

**SOCIO-ECONOMIC EMPOWERMENT OF  
SMALLHOLDER FARMERS THROUGH COMMUNITY  
BASED TOURISM IN MERU SOUTH DISTRICT OF KENYA**

**BY  
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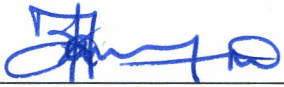
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## DECLARATION

I, John Kanyuithia Mutunga, do hereby declare that this thesis is my original work and has not been previously presented for a degree in any other university or any other award.

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DEDICATION

To God be the glory for a job well done.

To my parents, who struggled to take me through school especially without substantial understanding of what education truly entails, I dedicate this work.

To my family members for the cooperation and support they gave me during the entire period of the study, without which this work would not have been accomplished in the quality and timeliness it did.

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## ABSTRACT

Competing demands for livelihood support to the 80% of the Kenyan population dependent on agriculture and the national goal to steer economic growth have increasingly applied pressure, to the already strained sector, thanks to the few available alternatives. Kenya is endowed with immense potential for conventional and other upcoming types of tourism, such as Community Based Tourism (CBT). Like most of the other developing countries, Kenya is yet to exploit this potential. The study therefore came in to evaluate whether people actually know about the existing potential for CBT, why it has been minimally utilized and elaborate how best such potential could be exploited for socio-economic empowerment of the smallholder farming community. The overriding theoretical orientation applied in the study encompassed stakeholder interactions, promotion and development of social capital and sustainable utilization of available natural and cultural resources through mutually supportive action processes. Though richly supportive, the available relevant literature fell short of explaining the phenomenal interactions between the bio-geophysical resources to bring forth mutual socio-economic empowerment at the community level, which therefore legitimized the principal focus of the investigation. Meru South was chosen as a study district due to the presence of a rich mix of environmental and socio-cultural phenomena, which if adequately exploited could turn the resource poor majority smallholder farmers into socially and economically empowered individuals and groups. The study was conducted in two phases; a qualitative pre-study phase which interviewed 75 public servants as key informants, selected through stratified random sampling at district, division and location levels of Meru South district. The pre study data was collected by use of a researcher administered interview guide. The detailed quantitative study covering eight randomly sampled locations out of the 24 habited ones in Meru South, reached to 400 smallholder farmers as the units of analyses of the study. Smallholder farmers, half of whom were youth aged between 25 and 35 years, were reached out by use of a researcher administered standardized questionnaire/interview schedule. The number of households to be visited was proportionately determined relative to the household population in each location, while specific households were systematically selected. Data from the qualitative study was analyzed using the Non Numerical Data Indexing Searching and Theorizing (NUD\*IST) programme, to collect related ideas and formulate broad clusters from which the study later on isolated a total of nine dependent variables. Those variables turned out to be of complex nature, in this study referred to as the drivers for socio-economic empowerment and therefore measured through indicators which ranged between five and nine. The study premised empowerment drivers as those that fuel the processes of attracting tourists, extending their stay and/or increasing the frequency of tourists' visits to a locality for improved socio-economic gain to the host community. Data from the household survey was analyzed using the Statistical Package for Social Scientists (SPSS), as to generate inter rater reliability (Kappa coefficient) at the indicator level, then variability analysis by use of means, standard deviations, t-test as well as F-tests all measured at the theme level of the study. Pearson's product moment coefficient was calculated to capture the presence, direction and the significance

of the linear relationships between the core variables of the study, in line with the stated hypotheses. Results indicate that besides being highly educated by the national standards, the Meru South smallholder farmers are also entrepreneurial in character as they practice other non-farm income generating activities, with group activity being one of the most important. The two responder categories significantly agreed on most of the key tourists' resources available in the district, all the accruable benefits upon smallholder farmer participation in CBT, and some of the efforts towards utilization of the resources as the means that cumulatively lead to optimization of benefits from bio-geophysical resources relative to the first objective of the study. The study established that the potential for CBT has not been exploited due to the varying levels of commitment of the smallholder farmers to tourism as measured through a variety of indicators, as well as the existing impediments towards exploitation of the same, in which case the two rater categories significantly agreed in most the indicators, thus responding to the second objective of the study. Relative to the third objective, the study established that smallholder farmers could participate in CBT through strategic positioning to deliver the perceived tourists' preferences, utilization of their due diligence in packaging the venture relative to CBT facilitators and an overly adoption of the community based design and management options. Kappa coefficient results were cross checked through inter group variability analyses at the theme level, which revealed high degrees of consistency relative to the t-test and F-test. Significant difference was however noted relative to countering impediments and utilization of the community based design and management options, which were specifically attributed to the locality and education levels mostly among the youth. The four study hypotheses yielded credible information upon evaluation of the proposed relationships, which was in perfect conformity with the focus of the study. The same process yielded four other key relationships which were worthy noting for evaluation in the future. Results of the study and information from the literature review were used to develop a CBT interventional strategy that encompasses articulation, optimization and sustenance of benefits, as processes in enhancing smallholder farmer participation. The study concludes that being entrepreneurial in character, the smallholder farming community would easily adopt CBT as an alternative income generating activity; through accountable joint venturing. The community prioritized cultural tourism which appears consistent with the current preferential shift in the modernization path of the industry. The study further concluded that community participation is socially constructed and all encompassing from the design, through the realization of the investment to sustaining the operations towards optimal social economic benefits. Further on, the study concludes that optimization of benefits would heavily depend on the extent to which impediments to tourism are addressed, tourists' satisfaction is ensured and requisite marketing of the CBT as a product of the community's relative levels of knowledge of tourists' preferences is enhanced. The study recommends further research to identify why impediments are so strong in hindering application of CBT, capture the changing demands in the tourism industry and recommends resolution mechanisms to the underlying impediments. The study further recommends a comprehensive policy review to in-build flexibility for recognition and uptake of emerging tourism concerns and ensuring maintenance and preservation of the social commons.

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## LIST OF ABBREVIATIONS AND ACRONYMS

ABBREVIATION	COMPLETE VERSION
AATF	The African Agricultural Technology Foundation
ANOVA	Analysis of Variance
CBM	Community Based Management
CBT	Community Based Tourism
CDF	Constituencies Development Fund
DDC	District Development Committee
EC	European Commission
FAO	Food and Agriculture Organization of the United Nations
GDP	Gross Domestic Product
GOK	Government of Kenya
GTZ	German Technical Cooperation
H/H	Household
ICA	International Cooperative Alliance
ICT	Information and Communication Technology
IFAP	International Federation of Agricultural Producers
IFPRI	International food Policy Research Institute
IGES	Institute for Global Environmental Studies
ILRI	International Livestock Research Institute
KIPPRA	Kenya Institute for Public Policy Research and Analysis
KIT	Royal Tropical Institute
KTB	Kenya Tourism Board
NACOBTA	National Community Based Tourism Association of Namibia
NS	Not Significant
NUD*IST	Non-Numerical Unstructured Data Indexing, Searching and Theorizing
OECD	Organization for Economic Corporation and Development
PCEA	Presbyterian Church of East Africa
PHC	Population and Housing Census
PhD	Doctor of Philosophy
ppm	proportion of perfect match
PS	Public Servants
SAC	Scottish Agricultural College
SAD	Sustainable Agricultural Development
SD	Standard Deviation
SDy	Standard Deviation for the Youth
SDa	Standard Deviation for the Adults
SF	Smallholder Farmer
SME	Small and Micro-Enterprise
SNV	A Dutch International Development Agency
SPSS	Statistical Package for Social Scientists

SRA	Strategy for Revitalizing Agriculture
TCC	Tourist Carrying Capacity
TDTF	Tourism Development Trust Fund
UN	United Nations
UNEP	United Nations Environmental Programme
USD	United States Dollars
WB	World Bank
WCED	World Commission on Environment and Development
WES	World Ecotourism Society
WTB	Wales Tourism Board
WTO	World Tourism Organization
WTTC	World Travel and tourism Council

## CHAPTER ONE

### INTRODUCTION

#### 1.1: Background

About two thirds of Africa's poor people live in the rural areas and are almost entirely locked up in agricultural production for their survival. This type of agriculture is characterized by low and often declining farm level productivity, which has been realized to cause persistent low incomes and hunger especially in Africa (AATF, 2004). The World Development Report (2008) proposes that shifting to high value agriculture, decentralizing non-farm economic activities to the rural areas and providing assistance to help move people out of agriculture is likely to benefit 600 millions of the world's rural poor. Agriculture is central in the Kenyan economy as a major employer of the labour force, the main source of livelihood support to the rural economy and with a powerful indirect influence on traditions, power structures, lifestyles and rural land use. Kenya relies heavily on agriculture for economic growth, export earnings and employment generation (Odhiambo and Nyangito, 2003). The type of agriculture practiced is however predominantly smallholder farmer dominated, especially in the high potential areas (GOK, 2004); with the bulk of production for food and cash crops based on family farms and accounting for two thirds of the national agricultural output (FAO, 2000).

The majority of smallholder farmers all over the world need to supplement the fallen farm incomes from non-agricultural activities to effectively meet their daily obligations (OECD, 1994). Africa is the only region in the world where

agricultural productivity per person has actually declined over the past 20 years (AATF, 2004). Kenya aims to raise incomes in agriculture through innovative, commercially oriented and modern farming, livestock and fisheries through yield improvement in key crops and increased smallholder farmer specialization among others (GOK, 2007b). The recognition that pro-poor economic growth can take place if poor people have access to productive resources and remunerative employment (IFPRI, 2002), justifies the OECD (2001) push for synergistic poverty reduction and better environmental protection as rural population depend directly on their surrounding ecosystems to meet their food, fuel, shelter, fodder and medicinal needs.

The countryside is often regarded as an incarnation of calm and reflection of natural diversity, though with traits of backwardness and interesting lifestyles different from the urban perspective in an environment dominated by smallholder farmers (Nilsson, 2001). Those indeed form part of the defining characteristics of the biodiversity composition of the rural areas presenting enormous and clearly untapped potential relative to income generation through tourism. Nilsson (2001) further argues that great potential for contribution to the national economy exists in the rural set up, through an influx of external resources from the nature longing urban dwellers. Alternatives to the popularly known conventional tourism have been reported to provide effective participation and viable income-generating opportunities for indigenous and local communities (FAO, 2000). Community Based Tourism (CBT) is the term widely used in this thesis to denote the tourism type that combines a multiplicity of approaches, with bits and pieces of

conventional tourism as well as farm/agro tourism, rural tourism, cultural tourism and eco-tourism.

According to GTZ (2002), agro-tourism capitalizes on rural culture and farm activities as tourist attractions, while Nilsson (2001) avers that farm tourism emphasizes host/guest relation where interactions between the host's private life and the guest's experiences meet, essentially signifying the basic concept of rural tourism. On the other hand, ecotourism focuses on the natural landscapes (GTZ, 2002). Rural tourism, is often viewed as recreation and not business (Page and Getz, 1997), rural in function and scale, based on rural tradition with local roots (Lane, 1994)), and a lifestyle based on ideas of what is rural and what is urban (Nilsson, 2001). On the other hand, cultural tourism establishes and reinforces identity, helps preserve the cultural heritage with culture as an instrument, facilitates harmony and understanding among people, supports culture and helps renew tourism (Richards, 1996).

Increasing the ability of the poor to raise their incomes, improving the quality of life and increasing participation of the marginalized groups are among the important fundamentals for reducing poverty (Geda et al., 2001). Accordingly, if the attractions on offer to tourists contribute to improving income of the rural population, it can promote rational development, the strategic focus upon which community based tourism is anchored (GTZ, 2002). Kenya's long term development strategy has placed tourism as the leading sector in achieving the goals of the vision and specifically singled out 1000 home-stay sites to promote

cultural tourism in Kenyan homes as one of the flagship projects for tourism (GOK, 2007b). Such focus on community based tourism will essentially open up the rural environmental and cultural settings to international scrutiny, an aspect that is destined to improve the visibility of the communities' needs thus widening the scope of the possible options for development support.

According to OECD (1994), there has been an influx of people unhappy about big city living conditions into accessible rural regions, in what is known as counter urbanization, akin to Nilsson's (2001) prediction of a likely emergence of urban 'recreational proletariat' – without access to recreational areas – against a rural 'recreational capitalists' with access to but not necessarily ownership of recreation land. The potential for community based tourism is therefore unlimited especially with a combination of successful national tourism industry, a supportive policy environment responsive to rural tourism, an attractive rural setting and many years of experience in attracting tourists (Holland et al., 2003).

This study intended to enhance understanding of the existing potential for CBT, using the Meru South farming community as a case study. Majority of the smallholder farmers within the study area practice mixed farming for subsistence, local and export markets. Incidentally, very little effort if any has been put in the direction of exploring tourism possibilities and identifying what socio-economic benefits could be derived from the natural co-existence. Against such background, the study was conducted in an attempt to answer with empirical evidence various

questions surrounding the possibilities of engaging smallholder farmers in community based tourism, with an aim of explaining the phenomenon.

The Study adopted the 'consultative' and 'collaborative' types of participation (Sanginga, 2001), where the researcher consulted public servants and smallholder farmers in the diagnosis, design and research execution stages, in order to evaluate interactions between human and the environment, with clear targets and specific focus on the co-existence and accruable benefits. This was in line with Karlson (2000) assertion that social institutions interact with biological and physical systems that are large, complex and independent rather than separable components of these systems. The study, according to Karlson's (2000) interpretation, intended to unveil the human factor as a system in a wider perspective, engulfed by the biogeophysical system from which it draws energy and resources. This is in agreement with Young (1990) proposition that any effects on the environment will probably affect human society being an intrinsic part of the environmental system.

## **1.2: Problem statement and justification**

In order to create better understanding of the background of the study, the problem has been stated separately in the immediately following sub section, and the justification provided soon after.

### **1.2.1: Problem statement**

About 80% of the Kenyan population live in the rural areas and derive their livelihood largely from agriculture (GOK, 2004). The official Kenya government

estimates indicate that the poverty level has fallen from 56% reported previously in Oiro et al. (2004); to the current 46% (GOK, 2007a). However, studies have shown that the agricultural sector accounts for the highest percentage of national poverty, with pastoral, commercial and subsistence farming being the main activities that are carried out by the poor in the rural areas. This indicates that the Kenyan agriculture is not sufficiently competitive and therefore incapable of effectively supporting livelihoods of those permanently engaged in it. On the other hand, only about 16% of the Kenyan land is of high to medium potential with adequate and reliable rainfall for arable agriculture, meaning that about 84% is arid or semi-arid, therefore unsuitable for rain-fed agricultural activities (GOK, 2004). Accordingly, Kimalu et al. (2002) concluded that poverty in rural areas is attributed to among others low agricultural productivity and lack of non farm employment despite the desire for alternative income sourcing.

With uncompetitive agriculture, constrained rain fed cropping system thus worsening crop productivity, the majority of smallholder farmers cannot possibly meet their daily subsistence needs. Community Based Tourism comes in as a clear alternative income source, yet it has not been taken up. Vast majority of smallholder farmers in high to medium potential areas languish in poverty, yet they co-exist with a wide variety of tourists' resources. In Meru South for instance, such sites as The Haven of Bats Cave in the heart of Ganga location, running in kilometers underground and infested by bats in their millions is one such attractive resource for tourists. The cave, already attracting many visitors - local and otherwise - is believed to host "the symbol of the *Ameru* people and other artifacts

believed to have been put in there by *ngai* – ‘the Meru god’. Such artifacts are believed to be deep inside the tunnel, probably because nobody has ever reached its end.

Many waterfalls such as the Ngoko in Mwonge location, Kandakame in Murugi location, Uinga in Chogoria and many more do exist, around which attractive recreational facilities could be sited. The beautiful scenic Mutonga and Nithi canyons that would offer challenging climbs and cross-valley games if better developed would provoke a lot of enthusiasm in tourists. Coupled with that, the variety of farming systems practiced in the district and the rich cultural background all combined amount to excessive untapped tourism potential. This study therefore aimed at establishing why the smallholder farmers have not exploited the bio-geophysical resources they are so much endowed with, to earn extra income in spite of the needs. The study identified how such socio-cultural and environmental resources could be best exploited for the benefit of the majority, as it analyzed the modalities of utilization, existing problems and possible solutions.

### **1.2.2: Justification**

Tourism is one of the fastest growing industries in the world today, employing 7% of the world’s workers (SNV, 2003). Kenya envisions joining the top 10 long haul tourists destinations in the world, offering a high end, diverse and distinct visitor experience that few of her competitors can offer (GOK, 2007b). Tourism offers some opportunities for economic development in some areas that have otherwise limited development alternatives and are endowed with rich bio-geophysical

features. The World Tourism Organization (WTO, 2001a) for instance predicts that come 2010, the number of tourists' arrivals will have hit a billion mark and 1.6 billion come the year 2020. The foregoing is akin to demonstrating the immense potential for tourism and all the more why it should be exploited.

Community based tourism is not viewed as massive scale or luxury tourism, but smallholder activities which local populations participate in to their fullest extent and reap maximum benefits from. According to a press release from the World Tourism Organization, tourism is the number two foreign exchange earner to 49 least developed countries (SNV, 2003). On the other hand, Smith (1776) established that absence of wealth is explained by lack of a factor that produces wealth. One of the main strategies of the Kenya government is to diversify tourism in order to provide an extra factor to produce wealth through encouraging viable rural economic activities; a process that edges on the notion that 'tourism could be used to help revitalize rural environments and communities' (Verbole, 2000).

Tourism has proven to be a real possibility with great potential to grow in the rural areas. It is a well-established fact that the potential for Community Based Tourism (CBT) in Kenya remains unexploited thus posing the demand for an analysis on how such potential could be tapped to benefit the majority rural poor communities, predominantly dependent on small scale agriculture. According to OECD (1994), tourism promises not less than 17 potential benefits to rural development, summarized into direct financial benefits, job creation and retention, environmental

conservation, encouragement to the adoption of new working practices, and injection of a new vitality into sometimes weakened economies. On the other hand, SNV (2003) concludes that economic benefits aside, tourism has numerous socio-cultural and environmental implications on developing countries.

Diversion of tourists from the safaris which mainly entail wildlife watching to mingling with smallholder farmers and other rural communities will definitely enhance economic empowerment, promotion and preservation of social and cultural values (socio-cultural empowerment) and environmental conservation. Diversification into community based tourism will provide the farming community with a clear, rural based and simplistic opportunity for alternative income earning and livelihood support. Income from CBT will be used to improve the livelihood standards of the rural communities concerned, as well as assist in alleviating poverty. An IFPRI (2001) report concludes that without economic growth in the rural areas as well as in the towns and cities, those who want to or are forced out of subsistence agriculture will find few opportunities to turn to. Community Based Tourism comes in as a clear income generating activity for rural development, thus creating alternative opportunities for wealth and employment creation in rural areas.

Meru South district has been chosen as the study site because besides being predominantly occupied by smallholder farmers, its proximity to the famous Mt. Kenya - a renowned tourist resource - and the presence of a variety of landforms believed to be attractive to tourists, all combined offered an enriched background

for the empirical data that considerably supported this study. The district offers the footage to the challenging side of Mt. Kenya's climbing base, especially for those who prefer a more strenuous climb. This was an ongoing activity that yielded information on community involvement in tourism. Smallholder farmers from the district have a proven desire to conserve biodiversity, a factor that could be confirmed by the rich biodiversity across the district, in spite of the farm enterprises and the farming systems adopted.

### **1.3: Research questions**

The study aimed at unveiling the wealth of information on the concept of Community Based Tourism and how it could possibly be initiated and managed in the target community. To achieve the optimal demands of the study, ideas, issues, reflections and responses in line with the community's perceptions, opinions and judgments were captured through carefully answering the following questions:

1. Based on their type and distribution within the study area, how could the known tourist resources be sustainably utilized, for increased socio-economic benefits to the community?
2. Why has there been minimal exploitation of the potential for Community Based Tourism in the study area?
3. How would smallholder farmers effectively participate in Community Based Tourism?
4. Based on the results of the study and any other available literature, how would a community based tourism programme be designed and implemented?

#### **1.4: Research hypotheses**

In achieving the objectives of the study, the following hypotheses were tested:

1. Benefits from community participation in tourism are not dependent on their efforts towards enhancing utilization of tourists' resources.
2. The factors impeding exploitation of tourism potential for socio-economic benefits are dependent on the community's perceptions of tourists' preferences.
3. Effective participation of smallholder farmers in Community Based Tourism is independent of their levels of enlightenment on tourism facilitators.
4. Community's commitment to participate in CBT is independent of the design and management style of the programme.

#### **1.5: Research objectives**

The study aimed at establishing the benefits, foreseeable impediments and possible solutions towards exploitation of the bio-geophysical resources by smallholder farmers. The main objective of the study therefore was to determine the tourists' attractions in the study area, examine and analyze the factors surrounding lack of or insufficient exploitation of the tourism potential, as well as propose the framework for realization of such a programme. To achieve this aim, the study was therefore guided by the following specific objectives:

1. To determine the tourists' attractions within the study area, assess and analyze how they could be sustainably utilized for socio-economic empowerment of the community.
2. To determine and analyse why utilization of the potential for Community Based Tourism has been minimal within the study area.
3. To assess and analyze how the smallholder farmers could effectively participate in Community Based Tourism Programme.
4. To use the study results and any other available information to design an interventional strategy and implementation framework for CBT.

**1.6: Significance of the study**

The study culminated into a PhD thesis, which contains empirical evidence of the perceived feasibility and benefits to smallholder farmers, upon engagement in Community Based Tourism. The study indeed opens up a new area of research in tourism through introduction of a tourism model that combines conventional, eco, rural, cultural and agro tourism components, thus increasing the diversity of products and benefits. It has also opened up a new dimension in rural development and an extra strategy for rural poverty alleviation, socio-economic and cultural empowerment of smallholder farmers, clearly showing the entry points, modalities of engagement and feasible structural arrangements. The study has provided clear guidelines to policy makers on the concerns and precautionary options available and therefore those required taken towards development of policy guidelines in support of community based tourism. It has also opened up new areas of research focusing on the benefits accruable from the bio-geophysical resources and human interactions, a situation that would considerably improve and sustain the preferred high productivity of the land.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.1: Tourism**

Tourism encompasses the act of travel for the purpose of recreation, site seeing, learning, adventure and the provision of services for this act. It is a service industry comprising of a number of tangible attributes such as transport systems, hospitality services and the related back up services such as banking, insurance, safety and security services. On the other hand, tourism contains a basket of intangible attributes as to include; rest and relaxation, culture, escape, adventure, new and different experiences. Accordingly, the World Tourism Organization (a United Nations body) defines a tourist as someone who travels at least eighty kilometers (fifty miles) from home for the purpose of recreation.

##### **2.1.1: Typology, design and functional attributes of tourism**

Travel in tourism may be motivated by a variety of simultaneous objectives, ranging from the desire to enjoy a different cuisine, to get away from home, friends and associates, to visit family friends abroad, to scout out foreign business opportunities, to attend a meeting by members of a professional or trade affiliation among others. None of the tourism motivators would alone induce a person to travel, but a combination of several of them taken together results in a trip being made (Mitchell, 1971). Many studies on what tourism is show that tourists seek the wholeness in “the difference” which everyday life cannot offer (MacCannel,

1992; Selwyn, 1996). The conceptual definition of conventional tourism describes the form that represents convenience, undifferentiated marketing, mass-consumed experiences centered on the pleasure principle and efficiency, predictability, and calculability associated with the process of rationalization (Poon, 1993; Ritzer, 1998). The definition cuts across a wide scope of the tangible and intangible attributes of tourism, although it does not clearly bring out the meaning of the undifferentiated marketing aspect, which is expected to be highly differentiated and structured as this study intended to establish.

According to Neto (2003), many countries have tried to give more attention to international tourism as opposed to national tourism especially now that it has become the world's largest source of foreign exchange. Tourism is significant or growing in 11 out of the 12 countries that are home to 80% of the world's people living on less than one USD a day (Christie and Crompton, 2001). In Kenya for instance, travel and tourism is an important sector to the economy, contributing around 8.7% of the country's GDP, 6.8% of total employment and 19.2% of total foreign exchange earnings in 2002, as estimated through a tourism satellite accounting methodology (WTTC, 2002).

The Kenyan Tourism Master Plan has favoured forms of tourism that contribute to conservation and preservation of the environment such as conservation and utilization of tourism resources in a sustainable manner. The same however defines the tourists' resources on a narrow frame that excludes the emerging forms, implying that the conservation aspect will be constrained by the demand for a

limited frame of tourists' resources, therefore a self defeating goal. The master plan prioritizes conservation of the environment, preservation of scenic beauty and provision of visitor education on available resources and their interdependences. Without widening the scope of tourists' resources, engaging the local community in the preservation and conservation of the scenic sites and delivering benefits from tourism to the communities living within the touristic areas which this study purposed to do, possibilities of delivering the provisions within the plan are low.

The component of the master plan that proposes establishment of active partnerships with all stakeholders in tourism and respect of their rights, equitable distribution of tourism benefits as well as respect and safeguarding of the local customs and culture have also not been delivered sufficiently in relative terms since little or no engagement of the local community in actual tourism is apparent, neither are the benefits forthcoming. The plan proposes harmonious development of the tourism sector in tandem with other economic sectors as articulated in the government's long term vision 2030, which has identified promotion of community based tourism through establishment of 1000 home stay sites as some of the vision's flagship projects. This is however destined to fail if the model of tourism that encompasses agro/farm as well as cultural tourism is not well articulated and communicated to the communities, part of which this study intended to achieve.

Kenyan tourism suffers inadequate enhancement of natural tourist products, including lack of facilities on Mount Kenya and other attractions, inadequate interpretation and elaboration of tourist products and inadequate supply of tourist

information locally (Ikiara and Okech, 2002). Accordingly, the dual noted a mismatch between tourists' arrival targets and the actual carrying capacity of the tourists' designated sites as not based on comprehensive study and matching. The industry further suffers inadequate and inappropriate marketing and image-making efforts including inadequate funding, the lack of a public-relations strategy, reliance on only a few products (beach and safari holidays), poor coordination of public and private sector efforts and the lack of recognition of strong industry fundamentals as the most important marketing challenges (Ikiara and Okech, 2002). Indeed the industry needs rejuvenation especially after the almost collapse as a result of the post election violence that considerably affected the proportions of tourists visiting the country. Several forms of tourism exist, for which purpose this study examined ecotourism, rural tourism, cultural tourism, and agro/farm tourism, in line with its focus.

### **2.1.2: Ecotourism**

According to Fillion et al. (1994), the World Ecotourism Society (WES) defines ecotourism as responsible travel that conserves natural environments and well-being of local people. It is the purposeful travel to natural areas to understand the culture and natural history of the environment; taking care not to alter the integrity of the ecosystem and producing economic opportunities that make the conservation of natural resources beneficial to local people (Koch, 1994). The current study evaluated the local peoples' understanding of the benefits accruable from their participation in community based tourism.

According to Romanticism principle, nature is the natural place where man becomes a noble human being, a place of contemplation and inner development (Carlestam, 1994; Gustafson, 1993). Fennell (1999) defines ecotourism as a sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature and which is ethically managed to be low-impact, non-consumptive and locally oriented in control, benefits and scale.

Ecotourism was defined by the WTO in the 2002 declaration of the international year of ecotourism, as the responsible travel that promotes the conservation of nature and sustains the wellbeing of the people. Ecotourism therefore occurs in areas that are far removed and natural or the 'unspoiled areas' including urban environment (Dwyer and Edward, 2000; Higham and Luck, 2002), which this study purposed to establish. The study focused on one such area with an aim of evaluating the community's perceptions towards utilization of those serene and resourceful areas for socio-economic empowerment.

Ecotourism is one among several other terms (such as green tourism and alternative tourism) which lack universally accepted definitions and therefore used as mere commercial mantras to justify exploitation of fragile natural areas (Collins, 1998). In this study, ecotourism is understood as the type of tourism that combines nature and humanity in the sense that it focuses on the natural landscape and due engagement of the rural populace. In other words, eco tourism is not complete without clear articulation of the roles and functions of the affected or concerned rural communities.

The rapid and simultaneous emergence of ecotourism studies in just the past decade has precluded the acceptance of a common definition of ecotourism (Fennell, 2001), but most definitions of ecotourism feature a combination of the following principles: empowerment (Brandon, 1993; Scheyvens, 1999), which is taken to mean socio-economic support to the concerned community; local participation (Acott et al., 1998; Khan, 1997; Ross and Wall, 1999); hereby meaning actual and appropriate engagement of the community, education and environmental learning (Kimmel, 1999; Miles, 1991; Orams, 1995); ethics (Amaro, 1999; Fennell and Malloy, 1995; Kutay, 1989); to imply protection and preservation of the local community's ethical standards despite the cultural diversity in view of the visiting tourists, sustainability (Cole and Sinclair, 2002; Nelson, 1994); conservation (Goodwin, 1996; Western, 1993); which covers utilization of the resources and accrual of benefits in the current times without denying the future generations similar opportunities, an interest in nature and nature-based activities (Diamantis, 1999); the provision of long-term benefits for local residents (Honey, 1999; Ziffer, 1989); and environmental appreciation (Lascurain, 1988; Wallace and Pierce, 1996).

Ecotourism therefore represents a wide range of concepts considered not only antithetical to the spirit and practice of conventional tourism, but also vital in the sense that the future survival of the industry is critically premised on the proliferation of such principles (McLaren, 1998). The current study came in to identify the aspects of different tourism types that are applicable to rural area

community under analysis, and how they could be effectively applied for socio-economic empowerment of the community.

It is increasingly recognized that ecotourism activities can cause adverse ecological impact, particularly if they are not properly managed or if they involve tourists' numbers beyond the limits of the acceptable charge (Neto, 2003). Different forms and subtypes of ecotourism are known to occur based on their characteristic nature and functions. Most discussions of ecotourism focus on clarifying internal differences within the category – for example, active versus passive ecotourism (Orams, 1995), hard versus soft ecotourism (Laarman and Durst, 1987), hard-core versus casual (Lindberg, 1991), and deep versus shallow ecotourism (Acott et al., 1998) – but the implication that ecotourism stands in contrast to conventional tourism remains strong by virtue of the latter receiving no mention at all in many discussions of ecotourism.

Kenya has embraced the use of regulation and other policy instruments to ameliorate negative impacts of tourism such as social and cultural pollution and damage to the environment. Efforts in this direction have been channeled through promotion of ecotourism towards rational utilization of environmental and cultural resources as contained in the Sessional Paper No.8 of 1969 and the 1974 -1978 and 1994 -1996 development plans. The study did not make a detailed evaluation of ecotourism parse at community level, but a general assessment of a hybrid of a variety of tourism approaches and types with an aim of articulating the best mix the

community would consider appropriate towards optimization of benefits upon their participation in tourism, under the code name 'community based tourism'.

### **2.1.3: Rural tourism**

Until recently, tourism has been concentrated into specialized beach, lake and mountain resort areas and into major cultural centers (OECD, 1994). According to Oppermann (1996), rural tourism involves cultivated landscape including farm tourism and other 'touristic' activities in the countryside. As Verbole (2000) observed in a study on rural tourism development in Slovenia, rural tourism is a negotiated process, as different actors involved in the on-going development process see it from genuinely different perspectives, thus making any assessment of its sustainability relative and socially constructed. Rural tourism is not only ordinary tourism, it is also a lifestyle based on ideas of what is rural and what is urban (Nilsson, 2001).

The current study recognizes rural tourism as the form undertaken with due recognition of the role played by the rural people and requisite allocation of such responsibilities as implied by those roles. According to the OECD (1994), rural tourism should be located in rural areas; functionally rural, built upon rural world's special features, rural in scale, traditional in character and growing slowly, organically sustainable in due representation of the complex patterns of rural environment, economy and history (OECD, 1994). The contribution sounds quite comprehensive although it makes no specific mention of engagement of the rural communities, which is the principle focus of the current study. This position is

supported by Verbole (2000) in indicating that many scholars have arguably maintained that sustainable rural tourism development cannot be achieved without the full support of the rural community that it will affect, which is consistent with the perceived arrangement under the current study. The new rural tourism of the 1970's, 80's and 90's is different in several ways, although in almost every case, 'rurality' is the central and unique selling point of the tourism packages (OECD, 1994).

