

**HOMESTAY TOURIST ACCOMMODATION AS A TOOL FOR
SOCIO-ECONOMIC WELLBEING OF RURAL COMMUNITIES IN
KENYA: A CASE OF TAITA TAVETA COUNTY**

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DECLARATION

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

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DEDICATION

To God, whose invisible hand has guided me

In loving memory of my mum Jane Kwamboka

To my daughter Whitney Kwamboka

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OPERATIONAL DEFINITIONS

Homestay: It is the act of staying in someone's home as a guest at a fee. It can also be termed as dwelling together with a family unit that occupies a home.

Host family: The family who live on the premises or home sharing their space with guests who pay directly or indirectly to stay in their homes

Homestay operator: One in charge of running the homestay business or program

Motivation: A need or desire that energizes behaviour and directs it towards a goal

Rural communities: People living in the rural areas

Socio-economic wellbeing: In this context relates to improvement in the way people interact in groups and society and improvement in their standard of living.

Positioning: The way by which the marketers attempt to create a distinct impression in the customer's mind.

Social equity: Fair distribution of tourism benefits to the local people.

Knowledge: Facts and information acquired through experience or education. It may also refer to practical understanding of a subject.

Skill: The ability to do something well.

ABBREVIATIONS AND ACRONYMS

CBTO- Community Based Tourism Organization

DoT- Directorate of Tourism

DTA- Domestic Tourism Association

FECTO- Federation for Community Tourism

GoK- Government of Kenya

KECOBAT- Kenya Community Based Tourism Network

KIHBS- Kenya Integrated Household Budget Survey

KNBS- Kenya National Bureau of Statistics

KTB- Kenya Tourism Board

KUC- Kenya Utalii College

MEACT- Ministry of East African Affairs, Commerce and Tourism

MTP- Medium Term Plan

NGO- Non-Governmental Organization

UNWTO- United Nations World Tourism Organization

USD- US Dollars

ABSTRACT

The economic potential of tourism in less developed countries has been identified as an important contributing factor to global tourism growth. In most developing countries, tourism has been portrayed as a contributor to small scale enterprises thus directly uplifting the standards of living as well as a catalyst for community development. As an extended form of local people involvement in tourism, the homestays concept aims to facilitate households earn an income from tourism directly. Although homestays are purported to provide economic benefits to the local people, it is not clear whether the local people fully benefit from the venture. For instance majority of the people in Taita Taveta County still live below the poverty line despite the fact that the homestays concept has been in existence in the county since 1989 and the highest number of homestay accommodation is found in this region. This research therefore sought to put the homestays concept into perspective; identify motivational factors behind homestay operators' participation in the program; assess the socio-economic benefits of homestay accommodation to host families; examine factors which influence tourist choice of homestay; establish the most effective ways of positioning homestays and identify homestay operators' knowledge and skills in their participation in the program. This research adopted cross-sectional research design and made use of both primary and secondary data. Primary data was collected by use of researcher administered semi-structured questionnaires and an interview guide. Secondary data was gathered from books, newspaper articles, academic journals, internet and other relevant documents related to homestay. Probability Proportional to Size (PPS) sampling technique was used to select the sample for tourists visiting homestays where a total of 95 tourists formed the sample size. Census technique was used for the homestay operators hence all the 54 homestay operators in the county formed the sample size. The data collected were analysed both quantitatively and qualitatively. Descriptive analysis, Multivariate analysis of variance (MANOVA) and correlation analysis were used to analyse data. The study revealed that, the major motivation for homestay operators' participation in the program was income ($M=1.10$, $SD=0.300$) and homestay accommodation is a significant means of boosting the socio-economic well-being of rural people ($0.407=V=0.865$, $0.000=P=0.004$) but to benefit fully a few pertinent issues need to be addressed. For instance the local people need to be trained on the homestay program to equip them with the necessary basic knowledge and skills to run the program since this study revealed that the level of education had a statistically significant effect on their knowledge and skills to run the program and the income derived from the program $F(21,118)$, $P<.0005$; Wilk's $\lambda=0.261$, partial $\eta^2=0.361$). Ideally, a training curriculum tailored to meet the needs of the homestay operators should be developed. In addition, this study recommends that the homestay operators and the destination marketer (KTB), need an insight on the factors which influence tourist choice of homestays since this study revealed that there is a significant relationship between factors which influence tourist choice of homestays and how the homestays are positioned ($0.368=r=0.870$, $P=0.000$).

CHAPTER ONE

INTRODUCTION

This chapter covers the background of the study; problem statement and justification, purpose and objectives of the study, research questions, significance of the study as well as the scope, limitations and the conceptual framework of the study.

1.1: Background to the Study

The tourism industry has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the World (UNWTO, 2011). For many economies, tourism has become a key driver for socioeconomic progress. Kenya, a developing country has not been left behind (Akama and Kieti, 2007). In fact, tourism earnings rose by 32.8% from Kshs 73.7 billion in 2010 to Kshs. 97.6 billion in 2011(KNBS, 2012). However, the problem of poverty is still critical in many parts of the country often worsened by the unequal distribution of tourism earnings (Akama and Kieti, 2007). A case in point is Taita Taveta County which has a poverty level of 54.8% (GoK, 2006). In an attempt to tackle this problem, the Kenya Government through the Department of Tourism (formerly Ministry of Tourism), has developed initiatives to promote tourism for poverty alleviation from the grassroots.

Under Kenya's development blue print the Vision 2030, which aims to transform Kenya into a newly industrializing middle-income country providing a high quality of life to all its citizens, tourism has been identified as one of the leading sectors in achieving the goals of the vision (Gok, 2007). In realization of this vision, flagship projects have been

identified under the tourism component among them “*the certification of 1,000 homestay sites to promote cultural tourism in Kenyan homes*” (Vision 2030-MTP pp.36). This is significantly considered to be a focal point in enhancing the local peoples’ quality of life (DoT, 2011).

Different countries have different descriptions of the homestay concept. For instance, in Australia it is referred to as farm stay, Japan and South Korea as educational homestay, South Africa as leisure stay, Canada as cultural and heritage homestay, USA as agriculture and educational homestay and Singapore as Urban homestay (Hamzah, 2010). However, the principle behind the homestay program remains fundamentally the same in all countries as put forward by Kalsom (2010), who defines it as an act of “staying in someone’s home (at a fee) together with the family unit that occupies it”. According to DoT (2011), homestay accommodation is a unique hospitality system in which the tourist stays with the host family as a member of the family. It aims at equipping the tourists with the knowledge of the host’s way of life such as the agricultural system, folk arts, sculpture sports and cuisine. They are especially appealing for visitors coming to the country to study, volunteer or for cultural reason.

As an extended form of community participation in tourism, the homestays concept seeks to empower individual households earn an income from tourism directly. Due to the potential of the homestay program to provide additional income and employment for the local people, the government through the Directorate of Tourism in the Ministry of East African Affairs, Commerce and Tourism (MEACT) conducted a mapping and

identification exercise for homestays throughout the country in 2012 and identified 331 homestays (DoT, 2013). This was done with the objective of developing a criterion for licensing and regulation of homestays which will go a long way in creating a level playing ground and a conducive environment for the development of homestays. This indicates that there is demand for homestay accommodation. This demand may be elucidated by the recent global social and cultural changes resulting in greater interest and appreciation in cultural heritage, lifestyles and environmental concerns (DoT, 2012).

Even though, the origins of this concept are not properly documented, the homestay concept has been in existence since time immemorial where families would host friends, relatives and students. It is only recently that the government of Kenya has taken cognizance of the concept and began to commercially exploit it. Borrowed from Malaysia, homestay is a new concept in Kenya's tourism which can play an important role in rural development. According to the chairperson of the Domestic Tourism Association (DTA);

“The homestay is key to the Kenyan tourism industry as it empowers the local community and also encourages Kenyans to invest in tourism as they can see the benefits directly. For a very long time, tourism has benefited a few and elites in the society with its ready dollar currency. It is high time Kenyans too open up their doors for homestays and start making money” (Mwakio, 2012 Pp. 23).

With travel trends becoming more about experiential holidays, local people in Kenya stand a better chance of gaining from the enthusiastic travellers seeking to touch and

enjoy the warmth of rural community lifestyles in the simplest of pleasures sharing in the traditional fresh foods, cultures and language (DoT, 2011). In general, homestays provide visitors with unique opportunities to: experience the rich and hospitable cultures of the village; see and experience astonishing objects especially amazing food; meet and connect with the local people from the host country; become part of a family and an important part of a household that is a homely experience; learn about environments and cultures through other peoples' eyes; contribute directly to the rural economy and support the community conservation initiatives.

Although the concept of homestays could be relatively new in other counties of Kenya, it is nothing new to certain members of the Taita Taveta community who regularly host visitors from Finland. Writing about the homestay concept Muchira (2012) observes that, “Donald Mombo a member of KECOBAT, first encountered the concept in 1989, when a tour operator was approached by a group of 30 students from Helsinki University that wanted to stay in the community. In 2004, one of the students who had by then become a professor returned with another group of 30 students, having treasured the experience he had had as a student in the homestays. This time, there was an opportunity to find homes with good pit latrines, social hygiene and other factors. Since then, the community has been receiving more students every year which has led to a flourishing relationship between the two”.

To support the development of the homestay concept and ensure that homestays develop within specified guidelines and are well regulated, DoT in collaboration with KECOBAT

have developed a criterion for identification and licensing of homestays. This is for the purpose of approval, accreditation and licensing based on categorization into types of homestays namely Farm-stays, Modern urban private homes and Community homestays. Under this criterion, grading into classes follows five (5) broad benchmarks: location and accessibility of the house; Premises' quality in terms of facilities and amenities for offering to tourists; hygiene and sanitation; safety and Security and general services. It is hoped that the development of homestays will not only bridge the gap of quality accommodation envisaged under the vision 2030 but also provide a unique opportunity for visitors to immerse themselves into the rich and diverse cultural exchange and enhance the spread of benefits of tourism to the local communities in the country (DoT, 2011).

However, a few bottlenecks need to be addressed. According to Kayat (2009), homestay Programs fail due to lack of local people involvement, poor local leadership, lack of necessary knowledge and skills and poor planning. Limited skills and knowledge of tourism can contribute to false expectations about the benefits of tourism and a lack of preparedness for the change associated with tourism (Hall, Kirpatrick and Mitchell, 2005). In addition, proper planning, positioning and customer service is needed to ensure sustainable socio-economic advancement from homestay accommodation.

1.2: Problem Statement and Justification

Tourism has the potential of contributing positively to local development (cultural, social and economic) of a region more than any other industry (Thompson, 2012). Yet in Kenya, entrenched poverty still persists often worsened by the unequal distribution of

incoming tourism capital within the country (Akama and Kieti, 2007). This is because in the past, Kenya's government mainly promoted capital intensive large-scale tourism and hospitality projects most of which precluded participation of local populace (Akama and Kieti, 2007). Consequently, this denied them a significant opportunity to benefit from tourism (Goodwin, 2009). The same appears to be the case in Taita Taveta County.

The population of Taita Taveta County stands at 284,657 (KNBS, 2009) majority of whom (66%) still live below the poverty line (Kenya Mpya, 2014). Though the homestays concept is purported to provide an opportunity for the local people to benefit from tourism directly (Chaiyatorn, Kaoses and Thitphat, 2010; Ismail and Islam, 2011; Moscardo, 2008), it is not clear whether the homestay operators; benefit fully from the venture, have the necessary skills and knowledge of the tourism trade and the homestay program; and have an insight on the factors which motivate tourists to patronize homestays.

Much of what has been documented on community participation in tourism has focused on conservation, and the role of communities in conservation initiatives (Dahles, 2000; Donnelley, 2007; Goodwin, 2009). In regards to accommodation, much of the studies have concentrated on the star rated/classified hotels (Kuria, Wanderi, and Ondigi, 2011; Guerrier, 1999; Riley, 1996) but information on homestays is scanty. This research therefore sought to fill this gap by looking at the homestays concept and its contribution to the socio-economic well-being of rural communities with specific emphasis to Taita Taveta County.

1.3: Purpose of the Study

This study sought to investigate the socio-economic contribution of homestay tourist accommodation to individual households and the community and formulate ways it can be further developed and positioned to enhance its contribution to host families.

1.4: Specific Objectives

- 1) To identify motivational factors behind homestay operators' participation in the homestay program.
- 2) To assess the socio-economic benefits of homestay accommodation to host families.
- 3) To examine factors which influence tourist choice of homestays
- 4) To establish the most effective ways of positioning homestays.
- 5) To identify homestay operators' knowledge and skills in their participation in the homestay program

1.5: Research Questions

- 1) Is there a relationship between the motivational factors behind homestay operators' participation in the homestay program and the socio-economic benefits they derive from the program?
- 2) Is homestay accommodation a significant means of boosting the socio-economic well-being of rural people?
- 3) Is there a relationship between the factors which influence tourist choice of homestays and how the homestays are positioned?

- 4) To what extent does the homestay operators' level of education influence their knowledge and skills to participate in the homestay program and the income they derive from the program?

1.6: Significance of the Study

Despite the homestay concept having existed in Taita Taveta County since 1989, no remarkable progress has been made by the operators in drawing sustainable socio-economic advancement from the program (DoT, 2012). Hence this study could be helpful to the Ministry of East African Affairs, Commerce and Tourism (MEACT), the institution tasked with the mandate of facilitating the growth of the tourism sector in identifying key issues that have hampered the contribution of this program to the socio-economic wellbeing of rural communities. Additionally, it is hoped that this study will inform the Ministry's engagement framework with the homestay operators, identify potential solutions and be instrumental in formulating strategies that will enhance optimization of the socio-economic benefits of the homestay program to the local people. The contribution of this study would also be of interest to the homestay operators and trainers in the hospitality industry. In particular, the study would provide homestay operators with useful insights into the factors influencing tourists' choice of homestays and ways of positioning the homestays to enable them tailor their homestay product offering to meet homestay tourists' expectations. For the trainers in the hospitality industry, it will provide a spring board for them to conduct a training needs assessment for the homestay operators and design skills development courses to equip the homestay operators with the necessary knowledge and skills to run the program hence increase the

socio-economic benefits from the program. Lastly, the study will add to the existing theoretical body of knowledge as regards community participation in tourism and the contribution of tourism to the local people from the socio-economic perspective.

1.7: Scope of the Study

This research was conducted to determine how homestay tourist accommodation can contribute to the socio-economic wellbeing of the rural communities. As perceived by the homestay operators, the aspects looked into were the motivational factors behind host families' participation in the homestay program; the socio-economic contribution of the program to their wellbeing; their knowledge and skills in their participation in the program and the income derived from the program. Further, this study also looked at the factors influencing tourist choice of homestays and the most effective ways of positioning homestays as perceived by the homestay tourists. Essentially, this study focused on the homestay operators (host families) in Taita Taveta County and the tourists visiting homestays in the County in the month of November 2013.

1.8: Limitations

This research had a number of limitations. First, the study was primarily limited by its small sample size. The sample size could have been expanded by including homestays from two or more other counties in the Coast region. Second, due to time and financial constraints, the data of this study were collected at one point in time (a cross-sectional data). As such, the results of this study were from a one-time measurement of data. If more resources could have been available, a longitudinal study to depict how the variables under study could change over time could have been beneficial to draw

concrete conclusions. Additionally, personal interviews with the homestay operators and tourists could have made a possible improvement to the study. Ideally, personal interviews could elicit greater information regarding the issues under study. This method could have added important qualitative data and greater insight into the participants' thoughts and opinions. Fourth, this study could have benefited more from an open question regarding the challenges faced by homestay operators if it were included in the questionnaire. This could have provided room for participants to give their own views as regards the challenges they were facing in their day to day operations of the homestay program hence greatly improve the findings and recommendations of this study. Finally, the research data was collected in a specific setting - homestays in the Taita Taveta County, which may limit generalization of the research findings. This will form part of future research.

1.9: Conceptual Framework

The study utilized the conceptual framework below (figure 1.1) to illustrate the relationships between the major variables under study. The motivation for host families' participation in the homestay program and the motivation for tourists to patronize homestays were used as the independent variables. According to Skinner's theory of motivation (Orodho, 2004) that provided the theoretical underpinning for this study, individuals would only partake in an activity if they perceive that such an undertaking would bring them a reward, either monetary or otherwise.

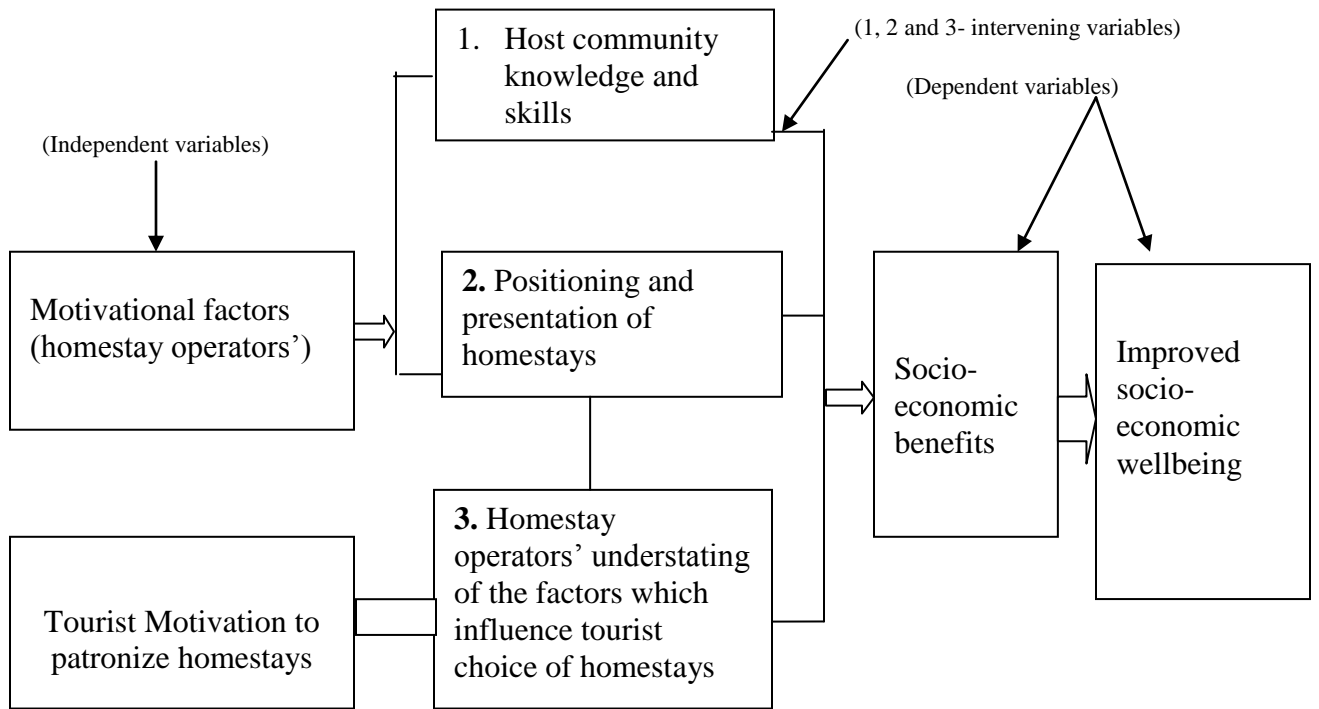


Figure 1.1: Conceptual framework (Source: Researcher, 2013)

Therefore, in this case the motivational factors which are considered as rewards in themselves are the major driving forces which make homestay operators participate in the homestay program e.g. income etc.

However, these driving forces may not guarantee socio-economic benefits from the program hence some factors have to come into play (intervene) to make the contribution of the homestay program worthwhile. Particularly, the homestay operators need to have the necessary basic knowledge and skills to run the program. For this study homestay operators' level of education, revolving around the ideals of the Human capital theory (Praag *et al.*, 2009) was taken as the key intervening variable. Further, the homestay

operators would need insight on the factors which influence tourist choice of homestays to enable them position and present their homestay product to match homestay tourists expectations hence create a distinct image in the potential tourists' minds (positioning).

