

KENYATTA UNIVERSITY

**SHOMPOLE ECO-LODGE'S INFLUENCE ON COMMUNITY
DEVELOPMENT IN THE MAGADI REGION, KENYA.**

BY

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DECLARATION

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

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DEDICATION

To all hospitality and tourism scholars and professionals.

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OPERATIONAL DEFINITIONS OF TERMS

Community: Refers to the people who live in and own the Shompole Group Ranch

Development: State of improvement in terms of income or standard of living.

Eco-lodge: The Shompole Group Ranch accommodation facility

Group Ranches: Land that has been demarcated and allocated to a group.

Livelihoods: Capabilities, assets (including both material and social resources) and the activities required for a means of living.

Local People: Group ranch members

Maasai: A nomadic pastoralist community living in south west Kenya.

Sustainable Tourism: This a form of tourism which meets the needs of the present generation without compromising the ability of future generations to meet their own needs. It is also an industry committed to making a low impact on the environment and local culture, while helping to generate income and employment for local people.

Tourism Ventures: Facilities created to cater for the needs of tourists and include lodges, cottages and tented camps.

ABSTRACT

The tourism industry has been recognized as a major industry which could help in development and poverty reduction in Kenya. This is especially through ecotourism and community-based tourism enterprises which can ensure that the local communities benefit. The purpose of this study was to explore the value of the Shompole eco- lodge to community development and how the lodge's presence has improved the livelihoods and the attitudes of the community towards wildlife conservation. The study sought to establish the economic contribution of Shompole Eco-lodge to the local community; assess the contribution of Shompole Eco-lodge to the local people's welfare and; find out the local community's attitudes and perceptions towards conservation of wildlife in the Shompole group ranch. The study adopted a descriptive survey design that allows qualitative and quantitative methods of data collection and analysis. The study findings indicate that Shompole Eco-lodge has on average benefited the community economically, socially and environmentally. The economic benefits include direct income, employment and support of community projects. Socially, the Shompole trust supports schools in musical festivals thus preserving their culture. Environmentally, the community has benefited from projects initiated by the Eco-lodge such as the set up of a conservancy and provision of water and grass which has also contributed to the reduction of their vulnerability to drought. The benefits have however been mostly communal benefits to a larger extent such as schools and health centre with little benefits accruing at individual and household levels. In addition, challenges related to leadership, governance and local politics were observed to be a major challenge affecting community participation and benefit sharing. The study concludes that, though the Eco-lodge had benefited the community. There is however a great potential for the Eco-lodge to provide win-win outcomes for both the community livelihoods and conservation. This can be achieved if among other things, issues of governance, leadership and local politics are addressed. The study recommends that the various stakeholders especially the government, local community and the private sector to work together to ensure sustainability of the Eco-lodge and the ecosystem.

CHAPTER ONE

INTRODUCTION

1.0 Background to the study

The management of protected areas around the globe is often as dynamic as the habitats they are intended to protect, and affected by the socio-political context in which such management occurs (Bruyere, Beh and Lelengula, 2008). The authors further argue that given such circumstances, many conservationists in the international community have called for a more adaptive and holistic management approach, one that includes consideration for an extension to local communities during decision-making and in realizing tourism benefits. Further, international events have addressed the status of parks and protected areas and stressed the need for both local participation in decision-making processes and the equal distribution of conservation related to benefits (World Conservation Union, 2003).

Most community-based efforts in Africa have rarely achieved comparable success (Dalal-Clayton and Child (2003); Goldman (2003); Wainwright and Wehrmayer (1998); Williams and others (1998). For example, in Kenya, Maasai pastoralists near the Eselenkai Conservation Area were insufficiently included in many planning meetings (International Institute for Environment and Development, 2002). The tourism industry in Kenya has been recognized as a major industry that could enhance development and poverty reduction (Government of Kenya (GoK), 2003a). Further the industry has been identified as one of the sectors that will help Kenya achieve major global and national goals such as the Millennium Development Goals (MDGs) and Vision 2030.

Ecotourism has been enlisted as one of the niche products to be developed by the Kenyan Government in its blue print, vision 2030 due to its perceived benefits.

The tourism industry is a very important sector to the Kenyan economy and accounts for over 13% of the Gross Domestic Product (GDP) (GoK, 2003b; 2005) making it the third largest contributor to GDP after agriculture and manufacturing and Kenya's third foreign exchange earner after tea and horticulture. Tourism development in Kenya is mainly beach and wildlife-based. The network of protected areas in Kenya, mainly national parks and reserves which have been set aside for harboring wildlife are however not sufficient to support the current wildlife population in Kenya. This scenario has led to a significant percentage of wildlife residing in areas outside protected areas. These are usually owned by private individuals and group ranches especially in the Maasai land.

In numerical terms, it is estimated that 14.4 million people live in absolute poverty, unable to adequately meet the minimum daily needs for food, shelter, clothing, education, transport and other essential non-food items. 85% of Kenya's 14.4 million under extreme poverty live in rural and marginalized areas (figure 1.1). The majority of the poor in urban areas live in slums and peripheral urban settlements (IMF, 2005). From figure 1.1, below, Shompole Eco-lodge lies in the 48% poverty level compared to other regions in the Kenya. Data from the International Monetary Fund (IMF) suggest that poverty levels in Kenya's leading tourist destination areas, coastal and southern (Maasai land-where the Shompole Eco-lodge is located) are comparatively high (GoK, 2003b) in contrast to other areas such as central Kenya. This has been attributed to high levels of foreign ownership of tourism establishments and little local control and ownership (Manyara, 2005).

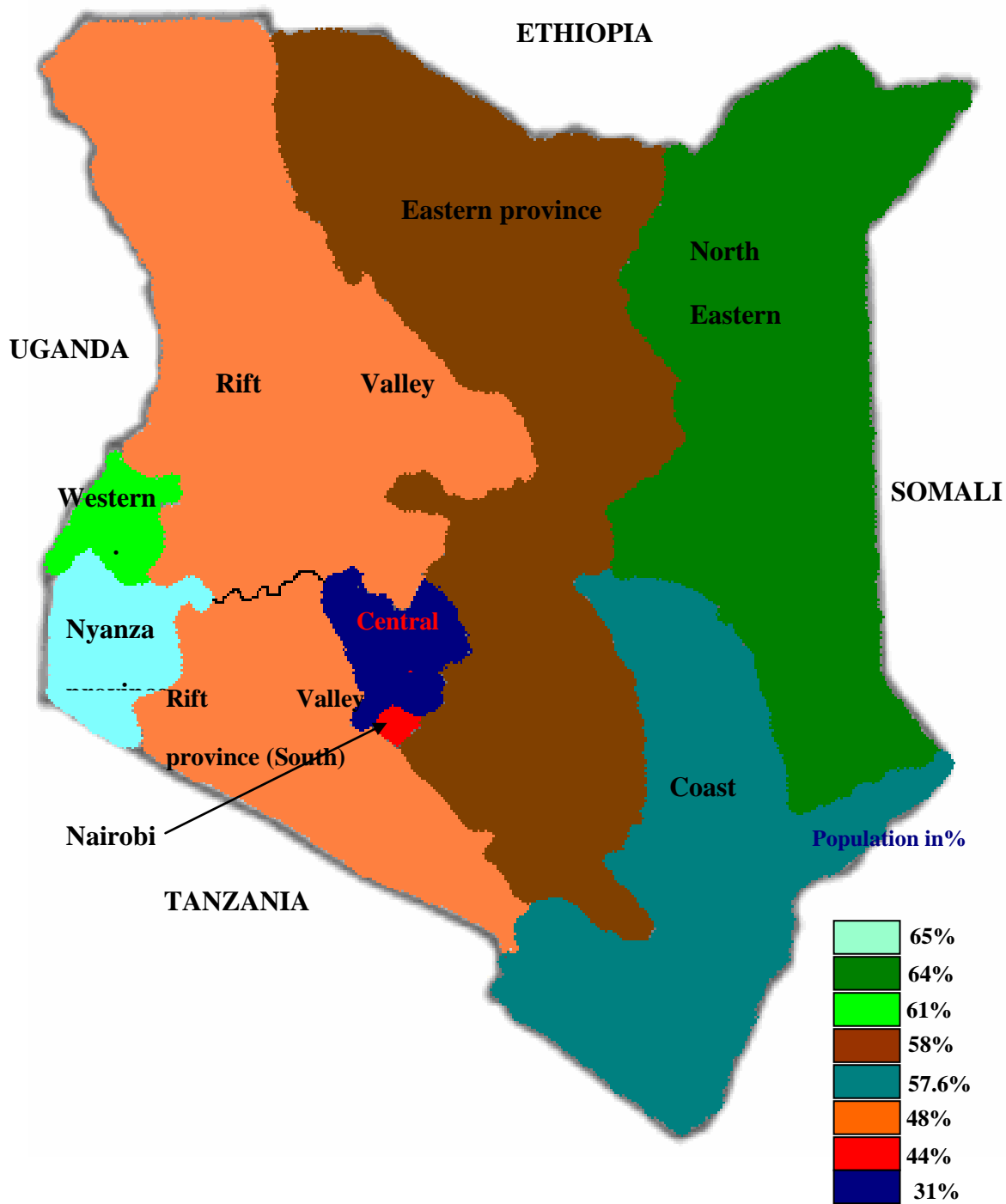


Figure 1.1 Percentage of population below poverty line in each province (Kenya government, 2006b)

The Shompole Eco-lodge however presents a different scenario, where there is a degree of local ownership and control (30% initially but aimed to increase gradually to 80% in a period of 15 years), all aimed at empowering the community socio-economically. This study sought to establish the cause of this mis-match between the presence of an award winning community Eco-lodge and the low levels of socio-economic development in the Shompole community.

According to Wishitemi and Okello (2003), community-based tourism initiatives provide a means through which local control can be maintained and local concerns can be addressed. The community based initiatives in Kenya include conservation and Eco-lodges which are managed and owned wholly by the community or jointly with a private investor. The ecotourism operations or eco- lodges are in essence hotels situated in natural areas (Loon and Palakow, 2001). Besides offering food and accommodation like regular hotels, such destinations also market some aspect of wilderness experience.

Research has shown that ecotourism's real connection to conservation comes through participation in ownership and management rather than through economic benefits alone (Stronza and Gordillo, 2008). The authors further argue that the catalyzing effect of participation can help build skills in leadership and strengthen local institutions while also ensuring that residents are able to translate economic benefits into broader goals through new employment, cash, revenues, and other economic benefits which may lead to more robust local economies. This study therefore sought to investigate the impacts of Shompole Eco-lodge on the community.