Rural lifestyle is more and more valued as excelsior to the urban life, with rural life today regarded as a form of recreation (Nilsson, 1995). According to Verbole (2000), developing and evaluating sustainable rural tourism does not happen in a vacuum as it is embedded in a given social, political and historical context. Long and Purde (1990) on the other hand suggest that there is often a large gap between the rhetoric of national planning, the policy concerning development of tourism in rural areas and the reality of what happens at the local level. Opperman (1996) separates 'wilderness tourism' or outdoor recreation from rural tourism, in that the latter involves cultivated landscape and includes tourism and other 'touristic' activities in the countryside.

The retention of older ways of life and thinking is important in retaining the residual rural 'character', which if combined with the scenic values and recreational opportunities of the countryside attracts tourists from urban areas (OECD, 1994). Many of the urban people today embrace the 18<sup>th</sup> century romantic view of nature as pure and good in opposition to the cultivated and civilized world (Lovejoy,

1936; White, 1974). As such, Duffy (2002) concludes that culture and societies become commodities to be consumed by external audience through the principle of rural tourism. Understanding of the concept of rural tourism was necessary in this study as it created an important link between the actors and the environment, as a basis for the evaluation that followed.

#### **2.1.4: Cultural tourism**

The borderline between rural and cultural tourism is almost non-existent although the latter appears to drive the former. Cultural tourism therefore is a subset of rural tourism with clear ingredients of small scale enterprises that have local roots based on local traditions, which must be distinct for the tourists to admire (Nilsson, 2001). Cultural attractions play an important role in tourism at all levels, from the global highlights of the world culture to attractions that underpin local identities (Richards, 1996). In recent years, culture has been rediscovered as an important marketing tool to attract tourists with special interests in heritage and arts (Wikipedia encyclopedia, accessed in January 2007). Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray a nation and its people through a reflection of the diversity and character of the state (Nilsson, 2001).

Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, establishes and reinforces identity, helps preserve the cultural heritage with culture as an instrument. It also facilitates harmony and understanding among people, supports culture and helps renew tourism (Richards,

1996). Cultural heritage has a number of objectives that must be within the context of sustainable development such as; accurate interpretation of resources that are of cultural heritage, the conservation of cultural resources for long term benefits, authentic visitor experience which should be sustained for continued flow of tourists and stimulation of the earned revenues by way of promoting investment (Wikipedia, accessed in January 2007).

Cultural tourism is therefore not only concerned with identification, management and protection of the heritage values, but it must also be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection as well as marketing and promotion (Alderman, 1994). The understanding created through the evaluation of cultural tourism was important in shaping the thinking of the researcher during the process of identification and quantification of the possible tourism resources in Meru South district.

#### **2.1.5: Agro/farm tourism**

Agro tourism often referred to as farm tourism connotes the style of vacation where hospitality is offered on farms with tourists eating and exploring farm life and may also include the opportunity to assist in farming tasks during such visits (Slee et al., 1996; Verbole, 2000). Farm tourism emphasizes host/guest relation, where the interaction between the host's private life and guests experiences meet; which in essence is the basic concept of social tourism (Nilsson, 2001). This tourism model is being developed as a valuable component of a business model to support many

agricultural entities when the farm products they produce are no longer economically competitive (Wikipedia, accessed in February 2006).

Some studies consider farm tourism as a non-commercial form, cheap and with aims of making people experience friendship with each other, which is not in conformity with the current study which prioritizes benefits to the smallholder farmers. According to Nilsson (2001), rural tourism is the quintessence of the idea of a care-taker that is significantly of the rural contrast to the urban. Verbole (2000) further argues that over the last 25 years, various forms of agro tourism have expanded slowly across many parts of the world, primarily to provide a secondary source of income for farm-family households, which in essence confirms the possibilities proposed in the current study.

Although several other studies have recorded farm tourism to have depressive results, Nilsson (2001) argues that farm tourism has significance for image of agriculture at both national and local levels, which ideally gives smallholder agriculture a different meaning. Farm tourism however has been criticized as generating low/minimal benefits/returns by various scholars (Fleischer and Piram, 1997; Opperman, 1996; Hjalger, 1996; and EC, 1997). Survey results from the Wales Tourism Board (1994) however indicate that 85% of the respondents engage in farm tourism as an additional income source. Many studies show that farm tourism is good business, and that it makes an important contribution to the local economy (Slee et al., 1996).

To help promote the single agro tourism operations, some farms get together to form festivals, tours or other events, although people are essentially more interested in how food is produced and want to meet the producers and talk to them about what goes into food production (Wikipedia, accessed in February 2007). This mode of tourism has led to development of entertainment farms which offer a variety of products such as regular farm produce in form of farm based cuisine, open animal trainings, picnic facilities and sufficient flexibility to try out a variety of them (Mutunga and Rij, 2004).

Farm tourism is also distinguished by its very distinct gender focus, being normally run by the farmers' wives (Nilsson, 2001). Some Austrian investigation indicated that women have a double or triple role in the division of labour at the farm, with 81% of the women involved in tourism also participating in farm work and most in household work as well (Derni, 1991). This explains the possibilities of female farmer engagement in multiple applications without necessarily requiring extension or change of the production factors. According to Girauld (1999), gender rather than diversification and agricultural crisis in focus is the motor for development of farm tourism. Girauld (1999) further argues that what is happening in farm tourism enterprise in Europe (reception of tourists, serving meals, offering excursions and other activities) is not perceived in the same way by husband and wife even if the circumstances and outcome are the same. The understanding of agro/farm tourism came in handy, while considering the focus on smallholder farmers as the units of detailed analysis in view of examining the available possibilities within their main domain-agriculture.

### **2.1.6: Synthesis of the tourism typology and functional relevance**

Recent studies have begun to question the positioning of conventional tourism and ecotourism as two conflicting and mutually exclusive tourism paradigms (Kontogeorgopoulos, 2004). Conventional tourism and ecotourism can form symbiotic relationships that allow one to reinforce the other while still allowing the two to exist as separate theoretical ideas (Ayala, 1996; Butler, 1998; Weaver, 1998, 2001a).

Moreover, among those who believe that conventional tourism and ecotourism remain conceptually and spatially discrete, some take it even further, claiming, or at least insinuating, that there exists no operational overlap whatsoever in practice and that ecotourism should therefore be seen as a totally separate 'polar opposite' (Diamantis, 1999) or a functional entity rather than as a subset of the existing tourism industry (Park and Honey, 1999). Nature tourism or ecotourism, on the average tends to have a lower impact on the environment and requires fewer infrastructures than mass tourism (Alderman, 1994).

The large size and high level of comfort associated with some conventional tour operators do not necessarily preclude social and environmental sensitivity (Luck, 2002). Ecotourism is simply an attempt at 'green washing' on the part of conventional tourism operators (Mowforth and Munt, 1998; Wight, 1993) and that ecotourism itself is often no more sustainable or less commodified than its vilified conventional cousin (Ryan et al., 2000; Viviano, 2002; Wearing and Wearing, 1999). Consequently, it is argued that any assessment of sustainability is relative

and socially constructed (Verbole, 2000). But, as Long (1989) puts it, there is often a large gap between the rhetoric of national planning, the policy concerning development of tourism in rural areas and the reality of what happens at the local community level.

Farm tourism on the other hand is a subset of rural tourism and in many ways an incarnation of traits typical to rural enterprises and small-scale with local roots anchored in local traditions (Nilsson, 2001). For rural tourism to contribute effectively to poverty reduction, it has to have a combination of successful national tourism industry, a serious policy environment responsive to rural tourism, an attractive rural setting and many years of experience in attracting tourists (Holland et al., 2003).

As observed in a study on rural tourism development in Slovenia and elsewhere, this is a negotiated process where different actors involved in the on-going development process see it from genuinely different perspectives. Consequently, it is argued that any assessment of sustainability is relative and socially constructed (Verbole, 2000). One of the main strategies is to identify ways of encouraging the diversification of rural economic activities; a process that brought with it the notion that tourism could be used to help revitalize rural environments and communities (Verbole, 2000). On the other hand, Nilsson (2001) further argues that farm tourism is a subset of rural tourism and in many ways an incarnation of traits typical to rural enterprises.

Understanding of the tourism typology and functional attributes benefited the current study immensely in terms of clearly identifying what models of tourism could prevail in the study area, as well as ascertaining the degree of utilization of the tourists' resources available. From the just concluded review, most of the tourism types interrelate in that they share functional attributes which would ease co-location or development of mutualistic patterns in order to optimize acquisition and optimization of benefits from CBT. The literature also clearly proved that the many types of tourism are feasible in the study area, which is considerably supportive of development of various tourists' products which could either be specific to the resource and type or cutting across the scope of the different types. Articulated knowledge of the different types of tourism, levels of successes by type and typical constraints experienced elsewhere, which is in line with the proposed try outs in the current study. Arguably, different forms of tourism interrelate and share some commonality at community level, a factor given prominence in this study through discussions under community based tourism.

#### **2.1.7: Community based tourism**

Rural areas could be defined as those characterized by relatively low population densities and small settlements widely spread apart, with land use dominated by agrarian, forestry and fisheries activities and having unique structures, traditions and heritage different from the traditional societies of the countryside (OECD, 1994). Rural tourism is farm based, located in the rural areas, functionally rural, rural in scale, traditional in character, sustainable and of many different kinds (OECD, 1994). Occurring in the countryside, rural tourism is not confined to

urban areas but spills out into the rural set ups that are difficult to define. Rural tourism encompasses farm based holidays with special interest in nature and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and in some cases ethnic tourism (OECD, 1994, 2004; Varbole, 2000; Nilsson 2001; Wikipedia, 2007).

Agriculture has an important role to play in rural tourism though it is one of the facets amongst many and may be of greater or lesser importance depending on local, regional and national circumstances. Diversification into tourism will universally 'save' the farming community. As such, community based tourism refers to a mix of a variety of the other tourism types and assumes the form and functional attributes of its closest relative based on the circumstances. Knowledge of CBT is therefore necessary in advising the packaging of the tourism type relative to the available and expendable bio-geophysical resources.

## **2.2: The principle of sustainability and its application in tourism**

According to SNV (2003), sustainable development of tourism is a 'balanced target group' oriented development strategy, involving socio-economic development and economic empowerment through increased income generation possibilities. It also involves local participation, socio-political empowerment, economic and ecological sustainability, socio-cultural consciousness and improved gender equality. Sustainability in tourism has to do with utilization and accrual of optimal benefits from tourists' resources currently, without compromising the abilities and

possibilities of the future generations to optimize use of the resources in most profitable manner.

### **2.2.1: The principle of sustainability**

In many countries, degradation of natural resources and environmental problems associated with 'modern' agriculture have helped to put sustainability firmly on the political agenda, resulting to adequate social organization as a prerequisite (Engel, 1997). Studies in tourism development carried out in a specific locational context can contribute to (a), an understanding of how many aspects of the development process are negotiated at the local level and (b), the actual development of tourism that can benefit local communities (Verbole, 2000). The idea is not to focus on how tourism can succeed, but how communities can be "assisted" in finding a balance in a rapidly changing world (Wearing and McDonald, 2002).

According to Nash (2001), tourism facilitates sustainable development in that 50% of the park entrance fee in Madagascar is allocated to development projects, while in Kenya, wildlife and tourism industries were estimated to have employed over 55,000 people by 1994. As the tourism activity in a destination expands, social, cultural and environmental costs increase (particularly once the carrying capacity of the destination is exceeded), initiating a decline in its visitor rate (Ikiara and Okech, 2002). A related framework for analyzing the impact of tourism on the environment is 'life cycle analysis', in which a tour is divided into different stages such as decision over travel, sorting out of offers, actual travel, accommodation, catering and leisure activities (Miller, 1997). Understanding such components of a

tour could be used to package optimally beneficial tourists' products that enhance user of the resources currently, without compromising the accruals of the future. The framework also brings out negative effects of tourism as to include trail (soil) erosion; air, noise and water pollution; littering; decreased diversity of flora and fauna; and aesthetic degradation as concluded by Williams (1997), which could in essence be tackled to ensure development of a tourism mix that ensure long term benefits.

Ecological sustainability is not just a problem of natural resources but one of human, or better, a social problem (Engel, 1997). An achievement of ecological sustainability is intrinsically and fundamentally linked to human actions and the type and level of social organization coordinated to achieve the desired survival (Engel, 1997). Efforts made to mitigate environmental impact of tourism in Kenya can be broadly divided into policy interventions through enactment of broad based policy instruments and industrial initiatives through formation of associations and management committees (Ikiara and Okech, 2002). Community based tourism is essentially threatened by the socio-cultural concerns with respect to the target community and the application of community based management options, which has this far not been articulated by the available literature. Sustainability also considerably edges on social construction where the target community has to clearly identify their roles and responsibilities as well as the extent of delivery of such commitments so as to effectively engage in CBT as a community project.

### **2.2.2: Sustainable tourism development and environmental protection**

An ideal tourism is one which is socially, culturally and environmentally sustainable (WTO, 1998). It is increasingly recognized that ecotourism activities can cause adverse ecological impact particularly if they are not properly managed or if they involve tourist numbers beyond the limits of acceptable charge (Neto, 2003). The WTO (1998) further defines sustainable tourism as the one that meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future. It also recognizes that as the tourists' population increases, social, cultural and environmental costs (such as crime, prostitution, cultural dislocation, pollution and biodiversity loss) increase, particularly once the tourism carrying capacity of the destination is exceeded (Ikiara and Okech, 2002). Draft international guidelines on sustainable tourism by the Convention on Biodiversity states "to be sustainable, tourism should be managed within the carrying capacity and limits of acceptable charge for the ecosystem and sites, and to ensure that tourism activities contribute to the conservation of biodiversity" (UNEP, 2002a). Weak and strong variants of sustainability exists in that weak sustainability assumes perfect or high degree of substitutability between natural and man-made capital, while strong sustainability requires environmental protection or non-declining stock of natural capital over time (Collins, 1998).

EARTHSCAN (2002), on one hand argues that environment and natural resource management is largely the preserve of Nation State, while on the other, economic growth is necessary in order for environmental quality to be maintained or improved. In Kenya for instance, vegetation has been degraded, wildlife behaviour

(including feeding, mating and migration) disrupted and pollution has generally been widespread in the game parks that form the prime motivation for 70 – 80% of all tourists who visit the country (Ikiara and Okech 2002). Sustainable tourism development enhancement strategies includes (1) small-scale tourism instead of mass tourism where mass tourism encompass large populations of tourists without due consideration of the capacity for the host resources to sustain such populations, (2) mass tourism organized into integrated resort developments where close and precise mapping of tourists' groups are targeted to specific areas with clear delivery of the desired products, (3) mass tourism that is spatially dispersed and (4) tourism with greater local participation that consumes more local than foreign products and services (Collins, 1998; Weaver, 1999). In the latter case, promotion of the agricultural production systems seen as a clear benefit in the current study is ensured due to the changing or basically appraised demands of the tourists visiting a given locality.

The new Kenyan government policy on tourism focuses on conservation and utilization of tourism resources in a sustainable manner. It also focuses on conservation of environment, preservation of scenic beauty and provision of visitor education on available resources and their interdependence. The policy places particular recognition and emphasis on establishment of active partnerships with stakeholders in tourism and respect of their rights as well as equitable distribution of tourism benefits. The respect for the local community and safeguarding of their customs and culture in tandem with other economic sectors is promoted by the

same policy (Ikiara and Okech, 2002). Earlier on, it was noted that policy implementation is lethargic (Ikiara, 2001a).

There is increasing agreement on the need to promote sustainable tourism development intended to minimize environmental impact and to maximize socio-economic benefits of tourists' destinations (Neto, 2003). Scholars argue that unless specific policy measures are taken, the costs towards environmental degradation and good environmental governance are not reflected in the market place, but are socially borne either today or in the future (Andersen, 2007). In other words, maximization of human well-being for today's generation, leads to a decline in the well-being of the future generation (Andersen, 2007).

Global partnerships for sustainable development should encompass both environmental and economic development issues (IGES, 2001). That explains why the Institute for Global Environmental Strategies (IGES, 2001) maintains that without stable economic development; people's basic needs cannot be satisfied in which case there will be no capacity for protecting the environment. Transition towards mass tourism is associated with increasing environmental stress (UNEP, 2001), while in Kenya, mass tourism has cheapened the product and hurt the environment. Understanding of the implications of tourism on the environment was substantially useful in the design and strategic focus of this study, which clearly proposes a shift in the outlook and composition of tourism from the narrow beach and park focus to a widened scope as to encompass all constituent forms of CBT.

### **2.2.3: Sustainable community based tourism**

Sustainability depends on keeping the values, vision and concept in focus (ICA, 2004). It is as such grounded in the principles of community ownership, maintained support to initiative and community commitment (ICA, 2004). One of the main strategies is to identify ways of encouraging the diversification of rural economic activities; a process that brought with it the notion that tourism could be used to help revitalize rural environments and communities (Verbole, 2000). In the context of the United Nations, sustainable development, sustainable tourism refers to tourist's activities, leading to management of all resources in such a way that economic, social and aesthetic needs could be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (UN, 2001).

Sustainable initiatives are participatory approaches that provide a process of decision making, while embracing a full range of consequences and accountability to public (WTO, 1998). The WTO, (1998) envisages sustainable tourism as leading to management of resources with an aim of fulfilling economic, social and aesthetic needs, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. That is to imply that sustainable tourism encompasses ecological, economic and socio-cultural containment.

According to SNV (2003), sustainable tourism comprises of socio-economic investment and development, local participation (social and political empowerment) economic and ecological stability, socio-cultural consciousness and

gender as the main goals. However, there is every reason to believe that the same factors responsible for increased international travel have also been operating to raise Kenya's tourism and will sustain this process (Mitchell, 1971). Sustainable tourism has to have rural development initiatives, support agricultural development, environmental preservation/conservation and build capacity for civil organization of the actors for collective monitoring and gain (Mitchell, 1971). A study from Slovenia indicates that local communities are not necessarily homogeneous in terms of their resources, interests, needs and views on rural tourism development, as they also do not benefit equally from the development of tourism (Verbole, 2000).

The definition of sustainable tourism closely relates to the UN definition of Sustainable Development (SD), which is "development that meets the needs of the present without compromising the ability of the future generations to meet their needs" (WCED, 1987). If local people cannot benefit from conservation, there is likely to be encroachment on and degradation of the environment (Ikiara and Okech, 2002). Sustainable community based tourism therefore should be one that provides income to the local communities instead of leaking it to non-local investors ([www.world-tourism.org](http://www.world-tourism.org) , accessed in August 2006), through actual participation of the rural communities in the tourism undertakings.

#### **2.2.4: Management of community based tourism**

Community based tourism planning would not only introduce new management tools, it would also introduce a 'language of management' and new ways of

thinking. On the positive side, this may enable the communities to communicate and enforce opinions towards outside influence (Wearing and McDonald, 2002). In the light of the concepts of power/knowledge, it is meaningful to regard the tourists' destination site as an interactive space – a continuous process where different social values meet and new meanings are created (Wearing, 1998a). Each individual meaning will be constructed according to the tourist's own cultural and social background, the purpose of the visit, the companions, preconceived and observed values of the host culture, the marketing images of the destination, and according to Wearing (1998a), all the relationships of power between visitor and within the host culture.

The 'interactive space' is a place where institutionalized beliefs, worldviews and intuitions come into play. New meanings do not just 'happen' in the interaction between people, as the most orthodox interactionists theories might claim (Wearing and McDonald, 2002). Undertaking preliminary research before entering into a formal planning process would provide a forum for sharing knowledge and developing relationships based on trust between intermediaries and community members (Wearing and McDonald, 2002). A development agent within a CBT set up is more a catalyst or a facilitator than an independent initiator, presenting ideas but not issuing orders, encouraging rural and isolated area initiatives, but not organizing people around his or her preconceived ideas of what is best for them (Connell, 1997).

Foucault's (1980) concepts of power/knowledge and governmentality has sought to develop an alternative understanding or 'way of thinking' about the interaction of two very different worldviews, while Wearing and McDonald (2002) has explained how these 'regimes of truth' can be better aligned and made compatible. We begin to understand what constitutes relations of power in that 'power is everywhere not because it embraces everything, but because it comes from every where' (Rouse, 1994). In other words, power is with the people and therefore spread across the domain of the people. Governmentality, according to Foucault (1980), is largely a question of 'how people govern themselves and others through the production and reproduction of knowledge'.

In that light, governmentality opens space for heterogeneity; at any time, more than one programme, for example tourism, may exist and be founded in its own rationality (Rose, 1989). Ultimately, the success or failure of 'appropriate' or 'sustainable' tourism programs lies more substantially in the power of actors at the concept application levels either as key players or facilitators and the target community as opposed to the power of tourists. This understanding about power in tourism can assist in the re-thinking of tourism development and can perhaps contribute to the formulation of innovative tourism policies (Cheong and Miller, 2000), which might help in better packaging of the products.

### **2.3: Agriculture, innovation and community based tourism**

In some areas, low input and small scale agricultural activities that result in both attractive environments and the maintenance of high level biological diversity can

offer an opportunity for tourism (FAO, 2001). This principle is supported by the fact that the very livelihood of the local actors may depend on their efficient use of the resource system over time (Bradley and Lowe, 1984), based on the resource types and availability.

### **2.3.1: Agriculture and farming**

The existing wealth of agricultural biodiversity results from thousands of years of careful breeding and development by smallholder farmers, which in turn provides the basis for food security in most developing countries (EARTHSCAN, 2002). Traditionally, agriculture, forestry and fisheries were central to rural life. They were the major employers of labour, the main sources of income within the rural economy and indirectly had a powerful influence on traditions, power structures and life styles (OECD, 1994). Under the European agricultural policy, a new type of agriculture is practiced, which is multifunctional and involves promotion of income generating activities, environmental conservation and land management (IFAP, 2000).

Certain key components of sustainable agriculture such as adequate income, reduced dependence on chemicals, cost internalization and movement towards modern ecological farming are essential for a multifunctional agricultural culture (EARTHSCAN, 2002). The small-scale agriculture in Kenya is characteristically subsistent, small in holding and predominated by resource poor rural farm families. According to the Strategy for Revitalization of Agriculture (GOK, 2004), agricultural production in Kenya is carried out on farms averaging 2 – 3 hectares

mainly for subsistence and commercial purposes. Among the 56% of the Kenyans living below the poverty line, smallholder farmers and pastoralists account for about half of them (GOK, 2004). Available statistics indicate that 50.6% of this category of Kenyans lack access to adequate food and even the little that they get is of poor nutritional value and quality.

### **2.3.2: Dynamics in smallholder farming**

Functions of sustainable agriculture include maintenance of healthy land and clean water, soil fertility, genetic diversity, habitat preservation, carbon sequestration, flood control, on farm employment, open space recreations, renewal opportunities as well as protected green belt and wildlife (EARTHSCAN, 2002). These cannot be possibly achieved without communication which plays an important role in involving social interactions related to constructing, anticipating and attributing meaning to experiences and to information about events and ideas (Engel, 1997). Marmont (1990) posits that the countryside consists of overlapping social spaces with their own logic, institution and network of actors, all the more why appropriate engagement is crucial. Diversification into rural tourism is frequently held as a potential panacea for agriculture's ills, implying that its introduction should be preceded by a comprehensive study of its feasibility (Mutunga and Rij, 2004). In this respect, if tourism programmes are in place, total or partial failure in agricultural production would not leave the rural communities with absolutely no alternative relative to income sourcing, but would instead cushion the deficit.

Strauss and Cobin (1990) argue that studying issues of change should involve in-depth investigation and incorporation of (social action) interaction, as this varies over time in response to changes in condition. There is no doubt that in some areas and for some businesses, tourism can be valuable. However, there are serious problems in its universal application relative to the varying levels of demands for its application in time and space (OECD, 1994). According to Mitchell (1971), Kenyan agriculture produces a full range of temperate as well as tropical products most of which would meet the demands of tourists, majority of whom are of temperate origin. In this respect, the Kenyan highlands produce temperate fruits which would satisfy skeptics who would rather make comparisons between home grown and far way produced fruits relative to tastes.

### **2.3.3: Agriculture and innovative transformation**

Innovation in agriculture is a socially constructed process among a variety of actors who are in one way or the other, stakeholders in the process (Engel, 1997). According to Rolling (1988), the knowledge systems perspective recognizes the importance of incorporating a more comprehensive view of 'human agency' in our thinking about innovation, since people know that they are intrinsically related. This metaphor also emphasizes the socially constructed context of human behaviour, where actions are not only discursive, yet discourse plays a very important role. Many actions are 'dramatized' to increase impact through people facing personal and collective challenges; which they try to cope with, initially without knowing whether or not their efforts may eventually be successful in the eyes of their audiences and critics (Engel, 1997). However, due to changing

discourses on the role of rural and isolated area communities and the increased availability of economic access, there are expanding opportunities for these communities to explore tourism as a business (Wearing and McDonald, 2002).

According to Verbole (2000), tourism can be used to revitalize rural communities as a way of encouraging diversification of rural economic activities, as it is a potential source of income generation in the countryside. Such a perspective suits the purposes of studying social organization of innovation based on the principle and actual practice that 'everybody depends on everybody else to make innovation work' (Engel, 1997). Scholars argue that introduction of tourism or tourism planning into rural and isolated areas has a profound bearing on the social organization and decision-making process in the respective communities (Wearing and McDonald, 2002). In an evaluation of social organization of innovation, Engel (1997) concluded that innovation could be seen as emerging from interplay in and between diverse social practices, with social actors, each belonging to one or several social practices in their daily struggle come to grips with the demands of their socio-natural environment, build and maintain interactive relationships in order to increase their chances for improvement.

According to Gufstafson (1993), development is not just economics or sociology or technology, but the way humans act and relate to each other and this creates history. Hard system thinkers use their systemic images to modulate human action as simplified representations of real world wholes (Rose, 1989). Models are used to create formal representation of the system to be investigated which is easier to

study than the system itself (ILRI, 2002). According to Engel (1997), an innovation process itself could be understood as one of unending social inquiry safe for the governance and leadership in complex innovation theatres, where choices about direction are seen to emerge from social struggles, negotiations and accommodations among stakeholders. While developing a much more comprehensive conceptualization, various scholars (Berry, 1977; Beal et al., 1986; Nilsson, 2001 and Rose, 1989) have continued to describe the innovation process as the process from invention to diffusion, a premise that made significant contribution to the study in the sense that it enabled an evaluation of the process through which rural based innovators would package their engagement processes for successful investment in CBT.

#### **2.3.4: Social organization of innovation**

Social and technological innovations go hand in hand as 'technologies' stem from and also affect the way we act and think. Moreover, if we accept that humans have the ability to reflect upon and learn from their experiences, social development, technological development and learning are intrinsically related (Engel, 1997). However, collective human action is more than and fundamentally different from the sum total of individual activities.

According to Suchman (1967), validity is taken to mean the degree to which any measure or procedure succeeds in doing what it purports to do. Based on perspectives, the validity of the theoretical constructs designed to help achieve an understanding of the social organization of innovation processes mainly depends

upon its effectiveness in bringing out relevant issues. This suggests that in designing useful interventions, we will need to focus on the quality of the process rather than looking only at the outcomes of innovation-related processes (Engel, 1997). The concept of power in an innovation process relates not only to the ability to influence others, but also the strategies and means that the various actors use to negotiate the most favourable terms for development (Bernstein, 1978).

Engel (1997) proposes that a methodology related to intervention in the social organization of innovation will have to remain 'manageable' with regard both to time span and participants. Given the complex and appreciative character if such an intervention was to be useful, tangible objectives and specific choices with respect to timing and participation will be needed. This is feasible in due utilization of what Neto (2003) considers to be important linkages existing within the informal sector, which could generate positive multiplier effects to poorer groups that rely on the sector for livelihood.

Pursuant to the foregoing, the process, inputs, outputs and procedures of the organization approach itself must be defined, whereby change-on-purpose is propelled by the individual and the collective intentions through application of the governmentality principle as defined by Foucault (1980) to mean how people govern themselves and others through production and reproduction of knowledge. This principle was particularly useful in developing the design and management style of the preferable model of community based tourism, for the smallholder farming community.

## **2.4: Participation in community based tourism as an option**

It has been argued elsewhere in this thesis that sustainable rural tourism development cannot be achieved without the full support of the rural community that it will affect. The magnitudes of tourism impacts depend on the intensity of tourism development and use, resilience of the ecosystem, long-term versus short-term tourism planning and the extent of modification of the tourism sites (Cohen, 1978).

### **2.4.1: The need for participation**

Accordingly, the International Federation of Agricultural Producers (IFAP, 2000) argues that beyond the micro-enterprise level such as farm processing, some initiatives have grown up in fields such as development of tourism, through establishment of appropriate facilities or creation of jobs in the field of environmental conservation. In Kenya, substantial attention is now directed at the impact on the environment, particularly in the National Tourism Master Plan, with forms of tourism that contribute to conservation of environment being favoured (Ikiara and Okech, 2002).

Generally, in knowledge systems thinking, the definition of processes of innovation is associated with the use of 'diffusion of innovations theory' (Beal et al., 1986). This tradition as articulated in the sixties and early seventies by Rogers and others, defines an innovation as 'an idea, practice, or object' perceived as new by an individual. It matters little, so far as human behaviour is concerned, whether or not an idea is objectively new. If the idea seems new to the individual, it is an

innovation (Rogers and Shoemaker, 1971). Later on, a distinction between an innovation of an idea and a 'technology' was made as a design for instrumental action (Rogers, 1986). According to Lindblom (1990), 'no one ever decides on each series of interim solution that emerge' in grappling with complex social problems. From analysis of several different case studies, Engel (1997) concluded that innovation is a social rather than solely an individual process, in that each participant consciously or not, contributes a specific piece to the 'jig-saw' puzzle called innovation. Innovation according to Engel however does not entail investment but uptake and up scaling of technologies. Pursuant to the current study, smallholder farmers would have to be engaged in a community based income generating venture, where individuals would have to make specific resource commitments towards realization of the venture, which is not described in the available literature.

Most innovations at the community level fail because the target community or those who have the greatest role are not effectively involved. However, the intensity of people's involvement is based on their individual aspirations (ICA, 2004). Community Based Tourism's survival will to a great extent depend on the levels of promotion of mutual trust, reciprocity, unwritten and unspoken agreements about societies rules and social cohesion (OECD, 2004). Local people are not passive recipients of the consequences of rural tourism development policy, but are instead capable of making the most out of a given situation (i.e. initiating a developmental project through the bottom-up approach) (Verbole, 2000). Consequently, it is prudent to argue in the current study that any assessment of

sustainability ought to be relative and socially constructed. Pursuant to this fact, continuous probing of relevant volitions (ways of making sense out of possible means and ends), propositions (feasible alternative proposals to achieve those ends) and conditions (social and/or natural constraints) seems to be one very important element of networking for innovation in agriculture (Engel, 1997).

#### **2.4.2: Smallholder farmer participation in community based tourism**

Innovation processes may never be the outcome of solely intended actions. However, Wearing and McDonald (2002), argue that due to changing discourses on the role of rural and isolated communities and the increased availability of economic access, there are new opportunities for these communities to explore tourism as a business. But networking for innovations is 'purposive in a more general sense – showing purpose and determination' (Hornby, 1974) – even when it is not aimed at a specific object or result that can be defined in advance.

According to Engel (1997), characteristics of networking for innovation include; 1) creation of joint learning opportunities among social actors who perceive each other as relevant to their concerns related to the innovation, 2) probing of relevant volitions, propositions and contexts, 3) pooling energies and, 4) often but not necessarily, other resources to implement particular innovation strategies. Such arguments indicate that there must be consensus building prior to joint venturing. However, Engel falls short of explaining joint venturing with respect to investment, which was the focus of the current study. It therefore is logical to deduce that recognition of the importance of each player in community based tourism as

opposed to treating the host rural community as the 'other' and tourists' views, concerns, intuitions and needs as 'superior' would be strong building blocks for the growth process.

Involvement in tourism should be based on a critical analysis of both the opportunities of tourism and its ability to support the main target groups (SNV, 2003). The prime focus of Community Based Tourism should be the poor, discriminated rural people. However, the interest of various social groups and the resultant interactions should be properly considered and addressed. To this end, both the rural poor and the stakeholders must benefit from the tourism programme. It should also lead to preservation of the intellectual property rights, encompassing protection of traditional knowledge, innovations and practice of indigenous and local communities that are developed and passed to the conservation and sustainable use of biodiversity (EARTHSCAN, 2002).

