development of infrastructure and other investments that support tourism activities. This will enhance Tabaka soapstone handicraft industry and at the same time have a vibrant tourism destination experiencing a large flow of tourists. The illustration is shown in figure 1.1.
Figure 1.1: Conceptual framework

Independent variable variables

Soapstone handicraft activities

Intervening variables

Stakeholders (MoT, MoP, CM, NGOs)

Challenges (education, marketing, funding)

Stakeholder’s role in Promotion of soapstone handicraft and tourism activities

Dependant

Successful soapstone handicraft industries in Tabaka

Successful tourism industries in Tabaka

Failure of soapstone handicraft and tourism industries in Tabaka

Source: Author 2014
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction.

This chapter reviews both the relevant theoretical and empirical literature. The theoretical review of literature was based on the social exchange theory while the empirical literature was reviewed under the following sub themes; the contribution of soapstone handicraft industry to tourism in Tabaka sub-location in Kisii County, the role of specific stakeholder groups in the promotion and development of soapstone handicraft and tourism industries in Tabaka Kisii County, the major challenges facing soapstone handicraft and tourism industries in Tabaka and the strategies for promoting soapstone handicraft industry and Tabaka as a tourist destination in Western Kenya circuit.

2.2 The Theoretical Review of Literature

Social exchange theory is a social psychological and sociological perspective that explains social change and stability as a process of negotiated exchanges between parties. Social exchange theory posits that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. Costs in this study are the elements of relational life that had negative value to Tabaka community residents in their effort of working in soapstone handicraft industry and the negatives experienced in terms of failure to use their time effectively, earn enough revenue and a feeling of wasted effort or lost opportunities. Outcome is defined to be the difference between the benefits and the costs:

On the other hand benefits are the elements of a relationship that have positive value like a sense of acceptance, support, and companionship, material or financial gains, social status, and emotional comforts. The Social Exchange perspective argues that people calculate the
Overall worth of a particular relationship by subtracting its costs from the benefits it provides. If worth is a positive number, it is a positive relationship. On the contrary, negative number indicates a negative relationship. The worth of a relationship influences its outcome, or whether people will continue with a relationship or terminate it. Positive relationships are expected to endure, whereas negative relationships will probably terminate as shown in figure 1.1 of the conceptual framework.

Tourism for the social exchange theory has taken bigger leaps. Regions and countries have taken tourism to increase residents’ income, and employment. Similarly, the social exchange theory could be applicable in the case of this study as Tabaka residents have participated in the soapstone handicraft since time immemorial. This gives an indication that there are benefits enjoyed despite of the costs experienced thus sustaining the residents in the industry.

### 2.3. The Empirical Literature Review; Community Based Tourism.

The community-based tourism (CBT) concept has been at the forefront promoting rural development, both in developed and developing world (Storey, 2004; Honey, 2008). The theoretical premises of community tourism have a long history, originating from the participatory and empowerment development models that emerged as a new paradigm in development discourse in the 1970s (Cornelissen, 2005). CBT by its nature has been linked to local culture especially from the perspectives of tourism ‘impact’ and ‘attraction’ in the sense that it should respect, rescue and find ways to enhance the local culture and heritage (Telfer & Sharpley, 2008).

Similarly, community-based tourism is premised on the inclusion of local people in its development. The inclusion is characterised by community member’s control of development, involvement in planning, experiencing equitable flow of benefits, and incorporation of resident values (Tosun, 2006). Reid (2003) reckons that employing
community-based approach to tourism development can aid the implementation and sustainability of development as often-such projects have greater community support and buy-in from an inclusive list of stakeholders. Community residents form part of the stakeholders by their engagement in making handicraft objects using their special skills and enjoying the benefits (Hornby, 2000).

2.4 Role of soapstone handicraft in promoting tourism in Tabaka

Most of the handicraft activities have a long history, tradition and are of specific religious or ritualistic meaning. Local culture and handicraft products form part the principal assets of the community offering tourism products to attract visitors. Greg, (1999) is in support of the idea that local handicrafts form part of the elements of culture critically important in offering a base for competitive tourism destination. Shushma (2012) concurs in support that handicrafts and handicraft production are primary tourist attractions especially in many developing countries. For example, Morocco is well-known as a tourist destination for her natural beauty, rich culture and remarkable handicraft tradition that lures buyers and collectors. The rich culture and handicraft products have helped differentiate tourism products from the competing destinations.

The Kenyan government too recognizes the importance of culture as a source of niche products to transform the nation to a middle level economy especially soapstone handicraft (GOK, 2007; DNTP, 2004; GOK, 2009). For instance Kisii County in Kenya is richly endowed with tourism supporting resources, infrastructure and its strategic positioning within the Western Kenya Circuit (Ondimu, 2002). Further still the County was identified as a village tourist destination and certified as one of the 1,000 home-stay sites in Kenya with an aim of promoting cultural tourism (JICA/MOTW, 1995; GoK, 2007).

Tabaka soapstone products stand out not only in Kenya but worldwide as well. The handicrafts are commonly purchased as a way of keeping memories or sharing the experience
enjoyed as they are given a way as souvenirs to friends and relatives. They are also used as sculptures that are displayed in various parts in the world (Kisii Online, 2013). Tabaka soapstone products display aspects of superior quality compared to others from the rest of the world as confirmed by a dealer producing the Simpson cartoons not only known by the stone quality but by the carver’s artistic prowess the masterly of the physical characteristics of the products they make, without referring anywhere when designing and carving such sculptures (Young, 2009).

Soapstone handicrafts form a major artefact supply for tourism sector in Kenya. Some come as buyers for the local or export market while others come as researchers or purely for leisure and adventure but get to buy the items (Young, 2009). In relation to this, group leaders acknowledge that 80% of the soapstone handicrafts sales are from the international market a good source of earning foreign exchange important for alleviation poverty within the community.

Cultivating good use of this resource can play a positive role in the conservation of natural and cultural heritage and their use in tourism targeted handicrafts can uplift local industry and protect the traditional handicraft and culture (UN, 2006). Cultural heritage is one of the factors that enable destinations create unique images and imaginations in visitor’s mind. Proper interpretation of cultural heritage is not only a gateway of understanding the cultural heritage itself, but also places the cultural heritage in the context of the destination and its people Nicole Mitsche, Franziska Vogt, Dan Knox, I. Cooper, Patrizia Lombardi, Daniela Ciaffi, (2013).

However, in the effort of reviving cultural heritage, cultural products need be designed from tourists’ context in order to satisfy their curiosity as visitors. This implies that handicraft products need to match the needs and wants of customers (tourists) (Greg,
Consequently, there is need for change of handicraft products from a traditional to a more tourist taste oriented as they meet the demand as souvenirs and represent memories by connecting tourists in their participation in other cultures. In the effort of meeting tourist demand it all dependents on tourism characteristics; tourist arrivals, expenditure, length of stay among others as it is assumed that the longer they stay the more time they have for shopping and the more they spend (Markwick, 2001). This happens to the advantage of the community housing the destination.

In the course of addressing tourist demand, commercialization of handicraft products for tourist purposes emerges and is a fairly prevalent phenomenon in many less developed countries. Commercialization happens due to interaction with foreigners, education, travel, media and especially the use of technological innovations in trying to satisfy varied tourist demand. In conclusion (Revilla and Dodd, 2003) feel that handicraft products designed to meet tourist demands ignite a concern as products tend to be different from the original size, by being simplified, standardized, naturalized, grotesque, novelty, and archaic.

2.4.1 Stakeholders in soapstone handicraft and tourism industry.

Different stakeholders play different roles in the development of tourism resources in the country since the central government does not have enough expertise to do it alone (GoK, 2006). The stakeholders in this study were identified as the National and County governments, the development partners who mainly partner with the community through group formation and the private sector comprising of the investors and NGOs.

2.4.2 The Role of the Community as a Stakeholder in Soapstone Handicraft and Tourism Industry

Local communities’ participation towards achieving sustainability of tourism industry is one of the core elements of tourism development (Muganda, Sirima, & Ezr, 2013). Communities are regarded as key stakeholders in Tourism Development because of their legitimate and
moral role in tourism development (Haukeland, 2011). This is so by the fact that it is within their localities that tourism activities take place (Jamal and Stronza, 2009). Other researchers concur that communities in their participation are key in tourism development processes therefore cannot be ignored (Aref, 2011). As they play the role of ensuring resource sustainability through community ownership which emphasizes conservation. The cultural heritage stakeholders and community residents does not only enable destination to unlock its unique potential but also creates a sense of place that local communities can identify and relate to (Nicole Mitsche, Franziska Vogt, Dan Knox, I. Cooper, Patrizia Lombardi, Daniela Ciaffi, 2013).

In this case, soapstone as a tourism product is owned by the community. It is found in community land with no government ownership implying that owners play a great role in the development of community based tourism development using soapstone handicrafts and ensure that the community reap benefits. By playing their rightful role in tourism development, the community may benefit; by enjoying in community engagement and control of their resources, alleviate poverty and have a more equitable benefit distribution, achieve natural and cultural heritage resource conservation, regional and rural development and product diversification.

**Role of Government(s):** The governments play an important role by providing an enabling environment for tourism industry development (GoK, 2006). The national, regional and local governments provide ground for political stability, security and safety, within a well defined legal framework and policies. Provides essential services like adequate means of transport, communication links vital in strengthening the supply chain and support of all the stakeholders (Page, 2011). Governments have also the role of ensuring protection and development of cultural and heritage sites done under the umbrella of National museums of Kenya. The government has a major role of bringing together all the stakeholders in
handicraft in order to avoid duplication of efforts among the players. Advertisements and promotion to inform potential visitors know what the country offers is also a key role of the government (GoK, 2006).

The government provides finances, organizes promotional fares, and provides guidebooks on products, maps that locate retailers, markets and production centres, monthly publications and posters that portray artisans and all other important sources of information for tourists. Government support through festivals and annual fairs feature handicrafts enhancing the overall allure. Governments also strengthen their regulation on training programs that has tourism inclination in support to avail qualified manpower for the industry (Bak, 2007).

Perhaps most importantly, governments sponsor the development of institutions that support and regulate the tourism industry. This allows handicraft associations to promote national trademarks to distinguish local products from imports to certify authenticity, quality and protect original designs. Such branding provides a competitive sales advantage in an industry dominated by price driven purchasing. The governments have a role of facilitating formation of associations to promote major exhibitions, assure representation of handicrafts at international travel fairs and advocates on behalf of the industry concerning regulations and important legislation (Anh, 2005). These ensures better coordination among industry participants and plays a unique role in serving the needs of artisans and handicraft related enterprises in maximizing opportunities in the tourists market (Bak, 2007).

In addition, the National and County governments have initiated strategies geared to promoting tourism activities directly connected to handicraft development. Such initiatives include; organization and management strategies, inter-departmental co-ordinating of bodies concerned with tourism development at the local level, creation of tourism marketing and development boards and councils. In addition strategies like appointment of full-time tourism
officers to assist in co-ordinating national, regional and local product development processes, incorporation of pro poor tourism concerns into larger handicraft development of tourism destinations including visitor management strategies in handicraft villages among others (Anh, 2005, GoK, 2006).