1.1 Problem Statement

Community-based tourism projects along with other integrated conservation and development schemes have gained popularity over time. Goodwin and Santili (2009) note that these recent strategies of development are based on a participatory approach and ultimately emerged as a result of the failure of “top-down” approaches to both conservation and development which had been widely practiced by both conservation and development organizations. The authors further argue that although such community-based projects vary in their methodologies, the common thread between them is in them linking environmental conservation and socio-economic development, most notably in and around protected areas. Despite decades of such initiatives such as Shompole conservancy, there is less to show in terms of socio-economic development and yet revenue is generated from ecotourism especially the Shompole region which has an award winning Eco-lodge. This scenario was the major driving force for undertaking this study in attempt to unveil the disconnection between the presence of ecotourism ventures and community development. The study therefore sought to assess the socio-economic and environmental benefits of the Shompole Eco-lodge to the community. The study further sought to find recommendations to Shompole and other community-based initiatives on ways of striking a balance on economic, environmental and socio-cultural benefits for sustainable development.

1.2 Purpose of the Study

The purpose of this study was to assess the eco-tourism and socio-economic development initiated by Shompole Eco-lodge to the community, their livelihoods and the attitudes of the community towards wildlife conservation.

1.3 Research questions

- i. What are the economic contributions of Shompole Eco-lodge to the local community?
- ii. What are the local community's attitudes and perceptions towards Shompole Eco-lodge?
- iii. What are the environmental and socio-cultural contributions of the Shompole Eco-lodge to the community?

1.4 Objectives of the Study

The specific objectives of the study were: -

- i) To establish the economic contribution of Shompole Eco-lodge to the local community.
- ii) To assess the local community's attitudes and perceptions towards the Eco-lodge as a development option in Shompole group ranch area.
- iii) To evaluate the environmental, economic and socio cultural contribution of the Shompole Eco-lodge to the community.

1.5 Study Justification

Research has shown that most community-based efforts in Africa have rarely achieved comparable success. The study findings thus will inform the tourism stakeholders and policy makers the economic, environmental and social benefits derived from Shompole Eco-lodge by the community. Similarly, the relationship between the levels of attachment to the local community and support for tourism development could also provide a better understanding of the local people's perception of the industry.

Further, understanding the social economic challenges facing community based conservancies will help to develop strategies such as facilitating income generation for communities in and around protected areas through the community based conservation activities to enhance socio-economic benefit towards local communities.

1.6 Significance of the Study

The findings of this study will provide information of great importance to policy makers such as the government in regards to licensing of Eco-lodges in conservation areas and their economic, social and environmental benefits to the local community

The findings of the study will also help the local investors as it will point out the attitudes and perceptions of the local people towards the Eco-lodge. This is because perceptions and attitudes are indicators of their satisfaction or dissatisfaction with the lodge which is believed to be an indication of their support to the lodge's activities. The study will also contribute to academic literature in the field of ecotourism and community-based tourism.

1.7 Limitations of the Study

Though there are several Eco-lodges in Kenya, the study was based on the Shompole Eco-lodge located in Magadi region of Kenya. The Shompole Lodge is 120km (74.5 miles) south of Nairobi on a 35 000 acre Conservancy, surrounded by 140 000 acres of Shompole Group Ranch which provides a dispersal area for wildlife and a buffer zone. This was perceived as a limitation in the sense that communities are diverse in terms of culture, and social orientations thus limiting generalization of the study findings to other community-based initiatives dealing with conservation.

The local communities also do not freely interact with strangers. The community is also characterized by low levels of education and thus do not appreciate the benefit of research to their communities. This challenge was overcome by having research assistants from the community. The researcher anticipated the challenges of language barrier but this was resolved by recruiting research assistants from Shompole community.

1.8 Conceptual Framework

Through review of the literature, the study employed conceptual framework below in order to analyze the role of the Eco-lodge to the community. The various variables put into consideration are depicted in fig 1.2

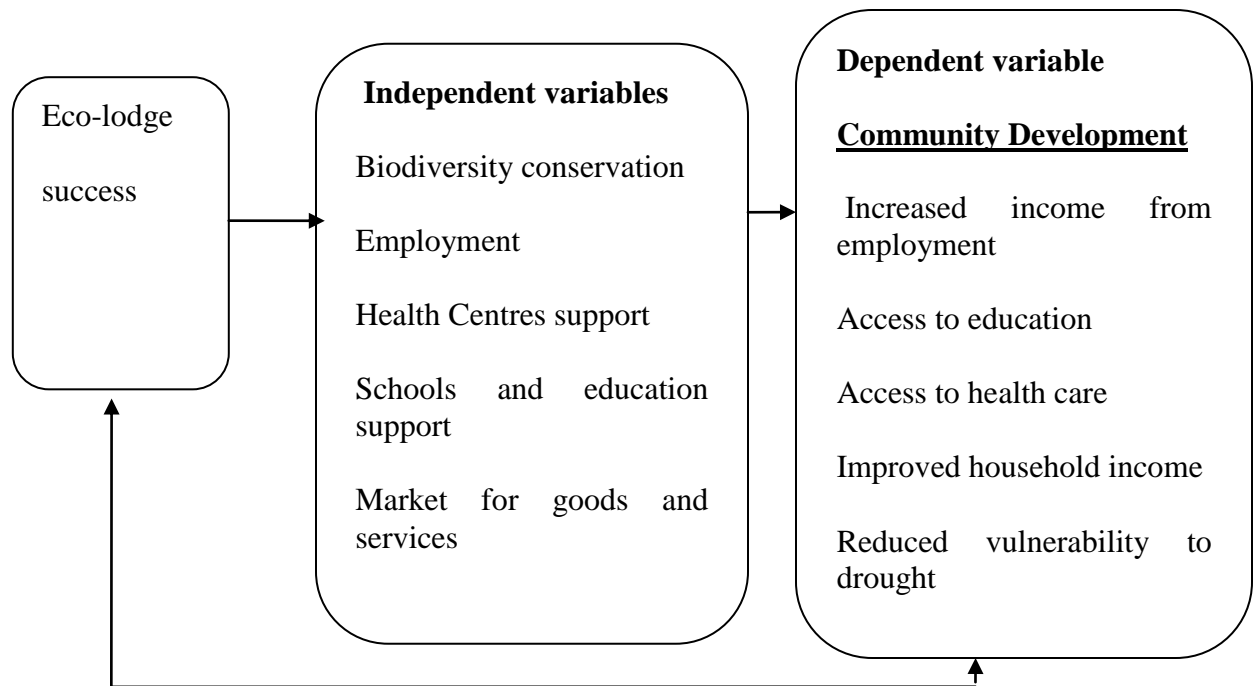


Figure 1.2 Conceptual framework: The relationship between Shomploe Ecolodge and community development

Source: Author's Own

The study focused on the role of the Eco-lodge to the issues that are of importance to the rural communities. These include household income, education, health-care and employment which all translate to development. These indicators were conceptualized based on the fact that the lodge was initiated as a strategy to benefit the Shompole Group ranch community and biodiversity conservation by providing incentives for the community to conserve through income, support for education and health among other benefits.

1.8.1 Dependent Variable

Community Development

Community development seeks to empower individuals and groups of people by providing them with the skills and opportunities they need to effect change in their own communities. These skills are often concentrated around building political power through formation of large social groups working for a common agenda. Community developers must understand both how to work with individuals and how to affect communities' positions within the context of larger social institutions (Loon and Palakov, 2001). Reid (2003) further argues that local communities form the front line in terms of service provision, but are last in line when it comes to benefiting from its development. In this study, community development is conceptualized as the aspects of the Eco-lodge related to increased income from employment, access to education and health care facilities and reduction of the community's vulnerability to drought.

1.8.2 Independent Variables

Biodiversity conservation

Conservation in tourism means proper use, allocation and protection of natural resources (Loon and Palakov, 2001). The primary focus is to maintaining the health of the natural world, its fisheries, habitats and biological diversity. Conservation in this study is conceptualized as the aspects of the lodge undertaken by the lodge in an effort to ensure protection and sustainable use of natural resources.

In Shompole, ostrich meat and eggs are harvested and supplied by the community. However, for sustainability purposes, the community is sensitized on conservation based harvesting methods. Reid (2003) argues that true partnership will not come about until the people of the area are convinced that their welfare is central to any tourism conservation, rather than being seen as subordinates to their husbandry of wildlife on behalf of others.

Schools and education support

Schools are institution designed for the teaching of students or pupils under the supervision of teachers. From schools, these students or pupils gain education. According to Neto (2003) citing UN (2003 a), education in the broadest sense is any act or experience that has a formative effect on the mind, character or physical ability of an individual. In its technical sense education is the process by which society deliberately transmits its accumulated knowledge, skills and values from one generation to another (Neto, 1999).

Health Centers set up and support

A Community Health Center is committed to improving the health of its community. The World Health Organization broadly defines health as a state of complete physical, mental and social well-being and not simply the absence of disease (UN, 2003b). To achieve good health community health services strongly emphasize prevention, early intervention, rehabilitation and education, in addition to direct care. The treatment and management of illnesses of the community, and the preservation of health through services is offered by the medical, dental, and alternative medicine, pharmaceutical, clinical sciences, nursing, and allied health professions (UN, 2006).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature on tourism, eco-tourism, tourism and development, sustainable tourism and community-based tourism. The aim of the literature review is to analyze the relevant literature on the mentioned sub-headings in order to understand the theoretical understanding of the concepts and their relationships. The study is embedded in the sustainability debates and aims to contribute to the literature and concepts related to sustainable tourism and specifically to the community-based tourism debates which all aim at ensuring that tourism development contributes to environmental, social and economic wellbeing of the economies of businesses, local communities and general economies.

2.2 Tourism

The World Tourism Organization (WTO) defines tourism as the sum of activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (WTO, 1993) and tourists as visitors who stay at least one night in collective or private accommodation in the place visited.

Tourism has been defined by many scholars in many different ways in addition to the above definition and as pointed out by Ashley (2000b) citing Smith (1998) the definitions provided often reflects the user's own perceptions and interests. For economists, tourism is a route to macro-economic growth and particularly a means of generating foreign exchange (Ashley,

2000b). For the private sector, tourism is a commercial activity thus the main concerns are product development, competitiveness and commercial returns (Ashley, 2000b). For conservationists, tourism is seen as a form of sustainable use of wild resources and hence as an incentive and a way to enhance conservation Ashley (2000b). For the community (the tourist receiving region), tourism is believed to be a powerful agent for change that influences the residents' lifestyles and for the individual (tourist), tourism means interesting activities that motivate people to be temporarily away from home Ashley (2000b).