Tourist motivation to patronize homestays was also used as an independent variable in this study. Borrowing from the ideals of Skinners' theory of motivation, tourists would only patronize homestays if they perceive that their visit would culminate to the fulfillment of their needs such as interaction with other cultures and opportunities to taste a variety of food. As put forward by Fodness (1994); Crompton and McKay (1997), motivation is the major driving force behind all tourist behaviour and it forms the starting points that launch tourist decision making process. Ideally, this study was based on the premise that an interplay between the independent and group of intervening variables would contribute greatly to the success of the homestay program. This will ensure sustainable socio-economic advancement from the program hence lead to improved socio-economic wellbeing (dependent variable).

CHAPTER TWO

LITERATURE REVIEW

2.1: Introduction

The available relevant literature on homestays was reviewed as per the following subtitles: the homestays concept; motivational factors for individual households' participation in the homestay program; socio-economic benefits of homestay accommodation to host families; homestay operators' knowledge and skills in the homestay program; factors influencing tourist choice of homestays and positioning of homestay programs. This chapter also covers the theoretical framework or underpinnings of the study.

2.2: The Homestay Concept

According to Wipada (2007), Homestay is defined as one type of lodging that tourists share with the homeowner with the intention to learn culture and lifestyle from the homeowner who is willing to transmit and share their culture. The homeowner is the one who prepares lodging and food for the tourists with reasonable pay. Lynch, McIntosh and Tucker (2009), give a broader definition of Homestay by referring to it as commercial homes whereby visitors or guests pay to stay in private homes where interaction take place with a host or family. It is a very unique characteristic as this concept promotes interaction between host families and tourists and acting as a development tool to raise awareness on the cultural exchange and respect for the host's culture (Jamilah and Hamzah, 2007).

Likewise, DoT (2011) has identified a homestay as a private residence with paying guests who enjoy staying in the comfort and security of a family home. In addition, these guests will stay in the family home for an extended period of time. Ideally, homestay is a home owner-occupied private residence where the primary aim is residence and the secondary purpose is providing accommodation to a few guests who pay to stay in the home. It is considered as safe and affordable housing for visitors looking to experience and learn the host's lifestyle.

In general, homestay is very different compared to other modes of accommodation such as a hotel, motel or bed and breakfast which is normally located in the city or suburban areas whereas the location of the homestay is normally situated in rural areas where the whole community is still practicing the traditional way of life and embracing strong culture and traditional practices (Salamiah, Othman and Maheran, 2011).

2.3: Motivational factors for homestay operators' participation in the homestay program

Most local people in tourist destinations are enthusiastic to be involved in tourism activities. As Tosun (2006) found, the majority (more than 80 %) of the local community in a local destination would like to take the leading role as entrepreneurs and workers at all levels, as well as encourage other locals to invest in and work for the tourism industry. For the local people to participate in the homestay program effectively, they must have the drive or entrepreneurial spirit. Baron (2005) ideates that one of the central questions in the field of entrepreneurship is trying to understand why some individuals engage in entrepreneurship activities while others do not. According to Osman, Ahmad and Zainal

(2008), various schools of thought ranging from trait based research to studies emphasizing cognitions are making fundamental assumption that entrepreneurship is a process of enabling an individual to voluntarily engage in to pursue desired goals. Wall and Long (1996) suggest that since homestays are locally owned and operated, they constitute a suitable tourist accommodation facility for the local community to participate in tourism activities as entrepreneurs. Ideally, confidence, support and motivation must come from the participants and authority in ensuring the sustainability of the homestay project.

As put forward by Hinch and Butler (1996), studies have shown that economic considerations have been the primary motivating force for the local people to become involved in tourism development. Dahles (2000) indicates that in most cases, the homestay operation is a source of supplementary income for the operators since they often take on other forms of employment and also maintain their social and religious responsibilities. The local community's perception of their heritage also undergoes change as they now realize the importance of preserving their heritage to be shared with the global community. Ideally, the homestays program allows the local people to experience other people's cultures from all over the world without leaving their own homes. Indeed this can be considered as an important strength of this particular product, no other tourism product offers a similar experience (Kayat, 2009).

Although much has been written on ways the local community can benefit from the tourism trade, information on how they can benefit from the homestay program and the

motivational factors influencing host families participation in the homestay program is missing.

2.4: Socio-economic benefits of homestay accommodation to host families

As one of the largest industries across the globe, the multi-faceted tourism business is shown to be one of the biggest employers in the developing world (Moscardo, 2008). Previous researchers have pointed out that the homestay accommodation has numerous benefits to host families and the community. For instance, according to Bhuiyan, Siwar, Ismail and Islam (2011), homestays provide job opportunities for local communities and improves qualities of life of local people. Further, Chaiyatorn, Kaoses and Thitphat (2010) found that homestays can ensure economic, social and cultural benefits for local communities as well as sustainable development. This research therefore provided a platform to validate or reinforce these previous findings on the contribution of homestay accommodation to the socio-economic wellbeing of the rural populace.

Lynch, (2003) identifies a potential boost (or creation) of supply chain inputs that work directly towards facilitating a successful homestay program. These can range from provision of cleaning services to production of finer home goods and/or small local food supplies i.e. services that supplement a visitors' stay. While it is true that those working at this stage of the chain will necessarily earn less income than the direct service provider (in this case the homestay family), he also points out that these jobs may be the only income generating activity for these individuals. In addition, because rural areas are less accessible and certain commodities may be difficult to find, suppliers can charge higher prices to visitors based on the higher level of demand and low level of supply.

Moscardo (2008) ideates that because the tourism industry offers job opportunities in rural areas, it decreases the amount of people that leave small communities to search for jobs in bigger cities. This not only keeps local intellectual capital in communities, but also helps to prevent overcrowding in major urban hubs.

Tourism also produces a sort of multiplier effect on communities. As Lynch, (2003) puts it, when tourists spend money within local economies, they raise regional incomes- sometimes by even more than the value of their spending. This demonstrates a monetary increase in the community overall but also alludes to social and cultural benefits. As Bhuiyan et al (2012) substantiate, the homestay program enables homestay operators to contribute in various programs for improving the life standards of rural communities because the program gives focus to economic development and social advancement of the operators.

Colton and Whitney-Squire (2010) conclude that the homestay program has the potential to address many of the economic, environmental and socio-cultural challenges that communities face. Precise benefits include preservation of cultural and natural heritage, increased training and capabilities in business development and tourism, education, increased economic diversification, enhanced environmental integrity, sharing of local culture, improved infrastructure, allowance of traditional ways of living in a sustainable way, and diminishment of existing social problems. The pertinent question therefore is, do the local people in Taita Taveta County perceive that the homestay program can bring them such benefits? Would they preserve their environments, culture and heritage for the

sake of tourism? In the Kenyan context, there appears to be a paucity of literature on the homestay concept in general. Therefore there is a strong need for further studies to be conducted about the socio-economic benefits of the homestay programs, as made evident by the lack of formal literature available in this area in Kenya.

2.5: Factors influencing tourist choice of homestays

For homestays to gain the economic benefits from tourism and sustain their source of income, they need to pay special attention to factors influencing tourist choice of homestays and tourists' satisfaction. According to Kozak and Rimmington (2000), tourist satisfaction is considered to be an important element to maintain competitive business in the tourism industry because it affects the choice of destination and the consumption of products and services. Tourist satisfaction has become an important tool to measure the cultural and heritage sector (Peleggi, 1996). To satisfy guests, accommodation providers need to understand their guests in terms of the experiences they seek. Therefore, it is important for homestay providers to understand which attributes satisfy guests in order to develop better business strategies and gain the attraction of more customers.

Another important aspect of tourists' satisfaction is the motivation of tourists to visit homestay destinations. Tourist motivation is the combination of the needs and desires that affect the tendency to travel in a general sense (O'Leary & Deegan, 2005). Even though other issues apparently influence tourist behavior, motivation is still taken to be a major indicator and explains why tourists behave in certain ways (Fodness, 1994). Previous research has stated that tourist motivation is a result of internal driving needs to get away from the ordinary environment to seek the new (Butcher, 2003, MacCannell,

1999 & Wang, 1999). Individuals escape routine environments and seek their choice of recreational opportunities such as visiting new places, having new experiences and meeting new people (Mannel & Iso-Ahola, 1997). For instance, specific attributes of a cultural destination such as friendliness of the local people, a relaxed atmosphere and cultural events and are important pull factors in attracting tourists.

Homestay tourists believe that the homestay represents a unique way of living in a new setting and culture. The tourists are looking for an authentic experience, to see the new architecture and a sense of being at home. Lynch (2003) asserts that homestays are popular with tourists who want to interact with local culture, social system, lifestyle, and people. Further, Levitt (1996) concludes that the important components of the homestay program are education, entertainment, enrichment, food, accommodation and hospitality.

Although several researchers have studied cultural and heritage tourism (Crompton and McKay, 1997; Dahles, 2000; Donnelley, 2007; Colton and Whitney-Squire, 2010) not much research has been done on homestay issues. This study therefore sought to examine the factors which influence tourist choice of homestays in Kenya. In addition, this research sought to draw logical conclusions on whether there is a relationship between the factors which influence tourist choice of homestays and how the homestays are positioned.

2.6: Positioning of homestays

Positioning is defined as “establishing and maintaining a distinctive place in the market for an organization and/or its individual product” (Lovelock, 1991 pp.234). The goal of

the positioning process is to create a unique image for the potential customers (Kotler, 2007). Furthermore positioning is defined as one of the steps of destination branding process (Balakrishnan, 2009). According to Pike (2012), the effective positioning into consumer`s minds guarantees advantages for the homestay destination, as it facilitates the tourists` decision making and allows customers to link the key attributes to the destination. Ideally, positioning is not about what you do to the product, but what you do to the customer and how the customer perceives you (McDonald, De Chernatony & Harris, 2001).

As perceived by Brunner-Sperdin and Peters (2009), the tourism experience is an overriding factor influencing or motivating tourists to buy a particular product from a particular destination. Essentially, the way in which tourists perceive a destination and the way in which that destination positions and promotes their homestay programs gives tourists an image boost and therefore motivates them to travel from their home countries. According to Decrop, (2006) there are push and pull factors which travellers go through before selecting a destination to travel to but the way in which they are captured and the way the country brands itself determines to a greater degree whether the homestay will appeal to potential tourists or not.

Decrop (2009), ideates that the perceived unique value of homestay programs is one of the motivational factors that enable tourists to select the homestays. Perceived unique value can be defined as the factors that influence the customers motivation to acquire a product due to its unique characteristics (Decrop, 2009). Therefore, marketers and

homestay operators need to identify these unique characteristics that homestay tourists seek to enable them create a distinct image of the homestay program in the tourists' minds.

The perceived quality of a tourist destination is among one of the most important factors that motivates tourists to travel to a certain tourist destination. According to Nowacki (2009), the perception of the quality of a providers' performance and satisfaction of visitors are correlated in a significant way. Consequently, it can be argued that tourists evaluate the quality of services based on their expectations of the destination against actual experience. There are many factors that motivate people to choose homestays and the quality of the destination is a very important contributor. Ideally, the perceived quality of a homestay destination is one of the important determining factors of whether a tourist decides to go to the particular destination or not (Decrop, 2009). As Alexandris, Dimitriadis & Marakta (2002) note, visitors are always enthusiastic to pay more if they believe that the service quality in the destination is as they perceive. Nowacki (2009) augments that the quality of the homestay facility is inclusive of the quality of infrastructure and the services available in the destination. Therefore it can be argued that apart from providing the cultural aspect in homestays, good infrastructure and services need to be available in the destination.

For homestay programs to attract a considerable number of tourists and succeed, they need to be accessible to the very clientele they are intended for (perceived accessibility value). Transportation is one of the fundamental preconditions for the existence of

tourism. According to Gosshing and Hall (2006), good accessibility is one of the considerations beforehand for tourists. Therefore accessibility can be seen as central in motivation of tourists travelling to homestays. Essentially, it can be seen as a pull factor to visitors choosing homestays as their intended package.

According to Decrop (2009), one of the motivations that make tourists choose homestay accommodation facilities is the perceived social value. As noted by Scheyvens (2003), when it comes to social value, it is always the ethnic “attractions”, lifestyle, services, culture and hospitality of the locals that attract homestay tourists. Decrop (2009), further substantiates that homestay is whereby visitors tend to stay with the locals for an extended period of time. The visitors want to experience the local culture first-hand rather than checking into high class hotels, therefore communication and interaction with the locals is what the tourists are looking for in the homestay program. Therefore, homestay operators and marketers need insight on this element to enable them create a distinct image of the social value in the minds of potential customers.

Another key element in destination positioning is the perceived brand image. Dobni & Zinkhan (1990), define brand image as the reasoned or emotional perception consumers attach to specific brands. According to Kolb (2006), the concept of brand image is closely related to positioning, however brand image represents customer`s perception of the product, whereas positioning involves action from the destination to create a distinct image in the customers` mind. The aim of destination branding is to fill the gap between the actual and perceived image of a city, homestay program, region or even a country.

According to Aaker (2005), the main constructs in destination branding are brand identity, brand positioning and brand image. Figure 2.1 shows the relationship between these components.



Figure 2.1: The brand components: (Source: Aaker, 2005)

The brand identity represents the desired self-image and brand image stands for the actual image, held by the tourists. Brand positioning is therefore the attempt to improve the congruency between identity and image (Pike, 2012).

Essentially, tourists build an image of the destination based on the projected from the destination identity while destination marketers establish brand identity based on their knowledge about tourists` image of the destination (Qu, Kim and Im, 2011). According to Decrop (2009), branding of the homestay program is indeed an apparent criterion that tourists consider before travelling. Therefore, establishing a brand for the homestay program will entail the destination marketers and homestay operators having insight of what tourists seek from the homestay program. As Jobber and Fahy (2009) put it, “effective positioning is the act of linking products and services to the solutions that customers seek” therefore, the positioning process should be preceded by segmenting and targeting the right markets.

Although much research has been done on marketing tourism products and services (Dobni and Zinkhan, 1990; Decrop, 2006; Brunner-Sperdin and Peters, 2009;

Balakrishnan, 2009) not much has been written specifically on positioning homestay programs. This research therefore sought to establish the most effective ways of positioning homestays to ensure sustainable gains from the program.

2.7: Homestay Operators' knowledge and skills in their participation in the homestay program

According to Kayat (2009), homestay Programs fail because of a lack of local people involvement, poor local leadership, lack of necessary knowledge and skills and poor planning. As argued by Hall et al (2005), limited skills and knowledge of tourism can contribute to false expectations about the benefits of tourism and a lack of preparedness for the change associated with tourism. Therefore capacity building is essential for the local community to understand the tourism industry and the homestay program.

Community capacity building is defined as:

“Activities, resources and support that strengthen the skills and abilities of people and communities to enable them take effective action and leading roles in the development of their communities” (Donnelley, 2007 Pp. 89).

As mentioned by Rashid et al (2010), community capacity building is an essential aspect that must be addressed by the government and other stakeholders to ensure that the homestay program really benefits the households themselves and the communities.

Capacity building will enable the homestay operators' acquire knowledge and skills for example in product packaging, positioning and presentation and customer care hence ensure sustainable socio-economic advancement from homestay accommodation. As put forward by Laws, Moscardo and Prideaux (2006), good presentation, excellent customer

service and good communication skills are the fundamentals for achieving customer satisfaction. Ideally, to be a good homestay operator as Laws et al (2006) further note, the visitor expects the operator to be able to enhance the visitor's understanding of the host society, cultural values and lifestyles and provide language interpretation and initiate interaction between the locals and visitors. This can only be achieved if the homestay operators have the necessary knowledge and skills to run the program.

Education could be a contributing factor to homestay operators' knowledge and skills to run the homestay program effectively. As put forward by Praag, Witteloostuisin and Van Der Sluis (2009) the study of returns to education has a long tradition in the performance of workers. By and large, this tradition is based on the standard human capital theory. Praag *et al.* (2009, pp.203), define human capital as "*the stock of skills and knowledge relevant to performing labour to produce economic value*". Ideally, these skills and knowledge are gained through education and experience as was first recognized as such by Adam Smith (1776) cited in (Praag *et al.*, 2009). Thus, schooling is viewed as an investment in human capital (Mincer 1958; Becker 1964) cited in (Praag *et al.*, 2009), implying that the returns to schooling may be measured in terms of the extra income due to additional schooling.

In the literature on entrepreneurship, many studies have focused on determinants of entrepreneurs (Cromie, 2003; Baron, 2005; Shane and Locke, 2003). In many of the studies, education has been included as a determinant. Van der Sluis *et al.* (2008) in their studies drew two conclusions relevant to this context based on a meta-analysis of more

than one hundred studies of the relationship between education and entrepreneurship. First, the relationship between education and selection into entrepreneurship was mostly significant –i.e. 75% of the cases. Second, the relationship between schooling and entrepreneurship performance was unambiguously positive and significant in 67% of the studies irrespective of the performance measure used. Further, Praag *et al.* (2009), in their study on business and entrepreneurship found that many developed countries and regions, including the USA and the EU, had installed policies fostering successful entrepreneurship. One of these was providing people opportunities to develop their human capital by means of education. A fundamental supposition of this approach as Praag *et al.* (2009) further noted was that investments in human capital increases peoples' performance as entrepreneurs.

Much of what has been documented on the effect of a service providers' level of education on their knowledge and skills and overall income has focused on the formal hospitality and tourism industry i.e. hotels and tour operations (Getty, Tas and Getty, 1991; Goodman and Sprague, 2001; Benson, FineGold and Mahrman, 2004; Baron, 2005). Empirical literature on the contribution of education to homestay operators' knowledge and skills and the success of the homestay program is missing. This research therefore sought to fill this gap by identifying the extent to which homestay operators' level of education influenced their knowledge and skills to participate in the homestay program and the income they derived from the program.

2.8: Theoretical Framework

The motivation of local people to participate in the homestay program is central to the success of the program. The most influential theory of motivation associated with this is Skinner's Theory of Motivation (Orodho, 2004). Skinner posited a motivation theory whose central argument was that individual's motivation to undertake a task depends on expected reward. This study looked at homestay operators' participation in the homestay program and homestay tourists' drive to patronize homestays through the lens of Skinner's motivation theory because, motivation is considered to be the force that drives all human behaviour (Amabile, 1997). In this regard, if the local people perceive that participating in the homestay program will bring them socio-economic benefits, then they are more likely to participate in the program.

The same applies to tourist motivation to patronize homestay facilities. Fodness (1994) mentioned that motive is the driving force behind all tourist behaviour. Crompton and McKay (1997), also indicate that motives are the starting points that launch tourist decision processes. Tourists' motives are multiple and an individual may have several needs which he/she wants to satisfy (Pearce, 1982). Therefore without identifying and understanding what motivates people to travel and visit homestays, effective positioning and marketing is impossible (Fodness, 1994). Uysal and Hagan (1993) also recognized that understanding tourists' motivation allows researchers and marketers to better define the value of tourism behaviour and future travel patterns.

The importance of homestay operators' knowledge and skills in the homestay program is very much related and supported by the Human Capital theory. Human capital corresponds to any stock of knowledge or characteristics the worker has (either innate or acquired) that contributes to his/her productivity (Chapman, 1993). Previous research has shown that homestay programs fail due to limited knowledge and skills to run the program by the homestay operators (Hall *et al.*, 2005). Further, Praag *et al.*, (2009) observe that knowledge and skills acquired through education and training relevant to performing labour to produce economic value is referred to as human capital.

Since this study endeavoured to establish the association between homestay operators' knowledge, their skills and income from the program and their levels of education, the human capital theory provided the most appropriate lens to look at these variables. This theory posits that education or training raises the productivity of workers by impacting useful knowledge and skills hence raising the workers (in this case the homestay operators) future incomes by increasing their lifetime earnings (Becker, 1964 cited in Praag *et al.*, 2009). Therefore if the homestay operators have the necessary knowledge and skills on the tourism trade and the homestay program, they will likely reap maximum benefits from the program. Further, this will contribute to sustainable socio-economic advancement from the program for the homestay operators hence lead to improved socio-economic wellbeing.