### **2.5: Socio-economic empowerment through appropriation of bio-geophysical resources**

Bio-geophysical resources cut across the scope of tourists' resources possibilities relative to what a given locality could offer. Socio-economic empowerment of a given community through their participation in CBT implies accrual of a variety of benefits to the community through such participation, which the current study purposed to identify and qualify. Empowerment has to do with power bestowed in knowledge and information to a community and application of the same in various spheres of life.

### **2.5.1: Enlightenment and power/knowledge**

Following the notion of power/knowledge and governmentality according to Foucault (1977), the way we perceive the world shapes the way we act towards it. On the other hand, Wearing and McDonald (2002) argue that the relationship between intermediaries and rural isolated area communities must take relations of power and knowledge into account when planning and designing programmes for tourism. Power and knowledge directly imply one another; there is no power relation without the correlative constitution of a field of knowledge, nor any knowledge that does not presuppose and constitute at the same time power relations (Foucault, 1977). In this light, the exercise of power is determined by the knowledge of every agent in the relationship.

Knowledge lays the foundations for new strategies and actions, which in turn creates new knowledge, as the individuals each obtain new experiences in the strategic process. The current study basis its proposition that CBT would be useful to the concerned community so long as the community is able to articulate the requirements for the investment. In this respect, a widespread view among the membership will ease time wastage in adopting CBT as an income generating activity, without which time wastage will be apparent as the different schools of thought try to interpret the underlying issues.

According to Foucault (1980), the effects of power should not be described in negative terms. In fact power produces; it produces reality; it produces domains of objects and rituals of truth and power is grounded in knowledge (Foucault, 1977).

In the light of the concept of power and knowledge, it is meaningful to regard the tourist destination site as an interactive space - a continuous process where different social actors meet and new meanings are created. Accordingly, Wearing (1998a) posits that each individual meaning will be constructed according to the tourists' own cultural and social background, the purpose of the visit, the companions, preconceived and observed values of the host culture, the marketing images of the destination, and above all the relationships of power between visitor and within the host community. However, Wearing and McDonald (2002) further argued that instead of viewing tour operators as direct intermediaries in community based tourism planning, they should rather be viewed as facilitators – sources of information that eventually can be utilized and transformed into knowledge by communities themselves.

There is no evidence that market-based instruments have succeeded in improving or maintaining environmental quality at any major tourists' destination, while command and control instruments are characterized by enforcement problems (Collins, 1998). There would however be no need for enforcement where the community is already empowered to take up the available options through knowledge enhancement. Reducing poverty is also inextricably linked to reversing environmental degradation and keeping intact the life support mechanisms of the planet (IGES, 2001), which on the other hand may not occur if the concerned communities are not sufficiently empowered. According to the WTO (2002), environmental sustainability of ecotourism encompasses contribution to conservation of natural areas, committed social development and support for

endangered communities. Communities are regarded as endangered if they live under severe conditions where life support mechanisms are inextricably linked to poverty.

### **2.5.2: Biotic and abiotic factors in community empowerment**

Promoting preservation of biodiversity is in line with UNEP (2002b) Article 1 on the conservation of biodiversity. This article has the objective of conserving biodiversity, sustained use of it and equitable sharing of benefits arising out of utilization of genetic resources in line with the 1992 Rio de Janeiro resolutions. Maintaining the productivity and integrity of ecosystems and concern for the people is a growing concern (FAO, 2003). The Kenyan Environmental Management and Co-ordination Act (1999), which became effective in January 2000 confers on individual Kenyans the right to a clean and healthy environment and provides for environmental audits and monitoring of activities likely to significantly affect the environment.

After beaches and coastlines, mountains are the most popular tourist attractions, accounting for 15-20% of world tourism and generating USD 70-90 billion annually in tourism revenue (People and the Planet, 2000; 2001). Seven of the 14 key biodiversity hotspots identified in the tropics have at least half their area in mountains (Ikiara and Okech, 2002). Presence of mountains in a given locality is therefore an added advantage towards development of tourism products.

### **2.5.3: Empowering factors for social change**

The foregoing discussions on empowerment indicate that knowledge and relevant information cause decisions to be made. In other words, rural communities will require some understanding of the resources lying within reach so as to focus on and realize their utilization. As such, empowerment has to do with access to and utilization of productive resources (IFAP, 2000). The bio-geophysical factors defining the living conditions of various communities dictate what is available for use in empowerment. Underdeveloped technology, low financing, lack of infrastructure and difficulties in changing cultural and traditional practices compound problems of access to productive resources in Africa (IFAP, 2000). Such barriers could however be overcome through dynamism in line with formation of operational groupings or legal coalitions, through which investment decisions could be easily made.

According to Rogers and Shoemaker (1971), social change was conceptualized as a process including three sequential stages viz; invention, diffusion and consequences. While developing a much more comprehensive conceptualization, Roobeek (1988) continues to describe the innovation process as the process from invention to diffusion. Power is not something that is acquired, seized, or shared, something that one holds on to or allows to slip away', and/or that 'power is employed through a netlike organization' (Rouse, 1994). The need to empower rural people through their engagement in tourism activities therefore becomes paramount. However, it is worthy noting that where rural and isolated area people are used as guides under conventional tourism, they are paid minimal salaries in

contrast to the profits made by the investors and owners. This leads to negative power or disempowerment, which in essence negates the principle of CBT.

The complex communication networks which emerge from such strategies as well as from more spontaneous interactions among actors can be seen as 'value-added' networks: they help integrate different strands of knowledge and information into new lines of thought, action and reflection (Engel, 1997). Following Foucault's (1980) notion on power/knowledge and governmentality, the way we perceive the world shapes the way we act towards it. As such, it is therefore in order for Wearing and McDonald (2002) to argue that the relationship between intermediaries, rural and isolated area communities must take relations of power and knowledge into account when planning and designing programmes for tourism.

#### **2.5.4: Community economic empowerment**

Tourism is often identified as the most promising driving force for the economic development of less developed countries and regions endowed with areas of natural beauty, because it offers them valuable opportunity for economic diversification (Neto, 2003). Several ranches in Kenya for instance, have been licensed as game sanctuaries and therefore do receive tourists of rich origin, though it is not clear how the rural poor in the vicinity of those sanctuaries accrue benefits from such interactions. According to Honey (1999), little sharing of such resources with the local community is evident, as information is not available on how many people visit those ranches and the resource sharing mechanisms are either vague or non-existent. Management of some tourists' resources is entrusted to local authorities,

which are invariably poorly run and characterized by corruption. As such, benefits' sharing or distribution of tourism profits has been constrained by the lack of accountability and corruption, cronyism and inefficiency in some of the already existing efforts (Honey, 1999). Social investment would be protected through ensuring that the power rests on the wider ownership spectrum, in this case the community, a concept whose design this study evaluated with lots of interest and made recommendations on the structure and function.

Power is exercised through an agent's actions only to the extent that those actions remain appropriately aligned (Rouse, 1994). Agents under the farming community environment include all the actors who coexist within the environment and whose perspectives, intentions and actions are supportive of the communal goal. Farming communities cannot possibly have highly improved livelihoods without embracing increased diversification of economic activities in form of support from non-farm sources for increased human welfare (IFAP, 2000).

Economic growth, used as a proxy for measuring human welfare could also effectively qualify to measure empowerment. When new information is presented to them, a complex strategic process is sparked on, in which new knowledge is produced. Yet, in accordance with Foucault's (1980) understanding of power, the communities do not cease to 'have' power, because their way of governing is inspired by new information and knowledge. As such, power is exercised in relation to the obtained and recreated knowledge.

## **2.6: Marketing of the tourism products**

Marketing is a problem for small businesses especially for small-scale tourism, although lack of experience in the field could also contribute to poor performance (Nilsson, 2001). The expectation that communities could organize and possibly realize their own marketing systems is ambitious because marketing is a professional undertaking. Market has been cited as a major challenge for rural tourism entrepreneurs, especially where links with private operators as well as national tourism organizations are weak (Holland et al., 2003). Arguably, marketing of tourism is an externally induced business approach as joint business efforts by the local and international protagonists, to adapt available natural, cultural and socio-economic endowments to new opening in addressing the upcoming challenges (Levi, 2003). This is true because relevant bio-geophysical resources in any given locality may far outstrip the capacity of the community to both conceptualize and develop a sound marketing process.

Accordingly, Mitchell (1971) noted that there are many Kenyan resident entrepreneurs with contacts in tourism as well as knowledge and skills required to launch progressive tour operator businesses. Those entrepreneurs may however turn out to be fairly expensive to the rural communities and some times lack in patience to take them through development of relevant products and marketing strategies. This could essentially be associated with the low levels of discovery and therefore utilization of the tourism potential. Levi, (2003) further proposes that the merchandise could be offered, presented and explained by the very community that produces it, in an attempt to rebuild and sustain the image of the intervention. This

proposition clearly addresses the fact that in developing countries, the coverage of social and economic issues is broader (Font and Bendell, 2002), a proposition the current study evaluated and made conclusions on.

A number of issues need to be addressed by tourism in order to enhance its contribution to poverty alleviation including; commitment by the tour companies to help in the development of complementary enterprises through technical support, marketing support and access to credit by the rural poor. In separate studies, Gannon (1994) and Kiesel et al. (1990), cited problems experienced in the rural areas as to include economic growth, diversification and stabilization, produce marketing and limited targeted social contacts among others.

In addressing rural community tourism products' marketing, it is important to recognize the need for formation of local associations to unite the entrepreneurs for the purpose of managing collective assets, although it might require substantial investment besides direct training of individual entrepreneurs. Ashley et al. (2001) further noted the need for improved association between individuals and groups with integration of CBT as another community programme to increase and improve sharing of benefits through collective action in acquisition and marketing. Pursuant to the above proposition, Mastny (2001) notes that the trend in global tourism tends towards mergers, consolidation and multinational corporate ownership, a strategy that the study keenly evaluated in the concept of community based tourism.

## **2.7: Knowledge Gap**

The available literature did provide the study with enormous information safe for some exhaustive guidance on the elaborate legal opinion and institutional arrangements for community based tourism as to clearly define the structures, systems, procedures and management style needed to enhance effective community participation in a CBT programme. It also did not categorically elaborate how best the bio-geophysical (human and environmental) resources could interact to bring forth organized resource quantification and distribution mechanisms, capable of ensuring equitable socio-economic enhancement and fair play. Further on, there was very little mention of the tourists-smallholder farmers' interactions to elaborate what operational arrangements are needed for enhanced tourists' participation in the on-farm activities or mingle with the rural communities effectively. The study therefore clearly identified the above gaps and purposed to address them as exhaustively as it was possible.

## **2.8: Theoretical and conceptual framework**

The study made use of some theoretical interpretations to enhance conceptualization of the envisaged actions and process in the study. The conceptual framework was therefore derived from the reviewed literature, knowledge in the subject and contributions from the theories used.

### **2.8.1: Contributions from the sociological theories and interpretations**

Four theories were used to guide in the interpretation of the subject of the current study, two main ones backed up by some other two recent interpretations that are

relevant to the study. These include the Parsonian (1951) version of the systems theory, Checkland and Scholes (1990) interpretation of systems methodologies and induced innovations, Haralambos' (1985) version of symbolic interactions and Engel's (1997) interpretation of social organizations of agricultural innovations. Proponents of those theories and the phenomenal interpretations assert that stakeholder interaction, development of social capital, proximity to natural and cultural resources, and focus on common good through symbolic interactions combine in one way or another to contribute towards enhancing sustainable utilization of resources.

According to Parsons (1951), a social system is one where two or more social actors are engaged in a more or less stable interaction within a bound environment. Community Based Tourism entails numerous interactions within the confines of the bound environment, in this case the area of operation. Notably, Checkland and Scholes (1990) refer to a system as an image or metaphor of an adaptive whole, which may be able to survive in a changing environment. Systems thinking thus help us to assess the emergent qualities and relevance of an innovation process, as it has enormous potential for stimulating discussions and learning among practitioners (Engel, 1997). The learning process is built around actions whose meaning the actor assign to the various activities. Community based tourism will thus be given the relevant meaning depending on the perceptions by the actors who in this case are the smallholder farmers. Such a meaning both directs the action and derives from it in that all are constructed and negotiated in interaction situations, the outcome of which is a development of the self concept (Haralambos,

1985). The self-concept becomes important in that individuals tend to act in relation to the defined self.

In elaborating systemic images, Engel (1997) asserts that 'systems do not have purpose; they are assigned one'. As such, a declared perspective must precede any description of the purposeful whole, implying that perspectives have to be defined before the correct meaning is articulated. There is therefore need to create an appreciative character of such perspective according to Checkland and Scholes (1990). Interactionism provides that understanding the construction of meaning and the self concept in this regard, the perceptions and perspectives involve appreciation of the way actors interpret the process of interaction (Haralambos, 1985). The study deliberately sought to investigate how actors perceived the context of interaction and the manner, appearance and actions of those others in the same process. From an integrationist's perspective, actions proceed from negotiated meaning as constructed in an on going interaction situation within the confines of the community based tourism.

The study evaluated different models of management of CBT and recommended the most logical one for the smallholder farming community of Meru South district of Kenya. As Engel (1997) elaborates, to gain access to a range of options and insights, social actors have to be involved in building and managing interactive relationships with those they consider relevant to a given process or concern. True to this elaboration, only the community can possibly provide guidelines on how the

tourist resources could be sustainably, equitably and rationally utilized for communal benefits.

Haralambos' (1985) interpretation of interactionism provides that while interactionists admit the existence of rules, they regard them as vague and imprecise and therefore open for negotiation. Engel (1997) further on describes the characteristics of networking for innovations as creation of joint learning opportunities among social actors, who perceive each other as relevant to their concerns in regard to the innovation. Engel further established that a direct relationship exists between quality of networking and the outcome of innovation process, which supports the context in which CBT is designed. Scholars emphasize that innovation processes concerns networking 'meta-practice' or joint performance as seen in an activity in-and-between other social practices. The study exploited the possibility of the build up of a dynamic social context by social actors for joint learning, probing and resource pooling to commendable conclusion.

### **2.8.2: Critique of the theories used**

Though the theories are usefully centered on collective responsibility, they do not exhaustively explain the concept of collective responsibility in the context of community based joint venturing or investment, which may be the overriding determinant of participation in the CBT. Engel explains collective responsibility in line with organization of an agricultural innovation, while Parsons' perspective is rather general. The CBT explored in this study calls for a more seriously binding interrelationships based on the perceived benefits, which theories fall short of

explaining. However, they concur on the need for a system and that it acts on an assigned purpose. The concurrence appears to precisely tally with the main aim of the study which sought to articulate the benefits accruable from the tourists' resources, and through attachment of such meaning then purpose among smallholder farmers, they are expected to attach some value and therefore pursue exploitation for socio-economic benefits. The theories are however useful in the sense that they enable visualization of a community as a social system and guide the study in focusing on community mobilization through assignment of purpose in line with the principle of social organization for innovation.

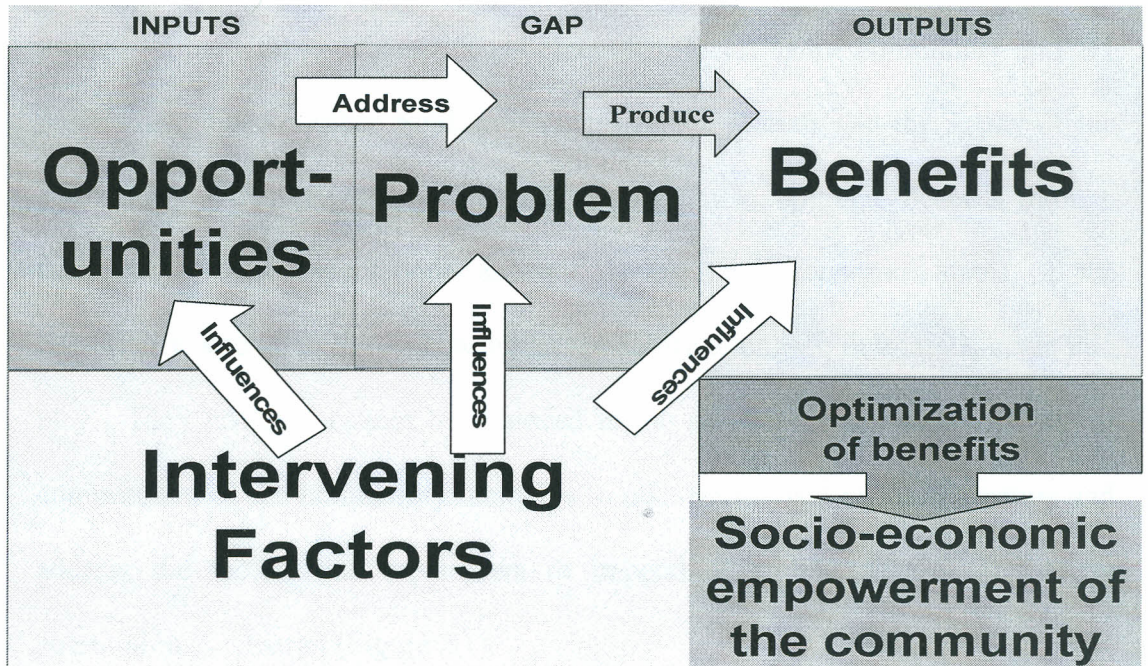
### **2.8.3: The conceptual framework**

The study was conceptualized through due recognition of the high poverty levels in rural Kenya, scarcity of alternative economic activities to farming by the majority smallholder farmers in the countryside as the problem. Availability of biogeophysical resources which could be exploited along side farming to bridge the poverty gap was recognized as were the opportunities for the smallholder farmers. An input-output analysis was therefore conducted to visualize how the entire study could be structured to deliver comprehensive empirical evidence based on community level perceptions on how the potential could be translated into economic gains, through smallholder farmer participation in community based tourism. Briefly, the study identifies a gap, which is the prevailing situation in Meru South district currently.

Within reach of the community membership and located in the district are several varieties of inputs which are affected in one way or another by a variety of intervening factors recognized as to aggravate the problem, complicate exploitation of the opportunities and impact on the benefits relative to ease of realization, quality and quantity. Those factors intervene either to alleviate the situation or to aggravate the same. The output of this process is two fold. On one hand, it reduces the negative effects of the situation while on the other; it produces some results that are beneficial to the smallholder farmers. The cumulative effect of the accrued or the foreseen benefits is socio-economic empowerment of the smallholder farmers of Meru South district, resulting from an ideally created interactive space. The broad themes of the conceptualization are presented in Figure 2.1 below while the detailed conceptualization chart is available as an appendix.

The situation at the community level is characterized by; low on-farm incomes, poverty, few alternative economic activities, ignorance about tourism resources, unquantified potential for tourism, inappropriate models of tourism, under utilization of tourism potential and low community participation in tourism among others (Figure 2.1). These factors describe the gap that exists at the community level relative to the prevailing circumstances and attest to little or no efforts to harness the potential. The study effectively factored this gap as a major contribution to the research problem.

**Figure 2.1: Conceptualization chart**



At the community level, several inputs exist hereby recognized in form of interventions which could be used to exploit the opportunities available to generate extra income from tourism. These include; knowledge and appreciation of the available bio-geophysical resources of the district and the willingness of the community to take charge of exploitation of this potential. Together with that, the knowledge and information available at community level supports development of alternative models of tourism and the inherent ability of the community to enhance utilization of tourists' resources through active participation in tourism (Figure 2.1). Most of those inputs are drivers towards optimization of benefits from tourism, but smallholder farmers have to engage in the accrual process as a prerequisite.

Several factors intervene to either accelerate or impend in one way or another, the process of realization of benefits from such participation as to include but not limited to; the tacit knowledge or enlightenment levels of the community on CBT facilitators. On the other hand, preferences of the tourists and the ability of the community to recognize the same and align them to optimize benefits through delivery of such expectations as well as the socio-economic status of the community, known to have a bearing on the ability to engage in tourism, come into play. They however cannot be achieved in the absence of the relative levels of commitment of the community members to take up tourism as an alternative and address the factors that are known to impend actual exploitation of tourism potential in the district (Figure 2.1).

Safe for the above factors, the study recognizes a number of potential outputs most of which are beneficial to smallholder farmers upon participation in tourism as to include; improved hygiene at household level, increased farm level economic activities, increased income, increased rural employment opportunities, improved physical and service infrastructure, improved biodiversity conservation and optimized utilization of tourists' resources in the district (Figure 2.1).

If the community participation in community based tourism is aimed at optimizing the benefits accruable from such engagements, then the activity becomes an additional economic activity to the smallholder farmer community. The study presupposed that continuous such engagement would increase socio-economic

benefits whose cumulative effects would be realization of socio-economic empowerment of the smallholder farming community of Meru South district.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### **3.1: Site selection and description of the study area**

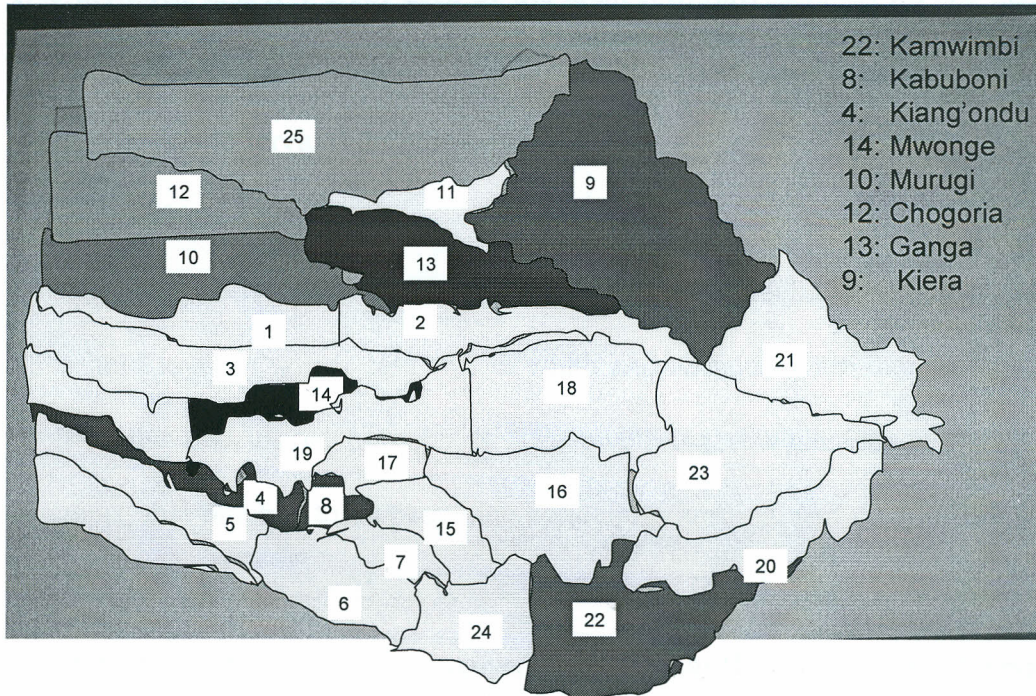
A survey research was conducted among the smallholder farmers in eight locations of Meru South district from September, 2005 to June 2006. Meru South is one of the districts of the eastern province of Kenya, located on the immediate south east of Mt. Kenya and covering a total area of 1,093 km<sup>2</sup>, with an estimated population of about 205,500 people and a household population of 46,984 (GOK, 1999a). The district has predominantly high agricultural potential, therefore suitable for a wide variety of agricultural production systems. Characterized by a rugged terrain, the district is mainly mountainous on the upper parts, sloping to a low-lying plateau on the lower side. A variety of large rivers flow the deep-steep sided valleys, which diminish with the changed slope downwards. There are many waterfalls, some of which can produce up to 50 megawatts of hydroelectric power if utilized, but remain unknown and unexploited for various reasons.

The district is occupied by two sub-ethnic groups of Meru – the Mwimbi and Chuka people – of Bantu origin who are largely cultivators. The agricultural production in Meru South is entirely dependent on rainfall, which is bimodal with long rains falling from March to June/July while the short rains fall between October and December, in such amounts as to qualify the district for placement into the high agricultural potential category. The district is rich in natural attractions which include forests, canyons, large rivers, water falls, bat infested caves, natural bridges, historical sites with interesting backgrounds, beautiful scenic view points

crowned with a wide variety of landforms. With unique cropping systems, most of the common crops grown in Kenya are found here. It is believed that being unique in form and outlook, all the features outlined above could form several attractive tourist packages either singly or on combinations.

Having been the first region in Meru to initiate western education; thanks to the Presbyterian Church of East Africa (PCEA); the Meru South elderly people are adequately educated (GOK, 1999b). The majority of the people can therefore read and write with most being fluent in English. As such, it was easy for the researcher to easily communicate with the respondents during the data collection phase, as it is assumed, so will it be easy for the community members to communicate with the visiting tourists. On the other hand, although decision-making is almost entirely at the household level, those involving utilization of community resources (social commons) are believed to be made by the community, guided by the provincial administration zoning. The study assumed that the community in this respect has a free hand to establish implementation modalities for enhanced sustainable utilization of the social commons and cultural resources for their benefits currently, and that of the future generations.

**Figure 3.1 Map of Meru South district showing the locations covered in the detailed study**



**Population of the sampled locations represent 40% of the total (GOK,1999a)**

### **3.2: Site inspection and mapping**

A reconnaissance study was conducted to gain understanding of the geographical landscape of the district, human settlement patterns and the provincial administration boundaries up to the administration location level. This was important as it enabled the researcher structure out the data collection process and finalize the survey design prior to actual commencement of the detailed data collection at the various strata and the household level in the two phase process.

### **3.3: Sources of data and the units of analyses**

The study purposed to reach public servants working in Meru South district at three levels viz, district, division and the location levels, to respond to the qualitative part of the study, in this case referred to as the pre study. As such, the study interviewed 10 public servants from the district headquarters, five from each of the

five divisions and five from each of the eight locations sampled for the detailed study. In this case, the units of analysis who also turned out to be the observation units were public servants at those levels.

For the quantitative part, the study reached out 400 smallholder farmers at the household level in which case two, a youth and an adult were interviewed from each of the 200 visited households. The qualifying characteristic was first and foremost, that one had to be practicing agriculture/farming, and then for the youth, one had to be within the 25-35 year age brackets. Based on the specificity of the target respondents, the units of analysis, who also qualified to be the observation units, were the smallholder farmers at the household level.

### **3.4 Sampling procedure for the pre-study**

A pre study was considered necessary so as to capture the views of the public servants involved in development work within the district; relative to the key drivers for socio-economic empowerment of the smallholder farming community through the latter's participation in community based tourism. The public servants also identified the constituent components of each driver/theme, which represented the indicators that were measured directly at the household level, with a view of assessing how the different parameters influenced the realization of the socio-economic empowerment of smallholder farmers through optimization of benefits from CBT.

The sampling procedure adopted encompassed both probability and nonprobability sampling designs, with the study district purposively selected due to its uniqueness and relevance to the study. The pre-study focusing on the public servants at various levels in the district adopted a combination of stratified and purposive sampling procedures, where the district was divided into three strata according to the provincial administration tiers and public servants within each strata picked on the basis of their participation in the relevant development work. Ten public servants at the district level were purposively sampled owing to their membership of the District Development Committee (DDC) and the District Environmental Committee (DEC), both made up of the district departmental heads and charged with development and environmental issues respectively.

At the second stratum, the divisional level, five departmental heads were purposively selected from each division of Meru South district including; Muthambi, Magumoni, Mwimbi, Chuka, and Igambang'ombe (GOK, 1999a). This sample was considered representative due to the staffing levels, levels of knowledge and experience in the subject matter, as well as the technical and generic linkages to both smallholder farmers and the district committees. A simple random sample of eight out of the 25 locations of Meru South district (GOK, 1999a) were picked for both the pre and detailed studies, whereby five top public servant respondents from each location were interviewed in the pre-study and 200 households selected for the detailed survey. A sample of five public servants from each of the eight locations was considered representative because a detailed survey was conducted in the same locations. Public servants were reached out at the pre-

study phase so as to offer their special knowledge, experience and insights as concerns socio-economic empowerment of the community.

### **3.5: Sampling procedure for the detailed study**

Sampling for the detailed study adopted mainly probabilistic sampling design, with the locations picked through simple random sampling and the household number initially determined through proportionate means, then specific household sampling conducted systematically. The number of households visited was statistically determined in that the study purposed to cover one third of the total locations that represented about one third of the household population in the district. The simple random sample of the locations taken consisted of 40% of the H/H in the district. The study purposed to cover 1% of the H/H as a representative sample in the selected locations for the smallholder farmers' interviews. There being 46,984 H/H in Meru South district, (GoK, 1999a), 40% resulted to 18,793.6 H/H, whereby 1% gives us 187.9 H/H. The study took cognizance of the population growth since the 1999 population and housing census whose figure were used, and upgraded the sample to 200 H/H.

#### **3.5.1: Simple random sampling of the locations**

There are 25 locations in the district (GOK, 1999a), from which eight locations were selected using simple random sampling procedure. The 25<sup>th</sup> location being in the forest and therefore without human habitation was not included in the sampling. The randomly selected locations included; Mwonge, Kabuboni, Kiang'onde, Kamwimbi, Murugi, Ganga, Kiera and Chogoria, which constituted about 40% of

the household population of Meru South district (GOK, 1999a). Sampling was not based on administrative divisions because, being only five and depending on the sample size, there were high chances of limiting the scope of data collection, thus increasing the sampling error.

### 3.5.2: Proportionate random sampling of the households

Households were selected using proportionate random sampling procedure due to the heterogeneity of population in each location. A sample size of 200 households was considered representative in capturing the required information, bearing in mind that two respondents were interviewed per household and in view of time and financial constraints. A total of 200 households spread out in the eight locations were therefore visited. The number of households engaged in the study from each location was therefore proportionately determined according to the household population, relative to the 1999 population and housing census (GOK, 1999a), (Table 3.1). Households visited were picked by use of the following formula:

$$\text{No. of H/H visited per location} = \frac{\text{Total No. of H/H in the location} \times 200}{\text{Total number of H/H in the 8 locations}}$$

The formula above was used to compute data on number of H/H sampled (Table 3.1). The study further computed the specific households visited using the following formula.

$$\text{H/H visited (K}^{\text{th}} \text{ H/H)} = \frac{\text{Number of H/H in the location}}{\text{Number of H/H sampled to be visited}}$$

Using the above formula, data in the column on  $K^{\text{th}}$  H/H (Table 3.1) was computed, which ranged from 91 to 97. It was apparent that on average, the 94<sup>th</sup> household  $(91 + 97 / 2)$  should have been picked for the interviews. During the actual survey, several determinants for qualifying to be interviewed were verified as to include: engagement in farming, age limits for the youth, gender balancing based on the relative prevalence of a specific gender in the previous interviews, ease of communication in English or Kiswahili as preferences ( although not over riding in any case) among others. The enumerator, who in most of the cases was the researcher himself, therefore had the flexibility to choose from seven H/H based on the levels of satisfaction on the parameters outlined above. Preference was however given to H/H number 94.

Table 3.1: Households, number picked and the  $K^{\text{th}}$  H/H in each location

Location	Total No. of H/H	No. of H/H sampled	$K^{\text{th}}$ H/H
Kamwimbi	975	10	97
Kabuboni	1006	11	91
Mwonge	1334	14	95
Kianjogu	3356	35	95
Murugi	3089	33	94
Ganga	3626	38	95
Chogoria	3623	37	95
Kiera	2040	22	93
Parameter	Total = 18,494	Total = 200	Ave = 94

Source: Generated from the 1999 population and housing census report

### **3.5.3: Systematic household selection**

Individual households were systematically selected with the  $K^{\text{th}}$  one determined according to the number required per location and the total in each of the sampled location (Table 3.1). This implies that  $K$  was different for each location relative to household populations. In some cases however, the  $94^{\text{th}}$  household was either inappropriate for the study or the respondents were absent. This situation was addressed through adoption of the decision to pick the  $K \pm 3$  household. In other words, the  $94 \pm 3$  household in every case qualified for the detailed study. Deliberate efforts were made to ensure that whenever possible, the  $94^{\text{th}}$  H/H responded to the study, and a gender balance was maintained.

### **3.6: Techniques of data collection and instruments used**

Data was collected in two stages; the first being semi-structured interviews with the public servants working in Meru South district as the key informants, during the pre study phase using interview guides and observations as the data collection instruments. On the other hand, the household level interviews were conducted using a researcher administered standardized questionnaires/interview schedules to reach out on a youth and an adult smallholder farmers. The instruments were however pre-tested before the planned application.