Sharpley and Telfer (2002) argue that tourism has been developed and promoted on the basis of its catalytic role in broader socio-economic development. In contrast local people and their communities have become the objects of development rather than the subjects (Sharpley and Telfer, 2002 citing Mitchell and Reid, 2001). This notion is supported by the UN (2003b) who argues that tourism has both negative and positive impacts socially, economically, culturally and environmentally.

There are many forms of tourism and include but not limited to: mass, small scale, green, alternative, appropriate, responsible and eco- tourism (Spencely, 2006). Nature based tourism under which ecotourism falls is described as all forms of tourism that use natural resources in a wild or underdeveloped form including species, landscape, habitat, scenery, salt and fresh water features. Nature tourism is travel for the purpose of enjoying underdeveloped natural areas or wildlife (Goodwin, 2000).

Briedenham and Wickens (2004) argue that in less developed countries of Sub-Saharan Africa that are afflicted by debilitating rural poverty tourism is perceived to be one of the few feasible options for development. Other authors argue that compelled by the pressures of restructuring

and driven by demands for economic growth and job creation, governments in developing countries however frequently fall prey to the dangers of random, ad hoc development, without due regard to the economic and cultural well being of rural communities, the conservation of the environment or the inclusion of local residents, in decision making (Britton, (1991); Drake, (1991); Long, Perdue & Alsen, (1990); Marsden, (1992); Briedenham and Wickens, (2004). However, Briedenham and Wickens (2004) note that the inequity of benefit distribution and the perceived social costs to resident's communities have made tourism as a development option come under increasing censure. Briedenham and Wickens (2004) citing Friedman (1992) further noted that if social and economic development means anything at all, it must mean a clear improvement in the conditions of life and livelihood of ordinary people.

2.3 Ecotourism

The Ecotourism Society defines ecotourism as “Responsible travel to natural areas that conserves the environment and improves the well-being of the local people (Spencely, 2006). The ecotourism operations or eco- lodges are in essence hotels situated in natural areas (Loon and Palakow, 2001). Besides offering food and accommodation like regular hotels, such destinations, they also market some aspect of wilderness experience.

Ecotourism has emerged as a form of sustainable tourism as one solution to help protect the ecological and cultural resources of tourism sites, provide local economic opportunity and give travelers greater environmental awareness. Ecotourism is noted to incorporate elements of nature based, adventure, alternative or green tourism (Kwikwoken and Fallon, 2003).

The World Ecotourism Summit in Quebec City in 2002 noted that ecotourism if carried out responsibly can be a valuable means of promoting the social economic development of host communities while generating resources for the preservation of natural and cultural assets (Neto, 2003). In this way, ecologically fragile areas can be protected with the financial returns of ecotourism activities.

Ecotourism has received considerable attention both in literature and international marketplace. It often involves people from developed countries traveling to less developed countries to seek natural experience (Khan, 2003). The author further regards ecotourism as a viable tool for economic development that takes into account conservation. Compared to mass tourism or “old” tourism, ecotourism is touted as providing better sectoral linkages, reducing leakage of benefits out of the country, creating local employment and fostering sustainable development (Jones, 2005). Thus it has been popularly promoted as a means of reconciling wildlife conservation with economic development particularly in developing countries.

A number of authors have however questioned whether local communities receive maximum benefits from ecotourism (Campbell, (1999); Colvin, (1996); Loon and Palakow, (2001). Ecotourism ventures should only be considered “successful” if local communities have some measure of control and share equitably in the benefits. This study will contribute to this debate and establish how benefits from the Shompole Eco-lodge are utilized.

Rudkin and Hall (1996) argues that the concept of eco-tourism has been promoted within a particularly narrow band of conservation and business thought which has failed to appreciate the role of social and political values within sustainable development. Sheyvens (1999) argues that there is need for an approach to ecotourism which starts from the needs, concerns and welfare of

local host communities. Sheyvens (1999) informs the theoretical framework adopted in this study and data collection procedures by establishing the contribution of the Eco-lodge to what matters most to the local community.

2.4 Tourism and Development

Tourism literature has evolved over the years. The various categories of alternative forms of tourism according to Newsome *et al.* (2002) include natural area tourism (adventure, nature based, wildlife and ecotourism), cultural tourism and event tourism. Ecotourism has been hailed to be in a position to solve the effects of mass tourism. In addition, Newsome, *et al.* (2002) noted that the primary goals of ecotourism are to foster sustainable use through resource conservation, cultural revival, economic development and diversification. They further note that five key principles that are fundamental to ecotourism include: - ecotourism is nature based, ecologically sustainable, environmentally educative, locally beneficial and generates tourism satisfaction.

Child (1996) suggest that community based natural resource management is a potential solution to the inter-linked problems of poverty and conservation. Nthiga, *et al.* (2008) argue that if poverty alleviation and more effective conservation are to occur, then management principles that incorporate, transparency, accountability, democracy and diplomacy need to be introduced into community-based natural resource management and tourism development projects. Briassoulis (2002) argue that the discourse on sustainable tourism development revolves around a central issue on how to manage the natural, built and socio-cultural resources of host communities in order to meet the fundamental criteria of promoting their economic well-being, preserving their natural and social-cultural capital, achieving intra and intergenerational equity in

the distribution of costs and benefits, securing their self-sufficiency and satisfying the needs of tourists.

While responsible ecotourism and other sustainable tourism strategies may bring significant socio-economic benefits to host communities, they are not necessarily aimed at poverty alleviation, it can be argued that sustainable tourism development should go beyond the promotion of broad socio-economic development and give greater priority to poverty reduction (Neto, 2003). According to Neto (2003) citing UN, (2003a) this priority shift would also address a somewhat ignored recommendations of the 7th session of the commission on sustainable development which urged governments to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in cooperation with all major groups and indigenous local communities.

2.5 Sustainable Tourism

The term sustainability emerged from the United Nations World Commission on Environment and Development (WCED) which led to the production of the Brundtland report entitled “Our common future” in 1987. The report defined sustainable development as that which meets the needs of the present generation without compromising the ability of future generations to meet their own needs (WCED, 1987). Although the term sustainability has received a lot of criticisms for being vague, general and impractical, it has led to debates on how development could be sustainable. Issues of balancing social and economic development with environmental conservation have been adopted by many industries, tourism included in reinforcing sustainable development.

Sustainable tourism development is tourism which is developed and maintained in an area in such a manner and scale that it remains viable over an indefinite period and does not degrade or alter the environment in which it exists (Butler, 1993). From this definition, sustainable tourism should be regarded as an adaptive paradigm that must address widely divergent situations and different mechanisms of utilization (Hunter, 1997). The concept also touches on a wide range of issues such as economic development policy, environmental matters, social factors, the structure of the international tourism systems and community driven strategic planning (Tosun, 2000).

The World Tourism Organization (WTO) additionally defines sustainable tourism development as “tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity , essential ecological processes, biological diversity and life support systems”(UN, 2003). While tourism is welcomed almost universally for the benefits and opportunities it creates , there is a growing recognition of the need to see tourism in its environmental context , to acknowledge that tourism and the environment are interdependent, and to work to reinforce the positive relationship between tourism, the environment and poverty reduction(UN, 2003).

Akama (1996) noted that a great deal of literature has been compiled on the efficacy of local community participation in wildlife conservation and tourism development. However, most of the studies on community participation have failed to achieve positive results. Most of the so-called community-based programmes have ended up being the co-opting of local elites into wildlife conservation and tourism with little meaningful involvement of the majority of rural peasants, particularly in project design and management. Reid (2003) argued that local

communities form the front line in terms of service provision, but are last in line when it comes to benefiting from its development.

2.6 Summary of gaps

The literature review has focused on the issues of tourism, ecotourism and sustainable tourism development. Local community participation and benefits have emerged as central to the success of the tourism industry in destination areas especially where local communities own the land on which they exist. There however exists a gap in literature as well as empirical work on case studies on the relationship between the presence of community based initiatives and poverty or development level. This study therefore attempts, using Shompole Eco-lodge as a case study, to establish the contribution of ecotourism establishment to the local community development as well as highlight the reasons behind the findings.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This section describes the research design and outlines the methods that were used and provides justification for their inclusion. Discussed hereunder include: study location, population and sample selection, data collection instruments, data collection procedures, pre-testing and data analysis.

3.2 Research Design

The study adopted descriptive design. This design was selected since descriptive research describes data and characteristics about the population or phenomenon being studied. In addition, descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass and Hopkins, 1984). Descriptive studies are also aimed at finding out "what is," of a phenomenon (Borg and Gall, 1989) which fits well with the study.

3.3 Study Location

The study location encompassed the area surrounding Shompole Eco-lodge located at the Nguruman escarpment, the western Rift escarpment overlooking the Great Rift Valley; 120 kilometers South of Nairobi on a 25,000 acre Conservancy, surrounded by 150,000 acres of

Little Shompole Group Ranch (Fig 3.1). The ranch provides a dispersal area for wildlife and buffer zone, with a population of over 12,000 people (Honey, 2000).

The Shompole Group Ranch is located on the floor of the Great Rift Valley between the alkaline lakes Magadi and Natron. It is situated on the Kenya–Tanzania border and is inhabited by the Loodokilani section of the Maasai. Shompole region is very dry due to low altitude and erratic rainfall. As a result, the inhabitants, the Loodokilani section of the Maasai people are traditionally pastoralist still practicing seasonal nomadism. The area is home to many animal species, birdlife and tourism activities such as day and night game drives, morning and evening walks, and mountain biking among others. The Eco-lodge started its operations in 2001 as a joint venture between the Shompole Group ranch and a private investor with funding from the European Union through the Biodiversity Conservation Project (BCP).

The selection of the Shompole Eco-lodge as a case study was as a result of many factors:-

- i) The unique nature of the Eco-lodge ownership where the community has a stake and is therefore expected to benefit under normal circumstances
- ii) Limited previous research on the Eco-lodge to establish whether the Eco-lodge benefited the community.
- iii) The paradigm shift in research and policy debates to address climate change mitigation through conservation and biodiversity.