**Role of the private sector:** The private sector is one of the stakeholders in tourism industry with varied interests and ultimate aim of making profits from their investments. The private sector involvement as an integral stakeholder in tourism industry is driven by the urge to make the tourist stay comfortable and enjoy a memorable experience while registering profits (Bak, 2007). On the other hand, he argues that in order to satisfy tourist needs, the private sector ensures that customers have access to a wide variety of products and services; adequate accommodations, access to amenities and means of transport. In addition, the private sector collaborates with producers of tourism products like artisans who make handicraft which connects tourists with the community. For example in US cruise ship line get more bookings from visitors interested in visiting countries with products representing cultures of those countries they are visiting (Bak, 2007).

The private companies associated with tourism also partner with handicraft makers to include them in their itinerary in order to offer market for their products and at the same time satisfying the curiosity of tourists. A good example of a private sector involvement in promotion of handicraft for tourism is a Dutch firm that has developed the handicraft industry in Dominican Republic to replace imports as a means of alleviating poverty and at the same time to satisfy the needs of the tourists in the destination. This is achieved as most of the tourist resorts accommodate gift shops selling handicraft merchandise and use the handicrafts as interior and garden accents, decor and accessories in return contributing to further development of the handicraft industry through tourism (Shushma, 2012). Similarly in Jordan, handicraft villages have been constructed where they are housed in historic buildings
that date back to the turn of the last century. The handicraft villages provide cafes, retail shops, museums, exhibitions and hotels whose interiors aim at satisfying and enhancing tourist experiences of culture at one stop shop (Mustafa, 2011).

In India, numerous handicraft villages have evolved over the centuries, in some cases related to celebrated sites and in other generation-old centres of traditional craftsmanship with the help of traders and tour operators. Sanganer, near Jaipur is a hotel at a tourist destination a reminiscent of an ancient courtyard owned by private investors and serves a focal point for block printing in itself, an inspiration for today’s craftsmen where tourists in search of fine hand-crafted furnishings flock demonstrating an excellent example of the link between cultural immersion and customer satisfaction (http://www.jaipur.org.uk).

Out of Africa, a highly visible and well-managed craft outlet in the Johannesburg International Airport is a model shop that enjoys a brisk and vibrant trade, entertains shoppers with a wide variety of appealing merchandise and creative displays which leave a lasting, positive impression for the departing visitors (Shushma, 2012).

**Role of the NGOs:** In many cases, the private sector has limited capital to invest in new product experimentation, marketing and business expansion (Shushma, 2012). Realizing that the private sector needs support to exploit such opportunities, many donors encourage investment through a partnership program that mobilizes ideas, efforts and resources of governments, businesses and civil society through public-private alliances to stimulate economic growth and development of businesses and workforces. In the Caribbean, a collaboration of private investors, donors and NGOs have created new tourist markets for local handicrafts by expanding trade between craft-producing businesses and the besought market (Bak, 2007).

In many cases, local products cannot compete directly with less expansive imports therefore NGOs assist in stimulating demand by targeting market niches such as handicraft that can
compete based on quality and design. They may also support the development of the new technology through research and testing to increase productivity, reduce costs of production and improve product standards. NGOs can also promote opportunities for women, especially for those who have limited options and resources for productive employment and help mitigate on individuals that are not in the market chain and those who lack the expertise to perform business and market-related tasks successfully (Shushma, 2012 and Bak, 2007). Donors also provide finances to support training of artisans in production skills, product design, quality control, identification of new markets, training in business skills, such as accounting, inventory management, costing and pricing to meet the expectations of tourist buyers (Shushma, 2012). Moreover the donors can help build the capacity of sourcing agents by creating links between the market and supply chains and then help them work with and train suppliers to meet market requirements. Donors contribute breaking monopolistic trade relationships where wholesale buyers dominate the market by promoting trade to a wider network of buyers.

NGOs can sponsor surveys of retailers and tourists on the types of products they seek and transmit this information to suppliers. They can help connect isolated suppliers to the market. In Kenya and Mozambique, NGOs and artisan associations are helping establish wood banks to replenish hardwoods, alleviate shortages, and decrease the costs of inputs for which the handicraft sector depends on and at the same time links the artisans with the customer in the tourism sector thus improving their income. The NGO also provides small grant opportunities. Anh, D. (2005).
2.4.3 Challenges/Constraints Facing the Soapstone Handicraft and Tourism Industries

The handicraft sector had suffered a great deal due to a wide range of factors; lack of organization, lack of relevant education among the operators, low capital, poor exposure to new technologies, absence of market intelligence, and poor institutional framework as revealed by earlier research (Republic of Kenya, 2002, Obwori, Iravo, Munene & Kaburi, 2012 and Kibagend, 2013), Hashmi (2012).

Soapstone operators in Kenya use rudimental methods of production as compared to their counterparts in India and China. Many of the operators rely on skills learnt from their forefathers because they largely have no formal training but limiting production to their understanding and not their customer’ demand.

On the other hand, earlier studies show that soapstone industry in Kisii could not develop faster as the amount earned could not effectively support the growth of the industry (Obwori, Iravo, Munene, & Kaburi 2012). This was particularly supported by key speech delivered during the Kisii cultural week symposium highlighting that the Kisii County had not yet taken soapstone industry seriously despite of its potential for enhancing tourism and hospitality (Akama, 2015).

In relation to these findings, it was observed that handicraft in Africa faced challenges of effective widespread marketing skill especially in the promotion of cultural tourism products and had no market access for their quality goods and services in rich international markets, thus limiting the realisation of significant fair trade and reduction in participation in cultural tourism activities Rotich, 2010). Lack of marketing skills and failure to access potential paying markets, soapstone handicraft producers are exposed to middlemen who buy soapstone and cultural products cheaply only to sell them expensively at international trade fairs and other destination markets (Gicheru, 2011).
Similar sentiments are shared on Tabaka community residents (miners and carvers) being exposed to exploitation by middlemen while they (the indigenous owners of soapstone quarries) remain economically and socially unchanged (DNTP, 2004). Middlemen disguise themselves as visitors but filter in as workers who end up occupying highly paid jobs, in disguise of high qualification, while lowly paid jobs are left for the local residents (Deery and Jago, 2010).

Similarly Buyeke E. and Njoroge J.M, 2011) in their paper, concur with other researchers that there were a number of challenges that Tabaka soapstone industry faced particularly lack of centralised museum for all artefacts in Kisii, poor infrastructure, middlemen who buy products at low prices which are sold at high prices in their destinations.

Linking pro-poor tourism with local handicraft production, provides many opportunities for poor people, countless examples still show that handicraft markets in developing countries are full of imported products or are disappointing for tourists due to their poor product variety.

Further still the soapstone operators carry out businesses in a subsistence way (Cottage setting) with no formal business setups which require government and stakeholder’s interventions to enhance profits (GoK, 2002). Their operations complicate accessing assistance from the government. Additionally, it is important to note that the local sales of handicrafts rely on foreign tourists whose revenue fluctuates, especially with the global economic recession conditions which deny visitors the purchasing power and ultimate reduction in local revenue Kenya being a victim (UNESCO, 2008).
2.4.4 THE STRATEGIES FOR PROMOTING SOAPSTONE HANDICRAFT INDUSTRY IN TABAKA KISIIXCOUNTY.

The Local communities’ participation towards achieving sustainability of tourism industry is one of the core elements of tourism development (Muganda, Sirima, & Ezr, 2013). Soapstone handicraft industry was earmarked as one with the potential to stir Kisii’s growth and development to a tourist destination in the strategic plan vision 2030 of Kenya (GoK, 2008). Other governments too recognised the potential of culture and tourism and decided to have the sectors as the main economic drivers (Abankina, 2013).

Handicraft industry is a highly labour intensive cottage based industry and decentralized mainly spread all over the country both in rural and urban areas. Weimar (Germany) experienced the emergence of a new employment structure, active development of the service sector and creative economy sectors (Abankina, 2013). Community involvement in soapstone handicraft was a way of enhancing employment opportunities, attracting investment within Tabaka. Business and employment opportunities accrue in the communities where cultural tourism is practiced Glickman (1997).

The development of various cultural and tourism investments are possible with the collaboration of key stakeholders like the County Government, National Government and others. This is demonstrated by Leo Tolstoy Memorial Estate-Museum in Yasnaya Polyana (Russia) where a big cultural institution financed by the federal public funds within a rural area attracts visitors to the territory and enhances cultural infrastructure investments both in the city and its suburbs (Abankina, 2013).

The regular and effective funding of tourism destination enhances growth and development as in Weimar (Germany where efficiency of hard and soft infrastructures increased significantly enabling the ability to host the large number of visitor flow to the destination
Visitation of a destination is viewed as an important part of the local and regional economy Glickman (1997). Marketing strategies coordinated by county government, redistributing tourism flow development of new products by tourism organisations and other development agencies assigned the responsibility. The marketing channels are mainly through agent buying mostly middlemen who sell to retail stores, internet retailers, exhibitions like galleries, discounters/mass retailers who sells at very low prices, non-profit organisation (NGOs) and also by direct sale to customers at the production points (Barber & Krivoshlykova, 2006).

Germany is the largest market for handicrafts valued at 29.5 DM followed by other European countries; France, Italy, Switzerland and the United Kingdom, USA and Russia (Hashmi, 2012). Non-profit organisation (NGOs) also play a role in marketing handicraft by providing training on skills of production, marketing information and funding of various activities in production chain. Japan International Cooperation Agency (JICA) is a good example of organisations working in collaboration with the Ministry of Industrialization and the Export Promotion Council (EPC) in Kenya which in July 2011, identified Smolart Self Help Group in Kisii that deals with soapstone products and assists them produce quality products and sell them into Japanese market (JICA, 2011).

Soapstone handicraft products are produced both for export market targeting tourists and direct exports and local markets which target tourists in tourist destinations, along road sides, in hotels, airports and production workshops. Other market outlets found in special markets like Maasai market which is conducted once in a month and sells a variety of locally produced handicrafts (Hart, 2012).

Soapstone carvers in Kenya have formed cooperative societies to help them market their products with the aim of eliminating middlemen. Some groups such as Nyabigena Soapstone Carvers Organization sell their products both locally and internationally through their
workshop in Kisii and internet in collaboration with friends in the Diaspora (Trickleout, 2011).

2.5 SUMMARY OF THE REVIEWED LITERATURE.

The literature has identified a number of issues related to tourism and soapstone handicraft industry in Tabaka. The industry faces several constraints ranging from lack of education, inadequate skills development, low capital, poor exposure to new technologies, absence of market intelligence, and poor institutional framework among others. A number of researchers, (Honey & Jilpin, 2009; Kyriakidou & Gore, 2005, Muliro, 2009) argue that tourism being consumed at the point of production, the industry should directly benefit communities providing goods and services. Tabaka residents continue to participate in soapstone handicraft industry, as they pass on skills from generation to generation, the mastery of the skill is evident in the products as they stand out in the market. Most of the consumers of the soapstone handicrafts were tourists at different tourist destinations, yet there was no much significance of the activities neither in the socio-economic development of the residents nor in community-based tourism development in Tabaka. From this perspective there was need for well set policies and strategies to address the challenges in order to enhance retention and distribution of benefits to local residents however such strategies and policies must be informed by sound research. For the research to be useful it had to be based on data generated through various stakeholders in local tourism and soapstone handicraft production in Tabaka. This study therefore attempted to establish the role of soapstone handicraft industry in enhancing tourism in Tabaka.
CHAPTER THREE
RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction.