#### **3.6.1: Pre testing the instruments**

The instruments were pre-tested prior to the actual data collection exercise to ensure the validity and reliability of the collected data in line with the stated objectives of the study. This was however done in two phases. In phase one; seven

public servants, 3 from the district headquarters, two from Chuka division and two from Gitareni location (who were deliberately left out of the main study) responded to the interview guides meant for the key informants of the pre study and their responses were used to modify the instrument so as to deliver the desired results. Results from the pre-testing exercise contributed to the polishing of a nine theme semi-interview guides that was later on used to collect data from the various tiers of public service in the district. Results of the pre-study were used to revise the instrument for the detailed study.

The second phase encompassed pilot testing of the standardized questionnaires conducted in Gitareni location (not sampled out for the detailed study), to reach the smallholder farmers. This occurred about two months since the pre-study instrument were pre-tested, after data from the pre-study was analyzed and the detailed study standardized questionnaire/interview schedules finalized. Twenty households were selected, passed through the standardized questionnaires as to reach a youth and an adult from each household and the results evaluated for the responses and subsequently used to produce the final version of the instrument.

### **3.6.2: Semi-structured interviews with key informants**

A pre-study preceded the detailed survey in form of a semi-structured individual in-depth interviews with key informants at various district strata, using a carefully designed interview guides intended to generate, in a participatory way, the key drivers of socio-economic empowerment through community based tourism. Available literature on participatory planning and development emphasizes the use

of contemporary planning tools including baseline data collection as well as active involvement of communities through their organization and leaders (Chitere and Ireri, 2004). The semi-structured questionnaires consisted of twelve questions (see Appendix I) which aimed at capturing various aspects of the pre study.

Data from the first stage survey (pre-study) was used to further refine and enhance the standardized questionnaire/interview schedule for use at the H/H level, in order to ensure that delivery of the level of detail and desired focus were maintained. Information from the pre study was subjected to a validation process through a stakeholders' consultative workshop at the district level, with an aim of cross checking and harmonizing any glaring anomalies from the preliminary results after passing them through the NUD\*IST analysis discussed later in the chapter.

### **3.6.3: Individual smallholder farmer's interviews**

Individual smallholder farmers were systematically interviewed by use of a standardized questionnaires/interview schedules. The pre-study yielded a total of nine themes, whose validity and level of understanding was to be tested among the smallholder farmers. Each theme was conceptualized into several indicators because being complex in nature; they could not be measured directly although they formed the key dependent variables of the study.

A detailed exploration of the smallholder farmers' perceptions, opinion and judgements on each of the indicators was captured at H/H level, from a youth and an adult member of the household, through a standardized procedure to ensure that

the data obtained was of high reliability. A total of 200 H/H were reached through this study, meaning that 400 smallholder farmers interviewed altogether. The detailed study aimed at capturing the smallholder farmers' convictions on the feasibility of and the requirements for their engagement in community based tourism, for socio-economic empowerment through enhanced exploitation of the immense opportunity presented by the heavy presence of bio-geophysical resources in the district.

#### **3.6.4: The validation workshop**

A one-day validation workshop was held in early October 2005 at Meru South district headquarters (Chuka town), which brought together among others, three household level participants from each of the eight locations covered by the detailed study. Participation of at least one public servant representative from each of the sampled locations, and all divisions was also ensured, while three departmental heads including the District Agricultural Officer, the District Development Officer and the District Forestry Officer were represented at the workshop. The workshop was considered necessary as it provided an opportunity for feedback on the preliminary findings and development of some basic impressions on the preliminary data. A total of forty participants drawn from all levels of the district attended the workshop.

All those who participated in the workshop had not been interviewed before so as to increase the diversity in opinions/judgments/perceptions and perspectives, thus further enriching the study. However, the choice was purposive and guided by the

levels of education and equitability in distribution so as to ensure objectivity and enhance effective feedback. The approach used was facilitator-guided discussion towards verification of the initially developed nine themes, and cross checks of their indicators for purposes of consensus. The logic of choice and possibilities of contra-indication as earlier envisaged was carefully evaluated. The workshop settled on eight instead of the nine themes earlier proposed, thus further guiding the analysis and subsequent reporting.

### **3.7: Data Analysis**

From the respondents, both qualitative and quantitative data was collected. Qualitative data emerged mainly from the purposively sampled public servants at various strata of government within the district; while quantitative data was mainly collected from the household survey. Depending on the nature and the source, data were analyzed using both descriptive and non-descriptive analytical techniques. Quantitative data was recorded as it became available and later on subjected to the Statistical Package for Social Scientists (SPSS) for analysis and initial interpretations conducted accordingly.

Frequency, percentage tables and cross tabulation were used to describe the background characteristics of the smallholder farmers by age, location, education and gender (which constituted the independent variables of the study), against their perceptions of different parameters (read drivers) of optimizing benefits through smallholder farmer participation in CBT, along eight variables. Qualitative data from personal observations and unstructured interviews was subjected to the Non-

Numerical Unstructured Data Indexing Searching and Theorizing (NUD\*IST) analysis to generate the preferred summary measures. Only those indicators whose prevalence exceeded 10% were picked for further evaluation and subsequent analysis at the H/H level.

Several statistical analytical techniques were used (Frank and Althoen, 2002) to generate statistical deductions, from which discussions were based and conclusions drawn. After capturing the basic characteristics, levels of agreement in opinions/perceptions/judgments of the youth and adults were analyzed through calculation of Kappa coefficients and the corresponding p values ( $P < 0.05$ ) to determine the existence of and significance of such agreements. The kappa coefficient analytical technique was considered the most preferable because data was collected using an adapted Likert (1932) scale that generates categorical/non parametric data which therefore cannot be analyzed using parametric techniques.

The  $k$  value was calculated for all the indicators in thematic groups (each theme regarded as a driver of socio-economic empowerment), whose cumulative effect addressed the overall significance to the theme. The quantitative data was further summarized to determine the levels of concurrence towards realization of the drivers for socio-economic empowerment through smallholder farmer participation in CBT by computing the arithmetic mean at the theme level, and using the same to conduct a variety of tests. Parametric analysis was thus feasible at the thematic (variables/drivers) analysis stage because it was then possible to determine the arithmetic mean from the individual indicators' responses. Statistical dispersion on

the key drivers towards optimization of benefits from tourist resources was determined in form of variability analysis through determination of the mean and standard deviation of the cumulative/thematic responses (dependent variables), from which assessment of the hypothetical correspondence was made and reported accordingly.

Significance of variation within matched/paired (youth/adults and men/women) samples of respondents, relative to the key drivers of optimization of benefits from smallholder farmer participation in CBT was determined, through conducting a paired sample t-test, and assessing the hypothetical correspondence. T-test procedure compares two groups of scores on the same variable in determining if there are significant differences between two means, derived from two samples or groups at specified probability level (Mugenda and Mugenda, 2003). A t-test was considered necessary as it enables comparisons or assessment of the significance of difference in the mean responses between sample pairs. This enabled analysis of the significance of variation between the responses of the two age groups (youth and adults) and along the gender (male and female) of the sampled respondents on the eight themes, recognized as the drivers of socio-economic empowerment in this study.

An analysis of variance (ANOVA), F-test, was conducted to capture significance of variation between different locations, and levels of education, because it enables analysis of the variations of mean responses for an independent variable against a set of dependent variables. In this case, the independent variables were location and

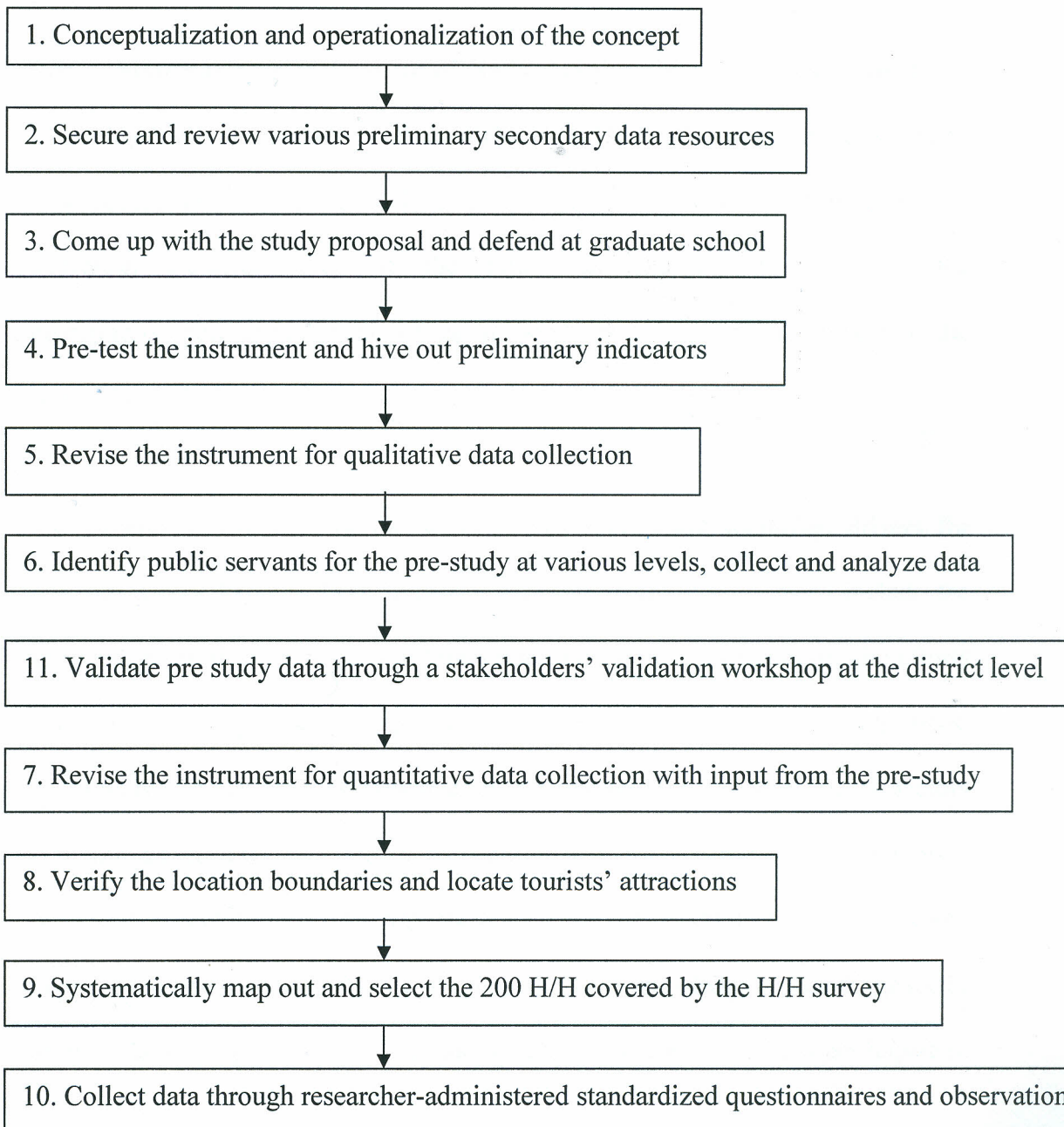
education attained which were analyzed against the dependent variables (the eight themes). Analysis of variance (ANOVA) was used to clarify the presence of any prevailing significant associations. In ANOVA, dependent variable means are calculated within categories of the independent variables and then they are compared with one another (Fox, 1998). ANOVA enables comparison of dependent variable means across a nominal/ordinal independent variable, as was the case in this study. This is a more preferable method as compared to the cross-tabulation, which would otherwise require collapsing of cases to increase the cell ratio, and therefore risk losing important details. In this case, age of the respondent was independent against the drivers of socio-economic empowerment initially on location of habitation (home location of the respondent) and later on education level attained. Two parallel F-test were conducted for youth and adults and the significance of variation identified and reported accordingly. In each case, the relationship with the stated hypotheses was under evaluation.

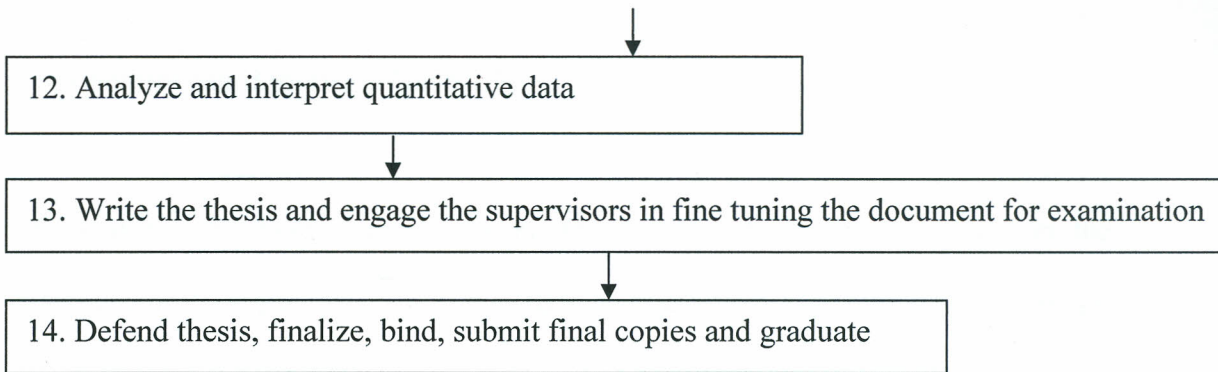
Finally, Pearsons's correlation coefficients were calculated to identify presence and significance of the correlations between the different drivers, which in essence showed the existence or otherwise, of a linear relationship, and thus giving the possible confirmation of the stated hypotheses. The study therefore utilized non-parametric tests of the hypothesis, with confidence interval sustained at the conventional levels of  $P < 0.05$  and  $p < 0.01$ . A detailed elaboration and categorization of the variables and their expected relationships was forecast prior to the detailed analysis.

### 3.7: The Analytical Framework

The study followed a stepwise analysis from conceptualization to reporting as detailed on Figure 3.2 below. Fourteen distinct steps, each with a clear output were identified and utilized to yield specific results, which were later on combined to form the over all output of the two parts/phases of study, the thesis.

**Figure 3.2 Analysis of the entire study**





### **3.8: Main variable of the detailed study and their levels of measurements**

The study focused on analysis of responses from the smallholder farmers based on four independent variables including age, gender, location of habitation and education attained. Each of the four was expected to influence the perceptions/opinions/judgments of the respondents in view of the subject of the study (Table 3.2).

The dependent variables of the study included the eight identified drivers for optimization of benefits from tourists' resources in the district as to include the knowledge and designation of the tourists resources by the community, the efforts that the community could exercise to enhance utilization of the tourists' resources, the perceived benefits from participation in community based tourism, the factors that impend utilization of the tourism potential in the district, the community's perceived expectations of the tourists upon their visits which if provided would improve the levels of benefits, the community's tacit knowledge or due diligence of tourism facilitating factors, the community's levels of commitment to participate in

the tourism and the community's perceived design and management style of the community based tourism (Table 3.2).

Several factors were found to intervene either positively or negatively in the delivery of the main objective of the study and therefore noted (though all were not analyzed) as follows; entrepreneurial character of the community, socio-economic status of the community, tourism resource endowment and the opportunities for participation in community based tourism. The different variables were measured at different levels. Being complex, the dependent variables could not be measured directly but through sets of indicators, which were derived during the pre-study, and as reported in Table 4.1.2.

**Table 3.2 Specification of variables and their measurement levels**

<b>Independent variables of the study</b>	<b>Scale of measurement</b>
Age group	Nominal
Location	Nominal
Gender	Nominal
Education	Ordinal

**Dependent variables that the study aims at explaining**

Knowledge and designation of the tourists resources by the community	Nominal
Efforts to enhance utilization of the tourists' resources	Ordinal
Perceived benefits from participation in community based tourism	Ordinal
Factors that impend utilization of the tourism potential	Ordinal
Community's perceived expectations of the tourists upon their visit	Ordinal
Community's tacit knowledge/due diligence of tourism facilitators	Ordinal
Community's levels of commitment to participate in the tourism	Ordinal
Community's perceived design and management style	Ordinal

**Intervening factors**

Entrepreneurial character of the community	Ordinal
Socio-economic status of the community	Ordinal
Tourism resource endowment	Ordinal
Opportunities for participation in CBT	Ordinal

## CHAPTER FOUR

### RESULTS AND DISCUSSIONS

#### **4.1 Identification and categorization of the key drivers for socio-economic empowerment through CBT**

During the 10 months of fieldwork, several forms of data were collected from a total of 475 respondents reached through the study. The initial data was collected from 75 public service respondents using a semi-structured interview schedule targeting three clusters at different provincial administration levels of the district and specifically tailored to generate the key drivers for socio-economic empowerment through community based tourism (CBT). Ten respondents were sampled from the district headquarters, five from each of the divisions of Meru South district, and five from each of the eight locations selected for the detailed study.

Public servants were targeted based on their inherent and acquired knowledge of socio-economic activities in the district, resulting from their engagement in development work over time. They were specifically selected to give an overview of what needed to be given specific focus in the investigations on how biogeophysical resources could be effectively utilized for socio-economic empowerment of the Meru South district, smallholder farming community. The characteristics of the public servants engaged in the study were captured and reported in Table 4.1.1 below.

Table 4.1.1: Characteristics of the public servant respondents at various levels of Meru South district, Kenya

<i>Level of service</i>	<i>.....Years of service.....</i>			Total	%
	5 and below	6 to 10	11 and above		
District	4	6	0	10	13
Division	8	17	0	25	33
Location	0	0	40	40	54
Total	10	25	40	75	100

Though the time one worked in the district varied greatly, experiences in socio-economic activities were sufficiently enriching

Data from that qualitative study was subjected to Non-Numerical Unstructured Data Indexing Searching and Theorizing (NUD\*IST) analysis, to refine the wide variety of parameters/variables before subjecting them to the household survey. NUD\*IST sorts out related ideas and groups them up while assigning them proportionate prevalence in percentages. The researcher assigned meaning to the clustered products of the NUD\*IST analytical process, thus arriving at the nine themes of the study each indicated by a set of independent variables. However, only eight themes are reported on as one was dropped at the validation workshop. For the purpose of this study, the themes (in this case the dependent variables of the study) are referred to as drivers, which if optimized would deliver socio economic empowerment to the smallholder farmers of the district.

The eight could not be directly measured at household level because of their complex nature, but through fifty independent indicators, as discussed in detail in section 4.3 of this thesis, but just listed down in Table 4.1.2 which is a construct from results of the NUD\*IST analysis. The themes identified using the NUD\*IST programme included; 1) designated important tourists' resources; 2) efforts

required to enhance utilization of tourists' resources; 3) accruable benefits from community's participation in CBT (enlisting the actions that are considered to depict effective community participation in CBT which was dropped at the validation workshop); 4) impediments to utilization of tourists' resources for socio-economic gain; 5) community's known expectations of visiting tourists; 6) community's due diligence (tacit knowledge) of CBT facilitators; 7) community's commitment to participate in CBT; and 8) community based design and management options of CBT. The eight themes together with their sets of indicators, in this case ranging from five to nine are reported in Table 4.1.2 below, and discussed soon after.

Table 4.1.2: Driver and indicators for socio-economic empowerment of smallholder farmers through their participation in CBT in Meru South district, Kenya

<b>Driver</b>	<b>Indicator</b>	<b>%</b>
<b>Designated important tourists' resources</b>	Mt. Kenya and related features	56
	Topographic and other land forms	51
	Scio-cultural and related attractions	53
	Agricultural and other related features	49
	Challenging terrains as attractions	30
	<b>Average for the driver</b>	<b>48</b>
<b>Efforts required to enhance utilization of tourists' resources</b>	Conduct fund raising	25
	Marketing/popularizing the resources	27
	Government to make improvements	35
	Train some tour guides	30
	Integration into the District Development Committee (DDC)	32
	Contact Kenya Tourist Board (KTB) for better organization	25
	Organize community to cater for tourists	13
	<b>Average for the driver</b>	<b>27</b>

<b>Driver</b>	<b>Indicator</b>	<b>%</b>
<b>Accruable benefits from community's participation in CBT</b>	Increased enlightenment	52
	Enhanced economic status	43
	Improved exchange of experiences	25
	Development of closer association	34
	Improved hygiene	40
	Increased cohesiveness/operation in groups	28
	Enhanced knowledge and information flow	33
	Improved knowledge on better farming	36
<b>Average for the driver</b>		<b>36</b>
<b>Impediments to utilization of tourists' resources for socio-economic gain</b>	Ignorance about tourism	42
	Accessibility/access roads	40
	Insecurity	37
	Distance of attractions from the highway	50
	Poor communication	40
	Individualization of tourists resources	24
	Demanding for pre-service payment from tourists	22
<b>Average for the driver</b>		<b>36</b>
<b>Community's known expectations of the visiting tourists</b>	A prepared, interactive and hospitable community	36
	Entertainment by the host community	38
	Not to disrupt the business of host community	30
	Tourists would join and work with the host community	22
	Seeing and photographing attractions, events and artefacts	25
<b>Average for the driver</b>		<b>30</b>
<b>Community's due diligence (tacit knowledge) on unique CBT facilitators</b>	Knowledge of the community's authority over social commons	18
	Awareness that tourists prefer visiting individual farms	34
	Tourists may prefer to give handouts to rural communities	32
	Inequitable distribution of tourists would arouse animosity	28
<b>Average for the driver</b>		<b>29</b>
<b>Community's commitment to participate in CBT</b>	Community's willingness to participate in tourism	33
	Preparedness to receive tourists	41
	Willingness to receive/interact with tourists	28
	Organization of the tourism aspect in the district	51
	Willingness to protect resources from damage	38
	Willingness to welcome and guide tourists	54
<b>Average for the driver</b>		<b>41</b>

<b>Driver</b>	<b>Indicator</b>	<b>%</b>
<b>Community based design and management options of CBT</b>	Participatory decision on the preferable mode of organization for tourism	40
	Establishment of community based structures	33
	Choice of welfare association as the type of formation	32
	Choice of community based company limited by shares	43
	Embracing community participation in the running CBT	54
	Setting up maximum individual equity per member	34
	Fixation of the initial cost of one share	38
	Setting up the minimum number of shares per serious investor	32
<b>Average for the driver</b>		<b>38</b>

Results in the above table were only used for listing of the key drivers for socio-economic empowerment through participation in CBT, as identified by the Public Servants (PS) respondents and therefore were not discussed in any detail.

Study results also defined the efforts towards enhancement of exploitation of tourism potential as indicated by; fundraising to improve the tourists resources, prevailing upon the government to improve the sites, utilization of trained tour guides to conduct tourists around, pushing for integration into the District Development Committee (DDC), lobbying the Kenya Tourism Board (KTB) to support in organizing the concept of tourism in the district and organizing the community to cater for tourists should they visit their locality (see listing in Table 4.1.2, and detailed discussion in section 4.3.2). Upon decision on the indicators of efforts towards utilization of tourists' resources, the study evaluated the perceptions of smallholder farmers on the efforts towards utilization of tourists' resources at the household level as presented in Table 4.3.2 and discussed in Section 4.3.2.

The public servants cited the expected benefits from smallholder participation in CBT, as general increase in enlightenment, enhanced economic status, improved exchange of experiences, development of closer association among community members pursuant to the common objective of serving tourists, improved operation in groups by the community, improved hygiene, increased cohesiveness, enhanced knowledge and information flow and improved knowledge on farming as enlisted in Table 4.1.2. The Smallholder Farmers responses were presented in Table 4.3.3 and discussed in section 4.3.3 of this thesis.

The public servants further defined impediments to adoption of tourism for socio-economic empowerment as arising from entrenched ignorance within the community about tourism in general, poor accessibility and access roads, distance of the attractions from the highway, insecurity, poor communication, privatization/individualization of attractions and demands for pre-service payment by the host community (Table 4.3.4). Each of those parameters was subjected to the 400 respondents at H/H level to capture their opinions and perceptions on the extent to which the same impeded tourism in Meru South district, and results reported in section 4.3.4.

Through a similar approach, the public servants listed down the known expectations of tourists from host communities as to include; a prepared, interactive and hospitable community, an entertaining community, an industrious community with fixed routine activities that are not subject to interference by tourists, an interactive host community capable of allowing tourists to try out farming tasks at

the point of visit and opportunities for photography (Table 4.1.2). Results of the household survey relative to those variables are presented in Table 4.3.5, and discussed in Section 4.3.5 of this thesis.

The study also established that public servants in Meru South believe that the smallholder farmers have due diligence and sufficient enlightenment to handle tourists, a factor that could be measured through a variety of indicators. These include the knowledge of their control of community resources, awareness that tourists would prefer to visit individual farms and that inequitable distribution of such visits would arouse animosity, that tourists may prefer to exercise some level of generosity to a host community though they would detest a begging culture (would not enjoy people begging from them) (Table 4.1.2). Each of those enlightenment indicative variables were individually measured through the 200 H/H survey and results reported in Table 4.3.6 and further discussed in Section 4.3.6.

The study evaluated what the public servants considered as commitment to participate in CBT in Meru South district, which was established as community's willingness to participate in CBT, community's preparedness to receive and interact with tourists, their willingness to organize the tourism aspect in the district, their desire to protect tourists attractions from bio-physical destruction and their willingness to welcome and guide tourists within the district (Table 4.1.2). Results of the household survey on those variables were presented in Table 4.3.7 and discussed in Section 4.3.7.

The qualitative study finally sought the public servants' opinions and judgments on how a community based tourism project should be designed and managed. To this end, the study established that certain processes and controls ought to be put in place as to include; participatory decision on the mode of organization of tourism in the district, establishment of community based structures, careful choice of the management style to adopt among welfare association and community based company by shares, embracing community participation in running the CBT, limiting individual equity to control monopolization of the venture, determination of cost of participation and limiting the minimum number of shares to encourage serious investment in the venture. Results of the household survey on those variables are reported in Table 4.3.8 and discussed in Section 4.3.8 of this thesis.

#### **4.2: Background characteristics of smallholder farmers of Meru South district, Kenya**

The study captured key characteristics of the respondents relative to the demographic attributes, education and the entrepreneurial attempts by the smallholder farmers of Meru South district.

##### **4.2.1: Demographic attributes of the community**

The detailed household level study involved 400 respondents half of whom were youth. Youth in this study is taken to lie between 25 and 35 years of age according to the UN definition (UN, 2000). Out of this number, 180 were female while 220 were male representing 45% and 55% respectively. The study involved 50.5% male youth as compared to 49.5% of their female counterparts, an almost fine balance in terms of gender (Table 4.2.1).

Table 4.2.1: Percentage of age and gender characteristics of the household level respondents of Meru South district, Kenya

Age group (Years)	Male	Female
Below 30	21.5	18.0
31-35	07.5	06.0
36-40	10.0	08.0
41-45	04.0	03.0
46-50	04.0	03.0
51-55	02.0	02.0
56-60	03.5	03.0
61-65	01.0	01.0
Above 65	01.5	01.0
Total	55.0	45.0

The young women were reached out in almost equal proportions unlike in the case of their adult counterparts where men dominated at 59.5% against 40.5% of women. The higher presence of young women at the farm family level could be explained by the fact that younger women tended to be freer during the early morning and late evening when the data was collected as compared to their older counterparts, who were mostly tied up with the household level commitments.

#### 4.2.2: Education levels of the respondents

Education level attained by the entire respondents was captured during the household levels interview and results were as presented in Figure 4.2.1.

Only about 3.75% of the total respondents had not acquired formal education up to primary school level (Figure 4.2.1). Smallholder farmers of Meru South district were found to have a high literacy level with 96.25% of them having attained primary level education, 69% secondary and 23.5% tertiary and university levels respectively.

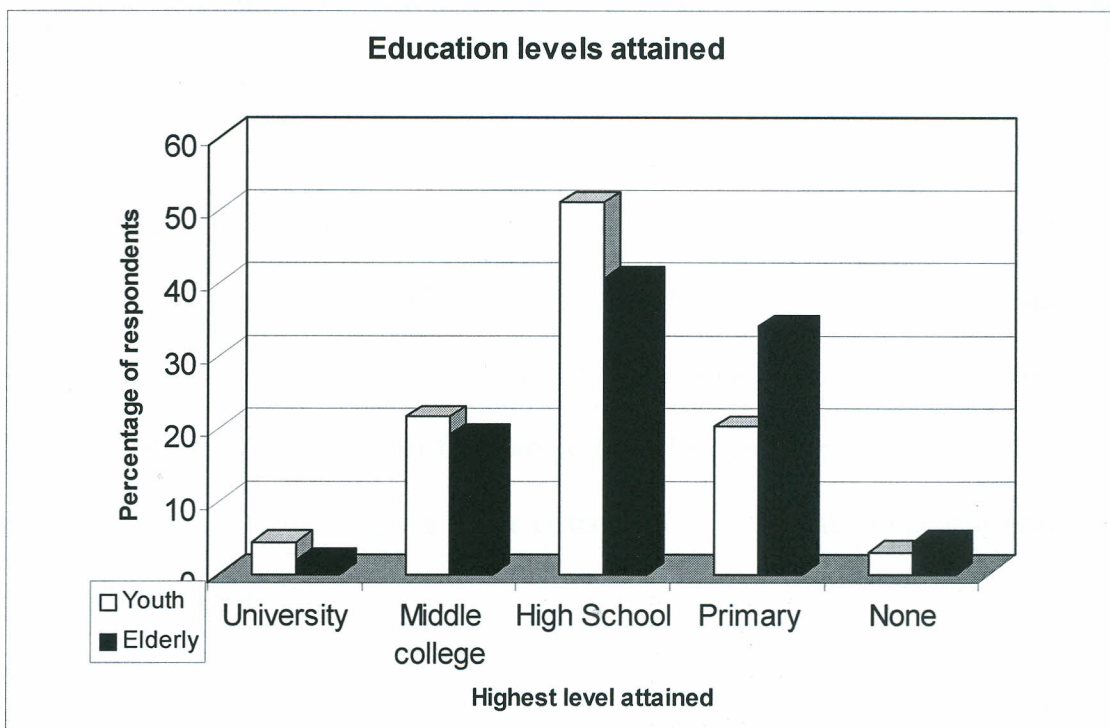


Figure 4.2.1 Education levels of smallholder farmers of Meru South district, Kenya

The findings are closely consistent with the 1999 housing and population census, which puts the district primary level education at 91% (GOK, 1999b). Education level was an important consideration as studies have shown that farmers who have had exposure to formal education tend to adopt new innovations faster than otherwise (Berry, 1977).

The study further established that even those completely uneducated had a marked level of knowledge in progressive farming, which is consistent with the proposition that familiarity is more important than formal school in determining the willingness to participate in a new technology (Matthews et al., 1993). However in this sample, at least one of each of the two H/H level respondents had attained

secondary/tertiary level education, which made the data collection process particularly convenient.

From the results, it is apparent that the study naturally reached out on both gender on almost equal proportions, with an almost fine balance relative to the youth category of the responders. The majority of the smallholder farmers were also adequately educated meaning that they would have less problems communicating with visitors which further implies better chances of utilizing the bio-geophysical resources for tourism.

#### **4.2.3: Entrepreneurial attempts by the smallholder farmers of Meru South district**

Data from the household survey was collected by use of an adapted five-point Likert scale through a rating process where respondents were required to rate their perceived agreements/disagreements on the propositions/variables. Two categories of raters, the youth and adults, recorded their perceptions on a scale of 1-5, meaning that the resultant data was categorical. All the scores ranging from 3 to 5 were taken to indicate that the variables are important or that they contribute positively to the proposition while 1 to 2 indicated otherwise. Owing to the nature of the data, a non parametric analytical statistic, Cohen Kappa's ( $k$ ) coefficient, was used to measure the inter rater reliability thus giving the levels of agreement/disagreement between the youth and adults. Cohen Kappa's coefficient measures the agreement between two raters who classify  $N$  items into  $C$  mutually exclusive categories (Cohen, 1960).

$$k = \frac{\text{Pr (a)} - \text{Pr (e)}}{1 - \text{Pr (e)}}$$

Where: Pr (a) – the relative observed agreement among raters  
Pr (e) – probability that agreement is due to chance

If the raters are in total agreement,  $k = 1$ , while if there is total disagreement  $k = -1$ . The computed p-value shows that at  $P \leq 0.05$ , there is significant agreement between the ratings of the youth as compared to those of adults. The opposite is correct as a show of disagreement. The closer to 1 the Kappa coefficient/value the greater the levels of agreement while for a value closer to zero, agreement is no better than chance (Cohen, 1960).