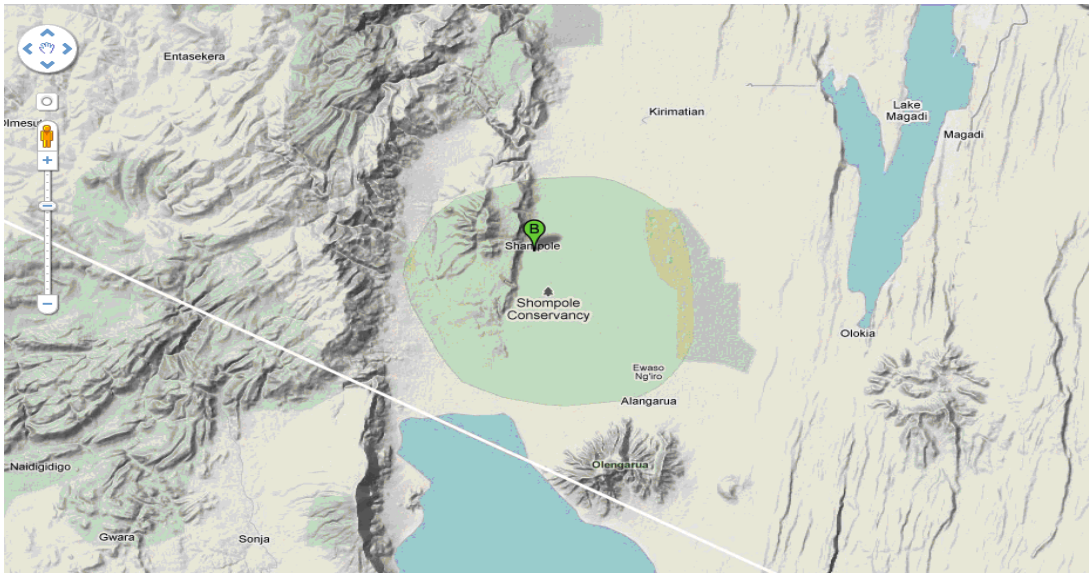


Figure 3.1 Study Location

3.4 Target Population

The local community in the Shompole Group Ranch, the community leaders and the management of the Shompole Community trust and Eco-lodge formed the target population of the study. The Shompole community consists of approximately 12,000 people and 600 households. The community has approximately 50 local leaders while the lodge has 6 managers.

3.5 Sampling Techniques and Sample Size

Simple random sampling technique was used to sample the local community members. A total of 16% (100 households) out of the approximate 600 households were randomly sampled for the study. According to Mugenda and Mugenda (1999), a sample size of 10% is considered adequate. Local leaders were purposively sampled and a total of 10 local leaders out of the possible 50 leaders were included for the study. The entire six Managers of Shompole Eco-lodge were purposively sampled for the study. Table 3.1 below shows the sample size used during the data collection

Table 3.1 Sample Size

	POPULATION	SAMPLE	PERCENTAGE
House Holds	600	100	16.67%
Local Leaders	50	10	20%
Managers	6	6	100%

Source: Own Calculation

The Shompole community consists of approximately 600 households that formed the sampling frame. A total of 100 households were randomly selected from the sampling frame to form the study sample. Scholars (De Vaus, 1995) have argued that a sample of more than 10% of the study population is adequate for analysis.

3.6 Data Collection Instruments

Data was collected from both primary and secondary sources. Secondary data was collected from records kept by the Shompole Trust and Shompole Lodge containing information on tourism and its contribution to local communities, revenues and expenditures of the investments, research that has been done in the group ranches related to tourism and its role as well as research done on the same issue in other areas.

Primary data was collected through use of questionnaires administered to Shompole households, Questionnaires were both closed and open ended. Information on the respondents' demographic, sources of household livelihood, opinion about the Eco-lodge and the contribution of tourism to development in the group ranch was gathered. The use of questionnaires was employed due to the fact that questionnaires are best suited for collecting more information from a large number of respondents (Mugenda and Mugenda, 1999).

Interview schedules were used to conduct in depth interviews with the local leaders to seek information on the amount of income from tourism, how the money is used, how the money is accounted for, and challenges faced in regard to tourism. The Eco-lodge managers were also interviewed to seek information on the amount of money given to the group ranches, the

community projects started or supported and the challenges faced when dealing with the local community.

3.7 Data collection procedures

The respondents were informed prior to the actual study the purpose of the study. They were assured that the information they provided though sensitive was going to be treated with utmost confidentiality and was for academic purposes only. The questionnaires were administered to the local community households. For each household, one questionnaire was administered to the head of household, whereas interviews were conducted with the local leaders and the management of the Eco-lodge. Research assistants were trained in order to administer the questionnaires efficiently and help the researcher in translation to the local dialect. Before administering the questionnaires, permission was sought from the local administration leaders and appointments were made through the research assistants on the date and time they were to administer the questionnaire. For the interviews prior appointments were made by phone to the management and leaders. The interviews were held face to face to enable a follow up of the answers given by the respondents.

3.8 Pre-Testing

The questionnaires and the interview schedules were pre-tested to increase validity and reliability. A randomly selected sample of two managers in tourism-related ventures in a different group ranch was involved in the pre-test. In addition, 10 members of the local community were issued with the sample questionnaires though not included in the analysis. The respondents were requested to give comments and suggestions about the clarity of the

instruments. Pre-testing a questionnaire is very useful in order to make sure that the questions are clear and understandable by the respondents and that there are no inconsistencies in the meaning or order of questions that might confuse respondents and interfere with the results (Fowler, (2002); de Vaus, (2002). Pre-testing is also useful to identify new issues of importance to the respondents and to find out how much time administering the questionnaire will actually take, thus helping to plan the following field trips (Fowler, 2002). Further to this, cronbach alpha statistics (α - statistics) and the squared mean correlation (SMC) were used. For reliability, α -statistics of more than 0.6 and validity SMC greater than 0.5 were considered significantly reliable and valid

3.9 Data Analysis

Data was analyzed by using the Statistical Package for Social Sciences (SPSS) in order to find any relevant differences or associations among the variables involved and to be able to give recommendations on the basis of those results. Descriptive statistics: frequencies, charts, mean and standard deviation was used to answer objectives (i) and (ii). Descriptive measures help the researcher to show how the variables of interest will distribute (Mugenda and Mugenda, 1999). Significant differences between the numbers of frequencies of the responses were examined using chi- square test. In order to analyze the relationships between responses and the respondents' demographic information, cross tabulations were also performed. Qualitative data obtained from open ended questions and in depth interviews was analyzed by use of content analysis as well as narrative.

Content analysis was performed on the open-ended questions in order to answer the research objective on the economic contribution of Shompole Eco-lodge to the local community in terms

of employment. Content analysis is defined as “any technique for making inferences by systematically and objectively identifying specified characteristics of messages” (Nachmias, 1996: 325). Gall and Borg (2003: 288) also defined “content analysis as textual analysis that involves comparing, contrasting, and categorizing a corpus of data to test hypothesis.” Gall et al. (2003) suggest that a coding system should be employed to categorize information and then a frequency count be conducted for the occurrences of each category before interpretation is done.

Nachmias (1996) suggested three applications of content analysis:

- i) To describe the attributes of the message
- ii) To make inferences about the sender of the message and about its causes or antecedents
- iii) To make inferences about the effects of messages on recipients.

3.10 Ethical considerations

The researcher followed a strict ethical protocol, guided by the following:

- Making sure all participation was voluntary and letting respondents know that before starting the questionnaire
- Obtaining the informed consent from the respondents before starting the questionnaire.
- Giving re-assurance to all respondents that they will suffer no adverse consequences as a result of participating in this research

3.11 Expected outputs

The expected outputs include

- Identification of the environmental, economic and cultural contributions of Shompole Eco-lodge derived by the community
- Assessment of the local community attitudes towards Shompole Ecolodge

CHAPTER FOUR

RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings from the questionnaires and interview schedules that were administered to the respondents in Shompole Eco-lodge. The purpose of the study was to explore the role of the Shompole Eco- lodge to community development and livelihoods and the attitudes of the community towards the Eco-lodge. The findings are presented according to the specific research objectives set out in chapter one which include: (i) to establish the economic contribution of Shompole Eco-lodge to the local community (job creation, wealth creation, education, health care, and water provision); (ii) to assess the local community's attitudes and perceptions towards the Eco-lodge as a development option in Shompole group ranch and (iii) to evaluate the environmental, economic and socio cultural contribution of the Shompole Eco-lodge to the community. The survey involved collecting data from local households' heads, Managers and Shompole Community Trust Leaders. The data is presented in form of frequency tables, pie charts, bar charts and cross-tabulations.

The study targeted 100 households, 10 local leaders and 6 managers. A total of ninety one (91) household , 8 community trust leaders and 5 managers respondent which gave a high response rate of 91%, 80% and 83% respectively of the sample size. The non respondents were not available in their homes during the data collection period.

4.2 Background information of respondents

Respondents' background information meaningful to the study was considered. This included gender, level of education, age of the respondents, marital status, household size and source of livelihood.

4.2.1 Gender of household respondents.

The study sought to find out the demographic characteristics of the respondents such as gender, level of education, age, marital status, household size and source of livelihood. This was important so as to gauge whether these characteristics had any relationships with the respondents responses as relates to the study objectives. On gender, 68% of the respondents were male and 32% female (figure 4.1). According to the Masaai culture men are the key decision makers. Therefore this finding reaffirms the culture and tradition of the Maasai hence skewness in terms of household respondents' gender composition.

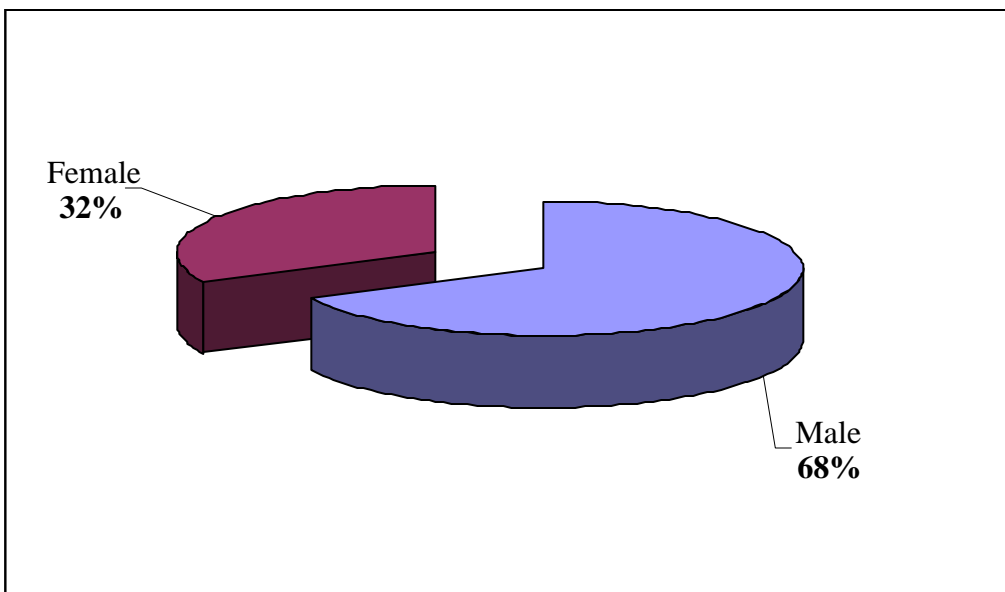


Figure 4.1 Gender of household respondents.