The chapter discusses the research design adopted in the study. This is set out in various sub-headings; research design, location of study, target population, sampling techniques, research instruments, pilot study, validity, reliability, data collection techniques, data analysis and ethical considerations.

3.2 Research design.

A research design forms the logical structure of the inquiry and analysis that shows how all the major parts of the study work together in addressing the research questions or to test theories as unambiguously as possible (Kombo & Tromp, 2002). It is also a blueprint for collection, measurement and analysis of data (Kothari, 2003). Its central role is to minimize the chance of drawing incorrect causal inferences from data. When selecting a research design, it is essential to identify the type of evidence required to answer the research question in a convincing way. Therefore this study adopted a descriptive research design when collecting data because the research involved seeking people’s attitudes and opinion, habits or the variety of education and social issues regarding soapstone handicraft and tourism industry in Tabaka (Orodho, and Kombo, 2002). The design was suitable because it enhanced the use of a questionnaire and carrying out of interviews to gather information (Orodho, 2003). Similarly it was also suitable because it was not only restricted to fact finding but led to the formulation of knowledge and establishing solutions to problems facing Tabaka soapstone handicraft industry and tourism in Tabaka. The design gave information as the state of affairs existed on the ground.
3.3 Study area

This study was carried out in Tabaka sub-location in Kisii County which boarders six other Counties with Narok to the south, Bomet to the south east, Kericho to the east, Migori to the west and Homa Bay to the north west. Tabaka is situated about 360 KM West of Nairobi and approximately 113Km from Kisumu south east of Lake Victoria (http://www.softkenya.com, 2012). Tabaka sub-location is within Gucha District and had a total population of 12742 (GoK- CBS, 2009). Majority of Tabaka residents participate in soapstone handicraft industry, subsistence and cash crop farming. The soapstone is obtained from private farms whereas carving takes place in different places within Tabaka. Soapstone is available in an area of approximately 20 square kilometres. Some of the community residents spend at least 70% of their time on stone carving activities as it is flexible to work even from their homes at any time (Tabaka resident, 2011).

Tabaka was selected because of her uniqueness in producing some of the best soapstone artefact widely used in the world (Young, 2009). Tabaka also supplies artefact, to tourism sector both locally and internationally with the international market accounting to about 80% (Oigo, 2009). This concurs with an earlier identification of Kisii County as a village tourist destination and its certification as one of the 1,000 home-stay sites in Kenya aimed at promoting cultural tourism (JICA/MOTW, 1995). Similarly culture is one of the resources in the County earmarked to offer quality niche experiences in the vision 2030 strategic plan, a product meant to boast tourism in different Counties and enhance their development to a middle level economy (GoK, 2008)

3.4 Target Population.

Population in research means a well-defined collection of individuals or objects known to have certain characteristics and defined specifically and unambiguously (Burns, 2000). Punch
(2005) noted that the target population is the total target group who would in the ideal world, be the subject of research, and about whom one was trying to say something. The study utilized a population of soapstone operators drawn from registered self-help groups directly involved in soapstone activities like mining, carving, finishing and marketing. By their direct involvement and experience, the researcher expected them to have interacted with other stakeholders both in the industry and within the community. Table 3.1 shows the target population tabulation.

**Table 3.1: Target Population**

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Group Size</th>
<th>Total</th>
<th>Sample</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Male</td>
<td>Sample Male</td>
<td>Total Female</td>
<td>Sample Female</td>
<td></td>
</tr>
<tr>
<td>Top Designers Self Help Group</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>Tabaka Ghetto Youth Group</td>
<td>11</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>Utalii Self Help Group</td>
<td>17</td>
<td>14</td>
<td>10</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>Nyagichere Self-Group</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Masumbuko Nyansore Self Help</td>
<td>18</td>
<td>14</td>
<td>10</td>
<td>8</td>
<td>28</td>
</tr>
<tr>
<td>Total returned questionnaires</td>
<td></td>
<td>51</td>
<td>29</td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td><strong>68 (63%)</strong></td>
<td><strong>54</strong></td>
<td><strong>40 (37%)</strong></td>
<td><strong>31</strong></td>
<td><strong>108 (100%)</strong></td>
</tr>
</tbody>
</table>

*Source: Ministry of gender and social services (2012)*

The sample was selected from five self help groups namely Top Designers self help group, Tabaka Getto Youth group, Utalii self help group, Nyagichere self help group and Masumbuko Nyasore self help group. There were a total of 68(63%) men and 40(37%) women who were selected from a population of 108 members. All groups had a higher representation of men except Nyagichere self help group that had 7(10%) men and 9(23%) female. A total of 85 questionnaires were issued.
3.5 Sampling and sampling techniques.

The sampling and sampling techniques were carefully selected in order to keep the sample size manageable enough (Newman, 2003). Dealing with a manageable size of the sample, enabled the study to derive its detailed data at an affordable cost in terms of time, finance and human resource (Mugenda & Mugenda, 1999). On the other hand, Patton (2002) argues that the sample size selected depended on the purpose of the inquiry, its usefulness, credibility and what was done with the available time and other resources.

The Slovin formula \( n = \frac{N}{1+N(e)^2} \) was used to calculate the sample size of the respondents; where “\( n \)” was the desired sample size, “\( N \)” was the population size, and “\( e \)” was the level of precision.

\[
N = 108 \quad \text{(Population of registered soapstone operators)}
\]
\[
e = 0.05 \quad \text{(Margin of error)}
\]
\[
n = \frac{108}{1+108(0.05)^2} = 85 \quad \text{soapstone operators}
\]

From the calculation above 85 soapstone operators were sampled from a population of 108 members of the selected self-help groups. The chairpersons of the five groups were purposively sampled as key informants for oral interviews before other respondents. The members were stratified in terms of gender aided by the office records of all the members of the self-help group members. The number of men and women were selected proportionately (Male, 63%, 50) and Female, 37%, 30) of the participants in the study.

3.6 Research instruments.

This study used a questionnaire with open and closed ended questions and an interview schedule to collect primary data from operators and key informants respectively. The questionnaire was divided into five sections, A, B, C, D, and E. Section A: comprised of seven items of demographic information, section B: four items on the role of soapstone
handicraft in promoting tourism, section C: the contribution of stakeholders in soapstone handicraft development, section D: dealt with the challenges facing the soapstone handicraft industry in Kenya. Section E: strategies to be used in promoting soapstone handicraft and tourism industries in Tabaka.

Interview schedules were used to gather information from the chairpersons who were considered as key informants from self-help groups. They were found suitable due to their flexibility in sourcing in-depth information on the subject of the study (Creswell, 2009). Some of the information was obtained from secondary sources; government documents and website.

3.7.1 Piloting of research instruments.

The questionnaire was tried on ten respondents while the interview guide was tried on two self-help group leaders in Nyasore Sub-location. The pilot study results were subjected to correlation test using Cronbach Alpha which gave a correlation score of 0.78 which concurred with Julie (2003) that a correlation of 0.7 and above was an acceptable threshold for reliable instruments. The pilot study results indicated that the instruments were reliable. However, some corrections such as the order of questions and the wording were done to enhance clarity and the achievement of anticipated data.

3.7.2 Validity.

The validity of the study instruments; questionnaire and interview guide was emphasized by ensuring that the objectives of the study were clear in order to yield the anticipated information. The instruments were selected taking into account the quality of respondents. For example the questionnaire was used to collect data from operators while an interview guide was used for opinion leaders. The study instruments were administered individually by
the researcher with the help of trained assistants who had also been engaged during the pilot study.

3.7.3 Reliability.

Reliability is a measure of the degree to which a research instrument yields similar results after repeated trials. In qualitative research reliability refers to the extent to which the reporter reports accurately the results. Reliability was achieved after the questionnaire was tried under similar circumstances in Nyasore sub-location where soapstone handicraft activities are carried out. It was achieved by ensuring that the objectives of the study were clear, question structure was correct, respondents were well informed and asked to be as truthful as possible while the researcher and the assistants had to embrace tactfulness when addressing respondents and carrying out interviews. Member check technique was conducted to establish the validity of the procedure. Member check is when data, analytic categories, interpretations and conclusions are tested with members of those groups from whom data were originally obtained. The checks could be done both formally and informally as opportunities arise in the course of observation and conversation. In this case informal checks were done all through during interview by confirming from the respondents by asking questions based on what the researcher understood or derived as interview key points to allow the respondents confirm or decline what they had said to ascertain their true views or opinion. These finally helped the researcher draw meaningful conclusions of the findings and ascertain reliability of the instruments.

3.8 Data collection procedure.

Data was collection carried out by the researcher with the help of two research assistants. The research assistants had been trained by the researcher for two days a week prior to data
collection exercise. They were initially engaged in trying out the research instruments. Before embarking on data collection exercise, the research assistants explained the principle objective of the study to the respondents and gave respondent them a chance to ask questions or seek clarifications on what they did not understand. The research assistants with the help of group leaders, who identified their group members, administered the questionnaire as they moved about the different work stations where the members were working from. In the course of data collection, the research assistants made sure that the sample comprised both men and female proportionately as in sample composition.

The research assistants guided respondents in filling the questionnaire and where respondents had difficulties in reading; they read the contents to them and also assisted them to write down the answers they gave. In cases where respondents were not confident to communicate in English, the assistants were ready and quick to address them in Ekegusii or Kiswahili and assisted them too to fill in the questionnaire. On the other hand as questionnaires were being filled, the researcher conducted interviews on the five key informants alternatively until all the five group leaders were covered.

3.9 Data Analysis and Interpretation.

Quantitative data collected was cleaned, coded and keyed to computer then subjected to Statistical Package for Social Sciences (SPSS) application that facilitated analysis. Descriptive statistics such as frequencies, modes, means, variances or standard deviations were used to examine different variables of the study. The SPSS analysis output was used to produce tables and charts for presenting study results. Cross-tabulation was used to compare relationship between the study variables.

Qualitative data was analysed using the thematic analysis method. Kombo and Tromp (2006) defined thematic analysis as a form of analysis which identifies and groups related themes together and describes the association between them. The thematic data analysis involved
identifying information relevant to the research objectives from raw data, coding the information, identifying major themes based on the objectives and placing the coded data under related themes. Secondary data was analysed by critically reviewing literature mainly from journals, and analysing the relevant contents from books, various government and organisational and reports. The results were used to provide additional insight to the primary.

3.10 Data Management and Ethical Considerations.
Research ethics refers to the appropriateness of researcher’s behaviour in relation to the rights of those who become the subjects of the research work, or are affected by it (Ng’ang’a et al., 2009). The appropriateness and acceptability of behaviour of researchers affects broader social norms of behaviour. Data management concerns the organisation of data, from its entry to the research cycle through to the dissemination of valuable results. It is part of the research process that aims to make the research process as efficient as possible in order to meet expectations and requirements of research organisations, research funders, and legislation.