The magnitude of the rating in percentage represented the number of individuals in each of the sets of 200 respondents (youth or adults), who considered the alternative to the proposition contributory to the extent given, and not necessarily the significance of agreement which results from comparison of what the youth rated against the rating of the adults. The proportion of the perfect match (abbreviated as irr in this thesis) is an important consideration as it gives the magnitude of perfect agreement, in which case if greater than 50%, the agreement is mostly significant.

The study aimed at making a conclusive assessment of how smallholder farmers could effectively participate in community based tourism. This meant participation in a profit making activity, which could be better informed through an assessment of the entrepreneurial character of the smallholder farmers, besides their predominant engagement in agriculture. Engagement in a variety of income

generating activities including regular employment, business and trade, casual labour, group activities, and arts and crafts was evaluated and reported in Table 4.2.2.

Table 4.2.2: Entrepreneurial character as assessed through alternative income sources for the smallholder farmers of Meru South district, Kenya

Alternative income source	% rating by		% of the sample	% of irr	<i>k</i> value	<i>p</i> value
	Youth	Adult				
Regular employment	23.0	26.0	24.5	63.5	.208	.001
Business and trade	74.0	68.0	71.0	25.0	.013	.739
Casual labour	70.0	58.5	64.5	26.0	.070	.059
Group activity	88.0	90.0	89.0	29.0	.017	.697
Arts and crafts	03.0	07.0	05.0	58.5	.197	.001

Where: **irr** is the inter rater reliability, in which case responses tallied perfectly and *k* is the kappa coefficient

About 23% of the youth considered regular employment an important income source compared to 26% of adults. On average, about 24.5% of the respondents consider regular employment an important alternative income generating activity while the remainder did not have such an income source. Out of the 24.5% of the sample, 63.5% perfectly matched in that they chose regular employment as an alternative income source on a one-to-one basis, thus making the inter rater agreement significant. Based on the kappa coefficient, there was significant agreement ( $k = 0.208$ ,  $p = 0.001$ ) between the youth and adults in the choice of regular employment as an alternative income source within the community (Table 4.2.2). Respondents were categorical that regular employment occurs when one or more of the household members were engaged in salaried income while still practicing farming as a major occupation.

On the other hand, business and trade appear quite popular among the youth (74%) as compared to adults (68%) as reported in Table 4.2.2. The findings are consistent with Maina (2007), that rural areas now harbour 65% of the Small and Medium Enterprises (SMEs) as compared to the urban areas. However, and as denoted by low inter rater reliability (25%), there was no significant agreement between the two age groups in the choice of this income source with  $k = 0.013$  and  $p = 0.739$  (Table 4.2.2). The study further established that casual labour was a more popular alternative income source by 70% of youth as compared to 58% of adults (Table 4.2.2). However, according to the computed  $k = 0.070$  and  $p = 0.059$ , the agreement was insignificant between the two age groups on the choice of this alternative, as also denoted by low inter rater reliability (26%), all reported in Table 4.2.2.

As observed from the results, 88% of youths are engaged in group activities compared to 90% of adults (Table 4.2.2). There was no significant agreement however between the choice of the alternative by the youth and that of the adults ( $k = 0.070$ ,  $P = 0.697$ ) as shown in Table 4.2.2). Indeed the results indicate group activity as the most popular alternative income source of the smallholder farmers; which is consistent with the demands of a community based tourism that requires joint venturing. However, the ratings as also denoted by low inter rater reliability (29%) between what the youth said as compared with the corresponding opinions of the adults indicate low levels of agreement. The study established that group activities include group saving schemes such as merry-go-rounds which guarantee some fall-back mechanism should the need arise and achievement of targeted investment in the medium term.

Arts and craft did not appear to be very popular with the community as shown by only 5% of the respondents on average (Table 4.2.2). However those who preferred this form of income source significantly agreed ( $k = 0.195$ ,  $p = 0.001$ ), with a high level of inter rater reliability (58.5%) between the ratings of the two categories as reported in Table 4.2.2. The community recognizes arts and crafts as an important area targeted for growth with introduction of CBT in the district.

The findings established that the Meru South smallholder farming community has over time engaged in income generating activities with group activity as the most popular, which is consistent with the demands of CBT under the smallholder farmer conditions. Their contributions to the household incomes were however not statistically significant as compared to regular employment as well as arts and crafts, which are known to generate significant incomes though practiced by a few. Results also indicate that the community is entrepreneurial in character and therefore capable of trying out upcoming income generating activities.

#### **4.3: Community's perceptions on the important tourist attractions and their utilization for socio-economic empowerment**

The study made an assessment of the community's perceptions of the tourists' attractions in the study area, and further on identified how they could be used for socio-economic empowerment of the smallholder farming community. The following section therefore covers the identification and utilization of biogeophysical resources for socio-economic empowerment, why the potential for

community based tourism yet to be exploited and how smallholder farmers could participate effectively in CBT for socio-economic gain, in line with the first three objectives of the study.

#### **4.3.1: Designated important tourist resources in Meru South district, Kenya**

Perceptions from the respondents were captured in Table 4.3.1, on the tourist attractions previously identified from the qualitative study. Apparently, the most important tourist attractions according to the Meru South smallholder farmer community are those of socio-cultural origin as rated so by 72% of the respondents (Table 4.3.1). However, 73% of the youth rated Mt. Kenya and the related features as the most important as compared to 68% of the adults. Further analysis established that on one hand, there was significant agreement between the ratings relative to Mt. Kenya and related features ( $k = 0.077$ ,  $p = 0.034$ ) with a irr of 52%, while on the other, the agreement between the youth and adults on the importance of the socio-cultural and related attractions ( $k = 0.002$ ,  $p = 0.953$ ), was not significant (Table 4.3.1). The low inter rater reliability (22.5%) supports this position.

According to the respondents, socio-cultural attractions are those associated with human aspects as to include but not limited to cultural norms and traditional practices, as well as the traditional regalia and associated artefacts. The findings are consistent with recent studies where “culture” has been rediscovered as an important marketing tool to attract those travelers with special interest in heritage and arts (Wikipedia, accessed in August 2006).

Table 4.3.1: The designated important tourist resources in Meru South district, Kenya

Designated tourists resources	% rating by		% of sample	% of irr	<i>k</i> value	<i>p</i> value
	Youth	Adult				
Mt. Kenya and related features	73.0	68.0	70.5	52.0	.326	.001
Topographic and other land forms	58.0	56.5	57.0	50.0	.077	.034
Socio-cultural and related attractions	68.0	75.5	72.0	22.5	.002	.953
Agricultural and related features	61.0	59.5	60.0	51.0	.123	.001
Trail related resources (inventions)	40.0	39.5	40.0	57.5	.099	.015

According to the community, such attractions included traditional rituals such as male circumcision, marriages and good harvest ceremonies, a variety of cultural dances and music as well as traditional food preparation methods. Conventionally, cultural attractions play an important role in tourism at all levels, from the global highlights of world culture to the attractions that underpin local identities (Richards, 1996). By singling out socio-cultural attractions as the most important tourists' resources in Meru South district, the community indicated a high level of enlightenment relative to the changing dynamics in the conventional tourism world.

Although Mt. Kenya as a tourists' resource is mostly associated with mountain climbers from the Laikipia district base, information available from the individual in-depth interviews indicated that an alternative mountain climbing base has been set up at Chogoria in Meru South district, specifically for those who prefer more challenging climbing. According to the community, there are huge equatorial forests vegetation associated with this side of the mountain as well as the Mt Kenya National Park and highland lakes considered to be unique resources attractive to

tourists, and therefore rendering preference for the choice of Chogoria as a climbing base.

Based on proportions, the agricultural and the related attractions were rated third best by the community at 60% with the two categories of respondents (youth and adults) rating them more or less the same. There was significant agreement between the youth and adult ( $k = 0.123$ ,  $p = 0.001$ ) (Table 4.3.1) as also supported by the high (50%) inter rater reliability, despite the  $k$  coefficient being low. According to the community, agricultural related attractions include farming systems, through production of tropical crops as well as livestock rearing and subsequent processing of the products. These finding were consistent with results from a study in Slovenia, which revealed that over the last 25 years, various forms of agro tourism have expanded slowly across the country, primarily to provide a secondary source of income for farm family households (Verbole, 1997).

The study established that topographic features other than Mt. Kenya could be recognized as tourist resources in their own right (Section 4.1). Results from the in-depth individual interviews with the public servants categorized topographic features as to include; the great rivers of Meru south such as 'Mara' and 'Nithi' among others, the deep canyons/valleys truncating the countryside and believed to be sites to behold, waterfalls along the rives such as the Kandakame on Mara river in Murugi location, Uiga falls in Chogoria and Ngoko in Mwonge location among others. The combination of hills and plains apparent in the district as well as the wide variety of caves and the diverse vegetation contribute to this category of

tourists' resources. Rated as the fourth most important resource, the topographic features were recognized as such by an average of 57% of the H/H level respondents (Table 4.3.1). There was significant agreement between the youth and adults' ratings with  $k = 0.077$  and  $p = 0.034$  (Table 4.3.1), which implies that the youth saw the topographic features in more or less the same way as the adults. From the results, there was 50% inter rater reliability between the responses of youth and adults, thus contributing to the agreement being significant.

Results of the qualitative study discussed in section 4.1 established that Meru South district could develop an extra tourist attraction/resource type based on the undulating terrain defining the general landscape of the district. Packages developed out of such resources would include biking or nature trails for tour groups to walk through and/or try out other forms of expeditions. Accordingly, trails related attractions were rated the fifth important tourist resource by 47% of respondents (Table 4.3.1). Further analysis revealed that there was a 57.5% inter rater reliability in the tallying, meaning that a significant agreement existed between youth and adults' responses ( $k = 0.099$ ,  $p = 0.015$ ) relative to the importance of the trail related attractions as tourist resources (Table 4.3.1). This categorization is consistent with Holland et al., (2003) findings that use of a trail concept, which identifies and prioritizes heritage trails of exceptional tourist value, is important in strengthening local tourism products.

The key findings derived from results indicate the fact that although there is no significant agreement on the social cultural resources, they came out clearly as the

most popular among the smallholder farmers, which is consistent with the current trend in tourism. Generally, culture has been re-discovered as the most important tourist attraction available among different communities of the world, and since all communities have a cultural background, then all communities could engage in tourism.

#### **4.3.2: Community's efforts towards enhancing utilization of tourists' resources for socio-economic benefits**

From the preliminary study that engaged public servants from Meru South district (Section 4.1) it was established that in order to optimize benefits from biogeophysical resources, the community has to put in some efforts to enhance utilization of the attractions themselves. Such efforts could in effect be summarized as fundraising from various sources, marketing/popularizing the tourists resources, prevailing upon governments to act, training tour guides to conduct tourists around, pushing the principle of enhancing tourists' resources utilization through the District Development Committee (DDC), contacting the Kenya Tourist Board (KTB) for guidance and organizing the community to cater for tourists as recorded in Table 4.3.2 below.

Results from the household survey indicated that 95.5% of the youth believed that the community could raise funds in various ways to enhance utilization of tourist resources. A similar position was held by 90.5% of adults, implying that 93% of the entire respondents' spectrum (Table 4.3.2, below) considered fundraising to improve utilization of tourist resources as an important viable option.

Table 4.3.2: Efforts in enhancing utilization of tourists' resources in Meru South district, Kenya

Perceived efforts	% rating by		% of sample	% of irr	<i>k</i> value	P value
	Youth	Adult				
Conduct fund raising	95.5	90.5	93.0	21.0	.026	.560
Marketing/popularization of the resources	98.5	98.5	98.5	67.0	.101	.001
Government to make improvements	81.0	86.5	84.0	32.5	.020	.609
Train some tour guides	79.0	80.5	80.0	32.0	-.015	.725
Push for integration into the DDC	53.0	49.0	51.0	19.0	-.047	.197
Contact KTB for better Organization	66.0	68.5	67.0	28.0	.058	.126
Organize community to cater for tourists	87.5	88.0	88.0	28.5	.020	.667

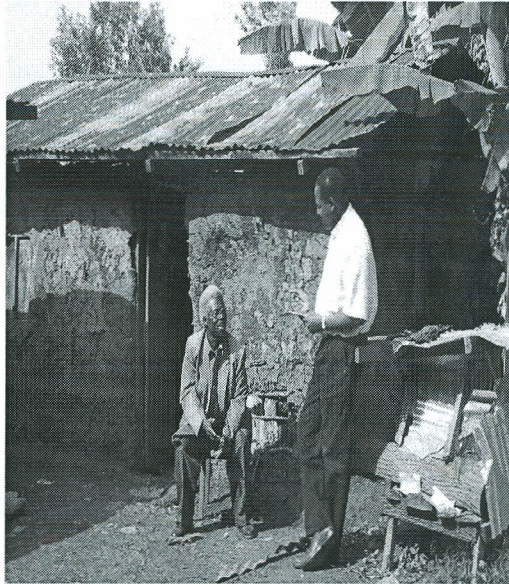
Based on further analysis, the agreement between the youth and adults ( $k = 0.026$ ,  $p = 0.56$ ) on their views concerning that proposition was however not significant, but more or less by chance based on the low value of Kappa coefficient, as also denoted by the low inter rater reliability (21%), reported in Table 4.3.2.

Results indicate that enhanced utilization of tourists' attractions could be achieved through marketing them out to the world by engaging in a variety of popularization campaigns. Accordingly, 98.5% of the youth and a similar proportion of the adults significantly agreed ( $k = 0.101$ ,  $p = 0.001$ ) that popularization through a variety of promotion and marketing options would improve subsequent utilization of the resources for socio-economic benefits (Table 4.3.2), through increased patronage, as also denoted by a high inter rater reliability of 67%. According to the respondents, community members should be active in promoting the resources themselves and not necessarily through some third party, which is in conflict with

Holland et al (2003) conclusion that, marketing of tourists' products should be by the service providers (tours operators and tourism marketing agencies) who have over time developed skills, gained relevant experience and made necessary contacts to render due efficiency in the conduct of the envisaged business, and not the project.

The community believes that utilization of tourists' attractions could be enhanced through government intervention. As such, an average of 84% of the respondents (Table 4.3.2) argued that the government could be prevailed upon to make improvements on the attractions, thus, enhancing their utilization. It is important to note that although a high proportion of those in support of the action, only 32.5% perfectly matched in their responses. The two data sources therefore, did not agree significantly ( $k = 0.020$ ,  $p = 0.609$ ) on this factor as presented in Table 4.3.2. Most of those who considered the government interventions feasible proposed utilization of the Constituencies Development Fund (CDF) or Tourism Development Trust Fund (TDTF) as possible sources of help. The findings are consistent with Chitere's (1994) concern on human resource, which entails strengthening of people's capacity to identify problems, plan their solutions, mobilize required resources and implement planned actions. However, community members had their reservations as recorded by Mr. Eliphas Mbogori, a retired civil servant and prominent smallholder farmer in Meru South district (Figure 4.3.1). The Meru South community believes that having tour guides to conduct tourists around the various resources was important as indicated by 79% of youth and 80.5% of the adults (Table 4.3.2).

*Kwaria na thirikari ta ya Kenya iikira mbece wirani ta uu wa gitumi weukia kagiita na mainya maingi. Mbere buru ntiji kethwa twina policy ikonii mauntu tamau. No twambire kubanga antu kiri ikundi nyingi iria jingigwatana igatwika gikundi kimwe gikinene. Gikundi kiu kimwe no kiumbe kwona utethio tontu thirikari ikabathikiriria, ona gwiciriiria buria wira tou ukibangwa. Arimi baria banini tati no kana tukagwatana ikundi mbere, nikanda tumba kugwatiira wira tou.*



*Figure: 4.3.1 Mr. Mbogori, a retired civil servant, explains his opinion to the researcher on lobbying the government for appropriate policy environment at Kiriani village, Murugi location, Meru South district, Kenya.*

*To lobby a government like the Kenyan one to invest in such a noble idea would take a lot of efforts. In the first place, I am not aware of the fact that we have a sound policy in the field. We therefore may need to organize the community into groups, which would then merge to form a larger organization that would garner some support and the necessary recognition to warrant a government hearing and also decide on adoption of the innovation. Either way for smallholder farmers like us, we have to form groups or associations first so as to effectively position ourselves for action.*

The two categories of respondents however disagreed on the fact that having trained tour guides would necessarily enhance utilization of tourist resources, ( $k = -0.015$ ,  $p = 0.725$ ) although the disagreement was not significant again based on the low level of inter rater reliability (32%) (Table 4.3.2). The community members clearly displayed their ignorance on what tour guides' role would be, a factor closely associated with their humble levels of exposure to tourism as a concept. They also disagreed on the fact that pushing the agenda for improvement of tourist resources through the District Development Committee (DDC) would necessarily improve the utilization of tourist resources. This disagreement however, was also not significant ( $k = -0.047$ ,  $p = 0.197$ ) in view of low inter rater reliability (19%) as reported in Table 4.3.2. The disagreement could be explained by the fact that DDC

has been in existence for a long time and the membership has never recognized the socio-economic potential for CBT despite the abundant tourists' resources.

Generally, the community members believed having been in existent for well over ten years then, DDC should already have embarked on doing something towards realization of some form of benefits from the tourists' resources in the district. In its new development strategy, Kenya aims at a society that guarantees equality of opportunity in accessing public services and providing income generating activities (GOK, 2007b). This was not so much of a departure from the 1982 District Focus for Rural Development Policy whose implementation strategy created the DDCs (Chitere and Ileri, 2004), but it gives a window of opportunity for cultivating confidence in the people, which has been established as lacking in this study.

Generally, the respondents agreed that contacting the Kenya Tourism Board (KTB) was important as indicated by an average of 67% of the total, although the same was not significant with  $k = 0.058$  and  $p = 0.126$ . Results further indicated a low inter rater reliability (28%), and that the agreement was more or less by chance based on the low value of Kappa coefficient (Table 4.3.2). On the other hand, 88% of the respondents considered organizing the community to cater for tourists as an important effort to enhance utilization of tourist resources. Their agreement was however not significant ( $k = 0.020$ ,  $p = 0.667$  and irr = 28.5%). According to the community, group hospitality meant preparing for and receiving tourists centrally and taking care of their needs through group approach.

From the in-depth discussions during the individual interviews, the study established that group hospitality had to do with members of the community sharing out roles and responsibilities of ensuring comfort and appreciation by visiting tourists as their hosts. Some would take up cleaning roles, others cooking while others could serve food, keep vigil and ensure cleanliness of the premises. Division of tasks, according to the community would also include manning the tourists' facilities as well as developing and restocking of ornamental and souvenir shops. The community however takes note of the fact that this would be achieved through attitude change, which has been observed not to change as quickly as the associated events (Verbole, 1999).

The key findings from this section indicate that most efforts as identified indicate that benefits from CBT will edge on increased user of the tourists' resources. Significant agreement was only realized relative to promotion/marketing of the resources which could imply that visibility was important in influencing user preferences, thus explaining why tourism is fairly unknown in many parts of the country. Interventions by the players in the industry were recognized as important in enhancing utilization of the natural tourists' resources as they can only be developed in relation to existing resources. There was disagreement that having tour guides would enhance utilization of tourists' resources because the respondents were unsure of their role, meaning that intensive sensitization ought to precede investment in CBT. Disagreement also occurred relative to use of the DDC channel because the respondents believed that DDC should already have embarked on the process.

### 4.3.3: Accruable benefits from smallholder farmer participation in community based tourism in Meru South district, Kenya

A set of likely benefits through smallholder farmer participation in CBT were identified through the individual interviews of the public servants as reported in Section 4.1 of this thesis. The entire household sample respondents were required to rate the extent to which they perceived each of the propositions would translate into benefits to smallholder farmers in the district on a five-point Likert scale and results recorded in Table 4.3.3.

Table 4.3.3: Perceived benefits from smallholder farmer participation in CBT in Meru South district, Kenya

Perceived benefits	% rating by		% of sample	% of irr	<i>k</i> value	<i>p</i> value
	Youth	Adult				
Increased enlightenment	98.5	99.5	99.0	78.5	.216	.001
Enhanced economic status	91.5	91.5	91.5	64.0	.275	.001
Improved exchange of experiences	99.5	97.0	98.0	57.5	.167	.005
Development of closer association	99.5	98.5	99.0	75.5	.211	.002
Improved hygiene	95.5	95.0	95.0	71.5	.144	.002
Increased cohesiveness /operation in groups	98.0	96.5	97.0	71.0	.241	.001
Enhanced knowledge and information flow	99.5	97.0	98.0	70.5	.198	.002
Improved knowledge on better farming	99.5	99.0	99.0	54.0	.019	.001

From the results, there was sufficient evidence that smallholder farmer participation in CBT would translate into increased enlightenment as perceived by 99% of the respondents and a correspondingly high inter rater reliability (78.5%). Further analysis indicated that there was significant agreement between the

perceptions/responses of the youth and those of adults ( $k = 0.126$ ,  $p = 0.001$ ) (Table 4.3.3). According to the community's expectations, participation in CBT would enhance their position as participants in the process and avail the opportunity for joint learning accorded through the mutualistic and reciprocative action processes. This position closely concurs with Selwyn's (1992) proposition that the moment the emphasis on the relative powerlessness of the local people vis a vis the dominant tourist is replaced by an emphasis on collaborative relations between the two parties, we place ourselves on a new plane of reciprocity that rejects the alleged superiority of western values over nature and culture of destination as commodities to be controlled by tourists and tourism operators rather than by local populations or jointly. In the latter case, tourists and tour operators do not exercise total control but instead engage in joint venturing with due involvement of the host communities.

Results indicated that quite a large proportion of respondents also believed that participation in CBT would enhance their economic status (Table 4.3.3), since tourism in itself is economic enhancing. This is consistent with Neto (2003) that tourism is the only major service sector in which developing countries have always recorded surpluses relative to the rest of the world. He further argues that sustainable tourism goes beyond socio-economic development and gives greater priority to poverty alleviation. The position is further reinforced by Friedmann (1980) in saying that several different strategies for generating additional income are available to the family and the farm economy may be diversified, perhaps into tourism. Studies from Namibia concluded that rural tourism could contribute to

poverty reduction as indicated by the significant contribution towards equitable distribution of resources between the urban and the rural communities of Namibia in the case study of the National Community Based Tourism Association of Namibia (NACOBTA) (Nicanor, 2001). Further, Ashley et al. (2001) argued that further increased incomes are realizable through employment of local people in tourism programmes and activities.

Based on the foregoing, the Meru South community's perceptions of enhanced economic status as a benefit from participation in CBT are realistically justifiable. The position held by an average of 91.5% of respondents, with a 64% inter rater reliability in responses denoted a significant agreement between the two categories (youth and adults) with  $k = 0.273$  and  $p = 0.001$  as reported in Table 4.3.3. Results further indicated that participation in CBT would lead to improved exchange of their experiences, considered an important benefit by 99.5% of the youth and 97% of the adults. The two responder categories significantly agreed on this position ( $k = 0.167$ ,  $p = 0.005$ ), and showed a reasonably high inter rater reliability (57.5%) implying that the community foresaw active exchanges pursuant to their participation in CBT. Tourists being international in levels of exposure would definitely improve the community's exposure through CBT interactions.

Participation of smallholder farmers in CBT would accrue significant social benefits as indicated by respondents reached through the household survey (Table 4.3.3). Such benefits include development of closer association among community members ( $k = 0.211$ ,  $p = 0.002$ , irr = 75.5%) and improved household hygiene ( $k =$

0.144,  $p = 0.002$ , irr = 71.5%) especially for those engaged in farm family tourism visit packages and increased cohesiveness as mooted by 97% of the respondents ( $k = 0.241$ ,  $p = 0.001$ , irr = 71%) reported in Table 4.3.3. According to the community, local level integration through formation of closer associations and operation in groups would enable them to take up joint action in addressing challenges faced in the tourism delivery process. Improved operation in groups through joint partnerships, initiation and utilization of community assets and supporting other community initiatives is consistent with Ashley et al. (2001) findings that such collaboration would act as the stepping stone to international level integration, especially when linked with tourism.

According to Neto (2003) this process has gradually become a key dimension of global integration. Results indicated that one of the benefits from tourism is in form of improved hygiene, which is consistent with a study in England, which showed that farm wives can use catering as an argument to improve their kitchen (Bouquet and Winter, 1987). The community also visualized an increase in knowledge and information flow through responses from 98% of the respondents who significantly agreed ( $k = 0.98$ ,  $p = 0.002$  and irr = 70.5%) that there is some socio-economic benefit through information exchange as they would operate as knowledgeable members of the community. The community also believe that through a two way information flow, they would be able to point out to the tourists their likes and dislikes, consistent with Ashley et al. (2001) proposition that cross cultural exchanges would be a channel through which tourists would also be educated on the detestable behaviour by the host community. This would give a clear

opportunity for the community to address and possibly contain the cultural hybridization apparently resultant from tourists' presence in their midst.

On the other hand, smallholder farmers significantly agreed that participation in CBT would improve their knowledge on farming to better their operations and outputs through demand for quality products so created by presence of tourists in their midst. This was supported by 99% of the respondents who significantly agreed ( $k = 0.019$ ,  $p = 0.001$ ,  $irr = 54\%$ ) that such participation would be that much remunerative. Particularly, the community indicated that through engagement in tourism activities, the district would have market for their produce, which is consistent with Ashley et al. (2001) that community based tourism would lead to improvement of farming through creation of local demand for farm produce and the challenge to deliver the required quality. The need to improve farming practice is also grounded on the hypothesis by Schultz (1963) that 'farmers in traditional agriculture are efficient but poor'.

Generally, Ashley et al. (2001) concluded that for tourism to address poverty issues, it has to create jobs for the rural poor, support small enterprise development, develop local economic linkages, generate community income, encourage sharing of services with the local communities, maintain access to natural resources, minimize negative cultural impacts, increase resilience of local communities through diversification and encourage local participation in decision making processes, all of which are in tandem with the finding of this study as discussed in the forgoing section. Further more, the study on the economic value of tourism in

Kenya specifies the consequences of tourism as economic, social, political and cultural (Mitchell, 1971), thus concluding that the findings are relevant and consistent with the previous works on the issue.

From the results therefore, it is apparent that significant agreement occurred between the youth and adults on all the identified benefits. Significant agreement between youths and adults on all the benefits indicates that engagement in CBT by the community would be an easy option to take since the socio-economic benefits are very clear to the community. Further evaluation indicates that the benefits are based on reciprocal and mutualistic action processes when the community engages tourists in a variety of ways. On the other hand, benefits would generally translate into job creation, increased resilience of local communities, minimal negative cultural impacts, income generation for the community and maintained access to natural resources.

#### **4.3.4: Factors impeding exploitation of tourists resources for socio-economic benefits of the Meru South district smallholder farmers**

The study aimed at identifying and analyzing why despite there being substantial potential for socio-economic empowerment at the community level from CBT, little or nothing has been done to harness this potential. Through the in-depth interviews with the public servants at different levels of the district, several factors were established (Section 4.1) as having contributed to low or complete non-exploitation of potential for tourism in Meru South district. Those factors were individually analyzed through the household survey, to collect the perceptions of youth and

adult smallholder farmers of Meru South district and the results reported in Table 4.3.4.

Table 4.3.4: Factors attributed to non/low exploitation of tourism potential in Meru South district, Kenya

Contributing factor	% rating by		% of sample	% of irr	<i>k</i> value	P value
	Youth	Adult				
Ignorance about tourism	84.5	82.0	83.0	71.0	.197	.001
Accessibility/access roads	94.5	89.5	92.0	56.5	.177	.010
Distance from the highway	94.0	90.5	92.0	70.0	.476	.001
Communication	83.5	71.5	77.5	60.0	.197	.001
Insecurity	89.0	91.0	90.0	60.5	.288	.001
Individualization of tourists resources	17.5	18.5	18.0	54.0	.207	.001
Demanding for pre-service payment	17.0	14.5	16.0	56.5	.117	.012

Most of the respondents, 84.5% of youth and 82% of the adults, averaging 83% of the sample indicated that ignorance, interpreted as lack of knowledge on how to engage in tourism, mainly caused non-exploitation of tourism potential (Table 4.3.4). An analysis of how individuals viewed/perceived this factor established that the two responder categories significantly agreed at  $k = 0.197$  and  $p = 0.001$  with a high irr = 71%. The implication here is that the Meru South smallholder farmers lacked knowledge and information on how to progress in initiating and managing a process that ensured exploitation of tourism potential in the district. This finding is consistent with Nilsson's (2001) conclusion in a study on farm tourism that most entrepreneurs and farm tourism enterprises lack experience of both tourism and the

service sector at large, which is the domain of the trajectory. Oiro et al. (2004) concluded in a study on poverty and employment in Kenya that as education level rises, poverty incidences falls, which calls for efforts in reducing the levels of ignorance if the community has to benefit from tourism.

The study further revealed that accessibility, measured in terms of availability of access roads, contributed to low-exploitation of tourism potential in Meru South district (Table 4.3.4). Rated by 92% of the respondents as an important impediment, lack of access road or simply inaccessibility is attributed to non-discovery of some potential tourists' attractions. The study established that there was significant agreement between the youth and adults on this factor, based on the computed  $k = .177$  and  $p = .010$  values as well as the irr = 56.5% and reported in Table 4.3.4.

According to the majority of those reached through the household survey, some of the easily accessible attractions like haven of bats caves in Murugi location are already receiving tourists in increasing numbers over time. Closely linked to access roads is the distance from the Embu-Meru highway. The study established that the further away an attraction is from the highway, the less likely it is a popular tourists' attraction. Results obtained from H/H survey indicated that there was significant agreement ( $k = 0.476$ ,  $p = 0.001$  with irr being 70%) in opinions of youth compared to those of the adults as reported in Table 4.3.4. The findings were consistent with Holland et al. (2003) findings that development of local skills and infrastructure in community based tourism is an important undertaking for enhanced survivability of the venture.

Distance from the highway is also closely linked to communication, specifically in terms of Information and Communication Technology (ICT) infrastructure. According to the respondents (77.5%), tourists prefer to visit attractions where communication network is also well developed (Table 4.3.4). Results further established that this position was popular and significantly agreed upon between the youth and adults, with  $k = 0.197$  and  $p = 0.001$  and irr being 60% as reported in Table 4.3.4.

Insecurity was assessed as a possible impediment, and the results revealed that to some extent, it is an important hindrance to exploitation of tourism potential. Although the majority of the respondents agreed that insecurity was not a serious issue in Meru South district, there was significant agreement ( $k = 0.288$ ,  $p = 0.001$  with irr being 60.5%) that it is an important factor requiring attention if tourists' resources are to be effectively utilized. These results were in tandem with the findings by Geda et al. (2001) that improving security is an important fundamental initiative for reducing poverty, and those of Holland et al. (2003) that successful development of rural tourism may be dependent on the success of the national tourism product and may be affected by other tourism effects such as insecurity and market volatility. Related to insecurity is the possibility of individualization/privatization of tourists' attractions so that individual entrepreneurs could take care of their parts or sections of the resources. Only a small proportion of the respondents (18%) agreed and significantly so ( $k = 0.207$ ,  $p = 0.001$  and irr = 54%), that privatization would impend utilization of the potential for tourism (Table 4.3.4).

The study evaluated the controversial issue of asking tourists to pay so that they could receive certain services and established that only a few respondents (16%) considered this as an important impediment. The agreement was however significant ( $k = 0.117$ ,  $p = 0.002$  with irr being 56.5%), that should tourists be charged pre-service levy, they would find it difficult to explore all the possible attractions in the district. The study established that mechanisms need to be put in place to enable levying of the already rendered services as opposed to those anticipated.

From the results, all the identified factors significantly affected exploitation of the potential for CBT in the district. It therefore follows that out placed attractions are less likely to be popular. On the other hand, insecurity impairs realization of benefits from CBT because tourists could not risk penetrating into risky zones, while privatization denies the community access to the resources and by extension the accruable benefits. The study identified lack of knowledge as the most significant factor in that rural communities may coexists with tourists' attractions and never know their potential for income generation. The study also established that levying procedures require harmonization to avoid tourists negating a place as a result of discrepancies the levying.