Source: Author's Own

4.2.2 Respondents' Age distribution

The study also sought to find out the age distribution of the respondents. This was important to know the age group that is involved in decision making by virtue of being a household head. In addition the age distribution will help to assess whether the younger generation is engaged in conservation activities. The study findings indicate that majority of the respondents (63.3%) were aged between 18- 30 years, 16.7% between 31-40 years, 13.3% between 41-50 years and 6.7% aged 51 and above (figure 4.2). This indicates that there were more young people (18-30 years) as compared to other age brackets and thus conservation efforts are likely to be successful. Howe (2001) notes that there should be increased recognition that local communities must be actively involved in conservation and that their needs and aspiration have to be considered in initial establishment process in order to ensure their sustainability. It is imperative that local community involvement in conservation should involve these young people who should be empowered to take part in major decision making especially in the management of Shompole trust rather than leaving this important aspect to the few elderly persons.

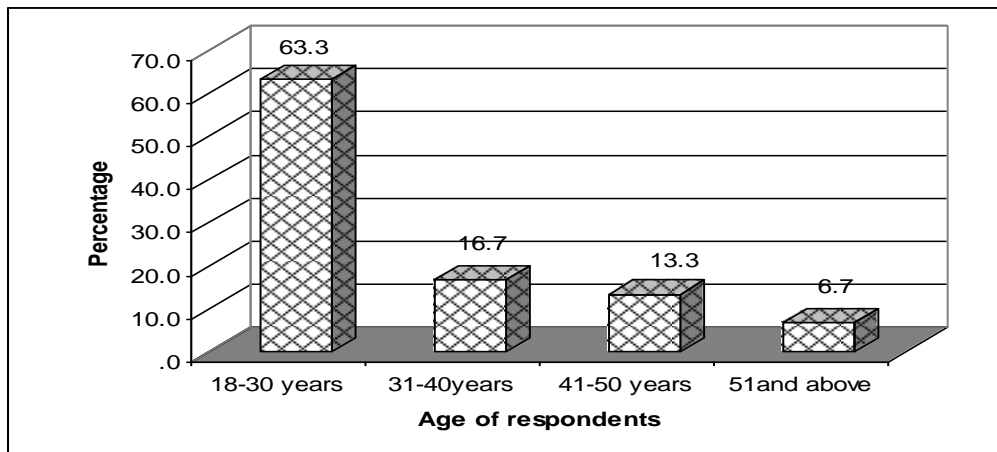


Figure 4.2 The distribution of age of the respondents.

Source: Author's Own

4.2.3 Respondents' Education level

The study sought to find out the education level of the respondents. This was important because it is presumed that the higher the education levels among the respondents the higher the likelihood of successful conservation efforts. The study findings indicate that 23% of the respondents had college education, 22% secondary education, 20% primary education, 4% university education and 31% had no formal education (Figure 4.3). There is a significant proportion of the residents without basic formal education. This showed that the level of literacy was low (31%). Therefore, the government, NGO'S and the Shompole Community Trust should encourage enrollment in educational institutions. Communities with high levels of literacy are most likely to be aware of the benefits of their environment and hence improve its conservation. This is consistent with a large portion of literature that shows that the level of education is among the factors that influence people's attitude towards protected areas (Wapole and Godwin, 2001; Ite 1996; Allendorf 1999).

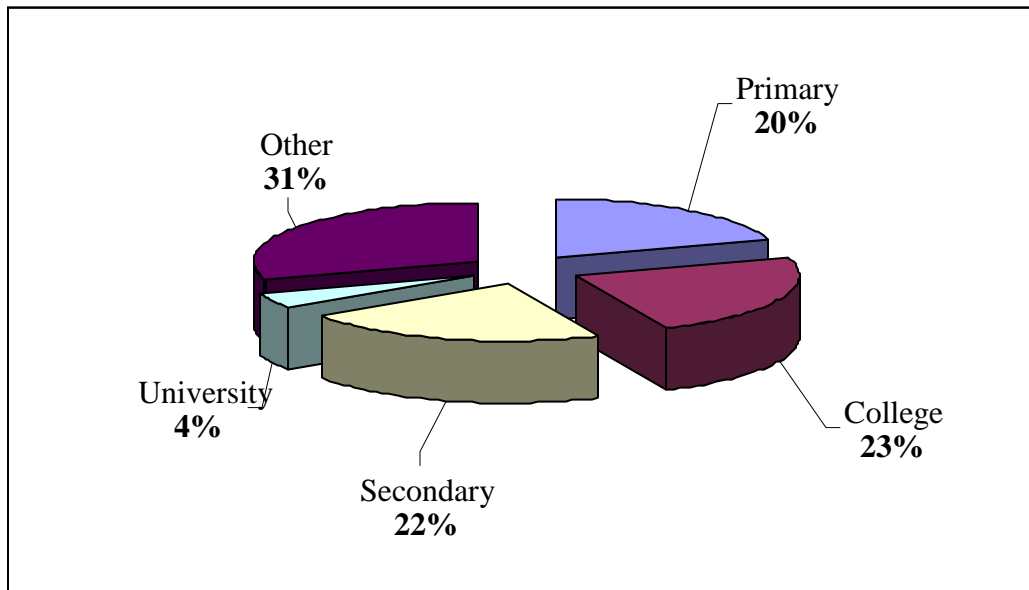


Figure 4.3 Level of education of respondents

Source: Author's Own

4.2.4 The age and education level of respondents.

The study explored the relationship between age of respondents and education level (table 4.1). The study presumed that the younger the respondent, the higher the level of education. This was important in the sense that the young and educated respondents were more likely to be keen on conserving the environment. The results indicated that majority of the young people (aged 18-30 years) had college education. A chi-square test was performed to test whether there was any association between age and college education (chi-squared test statistic, 37.235 with an associated $p < 0.001$). The results of this test showed a significant relationship between age and level of education. The implication is that young people were likely to be more educated than the older populace. Therefore the null hypothesis that there was no relationship between age and level of education was rejected.

Participation in decision-making entails that community members determine their own development goals and that they have a meaningful voice in the organization and management of tourism in their area (Timothy, 2002). Determination of these development goals should ideally be driven by younger people who are likely to be more educated than older persons and therefore better inclined to make informed decisions. However this is not the case as the household heads surveyed are the decision makers despite their age and level of education.

Table 4.1 Cross tabulation of Respondents' Age and Education

		Education of respondent						Chi-square tests	
		Primary	College	Secondary	University	Other	Total	Chi square test	P value
Age of respondent	18-30 years	15	16	15	4	7	57	37.235	0.0001
	31-40years	2	3	5	0	5	15		
	41-50 years	1	2	0	0	9	12		
	51and above	0	0	0	0	6	6		
Total		18	21	20	4	27	90		

Source: Author's Calculation

4.2.5 Household respondents' marital status

Inquiries were made to see the marital status of the respondents. This was important as resources in the Masai community are communal owned and thus is emphasis on family. The study presumed those married were likely to have a say in decision making as far as conservation efforts are concerned. The study findings indicate that 44% of the respondents were married, 45% single, 8% widowed and 3% divorced (figure 4.4). The population who were single mostly consisted of the young adults who are still developing their careers but will eventually get married once they settle down. The community can therefore be said to be unified by family ties.

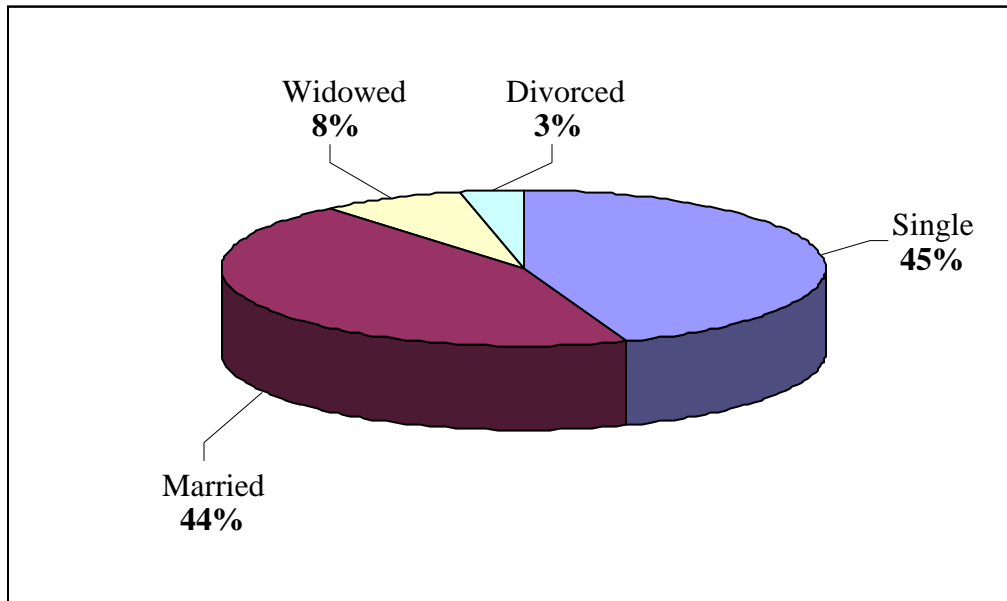


Figure 4.4 Marital status of households

Source: Author's Own

4.2.6 Respondents' household size

The study further explored the household size of the respondents. The study presumed that the higher the household size the more the pressure on the environment thus hindering conservation efforts by the community. This will lead to need for more social amenities such as schools and hospitals. Results in table 4.2 below indicate that 54.5% of the respondents had household size of between 6 to 10 individuals, 19.9% had 1 to 5, 8.9% had more than 10 and 16.7 % of the respondents did not disclose their household size. The overall implication to this is that the government, NGO'S and the Shompole Eco-lodge should construct more schools and other education centers to cater for these growing populations if development is to be realized.