For this study, a permit was sought from National Council of Science, Technology and Innovation (NACOSTI). An informed consent from soapstone operators and their leaders, the office of the Assistant Chief Tabaka Sub-location was also sought to allow the study be carried out. A plan was laid out where the two assistants were trained and taken through the questionnaire before distributing them. The questionnaires were numbered and assigned to specific group members for ease of follow up and collection. Before issuing the questionnaires and start of interviews, the respondents were assured of their safety and confidentiality during the study. They were given a chance to ask questions and seek clarifications regarding this academic study. They were informed that participation was voluntary and they would withdraw if they felt fit.
CHAPTER FOUR
RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

The purpose of the study was to investigate the contribution of soapstone handicraft industry to community tourism in Tabaka, Kisii County. The specific objectives were: i) To investigate the contribution of soapstone handicraft industry to tourism in Tabaka sub-location in Kisii County, ii) to determine the role of specific stakeholder groups in soapstone handicraft and tourism industry in Tabaka Kisii County, iii) to identify some of the major challenges facing soapstone handicraft and tourism industry in Tabaka, iv) to propose strategies for promoting soapstone handicraft industry and Tabaka as a tourist destination in Western Kenya circuit.

The specific guiding research questions were: i) What contribution has soapstone handicraft industry made to tourism in Tabaka sub-location in Kisii County? ii) What is the role of specific stakeholder groups in soapstone handicraft industry and tourism in Tabaka Kisii County? iii) What are the major constraints/challenges facing soapstone handicraft industry and tourism in Tabaka? iv) What strategies could be used for promoting soapstone handicraft industry and Tabaka as a tourist destination in Western Kenya circuit? This section presents the findings of the study as response rate, the general demographics of the respondents and the findings according to the objectives and questions of the study.

4.2 Response rate.

Eighty-five questionnaires were administered to soapstone operators for primary data collection of which 80 (94%) were filled and returned. According to Mugenda and Mugenda (2008), a 50% response rate is adequate, 60% good and above 70% rated very well hence based on this assertion, the response rate for this study was very good at 94% of the sample who filled the questionnaires. Six percent of the respondents refused to fill the questionnaires.
some citing fatigue from numerous researches where they felt that it does not add any value to their activities but a waste of their time.

4.3 Demographic characteristics of the respondents.

This section presents bio-data of the study respondents with a wide range of demographic characteristics that made it necessary to establish which of them enhanced the utilisation of soapstone resource for tourism within the community. These characteristics included sex, age, marital status, highest education attained, occupation and work experience as discussed under respective headings.

4.3.1 Sex of the respondents.

The sex of the respondents from (CBOs) where gender would have had great influence on the type of activities one participated in within the soapstone handicraft industry. The results were as presented in Figure 4.1.

Figure 4.1: Sex of soapstone operators.

From figure 4.1 it was observed that majority of the respondents (63.75 %) were male compared to 36.25% women. The male dominance was attributed to the manual nature of soapstone handicraft production activities like splitting rocks, lifting heavy rocks which require energetic men and the fact that it was the male who owned land where soapstone was excavated. This confirmed that traditional gender roles affected women’s participation in community activities (Onsongo et al, 2011). It was evident that some roles were particular for gender group.
4.3.2 Marital status.

The respondents were asked about their marital status because of the influence on the choice of economic activities and resource ownership. The responses are tabulated in Table 4.2.

Table 4.2: Marital status of the respondents.

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>47</td>
<td>58.75</td>
</tr>
<tr>
<td>Single</td>
<td>20</td>
<td>25.00</td>
</tr>
<tr>
<td>Separated</td>
<td>6</td>
<td>7.50</td>
</tr>
<tr>
<td>Married (Widowed or Widower)</td>
<td>7</td>
<td>8.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The results from table 4.2 indicate that majority (58.75 %) of the respondents were married, (25%) were single or unmarried, (7.5%) were separated while (8.75%) were either widowed or widowers. Marital status was of influence to participation in certain activities. Most of the married respondents participated in soapstone handicraft industry as a way of generating income to support their families. This concurs with the vision 2030 strategic plan (GoK, 2008) where counties were highlighted to have resources particularly culture, capable of alleviating poverty especially if employed in tourism industry.

4.3.3 Age of the Respondents.

The age of the respondents was a crucial component for the study because it influenced the form of employment and ownership of the natural resources. It was one of the critical variables considered when analysing industry knowledge, carving and other skills, experiences of the trade among others. The higher the age the more the respondent was most likely to have adequate skills, being knowledgeable and experienced in the soapstone handicraft industry.

The study findings revealed that the oldest respondent was 62 years while the youngest was 21 years. It was realized that the soapstone activities attracted both the young and old, however the mean age of respondents was 40.13 years, an indicator that majority of the
respondents were old way above youth age of 35 years. This implied that soapstone activities did not attract youths.

4.3.4 Age by Gender

Age by gender was sort to establish the age of the group members taking part in soapstone handicraft activities.

Table 4.3: Age by gender

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Respondent Sex</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>19-29</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>30-39</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>40-49</td>
<td>25</td>
<td>7</td>
</tr>
<tr>
<td>50-59</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>51</td>
<td>29</td>
</tr>
</tbody>
</table>

The findings in table 4.3, show that majority (31.25%) of the male were between the ages of 40-49 years while (8.75%) of females were between the ages of 19-29 years. This implied that soapstone industry was dominated by older men compared to the youthful women. There were more men because the soapstone was mined from individual farms largely owned by older men within the community who resided and worked from their homes while most of the young men did not own land but worked as employees or casuals in soapstone handicraft industry.

4.3.5 Level of education of soapstone operators.

It was vital to investigate the influence of education on soapstone handicraft industry and tourism within the community. The findings are presented in figure 4.2.
The findings in figure 4.2 show that (27.5% men, 15% women) were the majority of the respondents who had attained at least basic primary education, with few having no education; (1.8% men, 1.5% female), those who had attained secondary level were (3.6% men, 2.5% women) and with a minimal number of 1.6% men only attaining tertiary education. This indicated that the soapstone handicraft workforce had low level of education standards contrarily to the earlier research findings which indicated that educated human workforce was as critical as the input in the production function for endogenous growth (Poescu & Diaconu, 2009). Similarly, (Verhaest & Omey, 2009) expressed that the higher the level of education attained the more the person was informed and easier it was for them to learn new skills thus the possibility of accepting change. In support are Onsongo, Barongo, Ongesa, Nshimiyimana, & Niyibizi, (2011) argue that lower levels of education among artisans tend
to have negative influence on production and marketing of handicraft products. Therefore the level of education was important for Tabaka community residents’ ability to interact with other stakeholders and participation in key issues like product development, policy, funding and marketing. This was confirmed by one of the group leaders interviewed. When asked of his views on the level of education in relation to participation in soapstone handicraft industry, he noted that:

“for over 40 years soapstone handicraft industry have been carried out by Kisii community residents who have little or no education but mainly school dropouts. Myself, I started working here when I dropped out of secondary school due to lack of school fees. Lack of adequate education encourages middlemen to exploit us because we do not get involved in critical soapstone handicraft related issues like marketing among others due to our little education. We are discouraged from learning new skills as our education level limits us, although with the rapid changes on the way of conducting business, I think i may have to learn some of the new skills”. (OI. September 19th, 2012).

It was evident that soapstone handicraft industry in Tabaka was largely controlled by residents with low level of education. This posed challenges especially on new skill acquisition in carving, marketing among others and needed be addressed in an effort to use soapstone handicraft industry as a means of achieving community based tourism in Tabaka.

4.3.6 Soapstone handicraft workers by specific occupation and gender.

The study sought to establish the specific tasks of soapstone handicraft workers by gender. This was necessary in order to establish the relationship between gender, age, education levels and specific tasks. This was important because gender roles influenced the type of work they performed, while education level and age influenced choice of certain tasks. The study findings were presented in a cross tabulation format showing gender and specific tasks performed in Table 4.4.
Table 4.4: Cross Tabulation of Specific Occupation and Gender.

<table>
<thead>
<tr>
<th>Specific Occupation</th>
<th>Respondent sex</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Miner or soapstone extractor</td>
<td>Count</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>% within specific occupation</td>
<td>85.0%</td>
</tr>
<tr>
<td></td>
<td>% within gender</td>
<td>29.3%</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>18.2%</td>
</tr>
<tr>
<td>Carver/Sculptor</td>
<td>Count</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>% within specific occupation</td>
<td>92.2%</td>
</tr>
<tr>
<td></td>
<td>% within gender</td>
<td>40.5%</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>25.1%</td>
</tr>
<tr>
<td>Decorator</td>
<td>Count</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>% within specific occupation</td>
<td>12.5%</td>
</tr>
<tr>
<td></td>
<td>% within gender</td>
<td>2.6%</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>6.1%</td>
</tr>
<tr>
<td>Polisher</td>
<td>Count</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>% within specific occupation</td>
<td>10.0%</td>
</tr>
<tr>
<td></td>
<td>% within gender</td>
<td>1.7%</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>1.1%</td>
</tr>
<tr>
<td>Parker</td>
<td>Count</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>% within specific occupation</td>
<td>33.3%</td>
</tr>
<tr>
<td></td>
<td>% within gender</td>
<td>9.5%</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>5.9%</td>
</tr>
<tr>
<td>Sales or Marketing</td>
<td>Count</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>% within specific occupation</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>% within gender</td>
<td>16.4%</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>10.2%</td>
</tr>
<tr>
<td>Total</td>
<td>% of Total</td>
<td>62.0%</td>
</tr>
</tbody>
</table>

From Table 4.4, majority of the males (18.2%) were involved in soapstone extraction (mining) compared to (3.2%) of the females. There were (25.1%) men who participated in carving/sculpturing against (3.2%) women. A larger population of (9.6%) of women participated in polishing compared to (1.1%) men and (11.8%) of females participated in parking while there were (5.9%) men in the same section. Finally, it was realised that there were no women who participated in sales and marketing apart from (10.2%) of men involved.

From these findings, it was argued that gender roles determined the type of occupation within the soapstone industry. For example risky undertaking such as splitting and lifting of rocks required energetic persons thus was largely done by men. On the other hand, females tended to perform tasks that were not risky, non-manual and those that demanded no much skills.
like polishing, decorating among others. However some participants failed to take part in some sections because of the limitations in education which concurs with the findings of a study in Kenya, Uganda and Rwanda by Onsongo, Barongo, Ongesa, Nshimiyimana, & Niyibizi, (2011). The study observed that traditional gender roles affected women’s participation in handicraft industry as women tended to dominate in decorating, packaging of soapstone handicrafts which were seemingly less risky while men undertook risky, heavy and tasks that required high level of education and interactive skills like marketing. Culture and gender excluded women from specific hard tasks while marketing remained a challenge as residents lacked the necessary knowledge.

4.3.7 Reasons for involvement in soapstone handicraft industry.

The study found it important to establish the reasons for respondents’ engagement in different soapstone activities. There were many reasons that drove respondents into participating in soapstone handicraft industry ranging from economic to socio-cultural. The study findings were tabulated in Table 4.5.

Table 4.5: Reasons of involvement in soapstone handicraft industry.