#### **4.3.5: Increasing benefits from CBT through supply of tourists' expectations in Meru South district, Kenya**

The study set to establish what smallholder farmers expect tourists to be desirous of upon visit in an attempt to establish the necessary mechanisms for maximizing benefits from tourists' visits. Results of this evaluation were reported in Table

4.3.5, which generally indicated the community's perceived preferences of the tourists. Accordingly, 97% of the respondents significantly agreed ( $k = 0.178$ ,  $p = 0.002$  and  $irr = 59\%$ ) that tourists would prefer to find a prepared, interactive and hospitable community (Table 4.3.5). The community visualized the need for a marked level of preparedness to receive tourists, so as to enable them settle down fast and enjoy the bio-geo-physical attractions of the district, consistent with the Rensinger's (1994) contact hypothesis stipulating that, contact between different cultures pave way for the understanding and thereby diminish the risk of prejudices, conflicts and tensions, which help explain the ideas behind social tourism.

Table 4.3.5: Percentage rating of the community's perceived expectations of tourists, upon visiting Meru south district of Kenya

Expectations of visiting tourists	% rating by		% of sample	% of irr	<i>k</i> value	<i>p</i> value
	Youth	Adult				
A prepared, interactive and hospitable community	97.0	97.0	97.0	59.0	.178	.002
Entertainment by the host community	99.5	96.0	98.0	79.5	.216	.001
See and photograph attractions and artifacts	99.5	98.5	99.0	45.0	.090	.080
Tourists to join and work with the host community	83.5	83.5	83.5	52.0	.197	.001
Non disruption of the host community's business	97.0	95.0	96.0	65.0	.138	.004

According to the respondents reached through this study, the longer the tourists stayed in a community, the higher the returns. Such a position could be sustained through organized community based entertainment, which 98% of the respondents perceived as expected by tourists (Table 4.3.5) and significantly agreed ( $k = 0.216$ ,

$p = 0.001$  with irr being 79.5%) was an important factor. In a study on economic value of tourism in Kenya, Mitchell (1971) noted that tourists demand a wide variety of goods and services, with some demanding different combinations of such goods and services, which is consistent with the community's perception in this study.

On the other hand, the Meru South smallholder farming community through the respondents indicated that tourists prefer taking photographs of sceneries, heritage and natural landscapes, cultural as well as social functions taking place in a community at their time of visit. As such, 99% of the respondents agreed ( $k = 0.090$ ,  $p = 0.80$  with irr being 45%) though not significantly that by providing sceneries for photography, as well as socio-cultural artefacts and heritage, part of tourists' expectations would be met (Table 4.3.5), the extent to which the community could not establish. Consistent with this finding, Healy and Zorn (1988) noted that tourists with clicking cameras congregate at major rituals and religious festivals, while community life continues, seemingly stronger than ever before with no clear distinction of the point at which the rituals and fiestas become simply spectacles of tourists and the point at which the community becomes merely a stage.

Besides provisions by the community, the study established that certain benefits could be maximized through appropriate engagement of the tourists. Apparently, 83.5% of the respondents (Table 4.3.5) significantly agreed ( $k = 0.197$ ,  $p = 0.001$  and irr = 52%) that availing opportunity for direct engagement of tourists in

community work would increase benefits from their presence in the district. According to most of those reached through the study, most members of the community would opt to do everything in the event of tourists' visit, other than engage them in the farming activities of the moment. However the majority of those reached believe that tourists would really enjoy joining farmers on the farm to try out some of the activities that they find farmers engaged in, and finally pay the farm owner, which widens the scope of opportunities to gain from their visits.

The study evaluated the extent to which tourists' visit to farms would interfere with the normal routine of the community members and subsequently established that it would not have much impact. Results indicated that according to 96% of the respondents (Table 4.3.5), such visits would not interfere with routine activities; relative to the community's perceived expectations of tourists. As such, there was a significant agreement ( $k = 0.138$ ,  $p = 0.004$  with irr being 65%) that tourists' visits to farms would be an opportunity for income generation and not significantly disrupt the normal farming routines. However, Verbole (2000) while analyzing actors, discourses and interfaces of rural tourism development in Slovenia established that some women found catering for tourists too demanding, while some tourists damaged farmland and mistreated farm animals, which seems to have been negated in this study.

From the results, the community perceives tourists as demanding forms of goods and services in different proportions and packages. The most important expectations included entertainment by the host community and tourists joining

host communities in their routine activities, which implies that the community expects some forms of social interactions to accrue from the physical presence of tourists in their locality. The longer the tourists stayed in a community the higher the benefits/returns meaning that provision of the tourists preferences would therefore increase benefits from tourists through lengthened stay, increased number of tourists, improved back visits, multiple packages and the requisite try outs among others.

#### 4.3.6: Community's due diligence/tacit knowledge in community based tourism facilitators

Due diligence born out of enlightenment of the smallholder farming community of Meru South district was evaluated in line with management of CBT. A number of parameters identified through the in-depth interviews of the public servants were put through the smallholder farmer respondents and results obtained recorded in Table 4.3.6.

Table 4.3.6: Due diligence/enlightenment on the unique CBT facilitators among the smallholder farming community of Meru South district, Kenya

Perceived indicators of Enlightenment	% rating by		% of the sample	irr in %	k value	p value
	Youth	Adult				
Knowledge of authority over social commons	78.0	77.0	77.5	68.0	55.0	.001
Awareness of tourists liking for visiting individual farms	67.0	68.5	68.0	54.5	53.0	.001
Tourists may prefer to give handouts to communities	52.5	56.5	54.5	53.0	.195	.001
Inequitable distribution of tourists to arouse animosity	49.5	43.0	46.0	54.5	.213	.001
Tourists do enjoy people begging from them	16.0	22.5	19.0	65.5	.282	.001
Tourists visits would interfere with normal routine	22.0	27.0	24.5	54.0	.174	.001

From the study results, presented in Table 4.3.6, the community members are well aware of the fact that they have total control of the social commons (those resources that are communally owned or preserved for communal interest) some of which fall under this category in Meru South. Knowledge of such authority was considered important by 77.5% of the respondents (Table 4.3.6) who significantly agreed ( $k = 0.174$ ,  $p = 0.001$  and  $irr = 62.5\%$ ) that it would help them plan for utilization of such attractions for socio economic benefits. Power in this respect is seen as an outcome of a negotiation (Clegg, 1989), which could be viewed in Foucault (1980) definition as being dynamic, imminent, and employed in a netlike organization/arrangement in all relations. The community perceives utilization of the social commons as a joint activity whose decision on what ought to be done rests on the consensus by the community membership.

Knowledge of the desire by tourists to visit individual farms was also considered important as indicated by 68% of the respondents who significantly agreed ( $k = 0.173$ ,  $p = 0.001$  with  $irr$  being 55%) that the same would be useful in enabling farm owners to prepare their farms accordingly (Table 4.3.6), which would in effect maximize benefits from CBT. The study also established that 54.5% of the respondents know that tourists may wish to give local communities money/handouts during their visits or interactions with them (Table 4.3.6). They significantly agreed ( $k = 0.195$ ,  $p = 0.001$  and  $irr = 53\%$ ) that such a gesture would increase benefits form CBT. However, 81% of the community/respondents knew that tourists do not like people borrowing from them. There was significant agreement ( $k = 0.282$ ,  $p = 0.001$  with  $irr$  being 65.5%) that tourists detest a

borrowing culture, meaning that the community is aware of the fact that unless tourists decide to offer such assistance/tokens, the members should desist from borrowing or employing any form of preemption. As such, the smallholder farmers held the view that CBT should have an inherent anti begging education programme.

Results further indicated that the community was aware of the fact that inequitable distribution of tourists to different parts of the district would lead to jealousy and animosity. Accordingly, 46% of the respondents significantly agreed ( $k = 0.213$ ,  $p = 0.001$  while  $irr = 54.5\%$ ) that there is need for equitability in sharing out tourists to different parts of the district under the CBT arrangement. Studies show that such equitability strives for intersubjectivity, interpreted as the common and shared understanding of the reality (Crossley, 1996). Only 24.5% of the respondents indicated that tourists visits would interfere with routine activities of the community, which was however significant ( $K = 0174$ ,  $p = 0.001$  and  $irr = 54\%$ ) as reported in Table 4.3.6. Tourism could however be promoted at the community levels without adversely affecting the community' routine activities through shared responsibility. This could be done by way of allocating duties to community membership either at the lodge level for the centralized models (where tourists spend their nights at one place e.g a lodge) or designing a rotation to benefit the decentralized model ( where tourists are scattered among the farming community).

Results indicate that tourists mostly detest a begging community which if avoided would definitely enhance visitation. The notion that tourists have money to give and therefore need to be enticed to do so is irritating to the tourists themselves and

a community that prioritizes on curtailing such behaviour will definitely enhance visitation and subsequent survivability of CBT. On the other hand, inequitable distribution of tourists during implementation of the farm visit module would arouse animosity and bad feelings among those who feel discriminated against. Knowledge of community's authority over social commons enable quicker investment in community programmes as generally, high levels of due diligence/enlightenment would enhances faster off take of joint investment and subsequent sustainability. The study further established that improved awareness of the limiting factors to investment eases development of cautionary measures for visitation, which would further on promote investment and enhance sustainability.

#### **4.3.7: Smallholder farmers' commitment to participate in CBT in Meru South district, Kenya**

Effective participation in any profitable venture calls for due commitment of the actors. The study results reported in Section 4.1 identified a variety of ways through which commitment of smallholder farmers to CBT could be evaluated. Results of the household survey presented in Table 4.3.7, indicated various levels of commitment of smallholder farmers to CBT.

Measured against willingness to participate in CBT, the study established that 100% of youth and 98.5% of adults (Table 4.3.7 below) would be willing. The levels of agreement between the two categories were significant ( $k = 0.198$ ,  $p = 0.045$  and  $irr = 72\%$ ) meaning that the two expressed similar opinions. An assessment of commitment to participate in CBT through preparedness to receive tourists established that on average, 97% of respondents were willing (Table 4.3.7).

The two categories significantly agreed that preparedness to receive tourists is important ( $k = 0.143$ ,  $p = 0.003$  and  $irr = 70\%$ ) as a show of commitment to participate in CBT.

Table 4.3.7: Relative levels of smallholder farmers' commitment to participate in CBT in Meru South district, Kenya

Perceived actions depicting participation	% by category		% of sample	% of irr	$k$ value	$p$ value
	Youth	Adult				
Community's willingness to participate in tourism	100	98.5	99.0	72.0	.198	.045
Preparedness to receive tourists	98.0	95.5	97.0	70.0	.143	.003
Willingness to receive/interact with tourists	99.0	98.0	98.5	69.5	.215	.001
Organization of the tourists aspect in the district	27.5	34.5	31.0	53.5	.215	.001
Willingness to welcome and guide tourists	95.5	96.5	96.0	46.5	.034	.464
Willingness to protect resources from damage	80.0	77.0	78.5	58.5	.117	.010
Desire to protect social commons from individuals	76.5	76.5	76.5	60.5	.160	.001

The study further established that the respondents were not only prepared, but also willing to receive and interact with tourists as shown by 98.5% of respondents who significantly agreed ( $k = 0.215$ ,  $p = 0.001$  and  $irr = 69.5\%$ ) this was an important aspect of commitment to participate in CBT. The study further established that the community perceived commitment to participate in CBT in terms of engaging in organizing the tourism aspect in the district. Accordingly, 31% of the respondents significantly agreed ( $k = 0.215$ ,  $p = 0.001$  and  $irr = 53.5\%$ ) that it was important to organize the tourist aspect in Meru South district. Besides organization, the respondents also agreed that they would also welcome and guide tourists (96%) as

a show of commitment to participate in CBT. The latter agreement was however not significant ( $k = 0.034$ ,  $p = 0.464$  and  $irr = 46.5\%$ ) but more or less by chance due to the very low  $k$  value (Table 4.3.7).

Further on, the study established that smallholder farmers were willing to protect the tourist attractions from bio-physical damage (78.5%) as a show of commitment to participate in CBT through preservation of the attractions for longer term utilization (Table 4.3.7). The agreement between youth and adults was significant ( $k = 0.117$ ,  $p = 0.001$  with  $irr = 60.5\%$ ), implying the need to have the resources protected and preserved for longer term use and by extension, benefits.

Results of the dual studies indicated that commitment by the community would be delivered in a variety of ways all of which are significantly agreed upon by the two categories safe for willingness to welcome and guide tourists. With substantial commitment, investment in CBT is likely to be easier as the community is already tuned to acting their will other than by any form of coercion. Organizing the tourism aspect in the district, followed by willingness to participate in tourism and desire to protect social commons are building block for social cohesion as strongly supported by this study. Willingness to protect attractions from bio-physical damage implies enhanced longer term use and extended periods of benefiting. Generally, the study established that out placed attractions are less likely to be popular, insecurity impairs realization of benefits from CBT, privatization of resources denies the community access/benefits and lack of knowledge is an

important limiting/impending factor, while levying procedures require harmonization for uniformity in charging for tourism services by the community.

#### 4.3.8: Utilization of community based design and management options to run CBT

The individual in-depth study targeting the public servants in Meru South district (Section 4.1) established a set of provisions that cumulatively add up to defining a model of community based tourism design and management style. Results from the household survey established that the community has the ability to design and utilize knowledge and information available to it to run CBT as reported in Table 4.3.8.

Table 4.3.8: Perceived community based management options for CBT in Meru South district of Kenya

Perceived design and management options	% by category		% of sample	% of irr	<i>k</i> value	p value
	Youth	Adult				
Participatory decision on organization of tourism	84.0	80.0	82.0	31.5	.017	.664
Community participation in running CBT	82.0	85.5	84.0	45.5	.062	.151
Maximum individual equity of utmost 10%	77.0	76.0	76.5	31.0	.001	.985
Fixing the minimum number of shares at 100	91.5	84.0	89.5	46.5	.092	.079
Cost of one share fixed at not more than Kshs. 25	65.0	61.5	63.0	58.5	.208	.001
Establishment and use of cmtly based structures	91.0	94.5	93.0	44.5	.019	.665
Choice of welfare association as formation	94.0	94.0	94.0	55.5	.107	.021
Choice of community based company limited	96.5	97.5	97.0	62.5	.155	.002

According to Table 4.3.8, participatory decision making relative to the type and mode of organization of tourism in the district was considered a preferable option towards design and implementation of CBT by 82% of the H/H level respondents of the study. Further analysis revealed that the agreement between youth and adults was however not significant ( $k = 0.017$ ,  $p = 0.664$  with irr being 31.5%) as reported in Table 4.3.8. According to the community, participatory decision making is crucial as it widens inclusion thus ensuring commitment and long term sustainability of the programme. However, with low inter rater reliability, it appears that the community does not agree significantly on joint venturing which appear to negate propositions by various scholars such as Verbole (2000), that social groups such as family, clans, networks and cliques are very important in obtaining and controlling access to decision-making process as well as Wearing and McDonald (2002), that strategic actions in power relations are guided by an understanding of us and our environment.

Participatory decision was closely linked to embracing community participation in management of CBT in that smallholder farmers would have a variety of roles to play at the CBT venture as preferred by 84% of the respondents. Agreement between youth and adults was not significant though ( $k = 0.062$ ,  $p = 0.151$  and irr = 45.5%) and based on the near zero Kappa Coefficient, the agreement appears to have been more or less by chance (Table 4.3.8). The findings to some extent confirms Holland et al. (2003) position that, rural tourism is a long-term and slow process which needs to be planned and resourced to counter the practical, logistical and implementation challenges, safe for the fact that smallholder farmers from

Meru South district do not agree with the fact that the process ought to be slow and long term. On the other hand, social capital is considered a much neglected asset, the enhancement of which could yield high economic dividends (World Bank, 2001).

In principle, respondents agreed that joint decision making through serious participation based on determination of the number of shares per smallest investor and controlling dominance by fixing the maximum shareholding by prospective large investors was necessary. To this end, 89.5% of the respondents agreed that fixing the number of shares per smallest investors at 100 is preferable (Table 4.3.8), while the maximum investment for a single person or company should also be set at less than 10% of total investment. The latter position was preferred by 76.5% of the respondents. However, the two categories did not significantly agree on the propositions, in the sense that the calculated  $k$  value was less than 0.1 signifying agreement more or less by chance, and  $p$  greater than 0.05, while irr in both cases was less than 50% (Table 4.3.8). On the other hand, there was significant agreement between the youth and adult ( $k = 0.205$ ,  $p = 0.001$  with irr being 58.5%) concerning fixation of a share value at not more than KShs. 25. (Table 4.3.8).

In managing the formation (CBT), the study established that a community based management structure would be preferable as indicated by 93% of the respondents. Agreement between youth and adults on this matter was however not significant ( $k = 0.019$ ,  $p = 0.665$ ) implying that the community would rather design their own structure. These finding are in tandem with Geda et al. (2001) who purport that

increasing the ability of the poor to raise their incomes, improving the quality of life and increasing participation of the marginalized groups are among the important fundamentals for reducing poverty. Being poor and of low income endowment, the smallholder farming community could only be engaged through formation of operational groups to both sustain the initiative through ownership and reducing costs of operation.

The study also established that a welfare association would be preferable (94% of respondents) in which case the agreement ( $k = 0.107$ ,  $p = 0.021$  and  $irr = 55.5\%$ ) between youth and adult was significant (Table 4.3.8). However, the most preferable management option was where the community forms a company by shares, considered appropriate by 97% of the respondents, who registered significant agreement ( $k = 0.155$ ,  $p = 0.002$  and  $irr = 62.5\%$ ) in opinion between the youth and adults reached out in the study. The finding was in tandem with that of Levi (2003) that; cooperation would be expected to match the expectations of tourism that go beyond the mere supply of services in favour of such ends as empowering marginal areas; enhancing the image of the community in the eyes of both locals and visitors; training and education towards the preferred type of “environmental tourism” as a combination of new sources of revenue and preservation of the valued natural and cultural resources.

The study established that options combine to form an adoptive whole in community based economic investment and that participatory decision on mode of organization implies popularly agreed processes through appropriate community

engagement. Maximum individual equity of 10%, limits possibilities of ownership of the venture by a few individuals or firms thus availing chance by the wider community. On the other hand, exploitation of social capital was important in yielding high economic dividends, widened inclusion thus commitment and long term sustainability. Of importance to note was the fact that community based management structures were preferable to ensure community's role play in the actual realization of the tourism venture.

#### **4.4: Analyses of inter group variability to confirm concurrence towards realization of the drivers for socio-economic empowerment**

The study aimed at determining the tourists' attractions in the study area (Sub Section 4.3.1), examining and analyzing the factors surrounding lack of or insufficient exploitation of the tourism potential (mainly covered in the rest of Section 4.3), as well as proposing the framework for realization of benefits from such an engagement. Significance of possibilities to realize/optimize benefits from smallholder farmers' participation in CBT was evaluated through further analysis of the drivers for socio-economic empowerment discussed in details in section 4.3 of this thesis. The drivers were summarized as follows: 1) articulation of the designated tourists' resources from the district, 2) enhancement of utilization of tourists' resources, 3) maximization of the accruable benefits from CBT, 4) deliverance of the known tourists' preferences, 5) countering impediments to utilization of the resources, 6) application of the community's due diligence on CBT facilitators, 7) ensuring community's commitment to participate in CBT, and 8) utilization of community based management options.

The study reported the significance of concurrence on the optimization of the drivers to deliver socio-economic empowerment between the age groups (adults and youths) in sub sections 4.4.1 and 4.4.2; along gender lines in sub section 4.4.3; age groups and locality (location of habitation) in sub section 4.4.4 and 4.4.5; and finally age groups and education in sub Section 4.4.6 and 4.4.7. Finally, the study reports on Pearson's product correlations between the adults and youth in summarizing the existence, direction and significance of association between responses of the two categories (youth and adult) on various variables and as a cross check on the levels of delivery on the stated study hypotheses (Section 1.4).

In Section 4.3, all responses ranging from 3-5 on a five-point adapted Likert scale were summed up together to create a group score that denoted the level of importance attached to the independent variables under evaluation. As discussed in Section 4.3, eight groups/sets of independent variables formed the eight themes of the study. Each of those variables was built up by a corresponding set of indicators, which were directly measured from the respondents. In creating harmony and responding to the objective of the study, the eight dependent variables were put through a variety of tests in this section, from which deductive inferences were made in line with the stated hypotheses and study objectives. Individual responses from the measured indicators could not be summed up under Section 4.3, therefore the use of kappa coefficient analysis to summarize the responses, which gave the inter rater reliability between youth and adults.

Under this section, several Likert scale responses have been summed up to create the thematic areas under which the data is translated into ratio scale to enable the use of mean and standard deviation as relevant and important measures of central tendency, and upgrade the analyses to capture the t and F tests. Being more robust, the t and F tests results were used to cross check the validity and reliability of the results from kappa coefficient used in Section 4.3 of the study. Deductive inferences were made to further strengthen the outcomes of the study and concretize the envisaged and upcoming relationships. Results of the Pearson's product correlation coefficients were used to confirm or denounce the envisaged relationships in form of hypotheses testing, especially now that analyses has taken place at both indicator and variable levels.

#### **4.4.1: Variability by age on the key drivers towards optimization of benefits from bio-geophysical resources in Meru South district, Kenya**

Responses from the youth and adults were captured relative to key drivers toward optimization of benefits from tourist resources, as reported in Section 4.3 of the study. To further address the objectives of the study, it was necessary to evaluate how those responses were distributed within the eight thematic categories (Section 4.3) since the study used an adapted version of the Likert psychometric five-point scale denoted by 1-5 to collect the responses (Likert, 1932), then calculated the arithmetic means (Table 4.4.1)

Results (Table 4.4.1) indicate a reasonable level of agreement between the youth and adult, relative to tourist attractions that they considered to be important in the district. Notably, the comparatively low standard deviation by youth = 0.1470, and

that of adults = 0.1477, implies that the intra group variability was very low in opinions in both categories relative to what tourist attractions in the districts really are. This shows a marked level of knowledge of tourists' resources and actual designation of what they are as shown by the results (Table 4.4.1).

Table 4.4.1: Variability among the respondents on key drivers towards optimization of benefits from smallholder farmer participation in CBT in Meru South district, Kenya

Key drivers to optimize benefits	Mean		SD		Inter-group variability
	Youth	Adult	Youth	Adult	
Designated important tourists resources	3.010	3.014	.1470	.1477	.0007
Efforts in enhancing utilization of trsts' resources	3.298	3.288	.2810	.2583	.0227
Accruable benefits from participation in CBT	4.862	4.873	.4059	.3594	.0465
Delivering the known tourists preferences	4.507	4.565	.4422	.4333	.0089
Countering impediments to utilization of the resources	3.106	3.212	.4581	.5272	.0691
Tacit knowledge of CBT facilitating factors	3.932	3.962	.5134	.5007	.0127
Community's commitment to participate in CBT	3.235	3.266	.3569	.3744	.0175
Utilization of cmtly based management options	3.116	3.208	.3705	.4223	.0518

SD Standard Deviation

CBT Community Based Tourism

Knowledge and subsequent designation of tourists' resources is an important driver towards optimizing benefits from them, since it would not take further efforts and resources to bring the community to the required levels of understanding of what tourist resources should be. Such knowledge is essential in addressing the inadequacies of enhancing tourists' products, cited by Ikiara and Okech (2002) as

seriously lacking due to low levels of interpretation of what tourists' resources really are. Tourists' resources identified in this study dully conform to those described by various scholars as eco (Koch, 1994; Fennell, 1999 and Collins, 1998), rural (Verbole, 2000; Nilsson, 1995; and Opperman, 1996), cultural (Richards, 1996 and Nilsson, 2001), agro/farm (Slee et al., 1996; Verbole, 2000 and Nilsson, 2001) and adventure/heritage based (OECD, 1994 and Verbole, 2000).

Results indicate some reasonably high levels of agreement between youth and adults (relative to the efforts required to enhance utilization of tourist resources, as shown by the means (Table 4.4.1). There is however, a notable diversity on their views, relative to the slightly high standard deviation ( $SD_y = 0.2810$ ,  $SD_a = 0.2583$ ) though the inter group variation is considered to lie within acceptable limits of this study. Notably, efforts in enhancing utilization of tourists' resource are considered to be important drivers towards optimization of benefits from tourist resources by the Meru South smallholder farming community. Relative levels of articulation of such efforts means the community would make the right choices at the moment of need. Such efforts are believed to act as precursors towards bridging the rhetoric of national planning and actual activities at the community level, described by Long (1989) as considerably lacking in most situations.

The study further established close agreement between youths and adults concerning the accruable benefits from community's participation in CBT. Such an agreement on the benefits is important because, unless the community is clear on what engagement in CBT would add to their livelihood, they would not be eager

to engage in such a venture. The levels of agreement were highest on this driver, as denoted by the means which are closer to 5 than 3 (Table 4.4.1), as denoted by the responses picked from the same range, implying that there would be greater motivation to engage in CBT, so as to accrue the benefits. The intra group variation was however slightly higher among the youth ( $SD = 0.4059$ ) as compared to the adults ( $SD = 0.3594$ ), which may be attributed to the levels of experience in tourism. This also indicates a high inter group variation which might be explained by the relative interpretations of what benefits really are in the perspectives of the two responder age groups. Acknowledgement and significant agreement on benefits from CBT is consistent with arguments by many scholars who have described the engagement as a business (Wearing and McDonald, 2002), useful in utilizing rural economies (Verbole, 2000), useful in social development (Engel, 1997; Neto, 2003) and knowledge enhancing (Foucault, 1980).

On the other hand, the community agreed considerably (high mean value-ranked 2<sup>nd</sup> best, Table 4.4.1), on what tourists' preferences would be and visualized this as an important driver towards optimization of benefits through knowledge and therefore delivery of the same, which by extension guarantees them satisfaction, thus sustenance of their visits which would also possibly lead to repeated visits therefore longer term benefits to the community. There was however, slightly lower intra group variability in the adults ( $SD = 0.4333$ ) as compared to the youth ( $SD = 0.4422$ ) the former of whom apparently agreed better on identification and delivery of tourists' preferences. Knowledge of tourists' preferences drives the process of enhancing delivery of such preferences which is consistent with the

demand for spirited community participation and therefore sustains the innovation as strongly mooted by Engel (1997).

The study identified several impediments to utilization of tourists' resources as discussed in section 4.3.5. Based on the means of the two responder categories, the agreement was more or less at the same level. However, lower intra group variability was apparent among the youth ( $SD = 0.4581$ ) as compared to the adults ( $SD = 0.5272$ ) as reported in Table 4.4.1. An important finding is the high inter group variability ( $0.0691$ ), which is actually the highest among all the drivers (see Table 4.4.1). The implication here is that with less variability among the youth, and high inters group variability, it would be worth while to create better awareness and subsequent agreement among and between groups, so as to ease acquisition of benefits through a unified focus on the impediments. This is consistent with Wearing and McDonald (2002) conclusion that contribution from each player in community based tourism is essential in strengthening the building blocks for growth. As observed from the results, there was a close linkage between the optimization of benefits, and tacit knowledge of CBT facilitators. Since a society's ability to innovate depends on its level of tacit knowledge on how to innovate (Wikipedia, accessed in October 2007), tacit knowledge of CBT facilitating factors was found to be a crucial driver towards optimization of benefits from CBT.

The two response categories quite agreed on facilitating factors under evaluation as shown by close SDs and means reported in Table 4.4.1. An assessment of community's commitment to participate in CBT revealed a close agreement within

and between the two responder categories as reported in Table 4.4.1. The low difference in SDs of the two categories (youths and adults) reveal close levels of agreement, and by extension possible optimization of benefits since community's commitment to participation in CBT is one key driver. This is consistent with Verbole (2000) argument that sustainable tourism development is socially constructed and hinged on community participation through the bottom up approach to development.

According to the Meru South smallholder farmer community as reported in Section 4.3.8, utilization of community based management options is a key driver to optimization of benefits from tourism since it avails the opportunity for wider community participation in the venture. The calculated mean scores for the two categories (youth and adults) as observed in Table 4.4.1 revealed low means (youth = 3.116 and adult = 3.208), which means the confidence in the choices was low, implying that initiation of such a programme would require intensive persuasion and sensitization to cause participation. Based on the standard deviations of the two categories, the inter group variability is high (in fact second highest in the entire data set) which could imply more sensitization is required in the two categories. The findings are consistent with Engel (1997) argument that cohesive groups are much more effective in achieving collective goals in social organization for innovation, in view of the efforts required to cause consensus due to high inter group variations in opinions/judgments/perceptions. The two broad categories of respondents (youth and adults) relative to the levels of exposure/experience are expected to show stronger intra as opposed to inter-group cohesion, which may be

explained by Wearing and McDonald (2000) conclusion that each player makes important contribution in CBT as driven by the perceived benefits from such engagement.

The key findings from this section indicate that high inter group variability means would require more efforts in addressing the impediments and more emphasis in enhancing use of community based management options. The latter finding are consistent with Kappa coefficient test especially in relation to utilization of community based management options, where the two responder categories did not agree significantly in most of the indicators.

#### **4.4.2: Significance of variation within the matched/paired samples of respondents, relative to the key drivers for optimization of benefits from smallholder farmer participation in CBT**

The youths and adults reached through this study were matched in view of the fact that they all are smallholder farmers in Meru South district. Levels of agreement in their opinions/perceptions/judgments on the identified drivers for optimizing benefits should smallholder farmers participate in CBT could not be judged whether significant or otherwise, from the means and standard deviations discussed in Section 4.4.1. As such, the mean differences were run through a t-test, under the null hypothesis that they do not differ significantly under the chosen threshold of  $P \leq 0.05$  levels. Based on the results presented on Table 4.4.2, significant difference was experienced in only two cases.

Based on the standard deviations reported in Section 4.4.1 and presented on Table 4.4.1, it was apparent that the opinions of youths differed significantly from those of adults, relative to mechanisms for countering impediments to utilization of tourists' resources. According to results presented on Table 4.4.2, there is proof that a significant difference in opinions of youth and those of adults exists ( $t = -3.094$ ,  $p = 0.002$ ), which is perfectly consistent with the results discussed in the previous section.

Table 4.4.2: Paired sample t-test on the key drivers towards optimization of benefits from smallholder farmers' participation in CBT in Meru South district, Kenya

Key drivers for optimization of benefits	Mean		t value	p value
	Youth	Adult		
Designated important tourists resources	3.010	3.014	-0.816	0.416
Efforts in enhancing utilization of tourists attractions	3.298	3.288	+0.448	0.654
Accruable benefits from participation in CBT	4.862	4.873	-1.074	0.284
Delivering the known tourists preferences	4.507	4.565	-1.465	0.144
Countering impediments to utilization of the resources	3.106	3.212	-3.094	0.002
Community's tacit knowledge of CBT facilitating factors	3.932	3.962	-0.736	0.463
Community's commitment to participate in CBT	3.235	3.266	-1.084	0.280
Utilization of community based management options	3.116	3.208	+2.749	0.007

As such, in order to optimize benefits from smallholder farmer participation in CBT a deeper evaluation of the key impediments and consensus building is required. Although, calculated kappa coefficient established existence of

significant agreement between the two categories (Section 4.3.5), t-test is much more robust in revealing the levels of agreement as kappa is much more relevant to determination of the inter rater reliability in form of degree of association. According to Ashley et al. (2001), countering impediments calls for improved association between individuals, groups and programmes with integration of CBT as another community programme that encourages reciprocity and benefit sharing and not necessarily as an antagonistic implant. Consensus building therefore becomes necessary, in order to iron out differences between the youth and adults for optimal participation in CBT, and maximization of the resultant benefits.

On the other hand, a significant difference existed between the opinions of the youth and those of the adults ( $t = 2.749$ ,  $p = 0.007$ ) relative to the utilization of community based management options (Table 4.4.2). According to the respondents, disagreement on the details to be incorporated in the design and implementation of the agreed community based management options existed. As such, there was need for an agreement on what to factor into such a system, which is consistent with the findings from the kappa coefficient analysis discussed in Section 4.3.8. However, the findings emphasize community participation and not necessarily negotiation for partnership, which negates Levi (2003) proposition that community based tourism should take an induced business approach, with local and external protagonists adapting to natural, cultural and socio economic endowments.

From the results (Table 4.4.2) there was no significant difference between the opinions of the youths and those of the adults on all the other key drivers, meaning

that levels of agreement were high. The implication here is that the two categories saw different drivers of optimization of benefits through smallholder farmer participation in CBT, the same way (Table 4.4.2). Total agreement in the different categories of designated important tourist resources means that the two responder categories know what tourists' resources in Meru South district are.