2.9: Summary of Literature Review and Gaps Identified

The review of literature revealed five pertinent issues as far as the area of study is concerned. First, there appears to be a paucity of literature on the homestays concept in

general in Kenya. Second, there were no studies on the relationship between the motivational factors behind homestay operators' participation in the homestay program and the socio-economic benefits they derive from the program. Third, no literature was found on the relationship between the factors influencing tourist choice of homestay and how the homsestays are positioned. Fourth, although much research has been done on marketing tourism products and services not much has been written specifically on positioning homestay programs. Finally, much of what has been documented on the effect of a service providers' level of education on their knowledge and skills and overall income has focused on the formal hospitality and tourism industry i.e. hotels and tour operations. Empirical literature on the contribution of education to homestay operators' knowledge and skills and income from the homestay program was missing. This research therefore sought to fill these gaps by studying the association between the variables under investigation through the lens of Skinner's theory of Motivation and human capital theory.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter addresses the methodology used to conduct this study. These include the research design, study area, target population, sampling techniques and research instruments, pre-testing of research instruments, the validity and reliability procedures, data collection techniques, data analysis and ethical considerations of the study.

3.1: Research Design

This study adopted cross-sectional research design utilizing both quantitative and qualitative data (QUAN-QUAL method). Bryman and Bell (2007), opine that cross-sectional design involves the collection of data on more than one case at a single point in time in order to collect a body of quantitative and qualitative data in connection with two or more variables which are then examined to detect patterns of association. This design was considered most appropriate because as put forward by David and Sutton (2004), it enables a researcher collect data from a sample of the population and report the findings without manipulating the variables. Additionally, the data collection is finished at a single point in time for all the cases concurrently (Bryman and Bell, 2007). In this study, quantitative and qualitative data were collected simultaneously from homestay operators and homestay tourists throughout the entire month of November 2013. Qualitative data was also gathered from the Tourism officers in charge of the County during this period. In particular, this research design was utilized to provide a snapshot on the significance of homestay tourist accommodation to boosting the socio-economic well-being of rural people.

3.2: Study Area

Taita Taveta County is located in the Coastal region of Kenya; it borders Makueni, Kitui and Tana River counties to the North, Kilifi and Kwale Counties to the East, Republic of Tanzania to the South and South-west, and Kajiado County to the North West (Appendix 7.6). The County has a population of 284,657 inhabitants (KNBS, 2009) and an area of 17,084 Km². The County is home to the largest National Park in the Country (Tsavo East and West). It has four constituencies namely Voi, Mwatate, Wundanyi and Taveta. Taita Taveta County was selected as the specific area of study because, so far, it has the highest concentration of homestay accommodation in the country (Appendix 7.5). In addition, the homestays concept has been in existence in the county since 1989 despite the concept being relatively new in other parts of the country (Muchira, 2012)

3.3: Target Population

The target population of this study was the homestay operators in the County and the tourists who visit and use homestays in the county. There are a total of 331 homestays in Kenya (Appendix 7.5) 54 of which are found in Taita Taveta County (DoT, 2013).

3.4: Sampling

3.4.1: Sampling Techniques

Census technique was used to target all the 54 homestay operators in the county (Appendix 7.5) This number of homestay operators was small hence manageable to use the whole homestay population. Probability Proportional to Size (PPS) sampling technique (Levy & Lemeshow, 2008) was used to select the sample of tourists using homestays in the study area. At least 50% of guests in each homestay were

proportionately targeted to minimise bias and ensure that respondents from each homestay had an equal opportunity to be included in the sample frame. This technique was used because the bed capacity in the homestays varied (Appendix 7.6) hence the number of tourists in each homestay was expected to vary. This sampling technique ensured that tourists in the larger homestays had the same probability of getting into the sample frame as those in smaller ones.

3.4.2: Sample Size

All the 54 homestays in the county formed the sample size for homestay operators. The sample size for tourists using homestays in the county was calculated at 95% confidence level and 5% precision level (sampling error) as shown in the following formula (Israel, 1992):

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

Where;

n= Sample size

N= Population size (average tourist arrivals to the homestays for 3 years-Appendix 7.7)

e= Level of precision (sampling error)

$$n = \frac{126}{1 + 126(0.05)^2} = 95$$

Therefore the sample size for the tourists was 95.

3.5: Research Instruments

Semi-structured questionnaires containing questions on a five point likert scale, open and closed questions were used. Different questionnaires were administered to the homestay operators and the tourists (Appendix 7.2 and 7.3). The questionnaire for homestay operators covered questions on the motivational factors behind individual household participation in the homestay program, socio-economic benefits of homestay accommodation to host families and homestay operators' knowledge and skills in their participation in the homestay program. The questionnaire for tourists covered questions on factors influencing tourist choice of homestays and tourists' perception on the most effective ways of positioning homestays. Additionally, an interview schedule was developed and subjected to the tourism officers in charge of the county (Appendix 7.7).

3.6: Pre-Testing

According to Orodho (2004), the number in the pre-test sample should be small, between 1% and 10% of the entire sample size. Therefore pre-testing of the data collection instruments was conducted on nine (9) respondents- four (4) homestay operators and five (5) tourists from the area of study. This represented 7.84% for the homestay operators and 5.26% of the entire sample size for tourists. This was done to minimize glitches in the wording of questions, identify anything that could impede the instruments ability to collect data in a systematic manner and ensure clarity of questions.

3.7: Validity and Reliability

3.7.1: Validity

Validity is defined as “the extent to which a measure actually taps the underlying concept that it purports to measure” (Ary, Jacobs, Razavieh, & Sorensen, 2006). Validity was determined by utilizing a panel of experts. The panel comprised of five (5) Tourism Officers in Mombasa region. The Tourism Officers were deemed to have experience and general understating of the concept under investigation having worked in the Directorate of Tourism for a considerable period of time. They were first informed of the topic and purpose of study and presented with the study objectives and research instruments. They were then asked individually to assess content, format, wording, overall appearance of the research instruments and the instruments’ ability to meet the study objectives. Adjustments were then made to the instruments as per their comments.

3.7.2: Reliability

Reliability is defined as “the extent to which a measure yields consistent results; the extent to which scores are free of random error” (Ary et al 2006). The reliability of the survey instruments was measured using the reliability coefficient (Cronbach’s alpha). The reliability for the homestay operators’ and homestay tourists’ questionnaire was established at the pretesting stage. Once the data for pretesting were collected from 5 (five) homestay tourists and four (4) homestay operators, the data were coded and entered into SPSS. Reliability analysis which was command driven was done using the Cronbach’s alpha model. The questionnaires for homestay operators and homestay

tourists were found to have a reliability coefficient of 0.877 and 0.864 respectively as shown in table 3.1 below. According to Cronbach and Shavelson (2004) the alpha should ideally be around 0.90 and never be below 0.70. Hence the instruments were highly reliable.

Table 3.1: Reliability Statistics

Category	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Homestay operators' questionnaire	.877	.917
Homestay tourists' questionnaire	.864	.867

3.8: Data Collection Techniques

This study made use of both primary and secondary data. Secondary data were gathered from books, newspaper articles, academic journals, internet and other relevant documents related to homestays. Researcher administered semi-structured questionnaires were used to collect primary data. For the homestay operators' questionnaire, the researcher guided the operators during the completion process to avoid any blanks and ensure that the responses received were in line with what the instrument intended to establish. The researcher enlisted the services of one graduate student in tourism as a research assistant.

Before embarking on the fieldwork, the research assistant was familiarized with the area of study and taken through the objectives of the study and the instruments' content. This was done to ensure that the research assistant grasped the concept as well as enable the data collection process to run smoothly. Further, the researcher ensured that they moved with the research assistant from one homestay to the next during the data collection

process. The object of involving the research assistant was that there were two types of questionnaires to be completed. Hence as the researcher handled the questionnaires for homestay operators, the research assistant handled the questionnaires for homestay tourists.

The tourists in the homestays were informed of the purpose of the study through oral explanations and issued with questionnaires and requested to complete them guided by the research assistant. A total of 54 questionnaires for homestay operators and 95 questionnaires for tourists were administered.

The data for this study were collected in a span of four weeks stretching through the entire month of November 2013 from 9.am to 4.pm. Further, data were collected three days a week (Thursday to Saturday) covering on average four homestays per day. These days and time were considered because they were convenient for the researcher.

An interview schedule was also developed and subjected to the tourism officers with a view of establishing their views on the significance of homestay accommodation to boosting the socio-economic well-being of rural people; the importance of the homestay operators' having the necessary basic knowledge and skills on the homestay program and the most effective ways of positioning homestays.

3.9: Data Analysis

After sorting the questionnaires, data were coded, entered, and analysed using a statistical software program (SPSS). Frequencies were used to analyse homestay operators' and tourists' demographic characteristics such as age and gender. Descriptive statistics were

used to analyse the Likert scale type questions. Descriptive analysis was considered because as put forward by Boone & Boone (2012), the analysis of likert-type and likert scale data requires unique data analysis procedures. They therefore provide recommendations for descriptive statistics to be used during the analysis.

To measure the dependent variable (socio-economic wellbeing), the variables that were deemed to contribute to the socio-economic wellbeing in this study were put on a likert scale and homestay operators were asked to rate on a scale of 1 to 5 the extent to which they agreed or disagreed with the statements. The scale used ranged from 1=strongly agree to 5=strongly disagree. To this end, the ordinal scale of measurement was used where a value of “1” was considered the highest while “5” was the lowest. In particular, the likert scale comprised of the variables measuring the perception of the homestay operators on “ employment creation”; increase in business opportunities”; “focus and preserve culture”; stability of local peoples’ lifestyles”; “boost social equity”; and opportunity to interact with other cultures without leaving their homes”. Significant Chi-square test and the measure of association Cramer’s’ V were then calculated to ascertain how each of these variables contributed to the socio-economic wellbeing of the community.

The independent variables i.e. motivation for homestay operators to participate in the homestay program and motivation for tourists to patronize homestays were also put on the likert scale and respondents were asked to rate the extent to which they agreed or disagreed with the statements. Ordinal scale of measurement was used and means and standard deviations were calculated for the variables.

Correlation analysis was used to establish the relationship between the motivational factors behind individual household participation in the homestay program and the socio-economic benefits of homestay programs to host families. It was also used to determine the relation between the factors influencing tourist choice of homestays and ways of positioning the homestays.

For the intervening variables, statements touching on homestay operators' knowledge and skills were put on a likert scale and they were asked to rate their level of knowledge and skills on a scale of 1 to 5 as per the statements. Descriptive analysis was then used to calculate the level of knowledge and skills homestay operators possessed on each variable. To establish whether homestay operators' level of education had an effect on their knowledge and skills to run the program and the income derived from the program, One-way Multivariate Analysis of Variance (MANOVA) was used where the level of education was taken as the independent variable and knowledge, skills and income were used as the dependent variables. Tables were used for data presentation.

3.10: Ethical Considerations

This study was planned to ensure that the chances for misleading results were minimized and that it met ethical acceptability. Any doubts the researcher had regarding questionable ethical procedures or methods were resolved through consultation with the supervisor. The respondents were fully informed about the purpose of the study and intended possible use of the research through letters of transmittal (Appendix 7.1) and oral explanations. Further, the respondents were assured of the confidentiality of the information supplied and their anonymity was respected by not requiring them to disclose

their names. Also steps were taken to protect and ensure the dignity and welfare of all participants and informed consent of the participants was obtained.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1: Introduction

This chapter presents the statistical analysis of data. The first section describes the basic information derived from the descriptive statistics of the demographic data and general information of respondents. The second section presents the results based on the objectives of the study. The specific objectives of the study were; to identify motivational factors behind individual household participation in the homestay program, to assess the socio-economic benefits of homestay accommodation to host families, to identify homestay operators' knowledge and skills in their participation in the homestay program, to examine factors which influence tourist choice of homestays and to establish the most effective ways of positioning homestays. These objectives were formulated into four research questions. This chapter therefore presents the analyses of the five objectives and attempts to provide answers to the four research questions that provided the framework for the study.

4.2: Response Rate

During the data collection exercise, three homestays had no occupants at that particular time hence the questionnaires were left behind for their completion. By the completion of the data collection exercise 51 completed questionnaires for homestay operators were collected and analysed. This presented a response rate of 94.44%. This also affected the response rate for the homestay tourists as 86 completed questionnaires for homestay tourists were collected for analysis. This represented a response rate of 90.52%. Wyse

(2012), indicated that if the population size is 100 respondents then the survey responses needed for 95% confidence level with $\pm 5\%$ margin of error should be 80 responses. This translates to 80% ($80/100 \times 100$) response rate for a survey to be considered significantly valid. Basing on this premise, since this study achieved a response rate of 90.52% for homestay tourists and 94.44% for homestay operators, it would be justifiable to conclude that the survey response rate was significantly valid.

4.3: Basic Information: Demographic Data and general information of Respondents

This section presents the demographic data and general information of the respondents surveyed during the study.

4.3.1: Homestay operators' demographic characteristics and general information

Table 4.1 demonstrates the profile of the homestay operators surveyed during the study.

The findings describe the population of the homestay operators in Taita Taveta County by age, gender, approximate annual income from the homestay program and level of education.

Gender: The findings in table 4.1 below indicate that 62.7% of respondents were male while 37.3% were female. This result implies that mainly men run the homestay program in the county. The reason for this could be that homestay facilities are located in peoples' households. According to Burja (2003) the percentage distribution of household heads by gender is 76.2% male and 23.8% female which implies, majority of households in the country are headed by men. Since the head of the household is the key decision maker and his authority is acknowledged by other members of the family, then it follows that the homestay runs under the headship of the household.

Table 4.1: Homestay operators' demographic characteristics and general information

Gender	Frequency	Percentage (%)
Male	32	62.7
Female	19	37.3
Total	51	100.0
Age		
30-34 years	3	5.9
35-39 years	5	9.8
40-44 years	19	37.3
45-49 years	18	35.3
50 years and above	6	11.8
Total	51	100.0
Annual income from the homestay program		
Kshs 59,999 and below	36	70.6
Kshs 60,000-69,999	10	19.6
Kshs 70,000-79,999	2	3.9
Kshs 80,000 and above	3	5.9
Total	51	100.0
Level of education		
Primary	24	47.1
Secondary	16	31.4
Skills certificate	5	9.8
Diploma	6	11.8
Total	51	100.0

Age: The results in table 4.1 above show that most homestay operators (72.6%) fell between the age category of 40-49 years (37.3%+35.3%). The 30-34 years age group was the smallest group. Ideally, it can be deduced from table 4.1 that most members of the

local community who participate in the homestay program are in their 40's. The reason for this result could be that at age of 40 and above, most people have already established their own homes while for the lower age categories, most of them are still leaving in their parents' homes/compounds.

Annual income from the homestay program: The results of this study in table 4.1 above indicate that most homestay operators (70.6% of total respondents surveyed) received an approximate annual income of Kshs. 59,999 and below. A partly 5.9% of the respondents earned more than Kshs. 80,000. The reason for these meager earnings from the homestay program is unclear hence further in this study; it was prudent to establish whether this could be attributed to their level of education and their knowledge and skills to run the homestay program.

Level of education: From table 4.1 above it can be deduced that 40 out of the 51 homestay operators surveyed had secondary school education and below which represented 78.5% (16=31.4% + 24=47.1%) of total respondents surveyed during the study. The implication for this low level of education is not clear at this juncture, therefore further in this study, it was imperative to establish whether the level of education influenced homestay operators' knowledge and skills to run the homestay program and the income they derived from the program.

4.3.2: Homestay Tourists' demographic characteristics and general information

Table 4.2 demonstrates the profile of the homestay tourists surveyed during the study. The findings describe the population of the homestay tourists to Taita Taveta County by

age, gender, approximate household income, highest level of education and reason for visiting the county.

Table 4.2: Homestay Tourists' demographic characteristics and general information

Gender	Frequency	Percentage (%)
Male	49	57
Female	37	43
Total	86	100.0
Age		
21-29 years	35	40.7
30-39 years	23	26.7
40-49 years	21	24.4
50-59 years	7	8.1
Total	86	100.0
Nationality		
American	22	25.6
European	50	58.1
East African	3	3.5
Asian	7	8.1
Other nationalities	4	4.7
Total	86	100.0
Level of education		
Tertiary college	2	2.3
Bachelor's Degree	36	41.9
Masters' Degree	30	34.9
Doctorate	18	20.9
Total	86	100.0

Table 4.2 (continued)

Approximate annual income		
Less than \$19,999	5	5.8
\$20,000-39,999	30	34.9
\$40,000-59,999	14	16.3
\$60,000-79,999	25	29.1
\$80,000 and above	12	14.0
Total	86	100.0
Reason for visiting Taita Taveta County		
Educational	57	66.3
Cultural (interaction with other cultures)	26	30.2
Rest and relaxation	3	3.5
Total	86	100.0

Gender: The findings of the study in table 4.2 above indicate that 57% of the tourists to the homestays were male while 43% were female. This result implies that more males patronize homestays than females. The most probable explanation for this result could be that generally men are considered to be more adventurous than women. This observation is supported by that of Christie (2009), who found that compared to women, men are more likely to travel to explore new experiences.

Age: The results in table 4.2 show that the dominant age group was 21-29 years (40.7%) while the 50-59 years age group was the smallest group representing 8.1% of the total respondents surveyed during the study. This finding implies that the homestay program appeals more to younger tourists than to older ones. The most probable explanation for

this result is that majority of the tourists seeking homestay accommodation were students either on volunteer program or under the gap year program as revealed later in this study.

Nationality: The findings in table 4.2 indicate that more than 80% of the respondents were from Europe and America each representing 58.1% and 25.6% respectively. This result could be attributed to the tourist trends in the tourism industry in the country where Europe and America comprise the bulk of the major tourist arrivals to the country (DoT, 2010).

Level of education: The results in table 4.2 show that most respondents had an advanced level of education at least at the bachelor's degree and above. Only 2.3% indicated they had attained middle level college education. This result implies that tourists to the homestays in the county had a relatively high educational attainment. The reason for this could be that, as revealed later in this study majority of the tourists to the homestays were students under the gap program. According to Prins and Webster (2010), instead of directly pursuing employment or graduate school after graduation, some students choose to engage in a gap year program. A gap year is an opportunity to gain professional knowledge or personal experience, accomplish goals, and/or explore one's interests in the year or two following graduation. Gap years, as Prins and Webster (2010) further noted can range from a number of different experiences, including a career oriented position with a company or a year of travel abroad to build cultural knowledge.

Approximate Household Income per Annum: From table 4.2 the results show that the largest group of respondents indicated that their household income was in the range of

\$20,000-39,999 (34.9%). The less than \$19,999 category was the smallest group representing 5.8% of total respondents surveyed during the study. There are two possible explanations for this result. First, it could be due to the high level of educational attainment of the respondents as indicated in table 4.2. Second, it could be attributed to, as put forward by Anderson (2013), some gap students are mostly 32 years and above and fully employed, hence they are likely to have a substantial amount of household income.

Reason for visiting Taita Taveta County: From table 4.2 the findings indicate that majority of the respondents (66.3%) were visiting the county for educational purposes. Those visiting the county for rest and relaxation formed the smallest group representing 3.5% of total respondents surveyed. Ideally, the respondents who were visiting the county for educational purposes indicated that they were students either on volunteer program to assist and learn from the community or under the gap year program. The reason for this could be that homestays are considered affordable by most students. This finding corroborates the finding of Bhuiyan *et al* (2012), who in their study found that homestays provide affordable and attractive accommodation option especially for those searching for short to medium term student accommodation.

4.4: Motivational factors behind homestay operators' participation in the homestay program

To identify the motivational factors behind homestay operators' participation in the homestay program, motivational variables were put on a likert scale. The homestay operators were then asked to rate on a scale of 1 to 5 the extent to which they agreed or

disagreed with the statements. The likert scale used ranged from 1=strongly agree to 5=strongly disagree (Table 4.3).

Table 4.3: Descriptive Statistics for Motivational factors behind homestay operators' participation in the homestay program

	N	Mean		Std. Deviation
	Stat	Stat	Std. error	Stat
Earn income for household	51	1.10	.042	.300
Interact with different cultures	51	3.43	.141	1.005
Preserve heritage and culture	51	3.29	.146	1.045
Support tourists for community well-being	51	3.73	.192	1.372
Diversify sources of income for household	51	1.31	.066	.469
Valid N (listwise)	51			

Factors closer to one (1) represent the strongest value

The findings in table 4.3 show that the motivation variable 'earn income for household' had the highest mean of $M=1.10$ and the lowest standard deviation ($SD=0.300$). This was closely followed by the 'diversify sources of income for household' ($M=1.31$, $SD=0.469$). The other motivation variables revealed low mean scores and high standard deviations.