<table>
<thead>
<tr>
<th>Reason of involvement in soapstone activities</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of formal employment</td>
<td>31</td>
<td>38.8</td>
</tr>
<tr>
<td>To exploit owned soapstone resources</td>
<td>29</td>
<td>36.3</td>
</tr>
<tr>
<td>Passion for art of sculpturing</td>
<td>6</td>
<td>7.5</td>
</tr>
<tr>
<td>Lack of adequate education</td>
<td>6</td>
<td>7.5</td>
</tr>
<tr>
<td>To practice learned skills (profession)</td>
<td>4</td>
<td>5.0</td>
</tr>
<tr>
<td>Lack of a spouse to give support</td>
<td>4</td>
<td>5.0</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.5 show that (38.8 %) of the respondents engaged in soapstone industry due to lack of formal employment, (36.3%) needed to exploit their own soapstone resources while those
who lacked adequate education and passion for art both scored (7.5%) respectively. The findings, therefore, indicated that both economic and socio-cultural aspects were the reasons for engaging in soapstone handicraft industry. In addition those who lacked formal employment found soapstone handicraft industry a better alternative as they worked within their homes or market places enabling them carry on with other socio-economic activities within their County. Following an oral interview with one of chair persons who was asked how much time he spent on soapstone handicraft activities he noted that;

“I don’t devote my entire time on soapstone activities. I also engage in other activities like farming and selling farm produce. Soapstone activities do not provide continuous employment, we engage in soapstone handicraft in order to get extra cash. For example most of the women in this business are employed while a few own mines and workshops.” (Chairperson...). (O.I., 16/09/2012).

4.3.8 Soapstone operators working experience.

It was necessary to establish the respondent’s level of work experience as it was likely to impact on soapstone handicraft industry. The study findings are as depicted in Table 4.6.

Table 4.6: Soapstone operators working experience.

<table>
<thead>
<tr>
<th>Working experience in years</th>
<th>N</th>
<th>Range</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>80</td>
<td>43</td>
<td>2</td>
<td>45</td>
<td>17.01</td>
</tr>
</tbody>
</table>

The study findings revealed that respondents who had worked for 45 years had the highest experience while those with minimal years of experience had worked for 2 years. The mean experience for respondents was 17 years. Earlier studies show that the longer one participated in one activity the more acquitted they become (Hashmi, 2012). Long experience may lead to specialization, production of quality products, and wide knowledge of the industry. Soapstone handicraft operators on average had adequate experience of working in the soapstone industry, understood their trade well and could contribute to tourism in the County too.
4.4 Objective one; was to investigate the contribution of soapstone handicraft industry to tourism in Tabaka sub-location in Kisii County

With regard to objective one, the relevant question was; ‘What contribution has soapstone handicraft industry made to tourism in Tabaka sub-location in Kisii County?’ Responses given addressed various aspects directly or indirectly associated with tourism in Tabaka. Greg, (1999) argues that local handicrafts form part of the elements of culture critically important in offering a base for a competitive tourism destination. A destination with a well-developed rich culture forms an area offering unique experiences that many high value tourists seek. Therefore seeking to know the types of soapstone handicraft products carved in Tabaka, the type and number of tourists visiting Tabaka and their soapstone handicraft preferences was important as far as this study was concerned.

4.4.1 Types of soapstone handicraft products in Tabaka.

Various types of Tabaka soapstone handicraft products are meant for different markets and some are key in enhancing tourism in the area. The findings are presented in Figure 4.3.

Figure 4.3: Types of Soapstone Handicraft products in Tabaka.

From Figure 4.3, it can be observed that souvenirs (39.7%) are the major soapstone products
From Figure 4.3, it was observed that souvenirs (39.7%) are the major soapstone handicraft products made in Tabaka followed by beauty products (24.5%), vessels for domestic use (18%), items for office use (9.4%), religious and cultural artefact (3.6%), monumental sculptures (3.1%) and cartoons at 0.6%. This indicates that variety of products are produced to meet the demand of the type of visitors to Tabaka. This is in agreement with (Hashmi, 2012) who opined that producing a variety of handicraft products caters for a wide range of markets and customers. Secondary data also is in agreement with the findings that majority of soapstone handicraft products were souvenirs (Kisii Online, 2013). Most of the products purchased serve as a reminder of the experience enjoyed while at the destination which is equally shared with those at home by getting presents. Further the study revealed that monumental sculpture products did not account for a large share of products from Tabaka despite of being in use world wide. This was attributed to the fact that these products were big in size, were produced on order for specific purposes like commemoration of events, competitions, exhibition among others. In addition the cost and expertise required in there making was quite enormous, therefore limiting customers mainly to institutions like museums, government, foundations that can afford.

4.4.2 Types of Tourist visiting Tabaka.

The findings show international and domestic tourists to be among the types of tourists visiting Tabaka. The results are displayed in Figure 4.4.
From figure 4.4, (92.5%) of the respondents were in support that majority of visitors to Tabaka were foreign tourists while (7.5%) domestic tourists. Shushma (2012) argues that handicrafts and handicraft production are primary tourist attractions especially in many developing countries. They attract tourists by their nature as tangible cultural products in rural areas (Mustafa, 2011). The findings imply resident’s perception that foreigners were the largest consumers of soapstone handicrafts products unlike the local resident. Among the foreign tourist were traders who qualify to be referred to as visitors/tourists if they spent time away from their homes and used services for their comfort. The finding disregarded visitors in form of school/college/university field trips and researchers who frequently visit Tabaka therefore not giving a true picture of the type of visitors to Tabaka.

4.4.3 Number of tourists visiting Tabaka.

The number of tourists visiting Tabaka as an earmarked tourist destination was critical. The respondents were asked to indicate the number of both domestic and international visitors in selected months by selecting the choices given. The results are as in figure 4.5
The study results revealed (52.8%) were of the opinion that there were about 11 domestic and visitors 15 international and (33.8%) 6-10 domestic/international visitors, (10%) 1-5 visitors and (3.8%) 16-20 domestic/international visitors. Occasionally groups of students or researchers do visit too. The numbers were not encouraging to support Tabaka as a tourist destination because the number of visitors received would not be relied upon. Similarly the Kisii County Government, (2013) was in support that there was very little tourism activities in the County. in line with the findings, Buyeke E. & Njoroge J.M.,(2011) suggest that the low numbers of visitors were related to lack of good infrastructure, accommodation in Tabaka. However, ITC (2012) reckons that with appropriate policies and infrastructure, higher flow of tourists should be realised thus attract a large market for soapstone handicraft products and raise the need for services within the destination.

4.4.4 Tourists interest.

It was prudent to establish the interests of tourist visiting Tabaka and relate their visit with soapstone handicraft products. The findings were depicted as in Figure 4.6.
From the findings in figure 4.6, majority (55.4%) of tourists visited Tabaka destination mainly to buy soapstone handicraft products, (36.9%) to take photographs while only (5.0%) had the interest to stay in hotels around Tabaka. The study findings showed that Tabaka had a variety of tourism products inform of soapstone products, culture and accommodation. This agreed with (ITC, 2012) that visitors were attracted to destinations following different reasons such as love for nature, accommodation and love for culture among others. However Kisii County Government (2013) strategic plan had identified lack of high quality accommodation as one of the impidment to tourism development in Kisii County and plan to encourage investors.

### 4.4.5 Tourist preferred soapstone handicraft products.

The respondents were asked which of the soapstone handicraft products were preferred by tourists. This was important because the demand for tourists’ particular handicraft products had influence on producers’ choice on what they made in order to realize high sales. The study findings were as in Figure 4.7.
Figure 4.7: Preferred soapstone handicraft products by tourists.

From the findings in figure 4.7, majority (85.3%) of the tourists preferred to buy souvenirs, while (2.6%) buy religious and cultural articles. The study findings implied that souvenirs were most preferred artefacts bought by tourists. Souvenirs were bought as gifts to take home and served as reminders of their holiday. Shushma (2012) expresses that souvenirs leave a lasting, positive impression for visitors. Tabaka residents had reason to concentrate in producing more and better handicrafts for souvenirs to meet the already existing market and as a way of enhancing culture as a tourist attraction to Tabaka.

4.5 Objective two: was to identify the role of specific Stakeholder groups in Soapstone Handicraft and Tourism in Tabaka Kisii County.

4.5.1 Stakeholders in soapstone handicraft industry development.

Figure 4.8 provide the breakdown of stakeholders engaged in soapstone handicraft industry development.
For this study stakeholders were grouped into public, the community based organisations, NGOs, civil society and international development agencies. The findings indicate that (36%) Community Based Organisations (CBOs) were the major stakeholders followed by (25.9%) Co-operative Societies, (15.3%) National government, (7.8%) were NGOs, Others were (6.2%) of the County Council of Kisii (4.1%) Private sector (1.9%) International development partners and lastly (1.7%) religious organisations. The government acknowledges the need for the participation of stakeholders in various sectors of the economy (GoK, 2006). For instance communities are regarded as key stakeholders in Tourism Development because of their legitimate and moral role (Haukeland, 2011). In the case of Tabaka various stakeholders are key players in soapstone handicraft and tourism industry development in Tabaka since the central government does not have enough resources and expertise to do it alone (GoK, 2006).

4.5.2 The Role of Stakeholders in Soapstone Handicraft Industry and Tourism in Tabaka.

The specific roles/contribution of the various stakeholders were identified as, the provision of funding or loans, training, marketing, policy and law, advocacy, road development, provision
of tools, buying and product development) the respondents were asked to rate them. Are tabulated in Table 4.7.

Table 4.7: Stakeholders role in soapstone handicraft industry and tourism in Tabaka.

<table>
<thead>
<tr>
<th>Contribution (%)</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GOK</td>
</tr>
<tr>
<td>Provision of funding or loans</td>
<td>22.3</td>
</tr>
<tr>
<td>Training in carving and other skills</td>
<td>0</td>
</tr>
<tr>
<td>Marketing</td>
<td>6.5</td>
</tr>
<tr>
<td>Policy and law development</td>
<td>36.3</td>
</tr>
<tr>
<td>Advocacy</td>
<td>0</td>
</tr>
<tr>
<td>Entrepreneurial training</td>
<td>10.6</td>
</tr>
<tr>
<td>Roads</td>
<td>28</td>
</tr>
<tr>
<td>Provision of tools</td>
<td>0</td>
</tr>
<tr>
<td>Buying</td>
<td>0</td>
</tr>
<tr>
<td>Product development</td>
<td>0</td>
</tr>
</tbody>
</table>

Key: **GOK** - Government of Kenya  
**NGOs** - Non-Governmental Organisations  
**FBOs** - Faith Based Organisations  
**CCK** - County Council of Kisii  
**CBOs** - Community Based Organisations  
**PS** - Private Sector  
**IDP** - International Development Partners  
**CS** - Co-operative Societies

Table 4.7 show that co-operative societies provided 33% of funding or loans, GoK (22.3%), CBOs (18.3%), NGOs (6.9%), while FBOs CCK, IDP and PS provided none or did not participate. Training for skill acquisition was largely carried out by CBOs (18.1%), NGOs (4.0%) and the IDP (1.3%) while others did not. The CBOs contributed (20.4%) of marketing facilitation, CS (10%), GoK (6.5%) and IDP (1.4%). GoK provided (36.3%) and CCK (25.4%) of policy and law guideline. On advocacy, CBOs (86.1%), NGOs (45.1%) while CCK accounted for (4.4%). It is clear that they contributed mainly in infrastructure and policy development while they did not participate in providing of tools, product development and buying. The study findings indicate that majority of the respondents (90.4%) were of the opinion that the private sector contributed greatly as buyers and showed that tourists did not buy directly from the source while it agrees with the respondent’s opinion when asked of the numbers of tourists who visit Tabaka, only 7% acknowledged to have felt their presence.
The study results implied that the government played its rightful role of developing policies and infrastructure development in line with the Government of Kenya’s policy of development by involving stakeholders through the Public-Private Partnership (PPP) where the National government was expected to facilitate development through providing policy guidelines and the required infrastructure (GoK, 2006). The study results further revealed that the County Council of Kisii had done very little in the development of soapstone handicraft industry in Tabaka. However the County Government of Kisii, has already a strategy in place proposing the construction of a soapstone factory in Tabaka to enhance culture, encourage investors in infrastructure and superstructure as a way of addressing some of the challenges in soapstone handicraft and tourism industry in Kisii (Kisii County Government, 2013).