Table 4.2 Household size of respondents

Household size	Percentage
1- 5	19.9
6- 10	54.5
More than 10	8.9
No response	16.7

Source: Author's Calculation

4.2.7 Household size and source of livelihood

The study also sought to find out whether there is a relationship between household size and source of livelihood. The source of livelihood has a direct effect on conservation efforts especially if the only source of livelihood is pastoralism. This coupled with big household sizes it's a hindrance to conservation efforts.

The study findings indicate that 18 of the respondents with household size of 6-10 were pastoralists and 17 are employed in the Shompole Eco-lodge. This indicates that the main source of income to this population was therefore derived from employment in Shompole Eco-lodge and pastoralism (table 4.3). Since this is a drought stricken region as illustrated by the poverty map (figure 1.1), other forms of livelihood such as bee keeping and bead making should be encouraged so as to diversify and improve the financial status of the community as well as encourage conservation of Shompole area. A chi-square test was also performed to test whether there was significance of association between household size and source of livelihood (chi-

squared test statistic, 37.43 with an associated $p < 0.001$). From this test, it was found out that there was a strong relationship between house hold size and source of livelihood. The implication is that household sizes of 6 -10 were more likely to be pastoralists. The null hypothesis that there was no relationship between household size and source of livelihood was rejected, since $p < 0.001$.

Table 4.3 Household size and source of Livelihood

Household size	Source of livelihood			Total	Chi-square	p-value
	Employment	Pastoralism	Others			
1- 5	6	8	5	19	37.43	0.001
6- 10	17	18	13	46		
More than 10	0	7	1	8		
No response	3	11	5	18		
Total	26	44	24	94		

Source: Author's Calculation

4.2.8 Cross tabulation of respondents' household size and education

The study further explored the relationship between household size and level of education of the respondents. The study presumed that the higher the household size the more the pressure on the environment thus hindering conservation efforts by the community. Further the level of education is key since the higher the level of education, the higher the likelihood of successful conservation efforts. The link between household size is thus important as it will give an indication on whether household size has an effect on education levels. Results on table 4.4 below indicate that 15 of the respondents with a household size of 6-10 individuals had primary

education and another 12 had secondary education. Households with a size of more than 10 have no college education. The implication to this is that literacy levels are very low in this community and are compounded by larger households which makes it hard to realize development goals. The government and the Shompole Trust should encourage enrollment to educational institutions and reduction in household sizes through family planning so as to realize the importance of conservation and development in the area.

Table 4.4 Household size and Education of respondent Cross tabulation

Household size	Education of respondent				
	Primary	College	Secondary	University	Total
1- 5	4	10	4	1	17
6- 10	15	9	12	2	38
More than 10	8		1		9
No response	1	3	4		8
Total	28	22	21	3	72

Source: Author's Calculation

4.2.9 Demographic information of lodge managers interviewed

The study also sought to find out the demographic composition of the Shompole Eco-lodge managers. This was found to be crucial as it will give an indication of the managers' gender balance, level of education and position held in the organization. The study presumed that diversity in terms of gender, age and position held will enhance conservation efforts and

delivering benefits to the community. Demographic information displayed in table 4.5 below shows the characteristics of lodge managers surveyed: 80% were female, 20% male, all of them married, 40% aged between 18-30 years, and 60% aged 31-40 years, 60% with primary as the highest level of education and 40% with secondary education. Those with primary level were in middle management (Housekeeper, Security Officer, Restaurant Supervisor) while those with secondary education were in senior management (General Manager and Assistant Manager). The low levels of education could be a hindrance to people's perception of the usefulness of eco-tourism activities in the Shompole area. It is worthwhile to note that studies have shown that with low levels of education, local communities have a negative perception of eco-tourism (Broughham and Butler, (1981); Lankford and Howard, (1994).

Table 4.5 Characteristics of managers surveyed

Gender of respondent	Frequency	Percentage
Male	4	80
Female	1	20
Total	5	100
Marital status	Frequency	Percentage
Married	5	100
Age of respondents	Frequency	Percentage
18-30 years	2	40
31-40 years	3	60
Total	5	100

Highest level of education	Frequency	Percentage
Primary	3	60
Secondary	2	40
Total	5	100

Source: Author's Calculation

4.3 The economic contribution of Shompole Eco-lodge to the local community

This section presents the study findings on the economic contribution of the Shompole Eco-lodge to the local community in terms of job creation, wealth creation, education, health care and water provision.

4.3.1 Households' source of livelihood

The study further explored the source of livelihood of the respondents and the economic benefits derived from the Shompole Eco-lodge. The study presumed that the source of livelihood is the key indicator of the economic benefits derived from the Shompole Eco-lodge. Table 4.6 shows 28.9% of the respondents indicated employment to be their major source of livelihood, 45.6% indicated pastoralism while 24.4% did not specify the source of livelihood. This means that the main source of livelihood for the inhabitants of the Shompole area is pastoralism. The Shompole Eco-lodge also employs 28.9% of the population and thus helps increase household income which is important in their livelihoods. Therefore the existence of the Eco-lodge is important for the economic empowerment of the population and consequently poverty reduction

Table 4.6 Source of livelihood of households

Source of livelihood	Frequency	Percent
Employment	26	28.9
Pastoralism	41	45.6
Others	22	24.4
No response	1	1.1
Total	90	100.0

Source: Author's Calculation



Figure 4.5 A Maasai herdsman with part of his livestock

Source: Author's Own

4.3.2 Respondents receipt of direct income from the Shompole Eco-lodge

The study further sought to find out whether the respondents received direct income from the Shompole Eco-lodge. This was a key indicator of the importance of the Eco-lodge to the community. Figure 4.6 shows the proportion of respondents who receive direct income from Shompole trust. Results above indicate that 24% of the respondents received direct income from the Shompole lodge whereas 76% did not receive. However on source of livelihood 28.9% of the respondents indicated that employment is their source of livelihood. The discrepancy in percentages is attributed to those who cited that employment is their source of livelihood but did not respond on whether they received direct income from the Eco-lodge or not. Therefore Shompole Eco-lodge is not the main source of direct income to the community.

On an open ended question, those who received direct income cited that they were employed by the eco- lodge as drivers, tour guides, nature walk guides, and waiters, bar men, gardeners, and security guards. Additional findings from the Shompole Community Trust on the income received by the Shompole community from the Eco-lodge suggest that the initial agreement between the community and the investor had not been honored. For example, when the lodge began its operations, the Shompole Maasai owned and controlled 30% of the investments and the plan was to increase to 80% in 15 years, which has not been the case. Furthermore, a \$ 20 conservation fee per guest per day was given to Shompole Community Trust for use in development projects. A probe by the researcher revealed mismanagement and lack of accountability and transparency in the use of the funds, resulting to minimal development in the region.

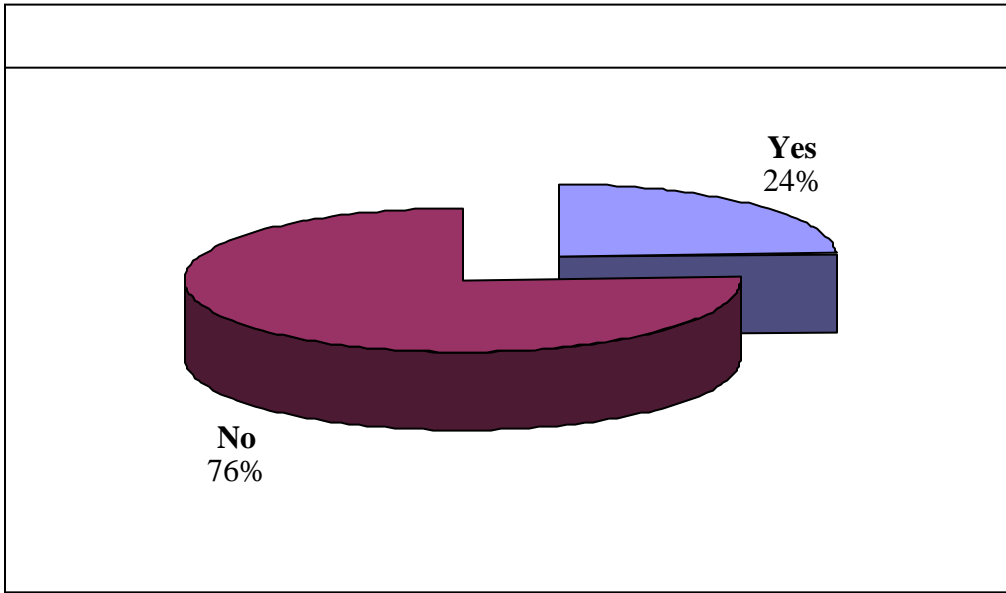


Figure 4.6 Receipt of direct income from Shompole Eco-lodge

Source: Author's Own

4.3.3 Monthly income received from Shompole Eco-lodge.

The study further sought to find out whether the respondents received monthly income from the Shompole Eco-lodge. This was presumed important as it will indicate the source of regular income to the respondents. The table 4.7 below shows the monthly income received by respondents from Shompole Eco-lodge. A small percentage of respondents (8.6%) acknowledged receipt of direct income from Shompole trust received between 4,000-6,000, 15.2 % earned 6,500 -10,000 and 76.1 % did not disclose how much they received though they didn't benefit from the health and education facilities developed by Eco-lodge. This means that majority of those employed were employed in the junior positions or unskilled areas where their pay was likely to be low. From the study, there were only 6 persons employed in either supervisory or management positions. Some respondents revealed that they get the money for payment of their

children's school fees directly from the Shompole Trust, which in turn get their funding from the Shompole Eco-lodge.

Table 4.7 Monthly income from Shompole Eco-lodge

Monthly income	Percent
4,000-6,000	8.6
6500-10,000	15.2
No response	76.1

Source: Author's Calculation

4.3.4 Cross tabulation of source of livelihood and receipt of direct income.

The study further explored the relationship between the source of livelihood and the receipt of direct income. The relationship between the source of livelihood and direct income are key in determining the economic importance of the Shompole Eco-lodge to the community. Table 4.8 below indicates the relationship between the source of livelihood of the respondents and response on whether they receive direct income from Shompole trust.