From the table 4.3 above, it can be deduced that the other three items on the scale had lower means and high standard deviations. According to Boone & Boone (2012), a high standard deviation would mean that there was a lot of variance on the observations from the survey. Therefore these results reveal that the major motivation for individual households' participation in the homestay program was income. A possible explanation for this might be due to the high poverty levels in the county which stands at 54.8%

(GoK, 2006) hence the local people were looking for ways to earn an extra shilling by hosting tourists in their homes. Borrowing from the ideals of Skinners' theory of motivation that provided the theoretical underpinning for this study, the homestay operators' motivation to participate in the homestay program was driven by the major reward they expected from the program which in this case is income. These findings seem to be consistent with those of Hinch and Butler (1996) who found that economic considerations have been the major motivating force for the local people to become involved in tourism development.

4.5: Socio-economic benefits of homestay accommodation to host families

To assess the socio-economic benefits of homestay tourist accommodation to host families, the socio-economic variables were put on a likert scale and homestay operators were asked to rate on a scale of 1 to 5 the extent to which they agreed or disagreed with the statements. Table 4.4 below shows the results from the descriptive analysis.

Table 4.4: Descriptive statistics for homestay operators' perception on the socio-economic benefits of homestay accommodation

	N	Mean		Std. Deviation
	Stat	Stat	Std. error	Stat
Increase business opportunities for the local people	51	1.20	.056	.401
Creates employment opportunities	51	1.16	.051	.367
Helpful to focus and preserve traditional culture	51	1.47	.094	.674
Helpful in boosting social equity	51	1.25	.073	.523
Increase stability of local peoples lifestyle	51	1.27	.063	.451
Opportunity to interact with other cultures	51	1.29	.064	.460
Valid N (listwise)	51			

Factors closer to one (1) represent the strongest value


The findings in table 4.4 show that all the socio-economic variables recorded high mean scores (closer to 1) and low standard deviations. This result implies that majority of the homestay operators agreed that homestay tourist accommodation increases business opportunities in the community, creates employment, helps focus and preserve traditional culture and provide an opportunity for the homestay operators to interact with other cultures from all over the world without leaving their own homes. The most probable explanation for this result is that, homestay tourist accommodation provides the local people with opportunities to host tourists in their own homes at a fee hence they see it as a business venture. Moreover, for the homestay operators to meet the needs of the homestay tourist e.g. food, they may need to buy food and other supplies to supplement the visitors stay. This increases the business opportunities for the suppliers of such goods. Further, since homestays are deemed to attract tourists who wish to experience other peoples' cultures and lifestyles (Kayat, 2009), the local people would endeavor to preserve their culture and continue with their daily activities as usual so that they can continually attract tourists which would translate to more income.

The interviews conducted on the tourism officers in charge of the county to establish their views on the contribution of the homestay program to the socio-economic well-being of rural people revealed that, the homestay program is a strategy that can bring massive benefits to the local people if developed within specified guidelines and are well regulated. This is because the homestays concept enables the local people to earn an income from tourism directly thereby benefiting directly from the tourism industry. In essence, proper regulation will create an enabling environment for the growth of this sub-

sector, instill confidence in the homestay tourists and play a great role to deter rogue operators (DoT, 2013).

Further, based on the research question set, the study sought to find out whether there was a relationship between the motivational factors behind homestay operators' participation in the homestay program and the socio-economic benefits they derived from the program. According to Skinners' supposition (Orodho, 2004), an individual's motivation to participate in an activity is majorly driven by the expected reward. To this end, Pearson's correlation analysis was used to determine the relationship between these variables (Table 4.5).

Table 4.5: Pearson's correlation Analysis for the relationship between the motivational factors for homestay operators' participation in the homestay program and socio-economic benefits of the homestay program

Motivational factors 	Earn income for household		Interact with other cultures		preserve heritage & culture		support tourists for community well-being		Diversify sources of income	
	<i>r</i>	<i>P</i>	<i>r</i>	<i>p</i>	<i>r</i>	<i>p</i>	<i>r</i>	<i>P</i>	<i>r</i>	<i>p</i>
Homestay increases business opportunities for local people	.668**	.000	.183	.199	-.140	.326	-.227	.109	.198	.163
creates employment opportunities for the locals	.539**	.000	.264	.061	-.082	.568	-.209	.140	.241	.088
help develop socio-economic situation of the community	.539**	.000	.161	.259	-.132	.357	-.209	.140	.241	.088
Homestay is helpful to focus and preserve culture	.163	.254	.049	.735	-.200	.158	-.301	.832	-.034	.815
Homestay is helpful in boosting social equity of the local people	.220	.121	-.099	.489	-.103	.471	-.263	.063	.157	.272
Homestay increases stability of local peoples' lifestyles	.388**	.005	.046	.749	-.005	.972	-.167	.242	-.037	.796
Homestay provides an opportunity for locals to interact with other cultures	.366**	.008	.023	.873	-.059	.682	-.155	.279	.120	.402
N of valid items 51										

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

r= Pearson's' correlation Coefficient

P=probability significance

Ratner (2013), provided the following conventional rules for interpreting the correlation coefficient; “0 denotes no linear relationship, ± 1 denotes perfect linear relationship, values between 0 and 0.3 denote a weak linear relationship via a shaky linear rule, values between 0.3 and 0.7 denote a moderate linear relationship via a fuzzy- firm linear rule and values between 0.7 and 1.0 denote a strong linear relationship via a firm linear rule”. Basing on these interpretations, it can be deduced from table 4.5 above that only the ‘earn income for household’ motivation variable showed a moderate statistically significant linear relationship with some of the socio-economic benefits of the homestay program. The ‘earn income for household’ variable was statistically significantly correlated with; ‘Homestays increase business opportunities’ ($r=0.668$, $P=0.000$); ‘create employment opportunities’ ($r=0.539$, $P=0.000$); ‘help develop the socio-economic situation of the community’ ($r=0.539$, $P=0.000$); ‘increase the stability of local peoples’ lifestyles’ ($r=0.388$, $P=0.005$) and ‘provide an opportunity for the local people to interact with other Cultures’ ($r=0.366$, $P=0.008$).

However, the ‘earn income for household’ motivation variable and two socio-economic benefits variables i.e. homestay is helpful to focus and preserve culture ($r=0.163$, $P=0.254$) and homestay is helpful in boosting social equity ($r=0.220$, $P=0.121$) showed weak positive correlations but the correlations were not statistically significant. From table 4.5 it can be deduced that the other motivational factors (variables) showed weak linear relationships with all the socio-economic benefits of the homestay program. However, these relationships were not statistically significant due to the high ‘P’ values.

A possible explanation for these results might be due to the fact that majority of the respondents surveyed during the study indicated that their major motivation to participate in the homestay program was to earn income for their household (Table 4.3) and that they perceived homestay accommodation to bring socio-economic benefits to the community (Table 4.4). Even though the motivation to earn income for household was the major motivator, it was not the only motivation to participate in the homestay program as evidenced by the results in table 4.5. Therefore the five significant correlations for ‘earn income for household’ and the socio-economic benefits of the homestay program may not provide justifiable prove that there is a relationship between the motivational factors behind homestay operators’ participation in the homestay program and the socio-economic benefits of the program. Basing on the evidence of these results, it may be difficult to conclude with a certain degree of confidence that there is/no relationship between the motivational factors behind individual households’ participation in the homestay program and the socio-economic benefits they derived from the program.

In reviewing the literature, no data was found on the association between the motivational factors behind individual households’ participation in the homestay program and the socio-economic benefits they derived from the program. The results of this study did not reveal conclusive results on the relationship between these two variables. This is because only the ‘earn income’ motivation variable revealed statistically significant relationships with some of the socio-economic benefits of the homestay program. Nonetheless, this is a new finding and contribution to knowledge since no such single relationship has been

reported in literature. However, these results need to be interpreted and applied with caution because the data for this study was collected from a small sample size which may have affected the final results.

This finding has important implications for the government to design and conduct sensitization programs for the local people with the main focus of pointing out the importance of the homestay program other than the income factor. This will contribute greatly to the local people understanding that the conservation of their culture, heritage and the environment is vital to the growth and development of homestay accommodation. This is because the flow of tourists to the homestays is very much dependent on the culture of the people, their lifestyle and the quality of the environment (Levitt, 1996). Such sensitization programs will hopefully enlighten the homestay operators and hence enable them give equal attention to the preservation of their culture, heritage, environment and the income from the program. This will ensure that the homestay program is sustainable hence the local people will continually draw incomes from the program. However, more research on this relationship needs to be undertaken before the association between the motivational factors for individual households' participation in the homestay program and the socio-economic benefits they derive from the program is more clearly understood.

4.6: Significance of Homestay tourist accommodation in boosting the socio-economic wellbeing of rural people

As per the research questions set, this study sought to establish whether homestay tourist accommodation was a significant means of boosting the socio-economic well being of rural people. To this end, significance chi-square test was used (Table 4.6)

Table 4.6: Chi-square test results for the significance of homestay accommodation to boosting the socio-economic well-being of rural people

Variable	χ^2	df	V	p
Creates employment opportunities for the local people	38.166	1	.865	.000
Increase business opportunities for local people	33.277	1	.808	.000
Help focus and preserve traditional culture	12.485	2	.495	.002
Provides opportunity for locals to interact with other cultures	12.314	1	.407	.000
Increases stability of local peoples' lifestyle	8.439	1	.491	.004
Boosts social equity of local people	2.145	2	.205	.342
N of valid values	51			

Computed using $\alpha=0.05$

V= Cramers'V

df= Degrees of freedom

P= Probability significance

X2= Chi-Square value

According to Bostch (2011), “the actual interpretation of Chi-square computer output involves looking at the significance probability quoted. If this value is less than 0.05 then the chi-square value is significant at the conventional cut-off point of 5% i.e. the association found in the sample data is significant and would be regarded as evidence that there is an association between the variables in question and the population from which the sample was drawn”.

From table 4.6, it can be deduced that except for the ‘helpful in boosting social equity of local people’ item which had a probability significance (‘P’) value of 0.342, the other five variables had probability significance values below the conventional cut off point of 0.05. The high probability significance value on the last variable in table 4.6 above may be attributed to the small sample size. Hence with a larger sample size, a statistical significance may have been realised. From these results, the p-value for the other five variables is very small ranging from $0.000 = P = 0.004$. This implies that the group of independent variables (socio-economic benefits) showed a statistically significant relationship with the dependent variable (socio-economic situation). This significance level of $0.000 = P = 0.004$ also implies that this relationship could be generalized to the population.

The symmetric measure of Cramer’s V which is normally calculated alongside the chi-square test was used to test the strength and direction of association between the variables. Bryman and Cramer (1997) cited in David and Sutton (2004), suggest the following for interpreting the measures of association: “0.19 or less is very low association; 0.20 to 0.39 is low association; 0.40 to 0.69 is moderate association; 0.70 to 0.89 is high association and 0.90 to 1 is very high association”. Basing on this interpretation, the findings in table 4.6 above show that Cramer’s V values for the first five variables ranged from $0.407 = V = 0.865$ which indicates a moderate to high positive association between the group of independent variables and the dependent variable. This finding implies that an increase in the socio-economic benefits from the homestay i.e. as the business opportunities from the homestay program increase, the employment creation,

the ability of the homestay operators to focus and preserve their culture and heritage as well as the opportunity to interact with other cultures increase, they lead to an improvement in the general socio-economic situation of the community. On the evidence of the results from table 4.6, it would be justifiable to conclude that homestay accommodation is a significant means of boosting the socio-economic well-being of rural people.

As mentioned in the literature review, previous researchers have pointed out that homestay accommodation has numerous benefits to the host families and the community (Bhuiyan *et al* 2011; Moscardo, 2008; Lynch, 2003). The results of this study show that homestay accommodation is a significant means of boosting the socio-economic well-being of rural people. This study therefore validated assertions by earlier researchers on contribution of the homestay program to the socio-economic wellbeing of local communities. Particularly, this finding corroborates the findings of Chaiyatorn, Kaoses and Thitphat (2010) who found that homestays can ensure economic, social and cultural benefits for local communities as well as sustainable development. In addition, these findings seem to be in agreement with those of Colton and Whitney-Squire (2010) who found that the homestay program has the potential to address many of the socio-cultural, economic and environmental challenges faced by communities. Specific benefits include increased education, training and capabilities in business development and tourism, increased economic diversification, preservation of natural and cultural heritage, improved infrastructure, sharing of local culture, diminishment of existing social

problems, enhanced environmental integrity and allowance of traditional ways of living in a sustainable way.

This result may be explained by the fact that, as an extended form of community participation in tourism, the homestays concept empowers individual households earn an income from tourism directly while providing them with opportunities to share their cultures and interact with other cultures without leaving their homes. This finding has important implication in crafting policies and legislations to create an enabling environment to encourage the growth and development of the homestays accommodation sub-sector in a sustainable manner. The present results are significant in at least one major aspect in that, they were able to depict the direction and strength of the relationship between the dependent and group of independent variables. However, there is abundant room for further research and progress in determining whether homestay accommodation is a significant means of boosting the socio-economic well-being of rural people.

4.7: Factors influencing tourist choice of homestays

Tourist motivation is a combination of needs and desires that affect the tendency to travel in a general sense (O'Leary and Deegan, 2005). Further, as put forward by Fodness, (1994), even though other issues apparently influence tourist behaviour, motivation is still taken as a major indicator and explains why tourists visit certain destinations and behave in certain ways. Building on the ideals of Skinners' theory of motivation (Orodho, 2004), tourists' motivation to visit destinations is majorly driven by their expectations. To this end, this study found it imperative to establish the factors which influence tourists'

choice of homestays because the growth and sustenance of a tourism product is very much dependent on its demand (Kotler, 2007). Table 4.7 shows the results from the descriptive analysis on the factors which influence tourist choice of homestays to Taita Taveta County.

Table 4.7: Descriptive statistics for factors which influence tourist choice of homestays

Variable	N	Mean		Std. Deviation
	Stat	Stat	Std. Error	Stat
I want to seek variety of foods	86	1.58	.080	.743
I want to interact with friendly hospitable people	86	1.06	.025	.235
I want to see and learn different cultures	86	1.13	.040	.369
I want to be involved in a variety of activities with the local people	86	1.21	.047	.437
I want a homestay that is clean and of good standards	86	1.51	.039	.360
I want a homestay destination that is accessible/ reachable	86	1.35	.057	.526
I want a place where I feel safe and secure during my stay	86	1.09	.032	.292
I want a restful and relaxing trip	86	1.63	.076	.704
Valid N (listwise)	86			

Factors closer to one (1) represent the strongest value

From table 4.7, it can be deduced that all the factors yielded mean scores in the high range (closer to 1). This result implies that majority of the respondents were in agreement that their major motivation to patronize homestays in the county were interaction with

friendly hospitable people, safety and security, see and learn different cultures/ways of life, involvement in a variety of activities with the local people, accessibility of the homestay destination, accommodation of good standards, variety of foods and opportunity for rest and relaxation. The most probable explanation for this finding is that the society setting we live in today coupled with technological advancement has tended to promote individualistic lifestyles to the extent that people are now craving the human touch and interaction. This therefore creates a desire for them to travel to experience other peoples' lifestyles and cultures. The findings of this study are an important addition to those of Lynch (2003) who found that homestays are popular with tourists who want to interact with local culture, lifestyle, social system and people.

4.8: Positioning Homestays

The review of literature brought to surface that effective positioning into customer's minds guarantees advantages for the homestay destination as it facilitates the tourists' decision making process (Pike, 2012). Further, McDonald, De Chernatory and Harris (2001) opine that, positioning is not what you do to the product but what you do to the customer and how the customer perceives you. This study having provided useful insights into the factors which influenced tourist choice of homestays (Table 4.7), it was imperative to establish the image of the homestay program that the tourists would wish is portrayed to them. Table 4.8 demonstrates the results of the descriptive analysis on the most effective ways of positioning homestays.

Table 4.8: Descriptive statistics for effective ways of positioning homestays

Variable	N	Mean		Std. Deviation
	Stat	Stat	Std. Error	Stat
Guests are exposed to variety of authentic foods	86	1.26	.047	.439
There is quality interaction between guests and host family	86	1.05	.023	.212
Guests exposed to different cultural practices of the community	86	1.09	.032	.292
Guests are involved in different activities with the local people	86	1.17	.041	.382
Accommodation is of good quality with necessary basic amenities	86	1.13	.040	.369
Accommodation is constructed using locally available materials & architectural design	86	1.42	.058	.542
There is variety of communication media available for access	86	1.33	.051	.471
Location of homestay is accessible	86	1.31	.050	.467
The environment in and around the homestay is conducive and good for relaxation	86	1.31	.056	.515
Adequate security in and around the homestay	86	1.10	.033	.308
Valid N (listwise)	86			

Factors closer to one (1) represent the highest value

From table 4.8 above, it can be deduced that all the factors yielded mean scores in the high range (closer to 1). This finding implies that majority of the respondents were in agreement that homestays can be positioned effectively if; there is quality interaction between guests and host family; guests are exposed to different cultural practices of the community; accommodation provided is of good quality with all necessary basic amenities; guests are involved in different activities with the local people; guests are exposed to variety of authentic foods of the region; location of homestay is accessible; the environment in and around the homestay is conducive for relaxation; there is variety of communication media to facilitate access and available accommodation is constructed using the regions locally available materials and architectural design. The most probable

explanation for this finding is that when tourists patronize homestays, they have their expectations from the homestay destination; they would therefore wish that promises made to them before they visit the destination reflect the ability of the homestay destination to meet these needs.

The interviews conducted on the Tourism Officers in charge of the county revealed that establishing a unique brand for the homestays in this region would aid in the positioning aspect. This would entail establishing the attributes that tourists seek from the homestays in the county and packaging the homestay products and services to portray these attributes. Although the Tourism Officers indicated that their Ministry had not put in place any positioning strategies thus far, they felt that the unique ethnic attractions e.g. the friendliness of local people, lifestyle, food and the surrounding natural attractions which provide a conducive environment for relaxation were the major pull factors for tourists to the county. Therefore they were of the view that positioning the homestays in this county should revolve around these unique attributes to make the homestays in the county uniquely stand out.

Since past studies did not cover the most effective ways of positioning homestays, the findings of this study covered that gap by providing useful insights into the most effective ways of positioning homestays. These findings are therefore an important contribution to knowledge in the tourism and hospitality industry. Moreover, this findings are an important pointer to how the tourists would wish the homestays are portrayed during marketing campaigns hence will be helpful to the destination marketers i.e. KTB

and the homestay operators to endeavour to create the desired image of the homestay program.

4.9: Relationship between factors which influence tourist choice of homestays and ways of positioning homestays.

Effective positioning is the act of linking products and services to the solutions that customers seek (jobber and Fahy, 2009). This implies that an understanding of what customers seek is paramount to the creation of such an image in their minds. Therefore, in this study it was considered appropriate to establish whether a relationship existed between the factors which influence tourist choice of homestays and how the homestays are positioned. To this end, Pearson's correlation analysis was used to test this relationship (Table 4.9).