Planning for utilization would thus be guided by the knowledge, meaning that the smallholder farmers would equally contribute to such a process. Agreement on the efforts means that it would be easier to articulate, and foster such efforts faster than when there is no agreement. This is in tandem with Neto (2003) conclusion that community based tourism focuses on participatory processes and benefits sharing, as opposed to nature based tourism whose focus is not necessarily humanistic. Total agreement on the accruable benefits also builds a marked level of interest across the board, thus encouraging adoption. Concurrence on delivery of tourists' preferences would, according to the respondents, increase the benefits from participation in a tourism venture, as a key driver to sustenance of such visits. According to the respondents, a tourists' resource gains popularity out of the satisfaction that tourists get from visiting such a resource. As such, knowledge and therefore delivery of their preferences would guarantee longer stay, more interactions and better benefits from a tourist, which negates the argument by Duffy (2002) that culture and societies have become commodities to be consumed by external audience.

An important point on which the community showed total agreement on is their tacit knowledge of CBT facilitators (Table 4.4.2). This would drive realization of such facilitators, thus enhancing optimization of benefits from such participation. Closely linked to that is the relative level of commitment. Commitment, according to the community is one key driver in that all achievable benefits are linked to the relative levels of commitment of the actors. Total agreement on commitment to participate in CBT means commitment to realize accruable benefits from CBT, which will in effect optimize such benefits. Whatever the scope, the community is oblivious of the fact that according to Mastny (2001), the global tourism trend tends to mergers, consolidation and multinational corporate ownership, which should inform development of sound social bonds capable of surviving emerging and long term challenges.

Although Kappa coefficient established significant agreement between the two rating groups relative to key impediments, proportions in some of the options were fairly low, which is attributable to the results of the t-test; a more robust test in determination of levels of association. Results are consistent with the previous one – statistical dispersion; where the two drivers showed very high inter group variability meaning more efforts and inclusion mechanisms required. To optimize benefits therefore, deeper evaluation, understanding and redressing of key impediments and the consensus on the utilization community based management options need to be considered and undertaken seriously.

#### 4.4.3: Gender based paired sample t-test on key-drivers for optimizing socio-economic empowerment through CBT in Meru South district, Kenya

Gender was considered an important variable for consideration, to establish whether there was any disparity in responses on gender basis, which would in effect inform development of the strategy towards optimization of benefits from smallholder farmer participation in CBT. Gender based t-test on the two responder categories, relative to the key drivers for socio-economic empowerment was processed and results presented on Table 4.4.3.

Table 4.4.3: Paired t-test on the mean responses between the female and male smallholder farmers of Meru South district, Kenya, relative the drivers for socio-economic empowerment

Key drivers to optimize benefits	Gender		t value	p value
	Female	Male		
Designated important tourists resources	3.021	3.008	0.591	0.230
Efforts in enhancing utilization of tourists' resources	3.271	3.309	-0.922	0.842
Accruable benefits from participation in CBT	4.879	4.868	0.648	0.218
Delivering the known tourists preferences	4.564	4.568	-0.059	0.505
Countering the impediments to utilization of resources	3.176	3.254	-1.191	0.025
Tacit knowledge (due diligence) on CBT facilitators	3.987	3.942	0.619	0.058
Community's commitment to participate in CBT	3.282	3.247	0.675	0.313
Utilization of community based management options	3.020	3.033	-0.234	0.199

Analysis of the key drivers for optimizing socio economic empowerment through CBT revealed that the females differed significantly with the males only on the definition of impediments and the mechanism to counter the same ( $t = -1.191$ ,  $p =$

0.025) Table 4.4.3. The notable lack of significant mean differences between male and female responses implies that there was substantial agreement on all the other key drivers and how they should be delivered to cause the desired effects/change in the socio-economic status of the smallholder farming community of the Meru South district between men and women. This is in tandem with Crossley (1996) proposition that inter subjectivity or the common and shared understanding of the reality is necessary for a remunerative socio economic investment option. With close agreement between the opinions of men and those of women, it follows that the community is well articulate on what is required to be done to optimize benefits from tourists' resources for socio-economic empowerment, and efforts in this direction would not necessarily have to target any gender. The finding is interesting in view of the proposition by Verbole (2000) that local communities are not necessarily homogeneous in terms of their resources, interests, needs and views and neither do they benefit equally from development of tourism in which case it appears to apparently negate the proposition.

Significant difference was only apparent relative to countering impediments towards utilization of tourists resources, consistent with the inter group analysis above. Lack of significant difference in all the other cases implies substantial agreement in the key drivers, which consistent with the Kappa coefficient tests. It also implies that CBT would be delivered without any specific reference to gender (an inter-subjectivity) which is necessary for socio-economic investments.

#### 4.4.4: Analysis of variance among the youth respondents from various locations of Meru South district

Responses for the youths were put through a one-way analysis of variance (ANOVA) to test the differences among responses from the different locations included in the detailed study, with the fixed variable being age group (Youth and Adult). As such, initial analysis was conducted for the youth and later on for the adults. ANOVA was preferred due to its appropriateness in testing differences among more than two independent variables/groups of variables. Results of the analysis for the youth in all the locations covered by the detailed/quantitative study were presented in Table 4.4.4.

Table 4.4.4: ANOVA for the youths against location of habitation in Meru South district, Kenya

Important drivers optimizing benefits	Inter group mean square	F value	p value
Designated important tourists resources	0.007	0.338	0.936
Efforts in enhancing utilization of tourists' resources	0.235	3.885	0.001
Accruable benefits from participation in CBT	0.499	3.273	0.003
Delivering the known tourists preferences	0.704	2.597	0.014
Countering the impediments to utilization of resources	0.739	2.830	0.008
Tacit knowledge (due diligence) of CBT facilitators	1.223	5.352	0.001
Community's commitment to participate in CBT	0.760	6.461	0.001
Utilization of community based management options	0.823	5.315	0.001

As observed from the results, there was significant difference between the opinions/perceptions/judgments of the youth from different locations on all the drivers apart from the designated tourists' resources ( $F = 0.338$ ,  $p = 0.936$ ) (Table 4.4.4). This observation seems to suggest that there is significant difference between the ways youth from different locations within Meru South district visualize the key drivers for optimization of socio-economic empowerment in the district. According to the respondents, socio economic empowerment would be driven by whatever tourists' resources are available in the locality, which concurs with OECD (2001) conclusion that rural populations depend directly on their surrounding ecosystems to meet their food, fuel, shelter, fodder and medicinal needs.

Long (1989, 1992) posits that rural tourism development process needs to take the actor-oriented perspective. As such, without due consultations with the youth from different locations who would be key actors in the CBT, the process is destined to experience difficulties. According to Lane (1994), besides rural tourism being rural in function and scale, it is based on rural traditions with local roots. In other words, for CBT to succeed, all actors' views need be incorporated into the design and development process. Further analysis by use of post hoc tests (not reported) explains the specific variations thus giving reasons for the differences brought out by the ANOVA.

There is a significant difference among youth relative to the locations in all drivers but the designated tourists' resources. Results imply that drivers are locality

specific according to the youth implying use of locality specific means to address the disparities. Youth from different localities therefore ought to be widely consulted on a number of issues for a CBT venture to be effectively initiated.

#### **4.4.5: ANOVA among adults' responses from the eight locations covered under the study in Meru South district, Kenya**

Responses from the adult smallholder farmers were analyzed relative to their locations to identify whether they perceived different key drivers for socio economic empowerment differently. Results from the entire household survey were reported in Table 4.4.5 below.

Table 4.4.5: ANOVA for the adults against locational affiliations in Meru South district, Kenya

Important drivers for optimizing benefits	Inter group mean square	F Value	P Value
Designated important tourists resources	0.017	0.773	0.610
Efforts in enhancing utilization of tourists' resources	0.324	4.630	0.001
Accruable benefits from participation in CBT	0.265	2.132	0.042
Delivering the known tourists preferences	0.591	3.266	0.003
Countering the impediments to utilization of resources	0.378	1.856	0.079
Tacit knowledge (due diligence) of CBT facilitators	0.995	4.450	0.001
Community's commitment to participate in CBT	0.578	5.207	0.001
Utilization of community based management options	0.460	3.668	0.001

Results from the adults are not much different from what was observed relative to the youth in that they also agreed substantially on the designated tourist attractions.

In other words, there was no significant difference ( $F = 0.773$ ,  $p = 0.610$ ) between the mean differences and by extension responses of the adults on the important tourist attractions as was the case among the youth. Concurrence on tourism resources means realization of the potential for tourism, which according to Holland et al. (2003) is limited and a derivative of favourable policies and a stable tourism industry.

As observed from the results, there was also no significant difference ( $F = 1.856$ ,  $p = 0.079$ ) between the adults opinion on the perceived impediments to utilization of tourists resources (Table 4.4.5). Based on the earlier finding reported in Tables 4.4.2, 4.4.3 and 4.4.4, the significant difference experienced between the two responder categories appears to be relative to the youth with respect to the location of habitation. This therefore calls for intensive location based sensitization so as to harmonize the youth ideas of the factors impending utilization of the potential for CBT.

Results indicate that adults' views vary significantly at the location level, meaning that for the community to gain from investment in CBT, consultations would precede such investments as to cater for inter locational differences. Reasons for inter-location differences have to be identified and consensus built for joint economic undertaking to take place. Since accrual of benefits from CBT would entail adjustments within the community thus change in the way of life, serious scrutiny onto specific points of contention need to be properly undertaken, in order to iron out the differences. According to Strause and Cobin (1990), studying issues

of change should involve in-depth investigation and integration as to capture the requisite social action in validating the change. Participation in CBT for socio-economic benefits will therefore require in depth analysis of individual opinions to build the necessary environment for investment.

Adults significantly differed on the entire driver apart from the designated tourists' resources and countering impediments. As such, the inter group variability relative to countering impediments may be attributed to the youth and not so much the adults. Variation of adults' views at the location level implies that for the community to gain from CBT, consultations ought to take place at the location levels. CBT has to do with adjustment/changes within a community thus calling for serious negotiations and consensus building.

#### **4.4.6: Analysis of variance of the youth's responses relative to different levels of education**

Responses from the youths based on their education levels were captured (Table 4.4.6) relative to the eight drivers for socio-economic empowerment of the smallholder farmers of Meru South district of Kenya.

Table 4.4.6: ANOVA for youth based on the education levels of respondents in Meru South district, Kenya

Important drivers for optimizing benefits	Inter group square mean	F value	p value
Designated important tourists resources	0.021	0.957	0.432
Efforts in enhancing utilization of tourists' resources	0.124	1.896	0.113
Accruable benefits from participation in CBT	0.577	3.690	0.006
Delivering the known tourists preferences	0.307	1.072	0.372
Countering the impediments to utilization of resources	0.308	1.110	0.353
Tacit knowledge (due diligence) of CBT facilitators	0.377	1.444	0.221
Community's commitment to participate in CBT	0.360	2.651	0.034
Utilization of community based management options	0.537	3.140	0.016

As observed from the results (Table 4.4.6), there is a significant difference in the perception/opinions/judgments of youth of different education backgrounds, relative to three out of eight drivers for socio-economic empowerment through CBT in Meru South district.

From the results, there exists a significant difference between different education tiers of the youth relative to accruable benefits ( $F = 3.690$ ,  $p = 0.006$ ), community's tacit knowledge of CBT facilitators ( $F = 2.651$ ,  $p = 0.034$ ) and utilization of community based management options ( $F = 3.140$ ,  $p = 0.016$ ) (Table 4.4.6). In all the other cases, the opinions of different education levels were not significantly different, at least among the young respondents.

The difference in accruable benefits may have been brought about by the perceptions relative to the varied exposure, enlightenment and experiences, which

therefore inform the expectations of the different groups. Levels of commitment could also be significantly different depending on the varying abilities to perform different tasks, which is a function of education while preference to a specific management option would be informed by the knowledge of different options available, which is also influenced by the education level of the respondent. According to Verbole (2000), studies of tourism development given in a specific location context can contribute to the understanding of how many aspects of the development process are negotiated at the local level in order to come up with a tourism design that is acceptable and beneficial to the local communities.

Specifically, a run through post hoc tests for homogeneous subsets (not reported) indicated that university graduates differed significantly with the middle college, high school and primary school leavers, although they agreed with the uneducated youth respondents on the perceived/accruable benefits from participation in CBT. This form of association could be interpreted by the fact that possibly, university graduates see no benefits as do those who have never been to school. Being few in the sample therefore, their effect was not sufficient to influence the overall rating under the previous analyses.

The uneducated differed significantly on their commitment to participate in CBT with the university graduates, although the latter agreed with the rest of the youth on the subject. These findings are consistent with Geda et al. (2001) conclusion that education attainment, especially for the head of a household is an important factor that is associated with less poverty. If all were educated, there would be no

disagreement, meaning that lack of education is a possible cause of conflict. On the use of community based management options, there was agreement in opinion among the three lower levels of education. However, the uneducated differed significantly with the middle college and the university graduates. Incidentally, apart from the uneducated, all the others agreed in opinion concerning the community based management options. For example, uneducated youths could not understand how the community members could possibly be involved in managing tourism affairs as they look at tourists as considerably superior to themselves.

Variations relative to education were necessary in capturing participation and subsequent sustainability. Significant difference in youth relative to education existed in terms of accruable benefits, community's commitment to participate in CBT and utilization of community based design and management options. Different levels of education among youth perceive benefits, commitment and community based management options in different ways thus requiring more sensitization in order to harmonize those perceptions. Variations may result much more from the belief that all knowledge comes through education especially now that the variations are more significant among the youth.

#### **4.4.7: Analysis of variance of the adults' responses relative to different levels of education**

Responses from the adults were further categorized in line with education level attained and the results reported in Table 4.4.7. Five education levels were analyzed against the adults' population, and the results used to generate this part of the thesis.

Table 4.4.7: ANOVA for the adult respondents in terms of the education levels attained on the key driver for socio-economic empowerment through smallholder farmers' participation in CBT in Meru South district, Kenya

Important drivers optimizing benefits	Inter group Mean square	F value	P value
Designated important tourists resources	0.100	0.448	0.774
Efforts in enhancing utilization of tourists' resources	0.129	1.651	0.163
Accruable benefits from participation in CBT	0.041	0.394	0.868
Delivering the known tourists preferences	0.126	0.649	0.634
Countering the impediments to utilization of resources	0.470	2.295	0.061
Tacit knowledge/due diligence of CBT facilitators	0.417	1.688	0.154
Community's commitment to participate in CBT	0.295	2.384	0.053
Utilization of community based management options	0.558	4.336	0.002

An interesting observation was that adults differed significantly in only one driver ( $F = 4.336$ ,  $p = 0.002$ ) concerning the utilization of community based management options. Although minor differences may have been apparent relative to the other drivers, they were not significant. Specific evaluation of the reasons for such difference through post hoc tests (not reported) indicated that among the adults, those with no education (uneducated) considerably differed with the middle college graduates on the utilization of the community based design and management options. The implication of these results is that post college graduates visualized the uneducated as incapable of manning tourism facilities due to their humble educational backgrounds. They also differed on the amount of money one should pay for the shares with the uneducated proposing lower share prices/rates. Such

differences need to be addressed through intensive training and sensitization to create a common understanding because studies elsewhere indicate that tourists are interested in the 'wholeness' in the products as offered in normal life away from home (Mac Canel, 1992; Selwyn, 1996).

Significant difference occurred in the utilization of community based management opinions only which implied that through experience, adults' knowledge base was much better than that of youth. Differences in the drivers were apparent relative to the decision on inclusions and exclusion. Training would therefore enhance harmonization of such differences.

#### **4.4.8: Strength and direction of linear relationship between different key drivers for optimizing socio-economic empowerment of smallholder farmers of Meru South district**

The study hypotheses predicted some relationships between different phenomena whose magnitude and direction was verified through a cross check of the correspondence using the correlation coefficients. To ascertain such interrelationships, a Pearson's product moment coefficient was calculated for youth and adults separately. The eight variables, depicting the key drivers for optimization of socio-economic empowerment were put through Pearson's correlations analysis, to determine relative departure of any random pair from dependence. As reported in Section 4.4.1, all those key drivers were found to have finite (non-zero) standard deviations, thus making application of the rule feasible.

The degree of linear dependence was measured against two levels of accuracy,  $\alpha \leq 0.05$  and  $\alpha \leq 0.01$  and levels of significance of association determined. Although correlation coefficients may not prove causation, it is a good indicator of existence and the direction of a relationship (Frank and Althoen, 2002). Besides the relationships predicted by the hypotheses, only those associations which were significant at the two measurement levels (youth and adult) were focused on and reported in this thesis (Table 4.4.8).

Table 4.4.8: Pearson's product moment correlations between different drivers of optimizing socio-economic empowerment according to smallholder farmers of Meru South district, Kenya

Paired drivers for optimizing socio-economic empowerment	<i>r</i> Youth	<i>r</i> Adult
Efforts in utilization of resources against the accruable benefits	+0.133/NS	+0.026/NS
Impediments against delivering of perceived tourist preferences	+0.081/NS	-0.040/NS
Tacit knowledge against commitment to participate in CBT	-0.119/NS	-0.241**
Commitment to participate in CBT against management options	+0.225**	-0.003/NS
Accruable benefits against tacit knowledge of CBT facilitators	+0.273*	+0.112/NS
Accruable benefits against commitment to participate in CBT	+0.175*	+0.158*
Accruable benefits against delivering tourists' preferences	+0.494**	+0.350**
Delivering tourists' preferences against commitment to participate	+0.280*	+0.200**

\*\* Implies correlation is significant at  $\alpha \leq 0.01$

\* Implies that correlation is significant at  $\alpha \leq 0.05$ ;

NS Means not significant

The magnitudes of the relationships/correlations were represented by *r* for the purpose of reporting. From the correlation tests for youth and adults (Table 4.4.8),

several deductions were drawn. Discussions initially focused on those relationships predicted at the hypotheses level, while brief discussions on some other emerging important relationships followed.

The study aimed at confirming the validity of the relationships as stated in the four hypotheses (Section 1.4), and currently reported on Table 4.4.8. Results indicate that there exists a positive linear relationship between efforts in enhancing utilization of tourists' resources and the accruable benefits upon participation as indicated by both responses from the youth and adults ( $r = .133$  and  $r = 0.026$  respectively), although the relationship is not significant at either  $\alpha \leq 0.05$  or  $\alpha \leq 0.01$  (Table 4.4.8). The null hypothesis ( $H_0$ ) states that benefits are independent of the efforts to enhance utilization of tourists' resources while ( $H_a$ ) indicates that benefits are dependent on efforts. From the results, benefits are dependent on the efforts to enhance utilization of tourists' resources, but since the dependence is not significant for either the youth or adults, the situation suggests that the benefits are not solely dependent on the efforts meaning that other factors too come into play. However, the relationship confirms the alternative hypothesis to number 1 credible as stated.

Many scholars have implied this relationship in a variety of ways. According to Verbole (2000), local people's input into a tourism initiative determines the acceptability and sustainability of the product, while Engel (1997) avers that everybody depends on everybody else to make innovations work. On the other hand, Nilsson (2001) concluded that tourism is a typical rural enterprise/effort and anchored onto local traditions, while according to ICA (2001), the sustainability of

rural enterprises depends on community ownership and maintained support. This is in tandem with the SNV (2003) description of rural tourism as comprising of socio-economic investment, local participation, ecological stability and cultural consciousness. All the above propositions describe various methods of optimizing benefits from CBT which cannot be possibly realized without efforts by the local community, thus proving the alternative hypothesis right, which is in support of the first objective of the study.

As observed from the results and in relation to hypothesis number 2 (Section 1.4) factors impending exploitation of tourists' resources are weakly related in the inverse direction ( $r = -.040$ ) to the delivery of the perceived tourists' preferences, according to the adults, while the same relationship is weak and positive ( $r = .081$ ), according to the youth. The relationship in both cases is however not significant at either  $\alpha \leq 0.05$  or  $\alpha \leq 0.01$ . Based on the stated null hypothesis ( $H_0$ ) that impediments to exploitation of tourists' resources are dependent on the community's perception of tourists' preferences, the same is not true because the correlation coefficient is very weak for both youth and the adults and in different directions to a point where it could be assumed to be non-existent. As such, the two could be assumed to have no relationship thus negating the hypothesis as stated, and confirming the alternative view that the two are independent, which is supportive of the focus of the study relative to objective two.

Results of this study (Table 4.3.5) and the ensuing discussions in Section 4.3.5 indicate that the Meru South smallholder farming community is articulate on

tourists' preferences. However, the tourists' resources remain largely unexploited, relative to the impediments reported in Table 4.3.6 and discussed in Section 4.3.6. None of the impediments reflect any of the tourists' preferences as a hindrance, implying that the two are completely independent. This is mainly because perceptions are largely psychological and internal (Beal et al., 1986) while impediments are physical and external (Ikiara and Okech, 2002), thus proving the hypothesis incorrect as stated, and attesting to the alternative view which is supportive of the focus of the study, relative to the second objective.

The study hypothesis number three (Section 1.4) proposed that effective participation of smallholder farmers in CBT is independent of their levels of enlightenment/tacit knowledge of CBT facilitators. Indeed, the results confirm the proposition that effective participation does not depend on the tacit knowledge of CBT facilitators in a variety of ways, thus testing true to the null hypothesis ( $H_0$ ) as stated. As a result, there is a significant negative linear correlation between tacit knowledge of CBT facilitators and commitment to participate in CBT, which is significant for adults ( $r = -.241^{**}$ ) while it is not significant for the youth ( $r = -.119$ ) (Table 4.4.8).

Findings from the study (Section 4.4.6 and 4.4.7) indicate existence of a significant difference between the responses of the youth compared to those of adults relative to their levels of commitment to participate in CBT, while they all do not significantly differ relative to the tacit knowledge of community based facilitators. In section 4.3.6, the study also confirms that the community is sufficiently

grounded in knowledge of CBT facilitators while in section 4.3.7, the community significantly agrees to participate in CBT, yet the resources remain largely unexploited. The two principles are therefore fairly independent of each other.

The fourth hypothesis presupposed that community's commitment to participate in CBT would not depend on the design and management style of the programme. A crosscheck between the two indicates that the hypothesis is largely negated though significant for the youth ( $r = +.225^{**}$ ) while it is correct for the adults ( $r = -.003$ ). With the very low  $r$  such as the one for the adults, it is logical to conclude that there is no relationship, thus proving the hypothesis correct relative to the adults and incorrect according to the youth. Discussions on the design and management style of CBT (Section 4.3.8) reveal that different community membership have different preferences that must be met for ownership to be cultivated.

The study established that participatory decision, hereby interpreted as participation and consistent with Verbole (2000) was necessary for ownership. In that respect, the design and management ought to be consultative and based on relative levels of commitment of resources, which is consistent with Holland et al. (2003) in that ownership of CBT ought to be controlled to enable increased participation and limit monopolization as also mooted by Levi (2003) with respect to managing cooperatives. The entire discussions of this paragraph indicate preconditions to participation, implying that the hypothesis was proven incorrect, which is consistent with the focus of the study.

Besides the relationships denoted by the hypotheses, several interesting relationships were observed from the results as having emerged outside the foreseen propositions of the study. Results indicated that knowledge of CBT facilitators would significantly improve the accruable benefits according to the youth ( $r = 0.273^{**}$ ) while according to the adults, the benefits would be improved though not significantly ( $r = .112$ ). This therefore explains the need for pre-investment exposure of the concerns of the CBT to impart the necessary knowledge onto the community members who would benefit from uptake of the initiative.

The study also confirmed that accruable benefits are significantly related to delivery of the tourists' preferences. In other words, focus of tourists' satisfaction would significantly enhance the outcome in form of benefits as shown by the significant positive linear correlation ( $r = .494^{**}$  and  $r = .350^{**}$  respectively) (Table 4.4.8). As such, it would be advisable for the community to focus on identifying and addressing tourists preferences so as to maximize (optimize) on benefits from CBT. The same principle was clearly identified and discussed in Section 4.3.5 of this thesis. On the other hand, the study confirmed that commitment to participate in CBT implies delivering tourists' preferences. This relationship was significant for the youth ( $r = .280^*$ ) and adults ( $r = .200^{**}$ ) (Table 4.4.8), meaning that they both significantly believe that commitment to participate in CBT is much more in terms of delivering the tourists' preferences.

#### **4.4.9: Model for Community Based Tourism in Meru South district, Kenya**

The study results and information from scholars in the field was used to develop a model for community based tourism, usable in Meru South district, and out-scalable to other areas. The model consists of three phases, constructed around the benefits accruable from smallholder farmers participation in community based Tourism, as to include; 1) the articulation of benefits, 2) optimization of benefits, 3) sustenance of such benefits.

##### **4.4.9.1: Articulation of benefits from CBT**

The study identified eight main benefits to smallholder farmers, upon their participation in CBT, broadly categorized as socio-economic in nature, reported in detail on Table 4.3.3, and discussed in Section 4.3.3. There was significant agreement across the board between youth and adults on the benefits, meaning that they are considered to be popular among the smallholder farming community. Articulation of benefits is considered important in order to register in the minds of the smallholder farmers the process of reciprocity between the economically powerful tourists and the poor rural communities (Selwyn, 1992). A similar position is held by Neto (2003), Freidman (1980), Ashley et al. (2001) and Nicanor (2000), implying that the communities would engage in tourism for socio-economic gain.

The study however emphasizes that the benefits need be clearly articulated to cultivate due interest in the rural smallholder farming community of Meru South district, as they vary from one locality to another. This is in concurrence with

Butler (1990) who sought for discovery of ways in which the worthy principles of alternative tourism could be applied in specific locations. The study established that rural tourism is an important alternative income generating activity for rural communities (Section 2.5), and that being already entrepreneurial in character (4.2.3), smallholder farmers of Meru South district would definitely try out CBT. Articulation of benefits therefore becomes due as it creates the necessary conviction among smallholder farming communities on the reality and feasibility of engaging in the tourism programme.

#### **4.4.9.2: Optimization of benefits from CBT**

Benefits from the CBT cannot be realized unless the process of identification, quantification and further development of tourists' resources is appropriately accomplished. Tourists' products are developed from tourists' resources present in a given locality (Ayala, 1996; Butler, 1990; Luck, 2002). The study established that Meru South is richly endowed with five different types of tourists' resources, as reported in Section 4.3.1 of the thesis. There was significant agreement between the youth and the adults reached out in the study on the importance of the tourist resources apart from only one type (socio-cultural) which was actually ranked the best from the district. Lack of significant agreement on this particular resource was due to poor perfect matching (22.5%) in response from the two responder categories.

Many scholars have identified and categorized tourism as conventional (Poon, 1993; Ritzer, 1998), eco (Dwyer and Edwards, 2000; Higham and Luck, 2002),

rural (Verbole, 2000; Oppermann, 1996; and Nilson, 2001; Slee et al., 1996) and identifying, managing and protecting heritage values (Aldermann, 1994). All the categories of tourism are derived from different products offered by a given locality, based on the demand for specific tourism products, and the expected socio-economic benefits.

Benefits from smallholder farmer participation in CBT cannot be optimized without due understanding and redressing of impending factors. The study identified seven factors, understood to have impeded exploitation of the tourism potential from Meru South district, as reported in Table 4.3.4, and discussed in the corresponding section. There was significant agreement across the board on all the impending factors as backed by a high (above 50%) proportion of perfect matching in tallying; implying that the community is quite clear on how to unlock the tourism potential of the district. Impending factors to tourism have generally been categorized as social, cultural and environmental (WTO, 1998; Ikiara and Okech, 2002), ecological (Neto, 2003) and the declining natural capital (Collins, 1998) among others.

Optimization of benefits cannot be possibly achieved if community does not make deliberate efforts to provide/deliver tourist' preferences or expectations. Such an achievement would motivate tourists to stay longer, revisit a locality later on, speak well about the experiences and possibly try out the different packages available in the locality. The study established the community is aware of and actually identified expectations of visiting tourists into the Meru South district. As reported

in Table 4.3.5 and discussed in Section 4.3.5, there was significant agreement on four of the five preferences by tourists between the responses of the youth and those of adults, meaning that the community is clearly aware on what tourists prefer. In principle, if the tourists' preferences are met, they would be motivated to explore the available possibilities, meaning a trickle down of more benefits to the host community according to Girauld (1999), Weaver (1998), and Park and Honey (1999).

#### **4.4.9.3: Sustaining the benefits from CBT**

Tourism is a long term investment for a community such as the smallholder farming community like that of Meru South district. Sustaining benefits from tourism means engaging in a long term investment. To sustain such benefits, the community ought to examine its strength as defined by several findings of the study. The study indeed identified that the community harbours due diligence (tacit knowledge) of CBT facilitating factors as reported in Table 4.3.6 and discussed in the corresponding Section 4.3.6. There was significant agreement across the board on all the indicators of such knowledge by the community, implying that it would not take excessive efforts to initiate and grow such a process. According to Wearing and McDonald (2002), knowledge lays foundations for new strategies and actions, which in turn create new knowledge through experiences in the strategic direction. Utilization of community's due diligence is therefore an important consideration in sustaining and growing a community based tourism venture.

To sustain benefits from CBT, the community should also cultivate the commitment from the membership to participate in the venture. The study confirmed seven ways in which the community's participation in CBT could be enhanced as reported in Tables 4.1.2 and 4.3.7, and discussed in Section 4.3.7 of the thesis. There was significant agreement in opinions/perceptions and judgments of the youth and adults in six out of the seven identified indicators of commitment to participate in CBT (Table 4.3.7), implying that the Meru South smallholder farming community is keen to sustain CBT. Many scholars have pointed out the importance of participation for sustenance of an innovation as to include the fact that it is a social rather than an individual process (Engel, 1997), that the intensity of the innovation and the expression of aspiration is necessary (ICA, 2004), that tourism survival depends on the level of promotion of mutual trust, reciprocity, unwritten and unspoken agreements (OECD, 2004), and that sustainability is socially constructed (Verbole, 2000) among others.

To sustain an innovation/investment of the nature discussed in this section, the design and management style of the same must be acceptable to the majority of the membership. The study identified and confirmed eight design and management parameters that ought to be present for a community to effectively identify with and support a tourism activity as reported in Tables 4.1.2 and 4.3.8, and discussed in Section 4.3.8. The youth and adults significantly agreed on about half of the propositions, meaning that the level of support for fairness is highly guaranteed which in turn yields sustainability.

Many scholars have noted the need for an open door policy on managing CBT for sustainability as concluded by Wearing and McDonald (2002), that training for effective management introduces both language of management and new thinking; that tourism is a continuous process where different social values meet new meanings (Wearing, 1998a), that there is need to engage people in the development of the venture (Connel,1997) that there is need to appreciate power which is everywhere though it does not embrace everything (Rouse, 1994) and that there is need for power brokerage between locals and tourists (Cheong and Miller, 2000) among others.

In due consideration of the three phased approach, the Meru South smallholder farming community or any other endowed with knowledge and resources revealed in this study can effectively initiate and run a community based tourism programme. However, certain modifications would be brought in to counter/address locality specificities, relative to the challenges and resources endowment, in order to apply the principle as described in this section of the thesis.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Summary of the findings

The study was conducted in two parts with the pre study targeting 75 public servants at different levels of the district while the detailed study that reached out to 400 smallholder farmers, half of whom were youth followed soon after. The pre study collected data which upon analysis yielded the eight core themes that formed the key variables of the detailed study as to include; 1) designated important tourists' resources; 2) efforts required to enhance utilization of tourists' resources; 3) accruable benefits from community's participation in CBT, 4) impediments to the utilization of tourists' resources for socio-economic gain; 5) community's known expectations of visiting tourists; 6) community's due diligence (tacit knowledge) of CBT facilitators; 7) community's commitment to participate in CBT; and 8) community based design and management options of CBT.

From the results, it is apparent that the study naturally reached out to both gender on almost equal proportions, with an almost fine balance relative to the youth category of the responders. The majority of the smallholder farmers from the district were adequately educated thus lessening the problems of communicating with visitors, which further implied better chances of utilizing the bio-geophysical resources for tourism. The findings established that the Meru South smallholder farmer community has over time engaged in income generating activities with group activity as the most popular, which is consistent with the mode of operation of CBT under the smallholder farmer conditions. Contributions from group

activities to the household incomes were however not statistically significant as compared to regular employment as well as arts and crafts, which are known to generate significant incomes for those concerned. Results also indicate that the community is entrepreneurial in character and therefore capable of trying out upcoming income generating activities.