Table 4.8 Source of livelihood and direct income Cross tabulation

		Direct income			Total
		Yes	No	No response	
Source of livelihood	Employment	10	16	0	26
	Pastoralism	7	34	1	42
	Others	4	18	0	22
	No response	0	1	0	1
Total		21	69	1	91

Source: Author's Calculation

On the cross tabulation between source of livelihood and receipt of direct income (Table 4.8), 10 of the respondents who indicated that they receive direct income also derive their livelihood through employment. 34 of the respondents who indicated that they do not receive direct income from the Shompole Community Trust are engaged in pastoralism. 18 of the respondents who indicated that did not receive direct income relied on other sources of livelihood other than pastoralism and employment with Shompole Eco-lodge. Therefore majority of the respondents relied on other sources of income other than direct income from the Shompole Eco-lodge.

4.3.5 Supply of goods and services to Shompole Eco-lodge

The study further sought to find out whether the respondents supplied goods and services to the Eco-lodge. This was to assess whether the community benefited economically from the Eco-lodge by supplying raw materials. The figure 4.7 below indicates the proportion of the

respondents who supply the goods and services to Shompole Eco-lodge. 29% of the respondents supplied goods to Eco-lodge while 71% did not. The goods supplied included beads, staff meat, milk and fruits. This is not sufficient to run the Eco-lodge thus have to source goods such as vegetables, flour, meat, fish and cereals from outside the region. Therefore the local population should be encouraged to participate in more diverse business-related ventures which can therefore supply the Eco-lodge with almost if not all the goods and services required to run a lodge. This will in turn diversify their sources of livelihood and ultimately improve their standards of living.

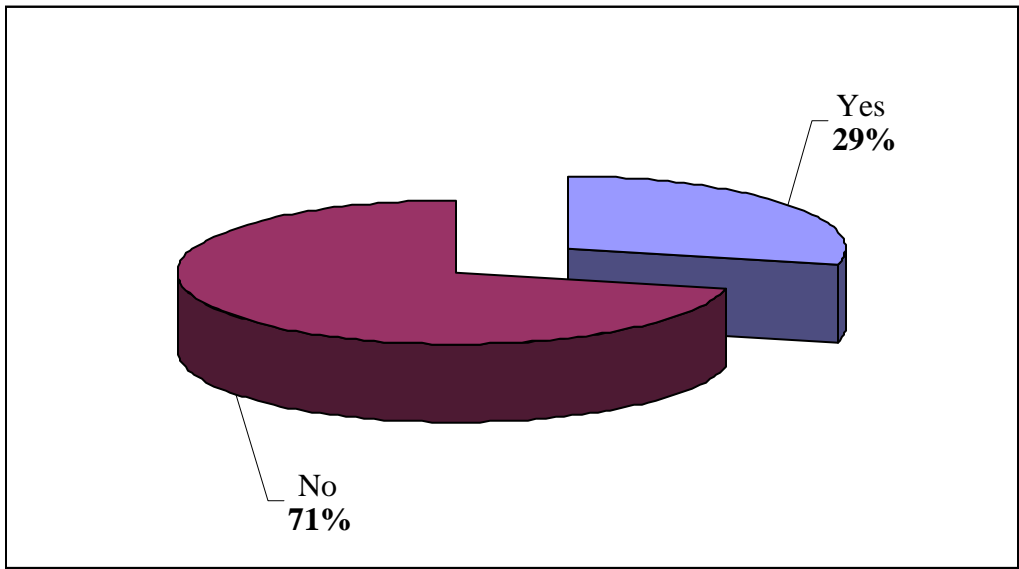


Figure 4.7 Supply of goods and services to Shompole Eco-lodge

Source: Author's Own

4.3.6 Cross tabulation of education of respondents and goods and services supplied.

The study further explored the relationship between educational levels of the respondents and whether the respondents supplied goods and services such as staff meat, beads, fruits and milk to the Eco-lodge. This was to assess whether there was a relationship between level of education and supply of goods and services to the Eco-lodge. Results from table 4.9 indicate that majority (19) of those who did not supply goods and services had secondary level of education while the least (4) had university level of education. This could mean that those with high levels of education concentrated on either employment within the Eco-lodge, health centers, and schools as they will have no time to supply goods and services to the eco- lodge or do not find any incentive to supply. Those with low levels of formal education or no education at all and cannot be employed by the various ventures therefore might have found supply of goods and services as the alternative way of deriving benefits from the Eco-lodge, though this is supplied in very small quantities.

Table 4.9 Cross tabulation of education of respondents and goods and services supplied

		Good and Services Supplied		
		Yes	No	Total
Education of respondent	Primary	6	12	18
	College	5	16	21
	Secondary	2	19	21
	University	0	4	4
	Other	12	15	27
Total		25	65	91

Source: Author's Calculation

4.4 The local community's attitudes and perceptions towards the Eco-lodge as a development option in Shompole Area

This section presents the results and findings on the local community's attitudes and perceptions towards the Eco-lodge as a development and conservation strategy in the Shompole area. Attitudes and perceptions are believed to be an indicator of people's satisfaction with an initiative and the results will shed light on the local people's support of the Eco-lodge.

4.4.1 The Eco-lodge support of community initiatives

The study further explored the Eco-lodge support to the community. This was key as it will give an indication of the benefits derived by the community from the Eco-lodge such as schools and health facilities. Results from figure 4.8 indicate that 53% of the respondents were of the opinion that the Eco-lodge supported community initiatives such as schools (figure 4.9), health centers, bead work, enriching the Maasai culture among others. However, 44% of the respondents did not agree, while 3% of the respondents did not respond to the question. This means that less than half of the community did not believe that the Shompole Eco-lodge has contributed enough to the existence of the various initiatives. The people's opinion and perception towards the eco-lodge and its contribution to various community initiatives is therefore average and needs to be improved if the both the community and the Eco-lodge will benefit from these initiatives. These response disparities indicate that local people are not homogenous in their opinions depending on their contexts and that their perceptions and attitudes toward protected areas are moulded by contextual factors as indicated by Agrawal and Gibson (2001) ; Lam (2004); Antony (2007).

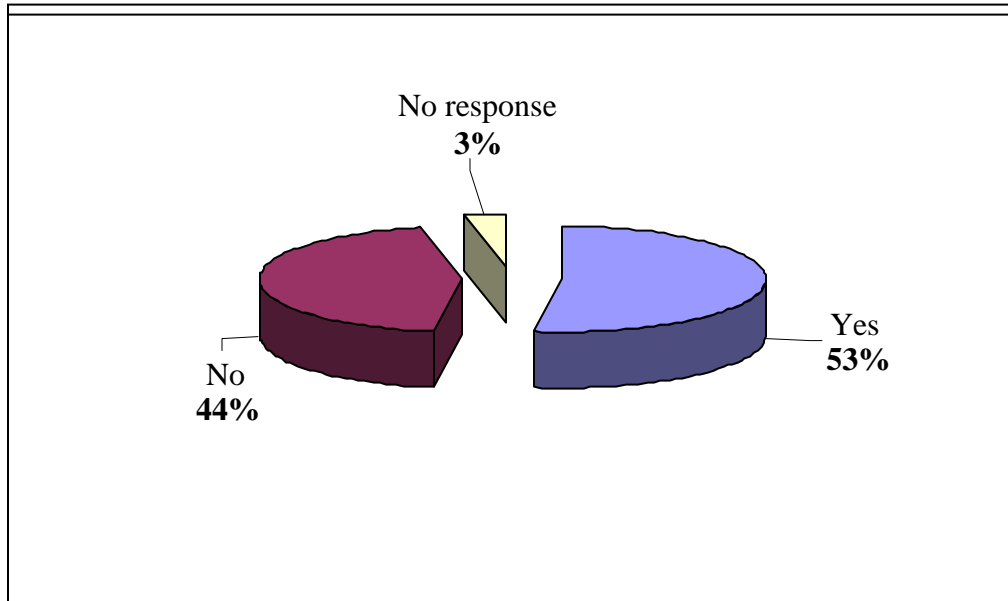


Figure 4.8 Agreement with Eco-lodge support of community initiatives

Source: Author's Own



Figure 4.9 Pakase Primary school, an initiative of Shompole Eco-lodge to the community

Source: Author's Own

4.5 The environmental, economic and socio-cultural contribution of the Shompole Eco-lodge to the community

This section presents the results and findings on the environmental, economic and socio-cultural contribution of the Shompole Eco-lodge to the community.

4.5.1 Respondents opinion of the Eco-lodge interventions to mitigate effects of drought

The study further explored the respondents' opinions on the Eco-lodge interventions to mitigate effects of drought. This was presumed important as drought will negatively affect the community's main source of livelihood (pastoralism). The figure 4.10 shows the respondents opinion of the Eco-lodge interventions to mitigate effects of drought. The respondents were asked whether the presence of the lodge had helped to reduce their vulnerability to drought. Results indicate that 44% of the respondents felt that the presence of the lodge had helped to reduce their vulnerability to drought whereas 49% disagreed. Those who agreed argued that Eco-lodge had helped to reduce vulnerability to drought through conservation, grazing of their animals in the conservancy during the dry seasons, employment to locals and provision of piped water. Those who indicated that the Eco-lodge did not reduce their vulnerability to drought did not give further information on their dissatisfaction. The respondents further cited the following as contributions of Eco-lodge to the community: bursary to students, employment of locals, conservation of wildlife, provision of education and health care, construction of roads, transport services, culture preservation, and provision of markets for beads produced locally all which generally improved their living standards. The improved standards of living further helped the community in handling drought related outcomes better.