Table 4.9: Pearson's Correlation analysis for the relationship between the factors influencing tourist choice of homestays and ways of positioning homestays

Factors influencing tourist choice of homestays	Ways of positioning homestays	<i>r</i>	<i>P</i>
Seek variety of foods →	Guests are exposed to variety of authentic foods (<i>Perceived unique value & brand image</i>)	.368**	.000
Interact with friendly hospitable people →	quality interaction between guests and host family (<i>perceived social value</i>)	.653**	.000
See and learn different cultures →	Guests are exposed to different cultural practices of the community (<i>perceived social value</i>)	.870**	.000
Want to be involved in variety of activities with the local people →	Guests are involved in activities of the local people e.g. growing and preparation of food (<i>perceived brand image</i>)	.837**	.000

Table 4.9 (Continued)

Homestay that is clean and of good standards	➔	Accommodation offered is of good quality with all necessary basic amenities (<i>perceived quality value</i>)	.118	.278
Homestay destination accessible/ reachable	➔	variety of communication media available to facilitate access (<i>perceived accessibility value</i>)	.723**	.000
Homestay destination accessible/ reachable	➔	Location of homestay is accessible (<i>perceived accessibility value</i>)	.650**	.000
Want to have a restful and relaxing trip	➔	Environment is conducive and good for relaxation (<i>perceived quality value</i>)	.524**	.000
Want a place where I can feel safe and secure during my stay	➔	Adequate security provided in and around the homestay (<i>perceived quality value</i>)	.544**	.000

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

r = Pearson's correlation

P = probability significance

The findings in table 4.9 show that most factors influencing tourists' choice of homestays showed moderate to high statistically significant correlations with the ways of positioning homestays ($0.368=r=0.870$, $P=0.000$). However, the variable 'homestay clean and of good standards' did not show a statistically significant correlation with 'accommodation offered is of good quality with all the necessary amenities' ($r =0.118$, $P=0.278$). This result may be attributed to the small sample size, hence with a larger sample size; a statistically significant result may have been realized.

From the results in table 4.9, it can be deduced that there was a positive correlation between the factors influencing tourist choice of homestays and the ways of positioning the homestays. Basing on the evidence of these results it would be justifiable to conclude that there was a relationship between the factors which influence tourist choice of

homestays and the ways of positioning the homestays. The most likely explanation for this finding is that homestay tourists' would like the homestays to portray that they have the ability to satisfy their needs which arise from their major motivation to patronize the homestays.

Previous studies have indicated the importance of tourist accommodation providers understanding their guests in terms of the experiences they seek (Peleggi, 1996; Butcher, 2003; Wang, 1999). The results of this study show that there is a relationship between the factors which influence tourist choice of homestays and how the homestays are positioned. The findings of this study are consistent with those of Decrop (2009) who found that the way in which tourists perceive a destination and the way in which that destination positions and promotes their homestay programs gives tourists an image boost and therefore motivates them to travel from their home countries. Further, these findings are an addition to those of Fodness'(1994) who found that without identifying and understanding what motivates people to travel and visit homestays, effective positioning and marketing is impossible.

This result has significant implications for destination marketers and the homestay operators in that, their understanding of the factors/motives influencing tourist choice of homestays will determine to a great extent how they will go about providing the products and services that tourists seek and portraying this distinct image to the target market (positioning). Ideally, in order to create effective positioning strategies for products and services in the homestay accommodation sub-sector, a better understanding of tourists

who visit homestay destinations is necessary. In future research, it might be possible to use different factors influencing tourist choice of homestays other than the ones used in this current study and different ways of positioning homestays to establish whether there is a relationship. Future studies on this area are therefore recommended.

4.10: Homestay operators' knowledge and skills in their participation in the homestay program

Previous research has indicated that homestay programs fail due to limited knowledge and skills of the homestay operators to run the program (Hall *et.al.*, 2005). One of the objectives of this study therefore was to identify homestay operators' knowledge and skills in their participation in the homestay program in Taita Taveta County. To measure homestay operators' knowledge and skills in their participation in the homestay program, the variables depicting knowledge and skills were put on a likert scale and the homestay operators were asked to rate their level of knowledge and skills on a scale of 1 to 5. The measurement scale used ranged from 1= strongly agree and 5=strongly disagree. This section provides the results of the descriptive analysis of homestay operators' knowledge and skills in their participation in the homestay program

4.10.1: Homestay Operators' knowledge

Table 4.10 below shows the results from the descriptive analysis of the homestay operators' knowledge in their participation in the homestay program

Table 4.10: Descriptive statistics for homestay Operators' knowledge

	N	Mean		Std. Deviation	Interpretation
	Stat	Stat	Std. error	Stat	
I have knowledge in managing and operating the homestay	51	3.08	.170	1.214	Low
I have knowledge about the tourism industry	51	3.57	.116	.831	Low
I have knowledge about local tourism products and attractions	51	1.94	.059	.420	Moderate
I have knowledge about business and entrepreneurship	51	3.12	.155	1.107	Low
I have knowledge about customer service	51	3.20	.163	1.167	Low
I know tourists' expectations and I work towards that	51	1.75	.062	.440	Moderate
Valid N (listwise)	51				

Factors closer to one (1) represent the strongest value

The results in table 4.10 demonstrate that the homestay operators' knowledge on tourist expectations (M=1.75, SD=0.440) and knowledge on local tourism products and attractions (M=1.94, SD=0.420) was at a moderate level. This is because these two items had the highest mean scores and the lowest standard deviations. However, the homestay operators recorded a low level of knowledge on the other four items on the likert scale. Which implies that majority of respondents indicated that they did not have the necessary knowledge on managing and operating the homestay program, business and entrepreneurship, customer service and knowledge on the tourism industry.

The most probable explanation for this finding is that the homestay operators having grown up in the County had a better understanding of their environment and attractions hence have knowledge on local tourism products and attractions. For the knowledge on tourists' expectations, the homestay operators may have presumed to know tourists' expectations hence the high mean for this particular variable. For the variables that yielded low mean scores, i.e. managing and operating homestays, about the tourism industry and business and entrepreneurship, it could be that these are areas that the homestay operators may not have been exposed to during their basic education schooling.

4.10.2: Homestay Operators' Skills

Table 4.11 shows the results of the descriptive analysis for homestay operators' skills in their participation in the homestay program

Table 4.11 Descriptive statistics for Homestay operators' skills

	N	Mean		Std. Deviation	Interpretation
		Stat	Std. error		
I have customer service skills	51	3.04	.140	.999	Low
I have good communication skills	51	1.63	.068	.488	Moderate
I have skills in interpreting local tourism products	51	2.18	.100	.713	Moderate
I have skills in preparing tourism packages	51	3.31	.162	1.157	Low
I have basic financial and book keeping skills	51	3.25	.153	1.093	Low
I have skills in maintaining and developing relationships in society	51	1.88	.046	.325	Moderate
I have basic computer and internet skills	51	3.80	.109	.775	Low
Valid N (listwise)	51				

Factors closer to one (1) represent the strongest value

The findings in table 4.11 indicate that the mean scores for homestay operators' skills for three variables were at moderate level i.e. good communication skills (M=1.63, SD=0.488), skills in maintaining and developing relationships in society (M=1.88, SD=0.325) and skills in interpreting local tourism products (M=2.18, SD=0.713). However, the other four items on the likert scale yielded low mean scores. This finding implies that the homestay operators had a low level of skills in customer service, basic financial and book keeping skills, skills in preparing tourism packages and basic computer and internet skills.

The most likely explanation for this finding is that communication skills and skills in developing and maintaining relationships in society develop as one interacts with other members of the society right from childhood to adulthood. The ability of the homestay operators to interpret local tourism products and attraction may be attributed to the fact that they grew up in the County hence they understand their surrounding and can interpret the local tourism attractions better. Further, the low level of skills in financial and book keeping, computer and internet and preparing tourism packages may be due to the fact that these are areas that require specialized training hence the homestay operators may not have been exposed to them in their basic education schooling i.e. primary and secondary since a majority (78.5%) indicated to have secondary school level of education and below.

In reviewing the literature, the data that was found indicated that limited knowledge of tourism can contribute to false expectations about the benefits of tourism and a lack of

preparedness for the change associated with tourism (Hall et al, 2005). Further, the literature pointed out that homestay programs fail due to limited knowledge and skills. However, the literature did not go further to point out the specific type of knowledge and skills or the areas that the homestay operators require knowledge and skills to effectively run the homestay program. This study is therefore a contribution to new knowledge since it was able to reveal some of the areas the homestay operators require knowledge and skills. This study also revealed the level of knowledge and skills the homestay operators possessed in the respective areas.

This finding has important implications for trainers in the hospitality and tourism industry such as Kenyatta University and KUC- the state Corporation responsible for training of the hospitality and tourism industry personnel to conduct a training needs assessment of the homestay operators and design a curriculum specifically to meet these needs. This will enable the homestay operators acquire the necessary knowledge to run the program. Further, it has important implications for the government (through DoT) and NGO's to develop and conduct capacity building programs to equip the homestay operators with the necessary skills to run the homestay program effectively.

This study was however limited in scope as it identified just but a few of the areas the homestay operators require necessary knowledge and skills to effectively run the homestay program. Further studies on this area are therefore recommended.

4.11: Influence of homestay operators' level of education on their knowledge and skills to run the program and the income derived from the program

The study of returns to education has a long tradition in the performance of workers and schooling is viewed as an important investment in human capital (Praag et al., 2009). Revolving around the confines of the human capital theory that also provided the theoretical underpinning for this study, education has been noted to be a great contributor to workers knowledge and skills (Baron, 2005). This study therefore aimed to determine the extent to which homestay operators' level of education influenced their knowledge and skills to participate in the homestay program and the income they derived from the program. Therefore, to provide an answer to research question four, one-way Multivariate Analysis of Variance (MANOVA) was used (table 4.12). To arrive at the multivariate statistic, the homestay operators' level of education was used as the independent variable while their knowledge, skills and income derived from the program were used as the independent variables. Additionally, subsequent tests of association (Cramer's' V) were used to determine the direction of the relationship between homestay operators' level of education, their knowledge, skills and the income they derived from the program.

Table 12: Multivariate Tests for influence of Homestay operators' level of education on their knowledge, skills to run the homestay business and income they derived from the program

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Observed Power ^d
Intercept	Pillai's Trace	.998	1182.203 ^b	13.000	33.000	.000	.998	1.000
	Wilks' Lambda	.002	1182.203 ^b	13.000	33.000	.000	.998	1.000
	Hotelling's Trace	465.716	1182.203 ^b	13.000	33.000	.000	.998	1.000
	Roy's Largest Root	465.716	1182.203 ^b	13.000	33.000	.000	.998	1.000
Education	Pillai's Trace	2.493	13.240	39.000	105.000	.000	.831	1.000
	Wilks' Lambda	.004	14.153	39.000	98.468	.000	.845	1.000
	Hotelling's Trace	17.972	14.593	39.000	95.000	.000	.857	1.000
	Roy's Largest Root	9.355	25.186 ^c	13.000	35.000	.000	.903	1.000

Design: Intercept + Education

Exact Statistic

The statistic is an upper bound on F that yields a lower bound on the significance level

Computed using alpha=0.05

Table 4.12 above displays the actual results of the one way MANOVA. According to Meyers, Gamst and Guarino (2006), to interpret this result, the second effect labeled “education” and the Wilk’s Lambda row (highlighted) is considered. To determine whether the one- way MANOVA was statistically significant, the “sig.” column is considered. From table4.12 above, it can be deduced that the significance value is .000 which means $P < .0005$. This finding shows that the homestay operators’ level of education had a statistically significant effect on their knowledge and skills to run the homestay business and the income they derived from the business $F(21,118)$, $P < .0005$; Wilk’s $\lambda = 0.261$, partial $\eta^2 = 0.361$).

Since the multivariate tests in table 4.12 above yielded a statistically significant result, it is a requirement for MANOVA that follow up tests are performed. For this case, follow up tests i.e. univariate ANOVA's were performed to determine how the dependent variables (knowledge, skills and income) differed for the independent variable (level of education). To start with, univariate ANOVAs (tests of between subjects-effects), subsequent Tukey HSD Post Hoc tests as well as tests of association (*Cramer's V*) were calculated for the knowledge and income variables followed by the skills variables.

4.11.1: Univariate ANOVAs for Homestay Operators' knowledge and income derived from the program

Table 4.13 below displays the tests of between subjects'-effects for the homestay operators' knowledge in running the homestay program and the income they derived from the program.

Table 4.13: Tests of between-subjects Effects results for homestay operators' level of education, knowledge and income they derived from the program

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Observed Power ^h
Corrected model	Operating and managing homestays	21.282 ^a	3	7.094	6.362	.001	.289	.954
	About the tourism industry	9.106 ^b	3	3.035	5.615	.002	.264	.926
	Business & Entrepreneurship	2.832 ^c	3	.944	7.405	.000	.321	.978
	Customer service	12.023 ^d	3	4.008	3.823	.016	.196	.786
	Knowledge on local tourism products and attractions	10.802 ^e	3	3.601	2.957	.042	.159	.664
	Tourist expectations	2.457 ^f	3	.819	5.325	.003	.254	.911
	Approximate annual income	6.523 ^g	3	2.174	3.636	.019	.188	.763
Intercept	Operating and managing homestays	263.456	1	263.456	236.287	.000	.834	1.000
	About the tourism industry	398.391	1	398.391	757.060	.000	.940	1.000
	Business & Entrepreneurship	143.683	1	143.683	1127.080	.000	.960	1.000
	Customer service	326.350	1	326.350	311.309	.000	.869	1.000
	Knowledge on local tourism products and attractions	300.133	1	300.133	246.451	.000	.840	1.000
	Tourist expectations	97.368	1	97.368	633.033	.000	.931	1.000
	Approximate annual income	92.634	1	92.634	154.916	.000	.767	1.000
Education	Operating and managing homestays	21.282	3	7.094	6.362	.001	.289	.954
	About the tourism industry	9.106	3	3.035	5.615	.002	.264	.926
	Business & Entrepreneurship	2.832	3	.944	7.405	.000	.321	.978
	Customer service	12.023	3	4.008	3.823	.016	.196	.786
	Knowledge on local tourism products and attractions	10.802	3	3.601	2.957	.042	.159	.664
	Tourist expectations	2.457	3	.819	5.325	.003	.254	.911
	Approximate annual income	6.523	3	2.174	3.636	.019	.188	.763

Table 4.13 (continued)

Error	Operating and managing homestays	42.404	47	1.115				
	About the tourism industry	25.404	47	.541				
	Business & Entrepreneurship	5.992	47	.127				
	Customer service	49.271	47	1.048				
	Knowledge on local tourism products and attractions	57.238	47	1.218				
	Tourist expectations	7.229	47	.154				
	Approximate annual income	28.104	47	.598				
Total	Operating and managing homestays	557.000	51					
	About the tourism industry	684.000	51					
	Business & Entrepreneurship	201.000	51					
	Customer service	557.000	51					
	Knowledge on local tourism products and attractions	589.000	51					
	Tourist expectations	165.000	51					
	Approximate annual income	142.000	51					
Corrected Total	Operating and managing homestays	73.686	50					
	About the tourism industry	34.510	50					
	Business & Entrepreneurship	8.824	50					
	Customer service	61.294	50					
	Knowledge on local tourism products and attractions	68.039	50					
	Tourist expectations	9.686	50					
	Approximate annual income	34.627	50					

- a. R squared=.289 (Adjusted R squared=.243)
- b. R squared=.264 (Adjusted R squared=.217)
- c. R squared=.321 (Adjusted R squared=.278)
- d. R squared=.196 (Adjusted R squared=.145)

- e. R squared=.159 (Adjusted R squared=.105)
- f. R squared=.254 (Adjusted R squared=.206)
- g. R squared=.188 (Adjusted R squared=.137)
- h. Computed using $\alpha=.05$

Interpretation of the ‘tests of between-subjects effects’ results involves looking at the independent variable row in this case “education” as highlighted in table 4.13 above. The findings indicate that homestay operators’ level of education had a statistically significant effect on their knowledge in operating and managing homestays ($F(3, 47) = 6.362, P = 0.001, \text{partial } \eta^2 = 0.289$); knowledge about the tourism industry ($F(3, 47) = 5.615, P = 0.002, \text{Partial } \eta^2 = 0.264$); knowledge on business and entrepreneurship ($F(3, 47) = 7.405, P = 0.000, \text{Partial } \eta^2 = 0.321$); knowledge on customer service ($F(3, 47) = 3.823, P = 0.016, \text{Partial } \eta^2 = 0.196$); knowledge on local tourism products and attractions ($F(3, 47) = 2.957, P = 0.042, \text{Partial } \eta^2 = 0.159$) and knowledge on tourist expectations ($F(3, 47) = 5.325, P = 0.003, \text{Partial } \eta^2 = 0.254$).

Further, table 4.13 above indicates that homestay operators’ level of education had a statistically significant effect on the amount of income they derived from the homestay program ($F(3, 47) = 3.636, P = 0.019, \text{Partial } \eta^2 = 0.188$). Since the results of the univariate ANOVA’s were statistically significant, multivariate analysis requires that further follow up tests are performed to determine which means are significantly different. Therefore the Tukey’s HSD Post Hoc tests were performed and the results are as displayed from tables 4.14 to 4.20.

Knowledge on operating and managing the homestay program

Table 4.14 displays the results of the Post Hoc Tests on homestay operators’ level of education and their knowledge on operating and managing the homestay program.

Table 4.14: Post Hoc Tests for homestay operators' level of education and knowledge on operating and managing the homestay program

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Operating & managing homestays	Diploma	Skills certificate	-1.87*	.639	.027	-3.57	-.16
		Secondary	-1.85*	.505	.003	-3.20	-.51
		Primary	-2.08*	.482	.000	-3.37	-.80
	Skills certificate	Diploma	1.87*	.639	.027	.16	3.57
		Secondary	.01	.541	1.000	-1.43	1.45
		Primary	-.22	.519	.975	-1.60	1.17
	Secondary	Diploma	1.85*	.505	.003	.51	3.20
		Skills certificate	-.01	.541	1.000	-1.45	1.43
		Primary	-.23	.341	.907	-1.14	.68
	Primary	Diploma	2.08*	.482	.000	.80	3.37
		Secondary	.22	.519	.975	-1.17	1.60
		Skills certificate	.23	.341	.907	-.68	1.14

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The findings in table 4.14 above show that the mean scores for the dependent variable 'operating and managing homestays' were statistically significantly different for all the levels of education i.e. between diploma and skills certificate (P=0.027), between diploma and secondary (P=0.003) and between diploma and primary level (P=0.000). This finding indicates that the respondents were significantly different on their knowledge to operate and manage homestays according to their levels of education. This result implies that the level of education affected the homestay operators' knowledge to operate and manage the homestay program to a large extent.

Knowledge about the tourism industry

Table 4.15 shows the results of the Post Hoc Tests on homestay operators' level of education and their knowledge about the tourism industry.

Table 4.15: Post Hoc Tests for homestay operators' level of education and knowledge about the tourism industry

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
About the tourism industry	Diploma	Skills certificate	-1.13	.445	.066	-2.32	.05
		Secondary	-.65	.352	.270	-1.58	.29
		Primary	-1.25*	.336	.003	-2.14	-.36
	Skills certificate	Diploma	1.13	.445	.066	-.05	2.32
		Secondary	.49	.377	.571	-.52	1.49
		Primary	-.12	.361	.988	-1.08	.85
	Secondary	Diploma	.65	.352	.270	-.29	1.58
		Skills certificate	-.49	.377	.571	-1.49	.52
		Primary	-.60	.237	.066	-1.24	.03
	Primary	Diploma	1.25*	.336	.003	.36	2.14
		Secondary	.12	.361	.988	-.85	1.08
		Skills certificate	.60	.237	.066	-.03	1.24

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The findings in table 4.15 for the 'knowledge about the tourism industry' variable the mean scores were statistically significantly different between the diploma and primary level of education ($P=0.003$) but were not statistically significantly different between diploma and skills certificate ($P=0.066$) and between diploma and secondary level ($P=0.270$). This implies that the homestay operators who reported to possess diploma level of education were significantly different from those with primary level of education in their knowledge about the tourism industry. This finding also indicates that homestay operators who had diploma, secondary level of education and skills certificate were not significantly different in their knowledge about the tourism industry.

Knowledge on local tourism products and attractions

Table 4.16 demonstrates the results of the Post Hoc Tests for homestay operators' level of education and their knowledge about local tourism products and attractions.