The results of the study revealed that the civil societies; NGOs, CBOs, FBOs among others play the role of advocacy, provide funding for training and development of entrepreneurial skills. This was in agreement with Ciombane (2001), Shushma (2012) and Bak (2007) who highlighted that NGOs could promote opportunities particularly for women, especially those who had limited options and resources for productive employment and could also mitigate on individuals who were not in the market chain and lacked the expertise to perform business and marketing related tasks successfully.

Cooperative movements and CBOs provided cheap loans and charged as low as (3%) interest rates for members while the National government provided cheap funding in the form of Youth and Women Development Fund. It was evident that the respondents had close association with public stakeholders through the National Government, the CBOs and Cooperative movements.

The study findings showed that international development partners engage in resource exploitation and management through providing cheap funding, skill development and
marketing among others. They also purchase soapstone handicraft products. Such partners were JICA who in July 2011, in collaboration with the Ministry of Industrialization and the Export Promotion Council (EPC), held a seminar to introduce Kenyan small-scale producers of commercial crafts and household items to MUJI and other Japanese exporters. Smolart Self Help Group from Tabaka, dealing with soapstone handicraft was linked and partnered with MUJI, an organisation in Japan to supply soapstone handicraft products as Christmas gift items (JICA, 2011). Partnering with Japanese organisations was away of accessing Japanese market for soapstone handicrafts and a provision of tools concurring with Onsongo et al (2011) who in their study in Kenya, Uganda and Tanzaniahighligted that modern tools and equipment lacked. The results revealed that the private sector was interested in both the buying of soapstone handicraft products and in the development of specific products. This was in support of bak (2007) who noted that private investor had the ability to create new tourist markets for local handicrafts by expanding trade between craft-producing businesses and the resort market in Caribbean.

4.5.3 Diversity of Buyers of Tabaka Soapstone Products.

The results from the statement posed to respondents that “tourists were the main buyers of Tabaka soapstone products.” are shown in Figure 4.9.

**Figure 4.9: Diversity of soapstone product buyers.**
From the study findings in figure 4.9 show that, majority (67.5%) of the respondents agreed that there was no diversity of buyers, (21.3%) strongly agreed, and (6.3%). It seemed that soapstone handicraft industry relied on tourists as main customers. Relying on tourists as soapstone handicraft buyers was risky as the tourism industry was unpredictable by its nature. Worse still the GoK and tour operators marketed Kenya Safari and beach product as the only major tourist attractions ignoring cultural attractions such as soapstone handicraft activities that have enormous potential of attracting lovers of culture (Akama, 1999). However vision 2030 strategic plan identified tourism as one of the pillars of achieving development. To realize its goal, the government has a task of improving facilities in all under-utilised parks, create new high value niche products (e.g. cultural, eco-sports and water-based tourism) to attract high-end international hotel chains; and encourage investment in conference facilities to boost tourism, business (GoK, 2007).

4.6 Objective three: identify some of the major challenges facing soapstone handicraft industry and tourism in Tabaka.

The researcher used two different approaches to identify challenges / constraints faced by soapstone handicraft operators. The first approach respondents were asked to indicate the extent to which they agreed or disagreed to statements provided in the questionnaire. The second approach the researcher asked the group leaders to identify the challenges they were facing in soapstone handicraft industry.

   a) education

   b) skill level of participants,

   c) the selling prices,

   d) the origin of customers and

   e) the diversity of buyers

   f) infrastructure
4.6.1 Adequate skills.

This statement “Tabaka soapstone operators had adequate skills and did not need training in caving “was posed to respondents.” The results were as in Table 4.8.

**Table 4.8: Soapstone Carving Skills.**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>11</td>
<td>13.8</td>
</tr>
<tr>
<td>Disagree</td>
<td>27</td>
<td>33.8</td>
</tr>
<tr>
<td>Agree</td>
<td>42</td>
<td>52.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Majority 42 (52.4%) agreed that soapstone operators had adequate skills in soapstone handicraft however 27 (33.8%) disagreed. This supports Young (2009) who was in agreement that tabaka handicrafts were of good quality being made of unique stone and carvers having a good mastery of the skill in carving. Similarly, Onsongo *et al* (2011) was in agreement that most artisans tended to use skills obtained from their fathers or acquired through informal training or self-training while only a few had been formally trained. Also, Ciombane (2001) observed that quality products were largely a sign of adequate skills but where they lacked there was need for regular training. However with the fast innovative development of technology, the traditional inherent skills have been proven inadequate to make quality items for the ever changing tourists demand. Tourists prefer authentic items depicting the culture of particular destinations and souvenirs of good size to carry home thus necessitates the need for further training in order to improve skills and efficiency of the carvers.

4.6.2 Buyers for soapstone handicraft products.

The study results established the buyers of soapstone handicrafts as presented as in Figure 4.10.
Figure 4.10: Soapstone Product Buyers at Tabaka.

From the results in Figure 4.10, it was observed that majority (68.9%) of the buyers were traders buying soapstone handicrafts for local market, (16%) buyers for export market. Tourists (7%) of the buyers, exhibitors (5.5%) while hotels and local museums represent (1.6%) respectively. Hotels registered poor direct buyers of soapstone handicrafts because they rely on local traders to supply them through most of outlets situated in hotels contracted to independent operators (ITC, 2012). The findings are in agreement with Ciombane, (2001) who reckons that handicraft industry attracts different types of buyers ranging from traders to end users. In conclusion local traders form the major buyers of soapstone handicraft products in Tabaka which they sell in key tourist destinations consuming the handicrafts without necessarily visiting Tabaka.

4.6.3 Origin of buyers of Tabaka soapstone handicraft products.

The results revealed the origin of the buyers of soapstone handicraft products as presented in Figure 4.11
Figure 4.11: Origin of buyers for soapstone handicraft products

Figure 4.11 show that majority (57.7%) of soapstone handicraft product buyers came from Coast regions (Tourist destinations areas), Nairobi (20.3%) and rest of the world and (16%) respectively. It was evident that the main outlets for Tabaka soapstone handicrafts were major tourist destinations in Coast, Nairobi and to a small extent Kisumu where most of the handicraft shops and exhibitions were located. Customers were mainly tourists who bought souvenirs to take home. The rest of the world and Africa (direct export outlets) accounts for a significant market outlet but not as large as the combined local market outlets. This explains the fact that tourists like buying locally produced handicraft from the source country thus accounting for large market at major tourist destinations in Kenya. It is evident that there are limited (0.7%) soapstone buyers from Kisii County. From the above findings it can be argued that the supply chain for the soapstone handicraft was intertwined with major tourist destinations in Kenya. The research findings are supported by one of chairmen’s views who observed that;

“Majority of our customers were traders who bought our soapstone handicrafts and took them to Nairobi and Mombasa curio shops where they sold largely to foreign tourists. Only a few customers came from Kisii and Kisumu to buy our products especially those for home use which were popular to local customers. We also got customers from Uganda and Tanzania who came to buy souvenirs and articles for home use and raw soapstone for manufacturing of other products. We are told that soapstone products were not popular in Tanzania because of presence of high quality lighter wood carvings”. (O.I 28/04/2012).
In conclusion the respondents pointed out that the major outlets for the soapstone handicrafts were within the major tourist circuits but away from Tabaka.

### 4.6.4 Marketing Challenges facing soapstone handicraft industry in Tabaka.

Statements were posed to respondent’s to gather their perceptions on different challenges facing soapstone handicraft industry. The results were presented in Figure 4.12.

**Figure 4.12: Marketing Challenges**

From the study results in figure 12, majority (42.5%) strongly disagreed, (22.5%) disagreed that little effort had been made while (27.5%) agreed that effort made on soapstone handicraft marketing by tourism board of Kenya, the Ministry of Tourism and the County Government of Kisii. This was in agreement with studies done in Kenya, Uganda and Rwanda by (Onsongo, Barongo, Ongesa, Nshimiyimana, & Niyibizi, 2011) which pointed out that marketing skills; professional negotiations and strategic marketing lacked yet critical in identifying the unique and fast changing needs of customers. Marketing had been identified as one of the major challenges facing soapstone handicraft industry in Tabaka (Kisii County Government, 2013). From these study findings, it was apparent that marketing of soapstone
handicrafts and Tabaka as a tourist destination was left to individual dealers as the National Government, County Government of Kisii and other stakeholders made little effort. It is the government responsibility to advertise and promote tourist attractions in the country (GoK, 2006), the reason the government intends to meet the dream through vision 2030 strategic plan.

The other challenge was that the government and Tour operators had been promoting beach and wildlife attractions neglecting other valuable products like culture; soapstone handicrafts which were unique and play a key role in tourism confirming the reason the government had scored poorly in marketing. To ensure elaborate marketing strategy all the stakeholders under the Public-Private Partnership initiative should come together and develop marketing strategies to address non-traditional tourism products.

4.6.5 Private sector buying prices

The study found it worthy to seek the views of the respondents on private sector price offers on Tabaka soapstone handicraft products. The statement “private sector buyers offer fair prices for soapstone handicraft to the operators.” posed to the respondents. The study findings were shown in Figure 4.13.

**Figure 4.13: Private sector prices offers**
From the research findings majority (53.2%) of the respondents strongly disagreed and (45%) disagreed that the private sector offered good prices while only (1.8%) agreed on the same. It was clear that the private sector exploited soapstone handicraft industry. Kibagend (2013) concurs with the findings that lack of organised marketing structure left the soapstone handicraft industry to the middlemen who bought products atthroughaway prices. The Kisii County Government (2013) had identified middlemen as one of the major challenges facing Tabaka soapstone industry in Kisii. However it was realised that the County had plans to construct the proposed soapstone factory in Tabaka as a way of addressing the problem. this could allow the practice of sustainability to enable community residents sell their products to well established markets for their benefit.