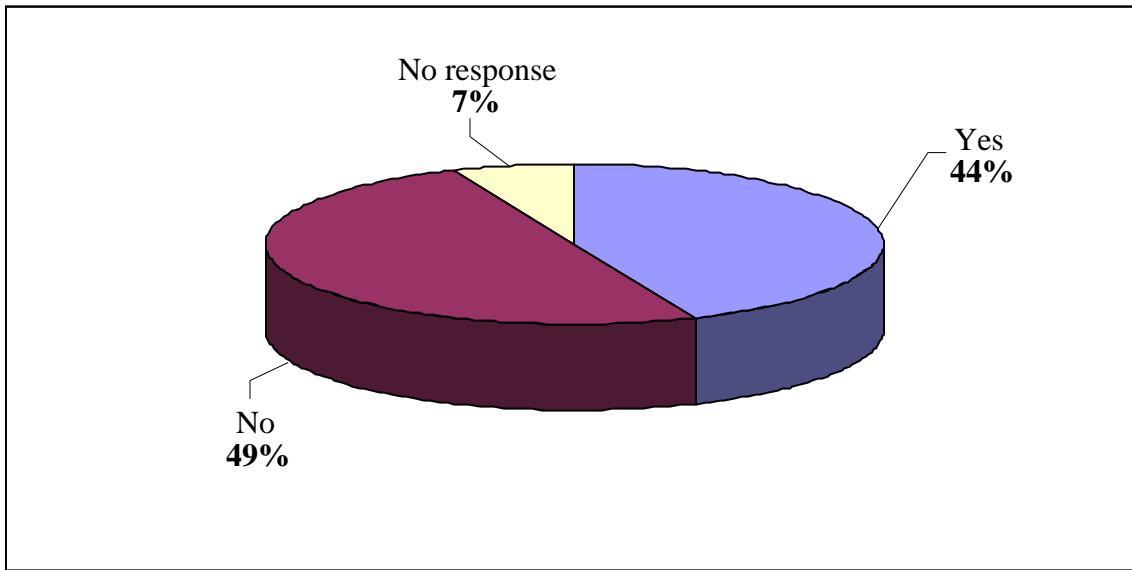


Figure 4.10 Opinions on the Eco-lodge interventions to mitigate effects of drought

Source: Author's Own

4.5.2 Content Analysis

Content analysis was performed on the open-ended questions in order to answer the research objective on the economic contribution of Shompole Eco-lodge to the local community in terms of employment. Open-ended question responses were analyzed for each group. Responses were classified under the following themes and attributes of the messages from each participant and a frequency count was performed to summarize the findings: for the respondents who said that they have direct employment with Shompole Eco-lodge they were employed as guides, housekeepers, drivers and waiters, others through sales of foods, beads and transportation among other services. In addition to income, respondents identified a change in social benefits, including better healthcare through support of health clinics, education and water supply.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the findings of the study in relation to the objectives of the study. The purpose of this was to assess the eco-tourism and socio-economic development of the Shompole eco- lodge to community development, livelihoods and their attitudes. Data was collected and subsequently analyzed. A summary of the findings, implications, conclusions and recommendations based on the study are presented in this chapter.

5.2 Summary of Findings

The results show that the respondents derive their livelihoods from the shompole ecolodge through direct employment, supply of goods and services and support of community initiatives such as schools and health facilities. The presence of the lodge has also reduced the community's vulnerability to drought through piped water and grazing their animals in the conservancy during the dry season. Thus the study supports the notion that community-based tourism development 'is about grassroots empowerment as it seeks to develop the industry in harmony with the needs and aspirations of host communities in a way that is acceptable to them, sustains their economies, rather than the economies of others, and is not detrimental to their culture, traditions or day-to-day convenience.

Household heads, community trust heads and managers were all in agreement that Shompole Eco-lodge has contributed economically, environmentally and socially to the community. Household heads indicated that they derive their livelihood from the Shompole through employment, support of community initiatives, direct income, and provision of water and conservation of their environment thus providing an enabling environment to carry out pastoralism. However, direct income from Shompole Eco-lodge trust was not uniformly distributed to the community.

Other benefits to the community from the Eco-lodge included employment of community members, increased leadership skills as a result of decision-making responsibilities, reinvestment of Eco-lodge profits into social projects such as development of schools and clinics, development of ancillary income-generating activities, such as selling consumable goods and artisan crafts to the lodge, and increased access to the Shompole trust. In Shompole, community supported projects by the Shompole Eco-lodge have also reduced the vulnerability of the community to drought. Results further indicate that projects supported by the Shompole trust have systems for distributing profits, so that even people not directly connected with tourism earn something by virtue of the fact that they are members of the community and thus shareholders in the operation.

On local Perceptions, the majority of the respondents who identified benefits from the Eco-lodge pointed to “economic which included direct employment (as guides, housekeepers, drivers and waiters), or from sales of foods, beads and transportation, or other services. In addition to income, respondents identified a change in social benefits, including better healthcare through support of health clinics, education and water supply. The transportation and communication

infrastructures developed for Shompole Eco-lodge were also identified as it has made the place accessible.

5.3 Conclusions

Community-based initiatives such as Shompole Eco-lodge are based on a participatory and benefit sharing platform especially for the local community. They are also set up with the intention of creating socio-economic benefit streams for local communities which are believed to act as incentives for biodiversity conservation. From the study findings, there is community participation in the Shompole conservancy and development of community initiatives such as schools and clinics.

Additionally, the findings indicate that the presence of the lodge has had a positive impact to the Shompole community as a whole. This is with regard to its contribution to education, health, environmental conservation and the reduction of the community's vulnerability to drought.

In terms of employment, the Eco-lodge has provided employment opportunities to about one third of the community. This could be due to the larger percentage of the members having limited academic qualifications as well as the fact that Shompole is a small Eco-lodge which can employ a small number of people.

The study findings also show that very few community members supply goods and services to the Eco-lodge. The lodge outsources most of the goods and services from outside the region due to the reason that the locals lack entrepreneurial culture as well as the limited options that exist for the community members.

Other challenges observed which could have contributed to limited benefits in the Shompole include the leadership of the group ranch which was found to be wanting in terms of representation, accountability and transparency leading to some benefits going to the leaders. The lack of a benefit sharing mechanism is also identified to be a hindrance to substantial community benefits. This is due to the fact that the few elites/ leaders decide on how to share the monetary benefits which is prone to corruption, lack of transparency and accountability.

5.4 Recommendations

Based on the findings, the study recommends following:

- i. Shompole Eco-lodge Ownership: The government should enforce lease agreement so that the local community gets full control and ownership of the Eco-lodge after the lapse of the lease period (15 years). This will ensure that the community benefits socially and economically. The current ownership wrangles are not healthy for both the Eco -lodge, the investors, local community and conservation
- ii. Incorporation of local voices through transparent, participatory and accountable group ranch leadership should be facilitated by the government and NGO's to ensure good governance of the Eco-lodge funds as well as other benefits.
- iii. Young adults and professionals from the community should be encouraged to actively participate in running of the Eco-lodge and other initiatives initiated in the community especially through incentives and opportunities.
- iv. The government and NGO's should encourage the local community to diversify their income generating activities and venture into bee keeping and supply of goods and services among others. This will ensure that the community is not entirely dependent on

tourism and that they will not suffer the consequences of fluctuations in tourist arrivals as well as other eventualities.

- v. The government and NGO's should educate and encourage the Shompole community to take their children to school so as to improve the literacy levels in the area. Improved education levels are a sure way of driving the community to economic/ development benefits and conservation of their environment.
- vi. The government, local NGO's and the Shompole Eco-lodge should build more schools, hospitals and colleges to match the increasing demand for these facilities.
- vii. The Eco-lodge stakeholders or partners should also promote information flow, awareness and communication amongst themselves so as to ensure transparency and accountability which are key to the success of community-based enterprises.

5.4 Further research

The conditions under which ecotourism leads to stronger or weaker local institutions remain poorly understood and to what extent communities are engaged as owners and managers. Therefore, further explanatory research on the causal mechanisms among ecotourism benefits, the strength of local institutions, and conservation is recommended. In particular, scholars should examine the extent to which participatory approaches can help build social capital and thus provide local communities with the capacities to translate ecotourism into broader and locally-sustained goals of conservation and development.

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4. Marital Status: Single Married Widowed Divorced

Other (specify).....

5. How many members are there in your household?

6. Source of livelihood: Employment Selling artifacts

Pastoralism Others (specify).....

7. Do you personally receive any direct income from Shompole trust?

Yes No

8. If yes to question 7, how much per month?

9. Do you have a member of your family employed in the Eco-lodge?

Yes No

10. If yes to Q9, Specify the nature of work they are engaged in e.g. driver
etc.....

11. Do you supply any goods and services to the lodge?

Yes No

12. If yes to Q11, Name the goods or services that you supply

.....

13. Are there community initiatives started or supported by the Shompole trust?

Yes No

14. If yes to Q 10, Name the initiatives.

.....

15. Has the presence of the lodge helped reduce your vulnerability to drought?

Yes No

16. If Yes, How.....

17. In your opinion, what are the contributions of Shompole Eco-lodge to your community?

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

END

Appendix II

Interview schedule for The Manager of the Eco-lodge

Dear Respondent

I am John Musau. A Masters student at Kenyatta University, Department of Hospitality and Tourism Management undertaking a research on the role of Shompole Eco-lodge to the community. The purpose of this study is purely for academic purpose and thus confidentiality is guaranteed. The questionnaire is anonymous and hence no names or signatures are to be included.

Section A: Personal Information

1. Gender: Male Female

2. Age 18-30 years 31-40 years

 41-50 years 51 years and above

3. Highest level of education level: Primary Secondary University

 College Other (please specify).....

4. Marital Status: Single Married Divorced Widowed

 Other (specify).....

Section B

Number of employees from the local community	
Jobs done	
Training taken	

5. Other than the money given to the trust, do you give the community additional money?
6. What are the projects that the Eco-lodge has started for the local community?
7. What are the initiatives for the protection of wildlife and culture by the Eco-lodge?
8. What are the goods purchased by the Eco-lodge from the local community?
9. What are the services provided by local people to the Eco-lodge?
10. What are the challenges that Eco-lodge encounters from the local community?

END

Appendix III

Interview schedule for Community Trust Leaders

Dear Respondent

I am John Musau. A Masters student at Kenyatta University, Department of Hospitality and Tourism Management undertaking a research on the role of Shompole Eco-lodge to the community. The purpose of this study is purely for academic purpose and thus confidentiality is guaranteed. The questionnaire is anonymous and hence no names or signatures are to be included.

Section A: Personal Information

1. Gender Male Female
2. Age 18-30 years 31-40 years 41-50 years

 51 years and above
3. Highest level of education Primary Secondary University

 College Other specify).....
4. Marital Status Single Married Divorced

 Widowed Other (specify).....
5. Duration and amount of the lease with the private investor.....

6. Who collects the money
7. Is the money banked,

O Yes O No
8. If yes to Q8, who are the signatories?.....
9. How is the money distributed?.....
10. what are the projects started with Eco-lodge using the money collected?.....
11. Is there any investor honoring the aspects of the contract
12. Who provides periodic auditing of the accounts of the community trust?
13. Are there group ranch members working in the Eco-lodge?
14. If yes to Q13, how many?.....
15. What jobs do they do ?
16. Are they taken for any training by the Eco-lodge management
17. If to Q16, Where are they taken for training?
18. In your own opinion, what are the contributions of Eco-lodge to the community?

END