Table 4.16: Post Hoc Tests for homestay operators' level of education and knowledge on local tourism products and attractions

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Local tourism products and attractions	Diploma	Skills certificate	-.77*	.216	.005	-1.34	-.19
		Secondary	-.17	.171	.764	-1.62	.29
		Primary	.04	.163	.994	-.39	.48
	Skills certificate	Diploma	.77*	.216	.005	.19	1.34
		Secondary	.60*	.183	.010	.11	1.09
		Primary	.81*	.176	.000	.34	1.28
	Secondary	Diploma	.17	.171	.764	-.29	.62
		Skills certificate	-.60*	.010	.010	-1.09	-.11
		Primary	.21	.115	.283	-.10	.52
	Primary	Diploma	-.04	.163	.994	-.48	.39
		Secondary	-.81*	.176	.000	-1.28	-.34
		Skills certificate	-.21	.115	.283	-.52	.10

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The results in table 4.16 indicate that for the 'knowledge on local tourism products and attractions' variable, the mean scores were statistically significantly different for all the levels of education i.e. between skills certificate and diploma ($p=0.005$), between skills certificate and secondary level ($P=0.010$) and between skills certificate and primary level of education ($P=0.000$). This implies that the homestay operators' knowledge on local tourism products and attractions varied according to their levels of education. This finding indicates that the homestay operators who reported to possess skills certificate

were significantly different from those who had diploma, secondary and primary level of education in terms of their knowledge on local tourism products and attractions.

Knowledge on business and entrepreneurship

Table 4.17 shows the results of the Post Hoc Tests for homestay operators' level of education and their knowledge on business and entrepreneurship.

Table 4.17: Post Hoc Tests for homestay operators' level of education and knowledge on business and entrepreneurship

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Business & entrepreneurship	Diploma	Skills certificate	-1.08	.467	.108	-2.33	.16
		Secondary	-1.31*	.490	.048	-2.62	-.01
		Primary	-2.00*	.620	.012	-3.65	-.35
	Skills certificate	Diploma	1.08	.467	.108	2.33	.16
		Secondary	.69	.525	.561	-.71	2.08
		Primary	-.23	.330	.899	-1.11	.65
	Secondary	Diploma	1.31*	.490	.048	.01	2.62
		Skills certificate	-.69	.525	.561	-2.08	.71
		Primary	.92	.503	.276	2.26	.42
	Primary	Diploma	2.00*	.620	.012	3.65	.35
		Skills certificate	.23	.330	.899	1.11	.65
		Secondary	-.92	.503	.276	-2.26	.42

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The results in table 4.17 indicate that for the 'knowledge on business and entrepreneurship' dependent variable, the mean scores were statistically significantly different between diploma and secondary level ($P=0.048$) and between diploma and primary level of education ($P=0.012$) and but were not statistically significantly different between diploma and skills certificate ($P=0.108$). This finding indicates that homestay operators who had diploma level of education were significantly different from those who

had secondary and primary level of education in their knowledge on business and entrepreneurship. The results also indicate that the homestay operators' who had diploma level of education were not significantly different from those who had skills certificate in terms of their knowledge on business and entrepreneurship.

Knowledge on Customer Service

Table 4.18 displays the results of the Post Hoc Tests for homestay operators' level of education and their knowledge on customer service

Table 4.18: Post Hoc Tests for homestay operators' level of education and knowledge on customer service

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Customer Service	Diploma	Skills certificate	-1.20	.668	.288	-2.98	.58
		Secondary	-1.19	.528	.125	-2.59	.22
		Primary	-1.50*	.504	.023	-2.84	-.16
	Skills certificate	Diploma	1.20	.668	.288	-.58	2.98
		Secondary	.01	.565	1.000	-1.49	1.52
		Primary	-.30	.543	.945	-1.74	1.14
	Secondary	Diploma	1.19	.528	.125	-.22	2.59
		Skills certificate	-.01	.565	1.000	-1.52	1.49
		Primary	-.31	.356	.817	-1.26	.64
	Primary	Diploma	1.50*	.504	.023	.16	2.84
		Secondary	.30	.543	.945	-1.14	1.74
		Skills certificate	.31	.356	.817	-.64	1.26

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The findings in table 4.18 for the 'knowledge about customer service' variable showed that the mean scores were statistically significantly different between diploma and primary level of education ($p=0.023$) but were not statistically significantly different

between diploma and skills certificate ($P=0.288$) and between diploma and secondary level ($P=0.125$). This finding implies that the respondents who had diploma level of education were significantly different from those who had primary level of education in terms of their knowledge on customer service. Further, the finding indicates that the respondents who had diploma, secondary level of education and skills certificate were not significantly different in their knowledge on customer service.

Knowledge on Tourist Expectations

Table 4.19 demonstrates the results of the Post Hoc Tests for homestay operators' level of education and their knowledge on tourist expectations

Table 4.19: Post Hoc Tests for homestay operators' level of education and knowledge on tourist expectations

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Tourist expectations	Diploma	Skills certificate	-.83*	.237	.005	-1.47	-.20
		Secondary	-.65*	.188	.007	-1.15	-.15
		Primary	-.63*	.179	.006	-1.10	-.15
	Skills certificate	Diploma	.83*	.237	.005	.20	1.47
		Secondary	.19	.201	.787	-.35	.72
		Primary	.21	.193	.703	-.31	.72
	Secondary	Diploma	.65*	.188	.007	.15	1.15
		Skills certificate	-.19	.201	.787	-.72	.35
		Primary	.02	.127	.998	-.32	.36
	Primary	Diploma	.63*	.179	.006	.15	1.10
		Secondary	-.21	.193	.703	-.72	.31
		Skills certificate	-.02	.127	.998	-.36	.32

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The results in Table 4.19 show that for ‘knowledge on tourist expectations’ variable the mean scores for all the levels of education were statistically significantly different i.e. between diploma and skills certificate ($P=0.005$), between diploma and secondary ($P=0.007$) and between diploma and primary level ($P=0.006$). This result implies that the level of education of homestay operators affected their knowledge on tourist expectations at varying degrees. It also implies that the group of respondents who reported to possess diploma level of education was significantly different from those who reported to possess skills certificate, secondary and primary level of education in terms of their knowledge on tourist expectations.

Approximate annual income from the homestay program

Table 4.20 shows the results of the Post Hoc tests for homestay operators’ level of education and the income they derived from the program.

Table 4.20: Post Hoc Tests for homestay operators’ level of education and income derived from the program

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents’ level of education	(J) Respondents’ level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Approximate annual income	Diploma	Skills certificate	-.17	.468	.984	-1.41	1.08
		Secondary	.15	.370	.979	-.84	1.13
		Primary	.75	.353	.160	-.19	1.69
	Skills certificate	Diploma	.17	.468	.984	-1.08	1.41
		Secondary	.31	.396	.859	-.74	1.37
		Primary	.92	.380	.089	-.10	1.93
	Secondary	Diploma	-.15	.370	.370	-1.13	.84
		Skills certificate	-.31	.396	.859	-1.37	.74
		Primary	.60	.250	.087	-.16	1.27
	Primary	Diploma	-.75	.353	.160	-1.69	.19
		Secondary	-.92	.380	.089	-1.93	.10
		Skills certificate	-.60	.250	.087	-1.27	.06

Based on observed means

The error term is Mean Square (Error =.598).

*. The mean difference is significant at the .05 level

The findings in table 4.20 indicate that the mean scores for ‘approximate annual income’ variable were not statistically significantly different for all the levels of education i.e. between diploma and skills certificate ($P=0.984$), between diploma and secondary ($P=0.979$) and between diploma and primary ($P=0.160$). This result implies that the income the respondents derived from the homestay program did not differ significantly according to their levels of education.

The Post Hoc Tests from table 4.14 to 4.19 above indicate that the mean scores for some variables were statistically significantly different. However, the mean scores for the income variable were not statistically significantly different for all the levels of education. To provide dependable conclusions, it was therefore imperative to establish the direction of the relationship between the level of education and the homestay operators’ knowledge and income derived from the program. To this end, the symmetric measure (Cramer’s V) was used (Table 4.21).

Table 4.21: Symmetric Measures results for homestay operators’ level of education, their knowledge and income from the homestay program

Variable	<i>V</i>	<i>P</i>	<i>Interpretation</i>
Operating and managing homestays	.429	.005	Moderate
Knowledge about the tourism industry	.408	.002	Moderate
Knowledge on local tourism products & attractions	.574	.000	Moderate
Business and entrepreneurship	.329	.056	Low
Knowledge on customer service	.357	.076	Low
Knowledge on tourist expectations	.504	.005	Moderate
Approximate annual income	.314	.088	Low

Computed using $\alpha=0.05$

The findings in table 4.21 show that the level of education had a moderate positive association with four variables i.e. ‘knowledge on operating and managing homestays’ ($V=0.429$, $P=0.005$), ‘knowledge about the tourism industry’ ($V =0.408$, $P=0.002$), ‘knowledge on local tourism products and attractions’ ($V =0.574$, $P=0.000$) and ‘knowledge on tourist expectations’ ($V =0.504$, $P=0.005$). However, it had a low positive association with three variables i.e. ‘knowledge on business and entrepreneurship’ ($V =0.329$, $P=0.056$), ‘knowledge on customer service’ ($V =0.357$, $P=0.076$) and ‘approximate annual income’ ($V =0.314$, $P=0.088$). Even though these three variables depicted a low association which was not statistically significant due to the high P values ($P=>0.05$), the association was positive. The high P value may be attributed to the small sample size hence with a bigger sample size; a statistical significance may have been realized. Meyers *et al* (2006) opine that small sample sizes may not yield statistically significant results hence a larger sample size is recommended. Since Cramer’s V shows the strength and direction of the association between the independent and dependent variables, this result implies that as the independent variable increases (homestay operators’ level of education), the dependent variables (knowledge and income) also increase.

4.11.2: Univariate ANOVAs for Homestay Operators’ Skills in running the program

Table 4.22 below displays the tests of between subjects-effects for homestay operators’ level of education and their skills in running the program.

Table 4.22: Tests of between subjects -Effects for homestay operators' level of education and their skills to run the program

Source	Dependent variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Observed power ⁱ
Corrected model	Customer service skills	7.659 ^a	3	2.553	2.839	.048	.153	.644
	Good communication skills	2.005 ^b	3	.668	3.167	.033	.168	.679
	Interpreting local tourism products and attractions	12.545 ^c	3	4.182	15.275	.000	.494	1.000
	Preparing tourism packages	15.051 ^d	3	5.017	4.541	.007	.225	.857
	Financial and book keeping skills	10.415 ^e	3	3.472	3.312	.028	.175	.719
	Developing and maintaining relationships in society	.502 ^f	3	.167	1.643	.192	.095	.403
	Computer and internet skills	5.777 ^g	3	1.926	3.730	.017	.192	.774
Intercept	Customer service skills	291.361	1	291.361	324.022	.000	.873	1.000
	Good communication skills	88.588	1	88.588	419.861	.000	.899	1.000
	Interpreting local tourism products and attractions	195.738	1	195.738	715.002	.000	.938	1.000
	Preparing tourism packages	377.817	1	377.817	341.954	.000	.879	1.000
	Financial and book keeping skills	350.930	1	350.930	334.756	.000	.877	1.000
	Developing and maintaining relationships in society	123.485	1	123.485	1211.222	.000	.963	1.000
	Computer and internet skills	483.468	1	483.468	936.547	.000	.952	1.000
Education	Customer service skills	7.659	3	2.553	2.839	.048	.153	.644
	Good communication skills	2.005	3	.668	3.167	.033	.168	.679
	Interpreting local tourism products and attractions	12.545	3	4.182	15.275	.000	.494	1.000
	Preparing tourism packages	15.051	3	5.017	4.541	.007	.225	.857
	Financial and book keeping skills	10.415	3	3.472	3.312	.028	.175	.719
	Developing and maintaining relationships in society	.502	3	.167	1.643	.192	.095	.403
	Computer and internet skills	5.777	3	1.926	3.730	.017	.192	.774

Table 4.22 (continued)

Error	Customer service skills	42.263	47	.899				
	Good communication skills	9.917	47	.211				
	Interpreting local tourism products and attractions	12.867	47	.274				
	Preparing tourism packages	51.929	47	1.105				
	Financial and book keeping skills	49.271	47	1.048				
	Developing and maintaining relationships in society	4.792	47	.102				
	Computer and internet skills	24.263	47	.516				
Total	Customer service skills	521.000	51					
	Good communication skills	147.000	51					
	Interpreting local tourism products and attractions	267.000	51					
	Preparing tourism packages	627.000	51					
	Financial and book keeping skills	600.000	51					
	Developing and maintaining relationships in society	186.000	51					
	Computer and internet skills	768.000	51					
Corrected Total	Customer service skills	49.922	50					
	Good communication skills	11.922	50					
	Interpreting local tourism products and attractions	25.412	50					
	Preparing tourism packages	66.980	50					
	Financial and book keeping skills	59.686	50					
	Developing and maintaining relationships in society	5.294	50					
	Computer and internet skills	30.539	50					

- a. R Squared=. 153 (Adjusted R Squared=.099)
- b. R Squared= . 168 (Adjusted R Squared=.115)
- c. R Squared=. 494 (Adjusted R Squared=.461)
- d. R Squared=. 225 (Adjusted R Squared=.175)
- e. R Squared=. 175 (Adjusted R Squared=.122)

- f. R Squared=. 095 (Adjusted R Squared=.037)
- g. R Squared=. 192(Adjusted R Squared=.141)
- h. R Squared=. 188 (Adjusted R Squared=.137)
- i. Computed using alpha=.05

The findings in table 4.22 above show that homestay operators' level of education had a statistically significant effect on their 'customer service skills' ($F(3,47)=2.839$, $P=0.048$, Partial $\eta^2=0.153$); 'good communication skills' ($F(3,47)=3.167$, $P=0.033$, Partial $\eta^2=0.168$); 'skills in interpreting local tourism products and attractions' ($F(3,47)=15.275$, $P=0.000$, Partial $\eta^2=0.494$); 'skills in preparing tourism packages' ($F(3,47)=4.541$, $P=0.007$, Partial $\eta^2=0.225$); 'financial and book keeping skills' ($F(3,47)=3.312$, $P=0.028$, Partial $\eta^2=0.175$); and 'computer and internet skills' ($F(3,47)=3.730$, $P=0.017$, Partial $\eta^2=0.192$).

However, the findings indicate that homestay operators' level of education did not have a statistically significant effect on their 'skills in developing and maintaining relationships in society' ($F(3,47)=1.643$, $P=0.192$, Partial $\eta^2=0.095$). This implies that homestay operators' level of education did not influence their ability to develop and maintain relationships in society. Since the results of the univariate ANOVA's were statistically significant for the other variables, further tests were performed. Tukey's HSD Post Hoc Tests were performed to determine which means were significantly different. The dependent variable 'skills in developing and maintaining relationships in society' which did not show a statistically significant effect with the level of education in the univariate ANOVA's was not included in the Post Hoc tests. According to Meyers *et al* (2006), only variables that yield statistically significant effects are considered for further tests. The Post Hoc Tests results are as displayed from tables 4.23 to 4.28.

Customer Service Skills

Table 4.23 displays the Post Hoc Tests results for homestay operators' level of education and their skills in customer service

Table 4.23: Post Hoc Tests for homestay operators' level of education and skills in customer service

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Customer service skills	Diploma	Skills certificate	-.50	.210	.094	-1.06	.06
		Secondary	-.46	.220	.173	-1.04	.13
		Primary	-.83*	.278	.022	-1.57	-.09
	Skills certificate	Diploma	.50	.210	.094	1.06	.06
		Secondary	.38	.235	.392	-.25	.25
		Primary	.33	.226	.460	-.27	.44
	Secondary	Diploma	.46	.220	.173	-.13	1.04
		Skills certificate	-.38	.235	.392	-1.00	.25
		Primary	-.04	.148	.992	-.44	.35
	Primary	Diploma	.83*	.278	.022	1.57	.09
		Skills certificate	-.33	.226	.460	-.93	.27
		Secondary	.04	.148	.992	-.35	.44

Based on observed means

The error term is Mean Square (Error =.598).

*. The mean difference is significant at the .05 level

From table 4.23 for the 'customer service skills' variable, the results indicate that the mean scores were statistically significantly different between diploma and primary level (P=0.022) but were not statistically significantly different between diploma and skills certificate (P=0.094) and between diploma and secondary level of education (P=0.173). This finding indicates that the homestay operators who had diploma level of education were significantly different from those who had primary level of education in terms of their customer service skills. However, the results also indicate that the respondents who

had diploma level of education did not differ significantly from those who had skills certificate and secondary level of education in terms of their customer service skills.

Communication Skills

Table 4.24 demonstrates the results of the Post Hoc Tests for homestay operators' level of education and their communication skills

Table 4.24: Post Hoc Tests for homestay operators' level of education and communication skills.

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Communication skills	Diploma	Skills certificate	-1.40	.574	.084	-2.93	.13
		Secondary	-1.19	.454	.056	-2.40	.02
		Primary	-1.13	.433	.058	-2.28	.03
	Skills certificate	Diploma	1.40	.574	.084	-.13	2.93
		Secondary	.21	.486	.972	-1.08	1.51
		Primary	.27	.466	.935	-.97	1.52
	Secondary	Diploma	1.19	.454	.056	-.02	2.40
		Skills certificate	-.21	.486	.972	-1.51	1.08
		Primary	.06	.306	.997	-.75	.88
	Primary	Diploma	1.13	.433	.058	-.03	2.28
		Skills certificate	-.27	.466	.935	-1.52	.97
		Secondary	-.06	.306	.997	-.88	.75

Based on observed means

The error term is Mean Square (Error =.598).

*. The mean difference is significant at the .05 level

The Post Hoc test results in table 4.24 above show that the mean scores for the dependent variable 'communication skills' were not statically significantly different for all the levels of education i.e. between diploma and skills certificate ($p=0.084$), between diploma and secondary ($p=0.056$) and between diploma and primary ($p=0.058$). This finding implies that the homestay operators' who had diploma level of education were not significantly

different from those who had skills certificate, secondary and primary level of education in terms of their communication skills.

Skills in interpreting local tourism products and attractions

Table 4.25 displays the results of the Post Hoc Tests for homestay operators' level of education and their skills in interpreting local tourism products and attractions.

Table 4.25: Post Hoc Tests for homestay operators' level of education and skills in interpreting local tourism products and attractions.

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Interpreting local tourism products & attractions	Diploma	Skills certificate	-1.77*	.317	.000	-2.61	-.92
		Secondary	-.42	.250	.354	-1.08	.25
		Primary	-.08	.239	.985	-.72	.55
	Skills certificate	Diploma	1.77*	.317	.000	.92	2.61
		Secondary	1.35*	.268	.000	.64	2.06
		Primary	1.68*	.257	.000	1.00	2.37
	Secondary	Diploma	.42	.250	.354	-.25	1.08
		Skills certificate	-1.35*	.268	.000	-2.06	-.64
		Primary	.33	.169	.212	-.12	.78
	Primary	Diploma	.08	.239	.985	-.55	.72
		Skills certificate	-1.68*	.257	.000	-2.37	-1.00
		Secondary	-.33	.169	.212	-.78	.12

Based on observed means

The error term is Mean Square (Error =.598).

*. The mean difference is significant at the .05 level

From table 4.25, it can be deduced that for the dependent variable 'interpreting local tourism products and attractions' the mean scores were statistically significantly different for all the levels of education i.e. between skills certificate and diploma (P=0.000), between skills certificate and secondary (P=0.000) and between skills certificate and primary (P=0.000). This indicates that the homestay operators were significantly different

in their ability to interpret local tourism products and attractions as per their levels of education. This finding implies that the level of education affected the homestay operators' ability to interpret local tourism products and attractions to a large extent.

Skills in Preparing Tourism Packages

Table 4.26 shows the results of the Post Hoc tests for homestay operators' level of education and their skills in preparing tourism packages.

Table 4.26: Post Hoc Tests for homestay operators' level of education and skills in preparing tourism packages.

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Preparing tourism packages	Diploma	Skills certificate	-1.04	.480	.146	-2.32	.24
		Secondary	-1.40*	.503	.038	-2.74	-.06
		Primary	-2.23*	.636	.005	-3.93	-.54
	Skills certificate	Diploma	1.04	.480	.146	-.24	2.32
		Secondary	.84	.539	.414	-.60	2.27
		Primary	1.19	.517	.111	-.18	2.57
	Secondary	Diploma	1.40*	.503	.038	.06	2.74
		Skills certificate	-.84	.539	.414	-2.27	.60
		Primary	.35	.339	.725	.55	1.26
	Primary	Diploma	2.23*	.636	.005	.54	3.93
		Skills certificate	-1.19	.517	.111	-2.57	.18
		Secondary	-.35	.339	.725	-1.26	.55

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The findings in table 4.26 show that for the 'skills in preparing tourism packages' variable, the mean scores were statistically significantly different between diploma and secondary level ($P=0.038$) and between diploma and primary level of education ($P=0.005$). However, the mean scores were not statistically significantly different

between diploma and skills certificate ($P=0.146$). This finding indicates that the group of respondents who had diploma level of education differed significantly from those who had secondary and primary level of education in terms of their skills in preparing tourism packages. The finding also shows that the group of respondents who had diploma level of education did not differ significantly from those who had skills certificate in terms of their skills in preparing tourism packages.