4.6.7 Summary of the challenges facing Soapstone handicraft industry and tourism in Tabaka.

In an effort to get an in depth account on challenges facing soapstone handicraft industry, an oral interview was conducted targeting leaders of the CBOs. The study findings identified several challenges facing soapstone industry in Tabaka. This included the following:

a) Lack of cheap funding as most commercial banks are charging high interest rates.

b) Lack of elaborate marketing to facilitate market soapstone products outside the country to reduce the xploitation by middle men and also to bring on board non-traditional buyers like museums.

c) Lack of modern tools and equipment. Soapstone operators rely on traditional tools and lack equipment to produce handicrafts.xxx

d) Lack of entrepreneurial skills.

e) Exploitation by middlemen.
4.7. Objective Four; was to Establish Strategies that could be used for Promoting Soapstone Handicraft Industry and Tabaka as a Tourist Destination in Western Kenya Circuit

In regard to the objective, the question ‘What strategies could be used for promoting soapstone handicraft industry and Tabaka as a tourist destination in Western Kenya circuit’ was asked.

4.7.1. Strategies for Promoting Soapstone Handicraft Industry and Tabaka as a Tourist Destination in Western Kenya Circuit

The following section identifies and recommends strategies that the County and National government can use to promote soapstone handicraft industry and tourism in Tabaka. The recommendations are based on the suggestions made by respondent as well as strategies identified in the literature review and researchers’ perspectives based on the interpretation of the data. When asked what could be done to address some of the problems facing Tabaka soapstone, respondents made different suggestions. The responses are as shown in figure 4.14
Figure 4.14: Strategies for promoting soapstone handicraft industry and Tabaka as a tourist destination in western Kenya circuit.

From figure 4.14, (25.6%) of the respondents cited provision of cheap funding by the (National and County governments) as one way of addressing soapstone handicraft challenges, (15.4%) felt that there was need to develop skills for soapstone operators, (10.9%) were of the opinion that the government and other stakeholders should carry out continuous marketing campaigns, (9.1%) suggested that entrepreneurial training was necessary while (3.2%) singled out product diversification as a way to address challenges facing soapstone and growth of tourism in Tabaka while (16.1%) pointed out that there was need to promote local sales for soapstone handicraft products.

The results revealed that (19.6%) felt that there was need for promotion of cultural tourism within Tabaka. This concurs with the government in her vision 2030 strategic plan that anticipates using the available resources effectively to enhance tourism (GoK, 2009). Similarly if plans to diversify tourism products through utilisation of available resources in
different Counties succeed, the government will have attained her goal of diversification of tourism products in Kenya. This supports Ondimu (2000) who argue that there is need for the Kenya Government to promote cultural tourism as a way of diversifying tourism products in the country to reduce the tendency of over reliance on safari and beach tourism. Such initiatives would ultimately promote tangible cultural tourism products like soapstone handicraft and market Tabaka as a destination of choice.

The County government too in her strategic plan intends to build a soapstone factory to enhance quality production of handicrafts (GoK, 2013). This will go hand in hand with the provision of funds to alleviate financial problems to support the operations especially through the government initiative of women and youth fund.

Majority of handicraft operators work on a smaller scale and are only able to meet their basic needs. This agrees with Obwori et al. (2012) who in his findings observed that the amount earned from soapstone industry did not effectively support the growth of tourism industry. In support were the results that a small number of tourists visited Tabaka and could not sustain tourism growth. Therefore involvement of all stakeholders to address some of the challenges like creating awareness of industry potential, encourage the building of infrastructure and superstructures will help Tabaka residents gain fully from their resource potential.

### 4.7.2 Sales and marketing strategies for soapstone handicraft product

The study findings established that CBO were formed for the purpose of pulling resources together to enable the marketing of soapstone products as a group to eliminate middle men. The results are presented in Figure 4.15.
From the study findings, (69.8%) of the soapstone handicraft products were sold or marketed through the operator’s community based organisation outlets like stores and workshops. Direct sales to middlemen accounted for (18.8%), exhibitions in galleries (4.2%), hawking by individual soapstone operators (3.3%), marketing through trade fairs locally and abroad (2.6%) while online/internet sales and marketing accounting to a partly (1.8%). The results revealed that CBOs were formed to serve as a vehicle of selling and marketing soapstone handicrafts and they had proven to offer a solution to the challenge of selling their products. However creating awareness to Tabaka residents without the involvement of the County and National government was still not easy but with the county government strategic plan, the much needed support in providing facilities and infrastructure within Tabaka, will attract the handicraft buyers closure and give an opportunity for residents to offer hospitality services for better gain.
CHAPTER FIVE
SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATION

5:0 Introduction

This chapter comprises of the summary of the findings/results, conclusion and recommendation to the study on the contribution of soapstone handicraft industry in tourism in Tabaka, Kisii County.

5.1. Summary of the Findings

It was realised that majority of the participants in soapstone handicraft activities were older people and largely male with only a fewer women participants in lighter sections of the industry. Most of the respondents had low level of education yet an aspect deemed very important for the community residents’ meaningful interaction with other stakeholders and enabling members to participate in key issues like product development, policy, funding, marketing and education of the community residents.

1. There were different types of soapstone handicraft products with most of those purchased being souvenirs largely consumed by tourists as gifts to take home. The findings implied that Tabaka attracted more foreign tourists assumed to have a higher purchasing power compared to domestic tourist therefore influence sales of handicrafts.

2. There were a number of stakeholders engaged in different activities in support of soapstone handicrafts and tourism in Tabaka. It was evident that soapstone operators had close association with public stakeholders through the National Government, the CBOs and Co-operative movements, which implied that the operators had more confidence in public stakeholders.

3. However there were some of the major challenges identified as:-
a) Lack of cheap funding as most commercial banks are charging high interest rates.

b) Lack of elaborate marketing to facilitate market soapstone products outside the country to reduce the exploitation by middlemen and bring on board non-traditional buyers like museums.

c) Lack of modern tools and equipment. Soapstone operators relied on traditional tools and lacked modern equipment for the handicraft production.

d) Lack of appropriate entrepreneurial skills.

e) Lack of commitment from County government of Kisii to support resource utilisation and marketing of the products.

4. Strategies to be adopted in enhancement of soapstone resource and promotion of tourism in Tabaka identified as;

a) Government’s effort to support the diversification of tourism products through the promotion of cultural tourism within Tabaka

b) create awareness among the residents on the potential of soapstone handicraft’s contribution to tourism,

c) Provide cheap funding

d) training of participants in entrepreneurial skills,

e) marketing, promotion of local sales to enhance destination growth by government and other stakeholders

5.2 Conclusion

1. Despite of a large amount of soapstone products being consumed by tourists, the industry had not influenced tourism in Tabaka. The infrastructure and super structures were wanting as they were poor or no infrastructure at all in Tabaka. The numbers of visiting tourists were deemed too low to stimulate any tourism activities in Tabaka. This demonstrated that despite
of Tabaka soapstone handicrafts’ popularity, the industry had not been significantly utilised in enhancing cultural practice and subsequent tourism development in Tabaka.

2. The study findings indicated that a number of stakeholders were involved in soapstone handicraft and tourism industry; the community, the ministry of tourism, sports and social culture, tourism board of Kenya County Council of Kisii, Co-operative Societies, NGOs, Faith Based Organisations (FBOs), Community Based Organisations (CBOs), International development partners and the private sector.

The stakeholders had employed different approaches to the development of soapstone handicraft and tourism industry in Tabaka, for example the ministry of tourism, ministry of planning and Kisii County were noted to have contributed to policy and infrastructure development, while the aspect of marketing had not been adequately addressed.

The stakeholder role ranged from; policy and infrastructural development, funding, advocacy, marketing, product development and purchasing of the finished products. However their contribution was not adequate since the industry still faced challenges. There was an indication that some of the challenges could be addressed through further collaboration to create awareness and be funded to be more involved in the industry for further economic gain through tourism.

3. Middlemen purchased handicrafts from Tabaka at low prices and sold them more expensively to tourists mainly in Nairobi and Mombasa, the major tourist hub in Kenya. This demonstrated that there was need to attract tourists as key consumers to Kisii so that they could experience other cultural aspects of Abagusii along with soapstone handicraft products directly. This kind of interaction would enhance tourism development through soapstone handicraft industry and ultimately have Kisii as a preferred destination in western Kenya circuit.
4. Strategies for promoting soapstone handicraft industry and Tabaka as a tourist destination in western Kenya could be considered through;

i) Educating community residents on the best way of utilising the soapstone resource as a means of depicting Gusii culture to influence tourism

ii) Some of the members lacked relevant education in matters of marketing and general entrepreneurial skills. This formed part of the hindrance to developing appropriate product development and marketing strategy for the unique and fast changing needs of tourists (customers).

iii) Enhancing government funding

Lack of affordable funding also was a constraint that discouraged the beginners in the industry as the working capital was not enough to sustain the business and meet their basic needs. Enhancing the flow of government funding could be a reliable strategy to follow.

iv) Developing the underdeveloped infrastructure through engaging various stakeholders

Underdeveloped infrastructure was too a great constraint. It discouraged customers and tourists alike by denying them accessibility due to poor road network the only means to get to Tabaka.

v) Marketing was seen as a key strategy to encourage the development of Kisii into a destination of choice thus get the community residents involved in investing in supper structures and providing products for sale and services. This would empower residents economically and get to appreciate the industry for its growth.

5.3 Recommendations

The following recommendations were made based on study findings

1. The Government should emphacies the promotion of non-traditional tourism products like cultural tourism where handicraft belongs along side traditional safari and beach tourism. This can be realised by ensuring full implementation of Tourism Act (2011) which envisages
to bring all players in the industry in one platform. It is hoped that by bringing together all stakeholders, it will result to diversity of ideas for developing new tourism products for exploitation.

2. The County Government to develop initiatives of tourism within Kisii County to benefit the residents. The County should carry out holistic mapping of potential tourism products available and develop strategies of promoting them and attract visitors.

3. The study recommended that a marketing strategy for Tabaka as a destination be adapted through County Government partnership with tour operators thus include Tabaka in their itineraries when planning for safari to Maasai Mara Nature Reserve and Western Kenya.

4. There was need to create synergy between tourism and other community based industries (e.g. agro-tourism) to provide more avenues where visitors can be encouraged to visit and buy as done in China, India and Jordan and has brought benefits especially in developing and promoting handicraft cultural tourism.

5.4 Recommendation for Further Research

The following areas may require further research to explore the role of tour planners in promoting Tabaka soapstone handicraft as one of cultural tourism products in western Kenya tourism circuit.
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Tourism Journal of Travel Research 32(3); 29-34


Appendix I

Letter of Introduction

Josephine Bonareri Ogembo

School of Hospitality and Tourism Management

Kenyatta University

P.O. Box 4384

Nairobi

8\textsuperscript{th}, February.2012

To whom it may concern

I am carrying out a research on assessment of handicraft industry and community based tourism development: A case study on Tabaka community in Kisii County, Kenya. You have been selected to take part in the study by filling a questionnaire or being interviewed. You are requested to answer all the questions as objectively as possible. Be assured that all the information will be given the confidentiality it deserves. Anonymity is guaranteed.

This study is important as it is anticipated that it will help the government; policy makers and other stakeholders of community tourism, evaluate tourism contribution to the community in question and plan to maximize benefits as costs are minimized.

I sincerely thank you for your anticipated co-operation to give this exercise your utmost attention and time out of your busy schedule.