Financial and Book Keeping Skills

Table 4.27 demonstrates the results of the Post Hoc Tests for homestay operators' level of education and their financial and book keeping skills.

Table 4.27: Post Hoc Tests for homestay operators' level of education and basic financial & book keeping skills.

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Basic Financial & book keeping skills	Diploma	Skills certificate	-1.08	.467	.108	-2.33	.16
		Secondary	-1.27	.490	.059	-2.58	.03
		Primary	-1.83*	.620	.024	-3.48	-.18
	Skills certificate	Diploma	1.08	.467	.108	2.33	.16
		Secondary	.56	.525	.708	-.83	1.96
		Primary	.75	.503	.451	-.59	2.09
	Secondary	Diploma	1.27	.490	.059	.03	2.58
		Skills certificate	-.56	.525	.708	-1.96	.83
		Primary	.19	.330	.941	-.69	1.07
	Primary	Diploma	1.83*	.620	.024	3.48	.18
		Skills certificate	-.75	.503	.451	-2.09	.59
		Secondary	-.19	.330	.941	-1.07	.69

Based on observed means

The error term is Mean Square (Error = .598).

*. The mean difference is significant at the .05 level

The findings in table 4.27 for the ‘basic financial and book keeping skills’ variable indicate that the mean scores were statistically significantly different between diploma and primary level of education ($P=0.024$) but were not statistically significantly different between diploma and skills certificate ($P=0.108$) and between diploma and secondary level ($P=0.059$). This finding implies that the homestay operators who reported to possess diploma level of education were significantly different from those who reported to possess primary level of education in terms of their financial and book keeping skills. This finding also indicate that homestay operators who had diploma level of education were not significantly different from those who had skills certificate and secondary level of education in terms of their basic financial and book keeping skills.

Computer and Internet Skills

Table 4.28 shows the results of the Post Hoc Tests for homestay operators’ level of education and their computer and internet skills.

Table 4.28: Post Hoc Tests for homestay operators' level of education and computer and internet skills.

Tukey HSD			Multiple Comparisons			95% Confidence Interval	
Dependent variable	(I) Respondents' level of education	(J) Respondents' level of education	Mean Diff. (I-J)	Std. error	Sig.	Lower bound	Upper bound
Computer and Internet skills	Diploma	Skills certificate	-.88	.328	.079	-1.75	.00
		Secondary	-.81	.344	.099	-1.73	.10
		Primary	-1.40*	.435	.012	-2.56	-.24
	Skills certificate	Diploma	.88	.328	.079	1.75	.00
		Secondary	.59	.368	.391	-.39	1.57
		Primary	.52	.353	.454	-.42	1.47
	Secondary	Diploma	.81	.344	.099	-.10	1.73
		Skills certificate	-.59	.368	.391	-1.57	.39
		Primary	-.06	.232	.993	-.67	.56
	Primary	Diploma	1.40*	.435	.012	2.56	.24
		Skills certificate	-.52	.353	.454	-1.47	.42
		Secondary	.06	.232	.993	-.56	.68

Based on observed means

The error term is Mean Square (Error =.598).

*. The mean difference is significant at the .05 level

From table 4.28 for the dependent variable 'computer and internet skills', the results indicate that the mean scores were statistically significantly different between diploma and primary level of education ($P=0.012$) but were not statistically significantly different between diploma and skills certificate ($P=0.079$) and between diploma and secondary ($P=0.099$). This result indicates that the respondents who reported to possess diploma level of education were significantly different from those who possessed primary level of education in terms of their computer and internet skills. In addition, this finding indicates that the respondents who had diploma level of education did not differ significantly from those who had skills certificate and secondary level of education in terms of their computer and internet skills.

As was realized in the earlier section on the effect of homestay operators' level of education on their knowledge and income derived from the program, the Post Hoc tests for homestay operators' skills in running the program also revealed statistically significant mean scores for some of the variables for the different levels of education. It was therefore necessary to establish the degree of association and direction of the relationship between the homestay operators' level of education and their skills in running the program (Table 4.29)

Table 4.29: Symmetric Measures results for homestay operators' level of education and their skills to run the homestay program

Variable	V	P	Interpretation
Customer service skills	.410	.035	Moderate
Communication skills	.322	.070	Low
Skills in interpreting local tourism products	.505	.000	Moderate
Skills in preparing tourism packages	.486	.000	Moderate
Financial and book keeping skills	.412	.002	Moderate
Computer and internet skills	.422	.001	Moderate

Computed using $\alpha=0.05$

The findings in table 4.29 indicate that the level of education had a moderate positive association with five variables i.e. 'customer service skills' ($V=0.410$, $P=0.035$); 'skills in interpreting local tourism products and attractions' ($V =0.505$, $P=0.000$); 'skills in preparing tourism packages' ($V =0.486$, $P=0.000$); 'financial and book keeping skills' ($V =0.412$, $P=0.002$) and 'computer and internet skills' ($V =0.422$, $P=0.001$). However, it had a low positive association with one variable i.e. 'communication skills' ($V =0.322$, $P=0.070$).

In summary, the multivariate analyses showed that homestay operators' level of education had a statistically significant effect on their knowledge and skills to run the homestay program and the income they derived from the program. Subsequent tests of association results showed that the level of education had a positive association with the dependent variables i.e. knowledge, skills and income from the program. These findings imply that the higher the level of education the homestay operators possess, the better their knowledge and ability to run the homestay program and the better the income they would derive from the program. Based on the MANOVA and tests of association results, it would be justifiable to conclude that homestay operators' level of education influenced their knowledge and skills to participate in the homestay program and the income they derived from the program to a large extent. A possible explanation for this result is that education increases homestay operators' knowledge and ability to run the homestay program effectively and therefore determines the income they derive from the program

A strong relationship between education and workers' knowledge and skills and their incomes has been reported in literature (Praag et al 2009; Cromie, 2000; Baron, 2005, Shane and Locke, 2003). This study found that the homestay operators' level of education had a positive association with their knowledge and skills to run the program and the income they derived from the program. These findings seem to prove the human capital theory developed by Becker (1964) cited in (Praag et al 2009), who found that education or training raises the productivity of workers by impacting useful knowledge and skills hence raising the workers' (homestay operators') future incomes by increasing

their lifetime earnings. These results support the findings of Praag et al (2009) who, in their study on business and entrepreneurship found that many developed countries and regions, including the USA and the EU, had installed policies fostering successful entrepreneurship. One of these was providing people opportunities to develop their human capital by means of education. An underlying assumption of this approach as Praag et al (2009) further noted, was that investments in human capital increases people's performance as entrepreneurs.

This finding has important implications for policy makers and trainers in the hospitality and tourism industry to assess homestay operators' educational needs and develop a training program to equip them with the necessary knowledge and skills to run the program effectively hence ensure sustainable socio-economic advancement from the program.

The initial MANOVA tests were significant as they were able to identify and provide some immediate dependable conclusions on the extent to which homestay operators' level of education influenced their knowledge and skills to run the homestay program and the income they derived from the program. However, further studies on this area especially on the effect of homestay operators' level of education on the income they derive from the program are recommended.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1: Introduction

This chapter covers the summary of major findings of the research based on the five objectives and four research questions that formed the framework for the study. It also covers the conclusions and implications of the study which were drawn from the discussion. Further, this chapter addresses the recommendations for both policy and practice and provides recommendations for future research.

5.2: Summary

The overriding purpose of this study was to investigate the socio-economic contribution of homestay tourist accommodation to individual households and the community and formulate ways it can be further developed and positioned to enhance its contribution to host families and the community. This study utilized cross-sectional research design and the questionnaire was the major method of data collection. Interviews were also conducted on the tourism officers in charge of the county. The study utilized census technique to target all the homestay operators in the county while Probability Proportional to Size (PPS) sampling technique was utilized for the homestay tourists. A total of 51 questionnaires for homestay operators and 86 questionnaires for homestay tourists were collected and analyzed. The study was conducted for a period of four weeks stretching through the entire month of November 2013.

The findings revealed that the major motivation for homestay operators' participation in the homestay program was income (M=1.10, SD=0.300, Mode=1). The descriptive analysis on homestay operators' perception on the socio-economic contribution of homestay tourist accommodation to host families and the community yielded high mean scores for all the variables i.e. homestay creates employment opportunities (M=1.16), develops socio-economic situation of a community (M=1.18), increases business opportunities (M=1.20), helps in boosting social equity (M=1.25), increases stability of local peoples' lifestyle (M=1.27), provides an opportunity to interact with other cultures (M=1.29) and finally help focus and preserve traditional culture (M=1.47)

The descriptive analysis for factors influencing tourist choice of homestays revealed that the mean scores for all the variables tended towards moderate and high i.e. interact with friendly hospitable people (M=1.06), safety and security (M=1.09), see and learn different cultures (M=1.13), involvement in variety of activities with the local people (M=1.21), homestay accessibility (M=1.35), homestay clean and of good standards (M=1.51), variety of foods (M=1.58) and finally restful and relaxing trip (M=1.63).

The findings of the study by descriptive analysis of the most effective ways of positioning homestays yielded high mean scores for all the variables i.e. quality interaction between guests and host family (M=1.05), guests exposed to different cultural practices of the community (M=1.09), adequate security in and around the homestay (M=1.10), accommodation of good quality with necessary amenities (M=1.13), guests are involved in different activities of the local people (M=1.17), guests are exposed to variety

of authentic foods of the region (M=1.26), homestay accessibility (M=1.31) conducive environment for relaxation (M=1.31) and lastly available accommodation constructed using locally available materials and architectural design (M=1.42).

The descriptive analysis for homestay operators' knowledge in their participation in the homestay program revealed that the homestay operators' knowledge tended towards moderate for two of the variables i.e. knowledge on tourist expectations (M=1.75) and knowledge about local tourism products and attractions (M=1.94). However, homestay operators' knowledge tended towards low for four of the variables i.e. knowledge on managing and operating the homestay program (M=3.08), knowledge about business and entrepreneurship (M=3.12), knowledge about customer service (M=3.20) and knowledge about the tourism industry (M=3.57). The descriptive analysis of homestay operators' skills in their participation in the homestay program tended towards moderate for three variables i.e. good communication skills (M=1.63), skills in maintaining and developing relationships in society (M=1.88) and skills in interpreting local tourism products and attractions (M=2.18). However, the analysis revealed that homestay operators' skills tended towards low for four variables i.e. customer service skills (M=3.04), financial and book keeping skills (M=3.25), skills in preparing tourism packages (M=3.31) and finally basic computer and internet skills (M=3.80).

Based on the objectives of the study, four main research questions were formulated and analyzed. Significance Chi-Square test, correlation analysis and one-way multivariate

analysis of variance (MANOVA) were performed to provide answers to the four research questions. Correlation analysis was performed to determine whether there was a relationship between the motivational factors behind homestay operators' participation in the homestay program and the socio-economic benefits they derived from the program. The Pearson's correlation results revealed that only the earn income for household motivation variable showed a statistically significant correlation with some of the socio-economic benefits i.e. the motivation for earn income for household was significantly correlated with 'homestay increases business opportunities ($r=0.668$, $P=0.000$), creates employment opportunities for locals ($r=0.539$, $P=0.000$), helps develop socio-economic situation of the community ($r=0.539$, $P=0.000$), increase stability of local peoples' lifestyles ($r=0.388$, $P=0.005$) and lastly 'homestay provides an opportunity to interact with other cultures' ($r=0.366$, $P=0.008$). The other motivation variables used in the study did not show statistically significant correlations with the socio-economic benefits variables.

Significance Chi- Square test was used to determine whether homestay accommodation was a significant means of boosting the socio-economic well-being of rural people. The chi-Square test results revealed statistically significant results for five of the six variables i.e. homestay creates employment opportunities for the local people ($V=0.865$, $P=0.000$), increases business opportunities ($V =0.808$, $P=0.000$), help focus and preserve traditional culture ($V =0.495$, $P=0.002$), increases stability of local peoples' lifestyles ($V =0.491$, $P=0.004$), and lastly provide an opportunity for locals to interact with other cultures (V

=0.407, $P=0.000$). However, one of the variables did not reveal statistically significant results i.e. homestay boosts social equity of local people ($V=0.205$, $P=0.342$).

Correlation analysis was performed to determine whether the factors which influenced tourist choice of homestays determined how the homestays are positioned. Pearson's correlation analysis results revealed statistically significant correlations for eight of the nine variables i.e. 'see and learn different cultures' was significantly correlated with 'guests are exposed to different cultural practices of the community' ($r=0.870$, $P=0.000$); 'want to be involved in variety of activities with the local people' was significantly correlated with 'guests are involved in activities of the local people' ($r=0.837$, $P=0.000$); 'homestay destination accessible' was significantly correlated with 'variety of communication media are available to facilitate access' ($r=0.723$, $P=0.000$); 'interact with friendly hospitable people' was significantly correlated with 'quality interaction between guests and host family' ($r=0.653$, $P=0.000$); 'homestay destination accessible' was significantly correlated with 'location of the homestay is accessible' ($r=0.650$, $P=0.000$); 'safety and security was significantly correlated with 'adequate security provided in and around the homestay' ($r=0.544$, $r=0.000$); 'want to have a restful and relaxing trip' was significantly correlated with 'environment in the homestay is conducive for relaxation' ($r=0.524$, $P=0.000$) and finally 'seek variety of foods' was significantly correlated with 'guests are exposed to variety of authentic foods of the region' ($r=0.368$, $P=0.000$). However, the variable 'homestay that is clean of good standards' was not significantly correlated with 'accommodation offered is of good quality with all the necessary amenities' ($r=0.118$, $P=0.278$).

One-way Multivariate analysis of variance was performed to determine the extent to which homestay operators' level of education influenced their knowledge and skills to participate in the homestay program and the income they derived from the program. The multivariate tests revealed that homestay operators' level of education had a statistically significant effect on their knowledge and skills to run the program and the income they derived from the program $F(21,118)$, $P < .0005$; Wilk's $\lambda = 0.261$, partial $\eta^2 = 0.361$.

A summary of the interrelationship between the variables as per the findings of the study is provided in the updated conceptual framework below (Figure 5.1).

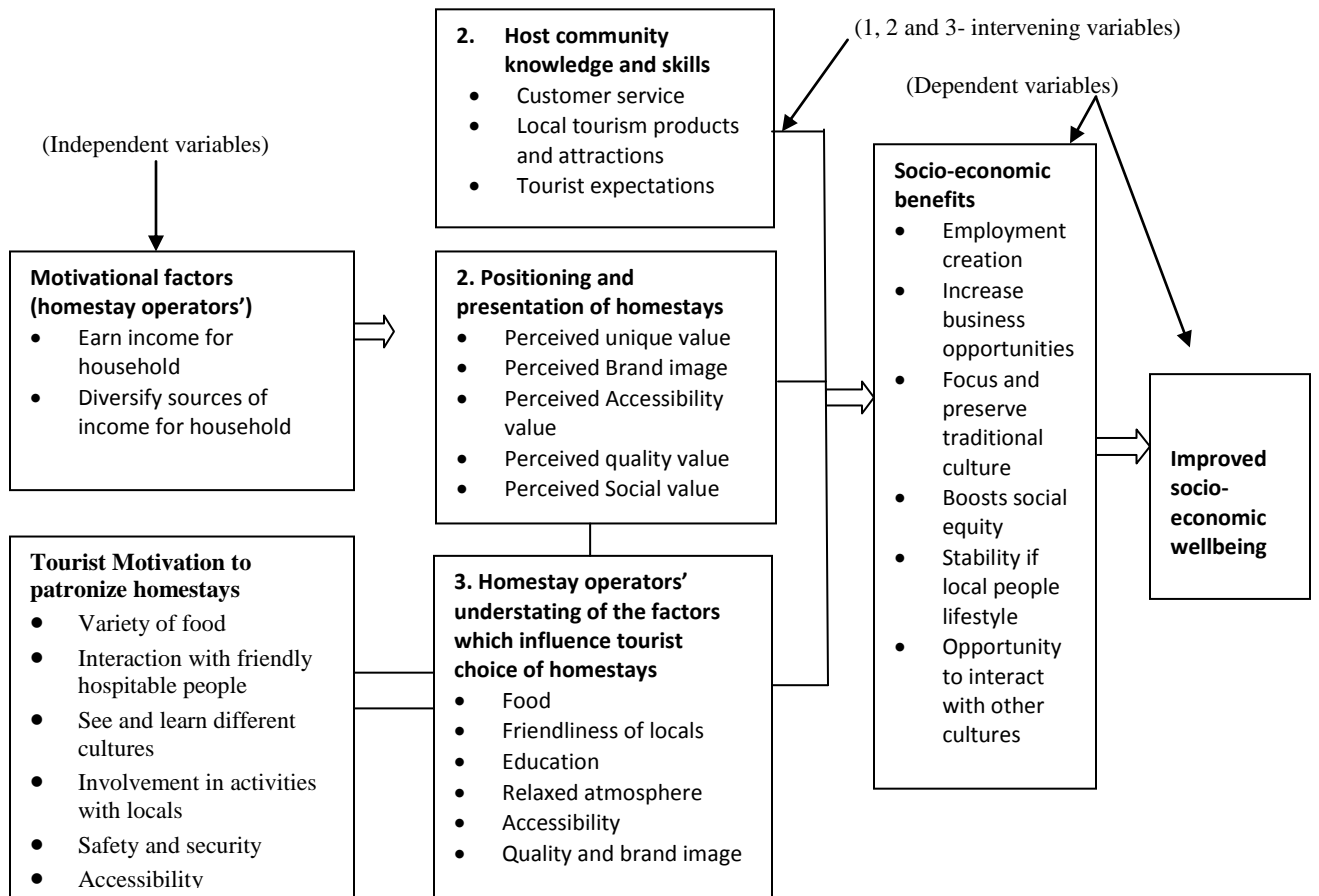


Figure 5.1: Updated Conceptual framework (Source: Researcher, 2013)

5.3: Conclusions

Based on the findings of this study and the discussion of the four research questions that provided the framework for the study, four major conclusions can be made. First, the study was set out to establish whether there was a relationship between the motivational factors for homestay operators' participation in the homestay program and the socio-economic benefits they derived from the program. Apart from the 'earn income' motivation variable, the other variables in this study did not reveal conclusive results for

the relationship between these two variables. This finding has significant implications for the government to design and conduct sensitization programs for the local people. Such programs will hopefully bring the local people to the realization that to earn income from the homestay program should not be their only focus because conservation of their culture, heritage ('ethnic attractions') and the environment is equally paramount to the growth of the homestays sub-sector. This is because these elements serve as major 'magnets' for homestay tourists as depicted in this study. Further such programs will hopefully ensure that the homestay operators take the lead role in conserving their culture, heritage and environments hence contribute greatly to the sustainability of the homestay program.

Second, the study was set out to determine whether homestay accommodation is a significant means of boosting the socio-economic well-being of rural people. The findings revealed that homestay accommodation is a significant means of boosting the socio-economic well-being of rural people. This finding can be useful to the government (policy makers) in crafting policies and relevant legislation to create an enabling environment to encourage the growth and development of the homestay tourist accommodation sub-sector in a sustainable manner. This will ensure that homestays develop within specified guidelines and are well regulated for the benefit of both the homestay operators and tourists who patronize homestays. Further, creating an enabling environment for the growth of the homestay sub-sector will greatly contribute to the government's initiative to reduce poverty from the grass roots.

Third, this study sought to establish whether the factors which influenced tourist choice of homestays determined how they are positioned. The results revealed that there was a statistically significant relationship between these two variables. The implications for this are twofold. First, this finding can be useful to the destination marketers in this case KTB (the state corporation charged with the mandate of marketing Kenya as a tourist destination both locally and internationally) in developing positioning strategies to create a distinct image of the homestay accommodation in the customers' minds.

This study will hopefully give the destination marketers a better picture of the attributes that homestay tourists seek hence work in collaboration with the homestay operators to utilize these attributes to develop competitive positioning strategies. Second, this finding can be useful to the homestay operators to establish and understand which attributes homestay tourists seek and tailor their products and services towards these attributes to satisfy their guests. However, to achieve this, the homestay operators will need assistance on this element because of their levels of education as depicted in this study. It is hoped that this result will provide useful insights for the government entity responsible for regulation and facilitation of the tourism industry (Department of Tourism) to come in as the facilitator. This finding will hopefully enable the Department design and conduct sensitization programs to enlighten the homestay operators on the attributes that homestay tourists seek hence enable the homestay operators provide products and services geared towards these attributes. Ideally, in order to create effective positioning strategies for products and services in the homestay industry, a better understanding of tourists who visit homestay destinations is paramount.

Fourth, this study sought to determine whether homestay operators' level of education influenced their knowledge and skills to participate in the homestay program and the income they derived from the program. The results of the current study showed that homestay operators' level of education had a statistically significant effect on their knowledge and skills to run the homestay program and the income they derived from the program. This finding can be useful for the government through KUC and other trainers in the hospitality and tourism industry to conduct a training needs assessment for the homestay operators and develop a curriculum tailor-made to meet these needs. This will hopefully play a great role in equipping the homestay operators with the necessary knowledge and skills to run the program effectively hence ensure sustainable socio-economic advancement from the homestay program.

5.4: Recommendations for Policy/Practice

Based on the findings and discussion of the four research questions that formed the framework for the study, the following recommendations are put forward:-

- The government entity charged with the mandate of policy making and regulating the tourism industry (Department of Tourism) should craft policies and regulations to create an enabling environment for the development of homestay tourist accommodation. This will ensure sustainable socio-economic advancement from the homestay program.
- The Department of Tourism should design and conduct sensitization programs for the local people to enlighten them on the importance of conserving their

heritage, culture and environment to the development of homestay tourist accommodation. This will ensure that the development of homestay accommodation is all encompassing in that the operators will not only be motivated by the income they derive from the program but also the conservation of their heritage, culture and environments.

- Higher education institutions involved in tourism and hospitality training as well as KUC should conduct a training needs assessment for the homestay operators and develop a curriculum tailor-made to meet these needs to equip the homestay operators with the necessary knowledge and skills to run the homestay program effectively.
- The destination marketer (KTB) should work in collaboration with the homestay operators to identify the factors/ attributes which influence tourist choice of homestays. This will enable them develop effective competitive positioning strategies for the products and services in the homestay industry in the destination.
- There is need for the Department of Tourism to design and conduct sensitization programs to enlighten the homestay operators on the attributes that homestay tourists seek to enable them tailor their products and services towards these attributes. This will contribute greatly to customer satisfaction and encourage positive word of mouth hence lead to an increase in number of tourists and increased incomes for the homestay operators.

- This finding will hopefully be beneficial to the homestay operators since it provided useful insights into what tourists expect when they visit homestays. Particularly, it is hoped that the homestay operators will be able to use this information to provide a seamless experience to the homestay tourists which will culminate to customer satisfaction hence positive word of mouth.

5.5: Recommendations for Further Research

Although this study provided a general picture on the contribution of homestay tourist accommodation to the socio-economic well-being of rural people and proposed ways it can be further developed and positioned to enhance its contribution to host families and the community, there is still abundant room for further research. The following recommendations are offered for related research in the homestay accommodation sub-sector:

- 1) Since the growth of homestay tourist accommodation is of great value to the local people especially in the rural areas, future research should investigate effective marketing strategies for homestays and challenges that the homestay operators face as they run their programs and formulate ways of dealing with these challenges
- 2) Given that this study did not provide conclusive results on the relationship between the motivational factors behind individual household participation in the homestay program and the socio-economic benefits they derived from the program, it would be advantageous that further studies are conducted before this relationship is more clearly understood.

- 3) Given that this study revealed that homestay operators' level of education influenced their knowledge and skills to run the homestay program and the income they derived from the program to a large extent, the Post Hoc Tests did not provide very encouraging results for the income variable. Therefore it would be of value that further studies are conducted especially on the relationship between homestay operators' level of education and the income they derive from the program to arrive at a more conclusive result.
- 4) Since this current study revealed a statistically significant relationship between the factors which influence tourist choice of homestays and ways of positioning homestays, it may be valuable to conduct further research on this area using other variables other than the ones used in this study to affirm and cement this relationship.
- 5) Since this study revealed that the tourists patronizing homestays had a relatively high educational attainment, it would be of value to conduct further research to determine whether tourists' level of education influences their perception of quality and overall satisfaction from the homestay program.
- 6) Research related to homestay tourist accommodation that provides a means of defining their contribution to the socio-economic well-being of the local people and to general development of the economy would be of value to the homestays accommodation sub-sector.

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7.0 APPENDICES

APPENDIX 7.1: LETTER OF TRANSMITTAL

To Esteemed Respondent

Dear sir/Madam,

RE: RESEARCH QUESTIONNAIRE

I am a postgraduate student at Kenyatta University pursuing MSc. International Tourism Management course. I am conducting a research on “**Homestay Tourist Accommodation as a concept to boost rural economies in Kenya**”.

You have been identified as one of the respondents who will facilitate data collection for this research by providing information to facilitate the completion of the attached questionnaire.

Any information provided will be treated with utmost confidentiality and data collected will be used for the sole purpose of this study.

Thank you for your cooperation

Ruth Kemunto
PRINCIPAL RESEARCHER

APPENDIX 7.2 QUESTIONNAIRE FOR HOMESTAY OPERATORS

1. (a) When did you start your homestay business?.....
 (b) How many beds does your homestay have?.....
2. What are the major motivational factors for your household participation in the homestay program? Please rate on a scale of 1 to 5 the following motivational factors for your household participation in the homestay program
 1=Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4=Disagree; 5=Strongly Disagree

Statement	1	2	3	4	5
I want to earn income for my household from the homestay program					
I want to interact with different cultures from all over the world					
I want to preserve our heritage and culture					
I want to provide accommodation to tourists who have come to support the community (for the well-being of the community)					
I want to diversify sources of income for my household					

3. Please rate on a scale of **1 to 5** your perception on the following socio-economic benefits of homestay accommodation to host families and the community. (Tick appropriately)
 1=Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4=Disagree; 5=Strongly Disagree

Statement	1	2	3	4	5
Homestay increases business opportunities for the local people					
Homestay creates employment opportunities for the local people					
The homestay program can help develop the socio-economic situation of a community					
Homestay is helpful to focus and preserve traditional culture					
Homestay is helpful in boosting social equity of local people					
Homestay increases the stability of local peoples lifestyle					
Homestay provides an opportunity for local people to interact with other cultures all over the world without leaving their homes					

4. What is your approximate annual income from the homestay program in Kshs?

Kshs 59,999 and below

Kshs 60,000-69,999

Kshs 70,000-79,999

Kshs 80,000 and above

5. Please rate on a scale of **1 to 5** your knowledge in the participation in the homestay program (Tick appropriately)

1=Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4=Disagree; 5=Strongly Disagree

Statement	1	2	3	4	5
I have knowledge about managing and operating the homestay program					
I have knowledge about the tourism industry					
I have knowledge about local tourism products and attractions					
I have knowledge about business and entrepreneurship					
I have knowledge about customer service					
I know tourists' expectations of the homestay program and I work towards that.					

6. Please rate on a scale of **1 to 5** your skills in the participation in the homestay program (Tick appropriately)

1=Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4=Disagree;

5=Strongly Disagree

Statement	1	2	3	4	5
I have customer service skills					
I have good communications skills					
I have skills in interpreting local tourism products					
I have skills in preparing tourism packages					
I have basic financial and book keeping skills					
I have skills in maintaining and developing relationships in society					
I have basic computer and internet skills					

7. Have you received any form of training from either the government or any organization on the homestay program?

Yes

No

8. (a) If yes, in number 9 above, in which area were you trained on? Please tick appropriately

Customer service

Product presentation

Simple book keeping

Computer skills

Other (please specify).....

- b) And how long did the training take?

7 days and below

8-14 days

15-30 days

Other (please specify).....

- (b)Who did the training?

Government

CBO/NGO

Other (please specify).....

9. Do you think any form of training on the homestay program will contribute to increasing your benefits from the homestay program?

Yes

No

10. a) Do you market your homestay?

Yes

No

- b) If yes in No. 12 (a) above, how do you market your homestay?

Internet

TV advertisements

Brochures

Other (please specify).....

11. What is your gender?

Male

Female

12. What is your age?

30-34 years

35-39 years

40-44 years

45-49 years

50 years and above

13. What is your highest level of education?

Diploma

Skills Certificate

Secondary

Primary

Other (please specify).....

THANK YOU VERY MUCH FOR YOUR COOPERATION

APPENDIX 7.3: QUESTIONNAIRE FOR HOMESTAY TOURISTS

1. What is your main reason for visiting Taita Taveta region?

Educational

Culture (interaction with other cultures)

Rest and Relaxation

Entertainment

Other (please specify).....

2. What motivates or prompts you to choose homestay accommodation in Taita Taveta? Please indicate the extent of how you agree with the following statements on a scale of **1 to 5**. (Please Tick appropriately)

1=Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4=Disagree; 5=Strongly Disagree

Statement	1	2	3	4	5
I want to seek variety of foods					
I want to interact with friendly hospitable people					
I want to see and learn different cultures or ways of life					
I want to be involved in a variety of activities with the local people					
I want to stay in a homestay that is clean and of good standards					
I want a homestay destination that is accessible/reachable					
I want to have a restful and relaxing trip					
I want a place where I can feel safe and secure during my stay					

3. Please rate on a scale of **1 to 5** your perception on the most effective ways of positioning homestays (Tick appropriately)

1=Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4=Disagree; 5=Strongly Disagree

Homestays can be positioned effectively if;

Statement	1	2	3	4	5
The guests are exposed to a variety of authentic foods of the region					
There is quality interaction between the guests and the host family					
The guests are exposed to different cultural practices of the community					
The guests are involved in different activities of the local people e.g. growing and preparation of food					
The accommodation offered is of good quality with all the necessary basic amenities					
The available accommodation is constructed using the regions locally available materials and architectural design					
A variety of communication media to facilitate access are available to the guests e.g. signage					
The location of the homestay is accessible/ reachable					
The environment surrounding the homestay is conducive and good for relaxation					
There is adequate security provided in and around the homestay					

4. How did you get to know about the homestay program in this region?

Word of Mouth

Tour Operators

Internet

TV Advertisements

Brochures

Other (Please specify).....

5. What is your gender?

Male

Female

6. What is your age?

20 years and below

21-29 years

30-39 years

40-49 years

50-59 years

60 years and above

7. What is your Nationality?

American

European

East African

Asian

Other (Please specify).....

8. What is your highest level of education?

High School

Tertiary College

Bachelor's degree

Master's degree

Doctorate

Other (Please specify).....

9. What is your approximate total household income per annum in US Dollars?

Less than \$ 19,999

\$20,000-39,999

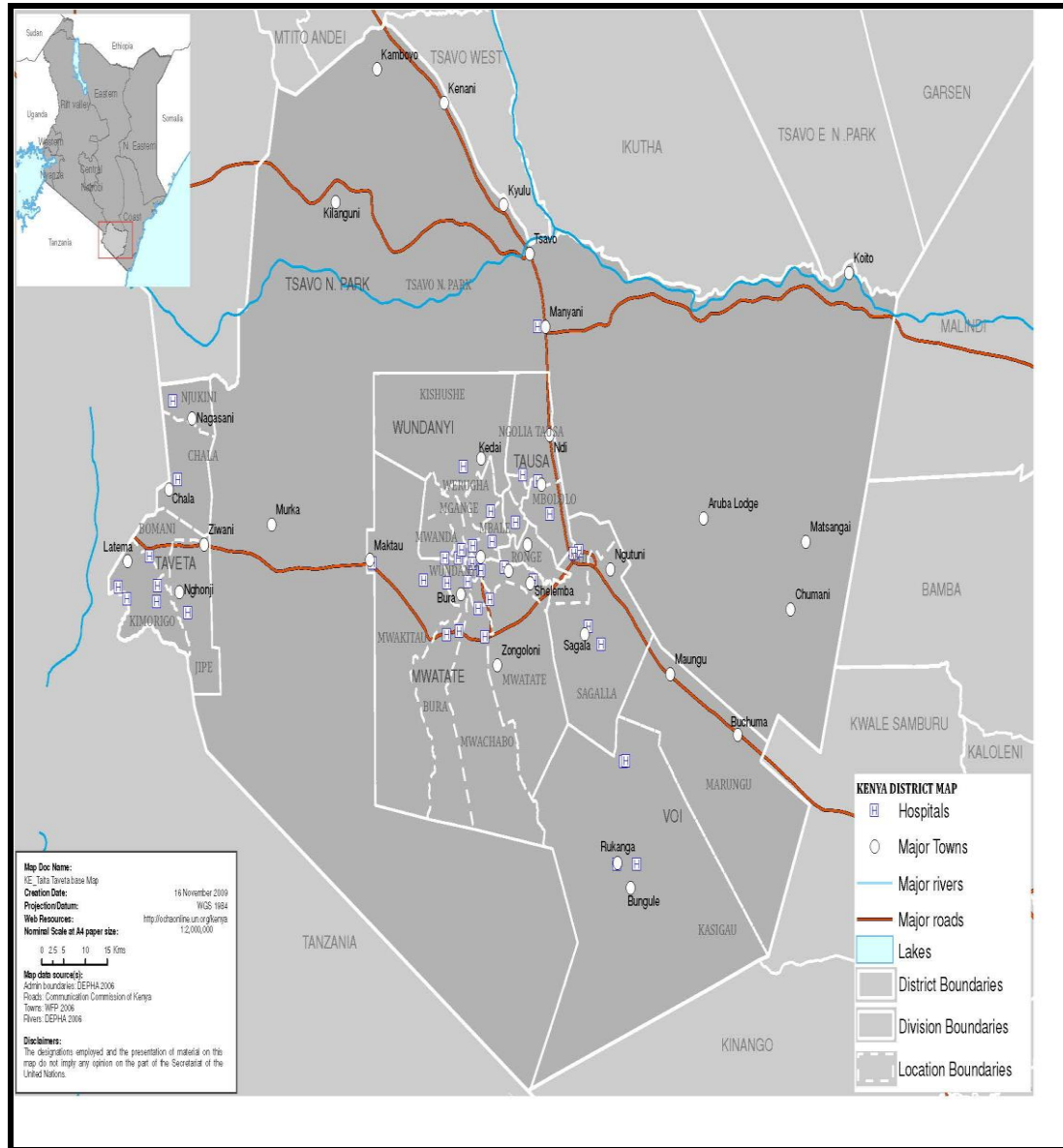
\$40,000-59,999

\$60,000- 79,999

\$80,000 and above

THANK YOU VERY MUCH FOR YOUR COOPERATION

APPENDIX 7.4: MAP OF TAITA TAVETA COUNTY



source: www.google.co.ke/imgres/info/sites/kenya

APPENDIX 7.5: HOMESTAYS PER COUNTY

S/NO.	COUNTY	NO. OF HOMESTAYS	BED CAPACITY	Homestay Tourist arrivals		
				2010	2011	2012
1.	TAITA TAVETA	54	204	101	132	145
2.	SIAYA	41	268	85	93	89
3.	KILIFI	33	80	65	72	68
4.	BARINGO	25	194	112	91	64
5.	KAKAMEGA	25	129	36	43	40
6.	MACHAKOS	19	66	37	42	45
7.	NYAMIRA	17	62	29	34	31
8.	VIHIGA	16	53	42	51	37
9.	UASIN NGISHU	13	116	21	28	31
10.	KISUMU	12	116	153	121	172
11.	NYERI	12	48	74	81	76
12.	BUNGOMA	11	78	19	15	18
13.	BUSIA	10	54	23	31	35
14.	TRANS NZOIA	8	43	27	24	21
15.	HOMA BAY	7	37	12	17	22
16.	KWALE	6	11	14	16	7
17.	MOMBASA	5	26	13	17	15
18.	NANDI	4	37	4	6	4
19.	MIGORI	3	13	12	17	15
20.	ELGEYO MARAKWET	2	18	7	13	11
21.	KAJIADO	2	12	7	4	3
22.	NAKURU	2	10	11	8	9
23.	BOMET	1	8	7	9	13
24.	GARISSA	1	9	2	1	2
25.	NAIROBI	1	3	9	11	9
26.	NAROK	1	20	24	33	36
27.		331	1,715	946	1110	1018

Source: (DoT, 2013)

APPENDIX 7.6: HOMESTAYS IN TAITA TAVETA COUNTY

S/NO	HOMESTAY	NO. OF HOUSES	NO. OF BEDROOMS	BED CAPACITY
1.	Karl Kameru	1	1	2
2.	Kasigau Homestay	1	4	12
3.	Mlilo Community Tours and safaris	1	3	4
4.	Mlilo Community Tours and safaris	1	2	4
5.	Tsavo Home	1	3	6
6.	Wawars Homestay	1	2	2
7.	Dorine Kale Mwawasi	1	2	4
8.	Salmon Kitololo	1	2	2
9.	Josephat Mwamkuu	1	3	3
10.	Dorcas Mwake Mwakina	1	2	2
11.	Mseri Lawrian Mwanyika	1	1	2
12.	Mkunda Homestays Ltd	1	1	2
13.	Ari Home	1	1	2
14.	Eunice Mwandawiro	1	3	4
15.	Joyce Mwacharo	1	1	1
16.	Edward Kilango	1	2	4
17.	Agnes Mrari	1	2	2
18.	Joseph Mlambo	1	2	2
19.	Andrew Mwakaya	1	3	5
20.	Hope Mwaka	1	4	8
21.	Stephen Mwapea	1	3	4
22.	Harold Mwamodo	1	2	4
23.	Michael Mwachoo	1	4	4
24.	Festus Mwake	1	2	2
25.	Fredrick Kilele	1	2	2
26.	Nelson Mwanjele	1	4	4
27.	Harrison Mwawasi	1	1	2
28.	Daniel Mwadeghu	1	1	2
29.	Samuel Nina	1	3	3
30.	Wilson Kachili	1	4	4
31.	Samuel Mwasela	1	3	3
32.	Christine Mukabili	1	2	4
33.	William Dololo	1		3
34.	Rachael Mwachiro	1	2	4
35.	Walter Mwangunde	1	2	4
36.	Charles Mwanyiga	1	9	14

37.	Anne Wakesho	1	1	2
38.	Dan Chao	1	1	1
39.	David Mwazari	1	2	3
40.	Andrew Chai	1	2	2
41.	Pauline Kidai	1	1	2
42.	Lillian Talu	1	8	7
43.	Jacob Kidunda	1	6	5
44.	Felix Mwasoko	1	3	5
45.	John Mwadime	1	3	5
46.	Eliud Kilelu	1	4	7
47.	Joshua Mwajoni	6	6	6
48.	Lucy Mwangombe	1	1	1
49.	Bessy Manga	1	4	4
50.	Anita Mwangeka	1	5	5
51.	Emmanuel Ponga	1	1	1
52.	Maryanne Mjomba	1	2	4
53.	Antony Mwasi	2	2	6
54.	Joyce Kodi	1	2	2
	TOTAL	54	142	204

Source: (DoT, 2013)

APPENDIX 7.7: INTERVIEW GUIDE FOR TOURISM OFFICERS

- 1) What are your views on the contribution of the homestay program to the socio-economic well-being of the local population in this county?
- 2) Do you think the local people have the necessary skills and knowledge to run the homestay program?
- 3) Has your ministry provided any form of training to the local people on the homestay program?
- 4) Do you think establishing a brand image for homestay accommodation in this county will go along way in attracting more customers?
- 5) What should be done to establish this unique brand?
- 6) Is there anything that can be done to differentiate homestay accommodation in this county and enable them uniquely stand out? (i.e. have a unique value?)
- 7) What strategies has your ministry put in place to position homestay accommodation in the international market place?
- 8) What would your recommendations be as far as positioning the homestay program is concerned?