Yours faithfully,

Josephine B. Ogembo
Appendix II: Kenyatta University Approval for Research

KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: kubps@yahoo.com
        dean-graduate@ku.ac.ke
Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: H60/10480/08
Date: 22nd July 2012

The Permanent Secretary,
Ministry of Higher Education, Science & Technology,
P.O. Box 30040,
NAIROBI

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION FOR MS. JOSEPHINE BONAREKI OGMEMO -
REG. NO. H60/10480/08

I write to introduce Ms. Josephine Bonareki Ogembo who is a Postgraduate Student of this University. She is registered for an M.Sc degree programme in the Department of Hospitality Management in the School of Hospitality and Tourism Management.

Ms. Ogembo intends to conduct research for a thesis project entitled, “Assessment of Tourism Impacts on Tabaka Community in Kisii County.”

Any assistance given will be highly appreciated.

Yours faithfully,

[Signature]

MRS. LUCY N. MBAABU
FOR: DEAN, GRADUATE SCHOOL
LNM/fwk
Appendix III: Permit to Conduct the Study at Tabaka

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471, 2241349, 310571, 2219420
Fax: +254-20-318245, 318249
Email: secretary@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

Ref: No.

NACOSTI/P/14/7481/117 6

Josephine Bonareri Ogembo
Kenyatta University
P.O.Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on “Assessment of impact of soapstone on tourism activity on Tabaka Community, Kisii County Kenya,” I am pleased to inform you that you have been authorized to undertake research in Kisii County for a period ending 31st December, 2014.

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

On completion of the research, you are expected to submit two hard copies and one soft copy in pdf of the research report/thesis to our office.

SAID HUSSEIN
FOR: SECRETARY/CEO

Copy to:

The County Commissioner
The County Director of Education
Kisii County.
Appendix IV: Letter for Requesting Tabaka Map

KENYA NATIONAL BUREAU OF STATISTICS
MINISTRY OF PLANNING AND NATIONAL
DEVELOPMENT
P.O. Box 30266
Nairobi, Kenya
Telephone: Nairobi 333970/4/5/6
Fax: Nairobi 333930/212955
Telegraphic Address: HERUFI

Reference No. KNBS186/04

13th October, 2010

Josephine Bonareri Ogembo
Kenya Polytechnic University College
P.O BOX 52428,
NAIROBI
Nairobi

RE: REQUEST FOR TABAKA SUBLOCATION MAP

Reference is made to your letter dated 12th October, 2010 requesting for Tabaka sublocation map.

I would like to inform you that your request to obtain a hard copy map of Tabaka sub location has been approved. You should therefore, make arrangements to pay one thousand-five hundred shillings (1,500/=) only. Payments should be made in HERUFI House cash office before the map can be prepared. A copy of the payment receipt should be brought to Nyayo House, 18th floor room 18-23 for collection of the map.

Collins Opiyo, Ph.D.
Director. Population and Social Statistics

CC: The Director General
Kenya National Bureau of Statistics
APPENDIX VI: QUESTIONNAIRE

My name is Josephine Bonareri Ogembo a Master of Science in Hospitality and Tourism Management student at Kenyatta University. I have cleared my course work and therefore am currently embarking on a research thesis, titled “an Assessment of Handicraft Industry in enhancing Community Based Tourism Development in Tabaka in Kisii County”.

This questionnaire is meant to collect data for the Research thesis. You have been selected as one of the respondents. Kindly provide your honest information on all the items in this questionnaire.

SECTION A: DEMOGRAPHIC INFORMATION.

Please answer the following questions by ticking [✓] your choice of answer and where applicable explain or make your suggestions.

1. Please indicate your sex
   [ ] Female [ ] Male

2. Marital Status
   [ ] Married
   [ ] Single
   [ ] Separated
   [ ] Married (Widower or Widowed)

3. Please indicate your age_____________________

4. Please indicate your highest education attained (Tick one option)
   [ ] No education
   [ ] Primary school certificate
   [ ] Secondary school certificate
   [ ] Diploma or Certificate
   [ ] Others qualification (specify)_____________________

5. Please indicate what you do in soapstone handicraft production (Tick more than one option if applicable)
   [ ] Miner or soapstone extractor
   [ ] Carver/Sculptor
   [ ] Decorator
   [ ] Polisher
   [ ] Parker
   [ ] Sales or Marketer
6. Why did you decide to engage in soapstone activities

- Lack of formal employment
- Passion for art
- To practice my profession
- Lack of adequate education
- To exploit my resources
- Don't have a spouse to support me

7. What form of employment are you engaged in soapstone business

- formal employment
- Self employment

8. Please indicate how long you have worked in soapstone activities in full years

_____________

SECTION B: Role of soapstone handicraft in promoting tourism

9. (a) What types soapstone handicraft (s) is made in Tabaka

- Souvenirs
- Vessels for domestic use
- Items for office use
- Religious and cultural artefact
- Monumental sculptures
- Beauty items
- Cartoon
- others indicate _________________________

10. (a) What types of visitors who visit this place?

- Domestic
- foreigners

(c) In a month how many tourists do you receive both domestic and foreigners?

- 1 – 5
- 6 – 10
- 11 – 15
- 16 – 20
- 21 – 25
- above 26

11. What do the tourists come to do in this area?

(Tick more than one option if applicable)

- To buy soapstone products
- To learn about soapstone
- To share skills of soapstone carving
- To stay in hotels built in this area
- To take photographs/documentaries
- To participate in cultural activities of the community
- Any other, specify _________________________

12. Which types of Tabaka soapstone handicraft are preferred by tourists?
Section C: The contribution of stakeholders in soapstone handicraft development

13. (a) Who are involved in the soapstone industry in Tabaka?

[ ] National Government of Kenya
[ ] County Council of Kisii
[ ] Cooperative Societies
[ ] Faith Based Organisations (FBOs)
[ ] NGOs
[ ] Community Based Organisations (CBOs)
[ ] International development partners
[ ] Private sector

(b) In the table below, identify the contribution(s) of stakeholders in soapstone handicraft development. *(Tick more than one option if applicable)*

<table>
<thead>
<tr>
<th>#</th>
<th>Stakeholder</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>National Government of Kenya (GoK)</td>
<td>□ Funding/loans □ training in carving and other skills □ Marketing or branding, buying and selling □ Policy and laws development □ Advocacy □ Entrepreneurial training □ Roads and other facilities □ Provision of tools and equipment □ Other specify ________________</td>
</tr>
<tr>
<td>2</td>
<td>County Council of Kisii (CGK)</td>
<td>□ Funding/loans □ training in carving and other skills □ Marketing or branding, buying and selling □ Policy and laws development □ Advocacy □ Entrepreneurial training □ Roads and other facilities □ Provision of tools and equipment □ Other specify ________________</td>
</tr>
<tr>
<td>3</td>
<td>Cooperative Societies (CS)</td>
<td>□ Funding/loans □ training in carving and other skills □ Marketing or branding, buying and selling □ Policy and laws development □ Advocacy □ Entrepreneurial training □ Roads and other facilities</td>
</tr>
<tr>
<td>#</td>
<td>Stakeholder</td>
<td>Contribution</td>
</tr>
<tr>
<td>----</td>
<td>------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 4  | Faith Based Organisations (FBOs)         | □ Funding/loans  
□ training in carving and other skills  
□ Marketing or branding, buying and selling  
□ Policy and laws development  
□ Advocacy  
□ Entrepreneurial training  
□ Roads and other facilities  
□ Provision of tools and equipment  
□ Other specify _________________ |
| 5  | NGOs                                     | □ Funding/loans  
□ training in carving and other skills  
□ Marketing or branding, buying and selling  
□ Policy and laws development  
□ Advocacy  
□ Entrepreneurial training  
□ Roads and other facilities  
□ Provision of tools and equipment  
□ Other specify _________________ |
| 6  | Community Based Organisations (CBOs)     | □ Funding/loans  
□ training in carving and other skills  
□ Marketing or branding, buying and selling  
□ Policy and laws development  
□ Advocacy  
□ Entrepreneurial training  
□ Roads and other facilities  
□ Provision of tools and equipment  
□ Other specify _________________ |
| 7  | International Development partners (IDP)| □ Funding/loans  
□ training in carving and other skills  
□ Marketing or branding, buying and selling  
□ Policy and laws development  
□ Advocacy  
□ Entrepreneurial training  
□ Roads and other facilities  
□ Provision of tools and equipment  
□ Other specify _________________ |
| 8  | Private Sector (PS)                      | □ Funding/loans  
□ training in carving and other skills  
□ Marketing or branding, buying and selling  
□ Policy and laws development  
□ Advocacy  
□ Entrepreneurial training  
□ Roads and other facilities  
□ Provision of tools and equipment  
□ Other specify _________________ |
SECTION D: SOAPSTONE HANDICRAFT MARKETS

14. (b) Where do the buyers of soapstone products come from?

[ ] Kisii Town
[ ] Kisumu
[ ] Coast region
[ ] Nairobi
[ ] Africa
[ ] Rest of the world

15. Who are the buyers of soapstone products in Tabaka

[ ] foreign tourists
[ ] Local traders for local market
[ ] Buyers for export market
[ ] Hotels
[ ] Local museums
[ ] Exhibitors
[ ] others specify

16. (a) How is soapstone products sold or marketed to customers?

[ ] Sale from groups operators workshops
[ ] Sales to middle men
[ ] Hawking
[ ] Trade fairs locally and abroad
[ ] Online/Internet sales
[ ] Exhibitions in galleries
[ ] others indicate ____________

SECTION D: CONSTRAINTS FACING THE SOAPSTONE HANDICRAFT INDUSTRY IN KENYA

17. Soapstone handicraft industry is faced by many problems which are internal (within the soapstone operators) and external (without the soapstone operators). Such problems have negatively affected the growth of soapstone handicraft industry. In your opinion fill the table below on the constraints facing this industry.

Key:

SD - Strongly Disagree “I firmly disagree with this statement.”
D - Disagree “I think this statement is not true.”
A - Agree “I think this statement is true”
SA - Strongly Agree “I firmly agree with this statement.”
DK - Don’t Know “I have no knowledge of idea”.

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
APPENDIX VII: INTERVIEW GUIDE

KEY INFORMANT SCHEDULE FOR CHAIR PERSONS OF SOAPSTONE SELF-HELP GROUPS

My name is Josephine Bonareri Ogembo a Master of Science in Hospitality and Tourism Management student at Kenyatta University. I have cleared my course work and therefore am currently embarking on a research thesis, titled “an Assessment of Handicraft Industry and Community Based Tourism Development in Tabaka, Kisii County, Kenya”.

This interview guide is meant to collect data for the Research thesis. You have been selected as one of the respondents. Kindly provide your honest response to the questions asked.

1. Which self-help group do you belong to?
2. Do you hold any position in the group?
3. What role do you play in the group?
4. Is the group recognised by the government?
5. What has kept you in the group?
6. Is the membership steady since the inception of the group? What is the composition?
7. Why was the group started and who helped in forming the group?
8. Which products do you make from soapstone?
9. What are the responsibilities of the group members?
10. What benefits have the members realized from the group?
11. Do you work together with the National and county government and in which way?
12. What assistance have you gotten from other organization to develop soapstone industry?
13. Who are the buyers of your products?
14. What problems do you face in the soapstone handicraft industry in Tabaka?
15. How can these problems be solved?