The first objective of the study sought to identify mechanisms for optimization of benefits from the bio-geophysical resources for socio-economic empowerment of the Meru South district smallholder farming community. This was interpreted to encompass three components including determination of tourists' resources, articulation of the benefits from the resources and maximization of benefits through increased utilization. The study established tourists' resources available in the district as Mt. Kenya and related features, topographic and other land forms, socio-cultural and related attractions, agricultural and related features as well as trail related resources (inventions), which have been extensively discussed in Sub Section 4.3.1 of the thesis.

Results on the tourists' resources indicate that although there is no significant agreement between the two rater groups on the social cultural resources, they were out clearly as the most popularly advocated for, which is consistent with the current trend in tourism where culture has been re-discovered as the most important tourist attraction available among different communities of the world. Incidentally, all rural communities have a culture thus implying that they all have something to offer for tourism.

Accruable benefits from smallholder farmer participation in community based tourism were identified with the results indicating that significant agreement existed between the youth and adults on all of them. Significant agreement on all the benefits implies that packaging of tourists' products would occur from a background of knowledge relative to the expectations by the community. Such levels of enlightenment would be used to package tourists' products that befit their tastes so as to influence their decision to try out various presentations and stay longer in the district. This would result to improved economic status through income from resource based fees, appreciating share dividends and farm visit fees among others. On the other hand, the study identified improved exchange of experiences through active exchanges and sharing based on knowledge backgrounds, development of closer association through operation in groups by way of community actions and partnerships and increased cohesiveness through joint action and practice based on agreed principles. Further evaluation indicates that the benefits are edged on reciprocative and mutualistic action processes when the community engages tourists in a variety of ways. Benefits would generally translates into job creation, increased resilience of local communities, minimal negative cultural impacts, income generation for community and maintained access to natural resources.

The key findings relative to the community's efforts towards enhancing utilization of tourists' resources for socio-economic benefits indicate that most efforts as identified are inclined towards increased user of the tourists' resources. Significant agreement was only realized relative to promotion/marketing of the resources

thus explaining the fact that the potential for tourism is fairly unknown in many parts of the country and therefore equally unexploited.

Interventions by the players in the industry were recognized as important in enhancing utilization while group hospitality edges on social organization for innovation through attitude change. There was disagreement that having tour guides would enhance utilization of tourists' resources because the respondents were unsure of the role of the guides, meaning that intensive sensitization ought to precede investment in CBT. Disagreement also occurred relative to use of the DDC channel because the respondents believed that if truly committed to development, then the DDC should already have embarked on the process of realizing benefits from CBT.

The second objective of the study purposed to determine and analyze why utilization of the potential for community based tourism has been minimal within the study area, in which case results were analyzed and reported in Sub Sections 4.3.4 and 4.3.7 of the thesis. All the factors identified in the study significantly affected exploitation of the potential for CBT in the district. It therefore follows that out placed attractions are less likely to be popular. On the other hand, insecurity impairs realization of benefits from CBT because tourists could not risk penetrating risky zones, while privatization denies the community access to the resources and by extension the accruable benefits. The study identified lack of knowledge as the most important factor in that rural communities may coexists with tourists' attractions and never get to know their potential for income

generation. The study also established that levying procedures require harmonization to avoid tourists negating a place as a result of discrepancies in the levying.

On the other hand, commitment of the community to participate in CBT was identified as an important factor affecting exploitation of the potential for tourism in the district. The study established that commitment could be delivered in a variety of ways all of which were significantly agreed upon by the two responder categories, save for the willingness to welcome and guide tourists. With substantial commitment, investment in CBT is likely to be easier as the community is already tuned to acting their will other than by any form of coercion.

The most important form of commitment was willingness to receive and interact with tourists in community activities which would in effect encourage bonding between tourists and the community membership, generate interest in trying out available packages therefore lengthened stay and possibilities of return visits. Organizing the tourism aspect in the district, followed by willingness to participate in tourism and the desire to protect social commons are building block for social cohesion as strongly evidenced by this study. Willingness to protect attractions from bio-physical damage implies enhanced longer term use and extended periods of benefiting.

The third objective of the study targeted an assessment and analysis of how smallholder farmers could effectively participate in community based tourism programme. Pursuant to delivering this objective, the study hived out three ways

through which smallholder farmer participation could be enhanced as to include; delivering the perceived expectations of the tourists, applying tacit knowledge in the packaging of the tourists products as well as embracing community based design and management options in running the CBT.

In order to increase benefits from CBT through supply of tourists' expectations, the community perceives tourists as demanding forms of goods and services in different proportions and packages. All but seeing and photographing tourists' attractions were established to be significantly influencing the acquisition of benefits from tourism, while photography is stigmatized with the community insinuating that photographs are used for other purposes. The most important expectations included entertainment by the host community and tourists joining host communities in their routine activities, which implies that the community expects some forms of social interactions to arise from the physical presence of tourists in their locality.

Tourists' visits to farms would be more of an income generating opportunity than an impediment while studies elsewhere (Slovenia) have however noted that women find tourists' farm visits demanding. The longer the tourists stayed in a community the higher the benefits/returns meaning that provision of the tourists preferences would therefore increase benefits from tourists through lengthened stay, increased number of tourists, improved back visits, multiple packages and the requisite try outs among others.

On the basis of the community's due diligence/tacit knowledge in community based tourism, results indicate that tourists mostly detest a begging community, which if avoided would definitely enhance visitation. The notion that tourists have money to give and therefore need to be enticed to do so is irritating to the tourists and a community that prioritizes curtailing such behaviour will definitely enhance survivability of CBT. On the other hand, inequitable distribution of tourists during implementation of the farm visit module would arouse animosity and bad feelings among those who feel discriminated against. Knowledge of community's authority over social commons enable quicker investment in community programmes as generally, high levels of due diligence/enlightenment would enhance faster off take of joint investment and subsequent sustainability. The study further established that improved awareness of the limiting factors to investment eases development of cautionary measures for visitation, which would further on promote investment and enhance sustainability.

In view of utilization of community based design and management options to run a CBT programme, the study established that options combine to form an adoptive whole in community based economic investment and that participatory decision on mode of organization implies popularly agreed processes through appropriate community engagement. Maximum individual equity of 10%, limits possibilities of ownership of the venture by a few individuals or firms thus availing chance by the wider community.

The choice of community based company by shares, fixation of an individual share at Ksh.25; minimum shares at 100 encourage wider and serious participation of the community. On the other hand, exploitation of social capital was important in yielding high economic dividends, widened inclusion thus commitment and long term sustainability. Of importance to note was the fact that community based management structures were preferable to ensure community's participation in the actual realization of the tourism venture.

The study further established that cooperation was mooted as key in building the necessary social fabric through image enhancement, and that CBT design and management options edge on participatory decision hence popularity and appropriate engagement. Controlled ownership of CBT by a few thus increases possibilities for inclusion and prescribes to an appropriate popularly acceptable formation. Widened inclusion lends expanded ownership thus long term sustainability. However, the study indicates that much is required done to enable articulation and adoption of community based design and management options.

In order to deliver the requirements of the fourth objective of the study, harmonization of the deliverables at the theme/variable level was necessary. This called for further analysis to determine the relationships and contributions at the theme level, which yielded several findings. Relative to the variability by age on the key drivers towards optimization of benefits from bio-geophysical resources, the study established that high inter group variability would require more efforts in addressing the impediments and more emphasis in enhancing use of community

based management options. The latter findings are consistent with Kappa coefficient test especially in relation to utilization of community based management options, where the two responder categories did not agree significantly in most of the indicators.

With respect to the significance of variation within the matched/paired samples of respondents relative to the key drivers for optimization of benefits from smallholder farmer participation in CBT, the study established that although Kappa coefficient reported significant agreement between the two rating groups relative to key impediments, proportions in some of the options were fairly low. This is attributable to the results of the t-test; a more robust test in determination of levels of association. Results are consistent with the previous one – statistical dispersion; where the two drivers showed very high inter group variability meaning more efforts and inclusion mechanisms are required to create the preferred situation. To optimize benefits therefore, deeper evaluation, understanding and redressing of key impediments and the consensus on the utilization of community based management options need to be considered and seriously undertaken.

Gender based paired sample t-test on the key drivers for optimizing socio-economic empowerment through CBT revealed significant difference only relative to countering impediments towards utilization of tourists resources, consistent with the inter group analysis above. Lack of significant difference in all the other cases implies substantial agreement in the key drivers, which is consistent with the Kappa coefficient tests. It also implies that CBT would be delivered without any specific

reference to gender (an inter-subjectivity) which is important information in view of the anticipated socio-economic investments.

Analysis of variance among the youth respondents from various locations of Meru South district reported some significant difference among youth relative to the locations in all drivers but the designated tourists' resources. Results imply that drivers are locality specific according to the youth implying use of locality specific means to address the disparities. Youth from different localities therefore ought to be widely consulted on a number of issues for a CBT venture to be effectively initiated.

ANOVA among adults' responses from the eight locations covered under the study revealed that adults significantly differed on the entire driver apart from the designated tourists' resources and countering impediments. As such, the inter group variability relative to countering impediments may be attributed to the youth and not so much the adults. Variation of adults' views at the location level implies that for the community to gain from CBT, consultations ought to take place at the location levels. Community based tourism has to do with adjustments/changes within a community, thus calling for serious negotiations and consensus building.

Analysis of variance of the youth's responses relative to different levels of education indicated variations relative to education were necessary in capturing participation and subsequent sustainability. Significant difference in youth relative to education existed in terms of accruable benefits, community's commitment to participate in CBT and utilization of community based design and management

options. Different levels of education among youth perceive benefits, commitment and community based management options in different ways thus requiring more sensitization in order to harmonize those perceptions. Variations may result much more from the belief that all knowledge comes through education especially now that the variations are more significant among the youth.

Analysis of variance of the adults' responses relative to different levels of education established significant difference in the utilization of community based management opinions only, which implied that through experience, adults' knowledge base was much better than that of youth. Differences in the drivers were apparent relative to the decision on inclusions and exclusion, which calls for training to enhance harmonization and agreement on perspectives.

On testing the study hypotheses, it was apparent that hypothesis number one and two were negated as stated, number three was proved true as stated and number four negated relative to the youth and true according to the adults. Four other important relationship emerged as to include; tacit knowledge being necessary for increased benefits from CBT, benefits being triggered through commitment to participate in CBT, delivery of tourists' expectations leading to improved benefits from CBT and commitment to participate in CBT implying delivery of tourists' preferences. The study ultimately used the findings and the reviewed literature to develop a three-phase, benefits-centered model, which includes articulation, optimization and sustenance of benefits from CBT.

## **5.2: Conclusions**

The fact that Meru South smallholder farmer community has been making other entrepreneurial attempts implies that it is an innovative and entrepreneurial community. They would therefore recognize and take up community based tourism as an alternative or additional income generating activity should it be introduced, owing to their already developed entrepreneurial character.

The study established that of all the alternative income generating activities, group activity was the most popular. In the context of community based tourism, smallholder farmers mostly preferred a community based management structure, in which the youth and adults significantly agreed upon. Specifically, the study established that smallholder farmers would either go for a welfare association or a community based company by shares as a formation to run the community based tourism. It is therefore logical to conclude that smallholder farmers, being small in scale of operation, engaged in agricultural production as the main economic activity and having low income endowment could only engage in community based tourism through group approach, a form of operation that has been realized to match expectations of tourists, especially those with rural development inclinations.

Cultural tourists' resources were the most important and popular in Meru South district, among all those evaluated. Although the agreement between youth and adults was not significant on this aspect, the finding clearly confirms existence of a

marked degree of enlightenment among the Meru South district smallholder farmers relative to cultural tourism, considered to be the prime tourism preference of the day. All communities have some cultural background, which makes culture a universal tourists' resource. The study therefore concludes that promotion of cultural tourism should be given priority and supported so as to enhance participation of the different ethnicities in tourism through giving the people a sense of identity.

Community participation in CBT goes beyond membership to a tourism initiative according to results of the study, as it encompasses actual receipt of tourists into the community (hospitality), entertainment of the tourists and sharing of the hospitality roles especially under centralized management model of CBT. As such, a purely community based tourism initiative has to develop modalities of engaging the community in all aspects, which must be accompanied by the relevant attitude change and requisite acceptance of the imminent roles.

There was significant agreement between responses of the youth and adults on all the benefits that are accruable from participation in community based tourism. The high proportions in agreement implied that the smallholder farming community is convinced that CBT is beneficial, which would motivate them to participate in it. As established in the study, all the youth would like to participate in CBT, as would 98% of adults. Community based tourism is therefore popular among the smallholder farmers, as an alternative income generating activity and a source of social benefits such as closer associations, improved household hygiene, increased

cohesiveness among community memberships and improved exchange of experiences. On the other hand, economic benefits would be realized through enhanced economic status and improved knowledge on better farming. Socio-economic benefits are realizable through increased enlightenment, improved exchange of experiences and enhanced knowledge and information flow. This confirms the focus of the study that socio-economic benefits are accruable from smallholder farmers' participation in CBT.

Ignorance about tourism, inaccessibility of tourists' resources coupled with their distance from the highway, poor communication, privatization, demand for pre-service payment on tourists and to some extent insecurity were important hindrances established in the study to exploitation of tourism potential in Meru South district. The implication of the significant agreement across the board is that, unless the impeding factors are alleviated, then benefits from smallholder farmer participation in CBT cannot be optimized. In other words, the survival of any tourism initiative targeting engagement of community and utilization of bio geophysical resources for tourism at local level will mainly depend on the extent to which those impediments are addressed.

According to the results of this study, tourists demand a variety of goods and services from a host community, which if supplied/provided would considerably improve on the levels of benefit accruable from smallholder farming community's engagement in tourism. Significant agreement existed between youth and adults that marked levels of preparedness to receive tourists, entertainment, opportunity

for tourists to briefly participate in community lifestyle, non-disruption of community's routine activities and to some insignificant extent, photography, were key expectations of tourists from a host community. Provision of tourists' demands and therefore satisfying their requirements enhances continuity in visitation, exploitation of the tourists' resources and a sustained delivery of socio-economic benefits to the community.

Inherent knowledge of tourism facilitators by the community was abundant, as established through an evaluation of due diligence of the respondents. The community is knowledgeable on the factors which would dissuade CBT such as a begging culture, inequitable distribution of tourists in different parts of the district (on farm visits), and non interference with normal routines. Knowledge of tourists' facilitators enables a given community to prioritize and focus on delivering the preferred goods and services, which by extension sustains the tourism activity in a given locality.

Results from the study indicated that smallholder farmers of Meru South district are committed to participate in CBT through offering hospitality, interacting with tourists, and guiding tourists round the district. Their commitment extends to even organizing tourism in the district, protecting tourists' resources from biophysical damage, and protecting social commons from privatization, all for longer term benefits. The community therefore would go out of its way to ensure that benefits from utilization of tourists' resources are increased and sustained.

The study established that the smallholder farming community is capable of developing a community based design and management style of CBT, through a process of establishing community based structures. Such a process would embrace participatory decision making on the mode of organization of the tourism in the district and engaging community participation in the management of CBT. Community participation would be structured in such a way that a community based company by shares would be incorporated with each share value popularly agreed upon and the minimum and maximum limit not only set but also respected so as to focus on taking in serious investors and avoid over dominance by some individual investor or investor companies. The study therefore concludes that community participation in the design and development of the CBT management structure should be embraced through consultative processes as guided by the principles of social organization for innovation.

The community significantly agreed that in order to improve utilization of tourists resources, efforts should be geared towards marketing or popularizing the resources. However they did not agree significantly on any other option, although there was no disagreement whatsoever. The conviction was that popularization/marketing of the resources was crucial as a preserve of the line professionals.

Generally, the study concludes that the community concurs on the need for popularization/promotion of the tourists' resources to increase their utilization, meaning that the community is aware of the fact that unless the tourists (local or

otherwise) know of the existence of tourists resources, they would not get interested and therefore seek to utilize them. Unless tourists' resources are utilized, then benefits to the community would not be forthcoming, all the more why socio economic empowerment would be a dream to far. The community has a role in promoting utilization of the tourists' resources amongst themselves through increased ownership in scope and intensity.

### **5.3: Recommendations**

A significant difference exists between the opinions of the youths and those of the adults in view of countering the impediments to exploitation of tourism potential in Meru South district. The implication of this difference is that there is no consensus on the impediments themselves, as well as the levels and extent of dissuasion. It is therefore recommended that further research be conducted by the relevant universities, research institutions or the concerned ministry or tourism promotion agencies, to establish why there is such a significant difference and what could be done to address the variation. In implementing CBT under such circumstances, it is recommended that consensus be built between the youth and adults on the impediments and their relative levels of effects, so as to develop a common position towards resolution of the same. The study further established that a significant difference existed between the male and female smallholder farmers concerning the impediments to exploitation of tourists' potential and not in any other driver. As such, more efforts should be geared research, to establish why the difference and what is needed to be done to guarantee successful implementation of CBT under such circumstances.

Results indicated that youth respondents from different locations differed significantly on all the other drivers' for socio-economic empowerment apart from the designated important tourist's resources. Further evaluation revealed that location specific tourist's attractions were most important in assessing the socio economic benefits according to the youth. It is therefore recommended that intensive sensitization on a district wide approach to CBT is necessary to enable the players visualize benefits from attractions off site, which could be achieved through adoption of popularly agreed community based management structures.

From the results, education was singled out as an important factor among the youth as different cadres visualized the drivers of socio-economic empowerment differently. For instance, youths differed significantly on accruable benefits, community's commitment to participate in CBT and utilization of community based management options; whose details indicate differing of opinion based on what they perceive as a key component of the driver under consideration. On the other hand, adults differed significantly only in the utilization of CBT management options, based on the education levels, for the same reasons as the youth. As such, it is recommended that consensus building and training by any would be initiator is necessary in order to iron out apparent suspicions as always to precede initiation of a CBT in the district. Further research is recommended by the relevant universities, research institutions or the concerned ministry or tourism promotion agencies, to establish why different education levels have a bearing on the key drivers of socio-economic empowerment of smallholder farmers.

A positive linear relationship was found to exist between delivery of tourist's preferences and accruable benefits from community based tourism. As such, it is prudent for research to be conducted by the relevant universities, research institutions, the concerned ministry or tourism promotion agencies on the changing demands/preferences of tourists, which would in effect inform the progressive development of tourism packages that address the widened preference frame, so as to maximize benefits from tourism.

Kenya does not have a policy on alternative forms of tourism, viz agro-tourism, eco-tourism and cultural and rural tourism. Recently, the Ministry of tourism has been instrumental in promoting cultural tourism, an effort guided by the realization that there is potential for community based tourism. It is therefore recommended that the ministry of tourism or the Kenya Tourism Board spearheads a comprehensive highly consultative policy review, to focus on diversification of the tourism products. Such a policy should in effect recognize and support the emerging forms of tourism such as eco-tourism, agro-tourism and specifically the community based tourism covered in this study, which have been realized to gain tremendous popularity the world over. The policy should also guide on the preservation and maintenance of the social commons and exploitation of the topographic features abundant in the countryside for tourism products' development as is happening elsewhere. The same process should in-build identification of interesting features and the flexibility to redesign tourism circuits based on emerging tourism products, preferences and possibilities.

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## APPENDICES:

### APPENDIX 1. SEMI-STRUCTURED INTERVIEW GUIDE

#### PART I

##### Objective :

**To develop the key drivers of socio-economic empowerment through community based tourism, in response to all the objectives of the study, when measured at the community level.**

(Questions directed to individual key informants, public servants, within the study locations, divisions and the district headquarters)

##### Questions:

1. How long have you lived or known this area? (District, Division, location)
2. Are you aware of any sites or landforms within this area that would attract tourists? If so name them.
3. Apart from the sites/features you have named, and based on your knowledge of the tourists desires, which other relevant attractions would you propose for the purpose?
4. What makes you conclude/judge that such sites/points within your community could attract tourists?
5. What do you think tourists prefer if they were to maintain frequency of visitation to sites/attractions in your area of operation?
6. What do you think needs to be done to enhance a marked level of visitation? In other words, how would utilization of tourists' resources be further enhanced by the community and sustained?
7. What in your opinion has contributed to lack of utilization of the abundant tourist potential for the purpose? What are the limiting/impending factors to the utilization of tourists' resources?
8. What benefits do you foresee should tourists visit the district for tour purposes? In other words, what are the benefits accruable from smallholder farmer participation in community based tourism?
9. In your opinion, how would tourism that targets participation of the community be organized? Or, What are the critical considerations in terms of design and management of a community based tourism programme?
10. How in your opinion, how would commitment to participation of smallholder farmers in community based tourism be measured? Or

10. How in your opinion, how would commitment to participation of smallholder farmers in community based tourism be measured? Or What are the key indicators of commitment to participate in community based tourism?
11. What in your opinion would tourists be looking forward to should they plan to visit this locality (district, division or location)? In other words, what are your perceived preferences of tourists if they were to visit the locality?
12. What in your opinion should a community that expects to receive tourists know? In other words, what community based facilitating factors should the host community have inherent knowledge of so that they effectively manage the tourism activity?

**APPENDIX II: STANDARDIZED QUESTIONNAIRE /INTERVIEW SCHEDULE PART II.**

**Instructions:**

- a. Measurements give increased magnitude with increased rating.
- b. The questions will be directed to two members of a household separately - a youth (25 – 35 years) and an adult.
- c. The Likert system will be used for the quantitative questions, in which case 5 represents the most preferred and 1 the least.
- d. The focus will be on the larger population at the household level

1. **Name of respondent (Optional)** \_\_\_\_\_

Sex \_\_\_\_\_ Age \_\_\_\_\_

2. **Education level attained:**

- a. University
- b. Middle college
- c. High school
- d. Primary
- e. None


**Objective 1. 1. to determine the tourists' attractions within the study area, assess and analyze how they could be Sustainably utilized for socio-economic empowerment of the community.**

3. **Do you know who tourists are?**

- a. Yes
- b. No


4. **Do tourists visit this location?**

- a. Yes
- b. No


**5. How frequent do you see tourists visiting your location?**

- a. Once a month
- b. Once every two months
- c. Once every 3 months
- d. Twice a year
- e. More than a year


**6. What do you consider to be the best attractions to tourists in your location?**

(Please give a rating between 1 and 5 based on how important your choice is)

- a. Visiting Landforms (waterfalls, caves, hills etc)
- b. Mountain climbing (Mt. Kenya)
- c. Spending time with the local communities
- d. Seeing development programmes
- e. Village walks


**7. Has any tourist ever visited those sites?**

- a. Yes
- b. No


**8. If no to No. 7, do you think they are good enough to attract tourists?**

- a. Yes
- b. No


**9. How would the community living around those sites treat tourists if they visited them?**

(Please rate the alternatives between 1 and 5 with the most preferable being the highest value in terms of the perceived behaviour)

- a. Welcome and guide them around
- b. Wait and see how they would behave
- c. Demand payment before any services.
- d. Organize community to cater for tourists
- e. Train some guides for tourists


**10. How accessible are those places for ease of tourists' visits?**

- a. Easily accessible
- b. Quite accessible
- c. Accessible
- d. Fairly accessible
- e. Inaccessible


11. **Based on the distance from the highway, which attractions do you think tourists prefer visiting?**

- a. Those within 10 kilometer from the tarmac road
- b. Those within 20 kilometers from the tarmac road
- c. Those within 30 kilometers of the tarmac road
- d. Those within 40 kilometers of the tarmac road
- e. Distance from the tarmac is not a major consideration


12. **To what extent does accessibility/access roads to the tourist sites prevent tourists from visiting those sites?**

- a. It is the most impending problem
- b. It is quite a problem
- c. It is not so much a problem
- d. It is a problem though to a little extent
- e. It is not a problem at all.


13. **What improvements do you consider necessary to make such sites better preferred?**

(Rate your preference accordingly between 1 and 5)

- a. Establish community based management structure for them
- b. Prevail upon government to make improvements
- c. Wait a while for some solution
- d. Conduct fundraising from donors for their improvements
- e. Sell the piece of land on which they lie to a private developer


14. **How organized is the tourism aspect in this location/district?**

- a. Highly organized
- b. Quite organized
- c. Just organized
- d. Fairly organized
- e. Not organized


15. **What in your opinion should be done to enhance better organization?**

(Rate your answer on a scale of 1-5)

- a. Organize community to decide
- b. Popularize/market the attractions
- c. Contact the tourism board for some action
- d. Ask the district commissioner to improve through the DDC.
- e. Lease them out to a tourist company


16. **To what extent would do you think tourists would prefer to meet a prepared, interactive and hospitable community?**

- a. To the utmost extent
- b. To a great extent
- c. To some reasonable extent
- d. To some extent
- e. Not really


17. Which among the following would be your preferred arrangement/management structure/legal opinion as an effective way of managing the tourist attractions?

(Rate between 1 and 5 to show preference)

- a. A community Based company limited by shareholding
- b. A welfare Association
- c. A cooperative society
- d. Individual ownership
- e. Other (please specify)


18. Depending on what you have chosen above, what is the maximum percentage share that you consider appropriate for an individual member, assuming there are no financial constraints?

- a. No more than 5%
- b. No more than 10%
- c. No more than 20%
- d. No more than 25%
- e. No more than 50%


19. What would you propose as the value of one share in the ownership of the management structure/ formation?

- a. Kshs 10
- b. Kshs. 25
- c. Kshs. 50
- d. Kshs. 100
- e. Kshs. 200


20. Depending on your choice for number 19; what is the minimum number of shares that you would propose/advocate per member in the formation?

- a. 50
- b. 100
- c. 250
- d. 500
- e. 1000


21. How would you prefer to run the formation?

- a. Through shared roles to enhance community participation
- b. Through elected representatives and community
- c. Through elected reps and a Secretariat
- d. Through secretariat only
- e. A mixture of a, b and d.


**22. Do you believe community members have the authority to control utilization of resources from community related activities in a joint venture arrangement?**

- a. I completely do
- b. To a great extent they do
- c. On average they do
- d. To a little extent, yes
- e. They do not


**PART II**

**Objective 3: To assess and analyze how the smallholder farmers could effectively participate in Community Based Tourism programme.**

**23. Have you ever been visited by a tourist on your farm?**

- a. Yes
- b. No


**24. If no to No. 23 above, would you like tourists to visit you?**

- a. Yes
- b. No


**25. Do you know that tourists would prefer to visit individual farms and spend time with the farmers?**

- a. Yes I do
- b. Well, I have heard of it
- c. I think so
- d. I am not sure
- e. I do not know


**26. To what extent would tourists visit to your farm interfere with your daily routine?**

- a. To a great extent
- b. To quite an extent
- c. To some extent
- d. To a little extent
- e. It would not interfere




32. **To what extent do you think tourists like seeing and photographing the local people?**

- a. To a great extent
- b. To quite some extent
- c. To some extent
- d. To some insignificant extent
- e. To no extent


33. **To what extent do you think tourists like giving money to the local communities?**

- a. To a great extent
- b. To quite some extent
- c. To some extent
- d. To some insignificant extent
- e. To no extent


34. **To what extent do you think tourists enjoy people begging from them?**

- a. To a great extent
- b. To quite some extent
- c. To some extent
- d. To some insignificant extent
- e. To no extent


35. **Would you regard poor communication as an impediment towards tourists visit to your farm?**

- a. No
- b. Not quite
- c. Just a bit of an impediment
- d. Quite an impediment
- e. A serious impediment


36. **Would you regard distance from the highway as an impediment to tourists visit to your farm?**

- a. Absolutely not
- b. A bit of an impediment
- c. Not so much
- d. Quite an impediment
- e. A serious impediment


37. **To what extent do you feel prepared to receive tourists on you farm?**

- a. Highly prepared
- b. Quite prepared
- c. Prepared
- d. Just a bit prepared
- e. Unprepared


**38. Would insecurity be an impediment to free tourist movement in your area?**

- a. Not at all
- b. To some little extent yes
- c. To a bit of extent
- d. Quite an extent
- e. To a serious extent


**39. Would ignorance about tourism be an impediment to tourists visiting you?**

- a. Not at all
- b. To some little extent yes
- c. To a bit of extent
- d. Quite an extent
- e. To a serious extent


**40. Would continuous tourists' visit to certain members of the community/parts of the district arouse animosity and bad feeling among those not visited?**

- a. Yes it obviously would
- b. It would to a great extent
- c. On average – yes
- d. Only to a small extent
- e. No, it would not.


**41. How would you rate tourists' visits to your farm as an economic enhancing activity?**

- a. Highly enhancing
- b. Quite enhancing
- c. Enhancing
- d. Fairly enhancing
- e. Not enhancing


**42. How much willing do you think people of this area would be to interact with tourists when they visit?**

- a. Highly willing
- b. Quite willing
- c. Just willing
- d. A bit willing
- e. Unwilling




**48. Do you think increased frequency of visitation by tourists would lead to development of closer association with them?**

- a. It totally would
- b. Yes to a great extent
- c. Yes on average it would
- d. It would but to a little extent
- e. No it would not


**49. In your opinion, would tourists' visitation encourage be discouraged if host communities demand some pr-service payments?**

- a. It obviously would
- b. Yes to a great extent
- c. On average it would
- d. Yes but to a little extent
- e. It would not


**50. Do you believe that increased tourists visits would lead to increased enlightenment?**

- a. Yes to a great extent
- b. Yes to quite some extent
- c. Yes to some extent
- d. Yes to some insignificant extent
- e. No it would not


### APPENDIX III: THEMATIC CLUSTERING OF THE RESPONSES FROM THE VALIDATION WORKSHOP

#### THEME I PERCEIVED BIO-GEO PHYSICAL RESOURCES

Seen as environmental/bio-geophysical (biotic and abiotic provisions)

<b>Qn:</b>	<b>Indicator</b>
6a	Topographic features and other land forms/
6b	Mt. Kenya and related features/
6c	Socio-cultural and related attractions/
6d	Agricultural and related features/
6e	Expeditions (Village walks and biking)/

#### THEMEII EFFORTS IN ENHANCING UTILIZATION OF TOURISTS RESOURCES:

Seen as externally focused efforts – (extra community participatory activities)

<b>Qn:</b>	<b>Indicator</b>
13d	Conduct fund raising/
15b	Popularize/market the attractions
13b	Government to make improvements/
9e	Train some guides/
15d	Ask DC to improve through DDC/
15c	Contact tourism board for better organization/
9d	Organize community to cater for tourists/

#### THEME III PERCEIVE BENEFITS

Seen as opportunities into the Community (benefits resulting from participation)

<b>Qn:</b>	<b>Indicator</b>
50	Increased enlightenment/
41	Economic enhancing activity/
27	Improved exchange of experiences/
48	Development of closer association/
47	Improved hygiene/
46	Cohesiveness/operation in groups
28	Improved/increased knowledge and information flow
29	Improved knowledge on better farming/

#### THEMEIV IMPEDIMENTS TO EXPLOITATION OF TOURISM AS AN ECONOMIC OPTION

Partly external and partly community based (factors affecting tourism operations)

<b>Qn</b>	<b>Indicator</b>
39	Ignorance about tourism
38	Insecurity/
36	Distance from the highway/
35	Poor communication/
12	Accessibility/access roads
17d	Individual ownership of tourists resources/
9c	Demand for pre-service payment/

## THEME V TOURISTS PREFERENCES:

External and Tourists based activities (cross cultural linkage option)

<b>Qn:</b>	<b>Indicator</b>
26	Not to interfere with daily routine
32	Seeing and photographing/
31	Enjoy entertainment by local people/
16	A prepared and interactive community/
30	Joining local community in attending to daily routine calls/

## THEME VI ENLIGHTENMENT/TACIT KNOWLEDGE

Internal Factors (community's inherent characteristics)

<b>Qn:</b>	<b>Indicator</b>
22	Community has the authority to control tourists resources/
25	Aware that tourists prefer visiting individuals/
33	Tourists like giving money to local communities/
40	Tourists visits to certain part of the district would possibly arouse animosity/
13c	Adoption of wait and see behaviour not good enough/
34	Tourists don't enjoy people begging from them/

## THEME VII COMMITMENT TO PARTICIPATE IN COMMUNITY BASED TOURISM

Motivational factors (containment and sustainability concerns)

<b>Qn:</b>	<b>Indicator</b>
43	Personal willingness to participate in Tourism/
42	Willingness to receive tourists/
37	Preparedness to receive tourists/
9a	Willingness to welcome and guide tourists/
14	Organization of tourists aspect/
13e	(Not to) sell land to private developer/
15e	(Not to) Lease out to private developers/

## THEME VIII UTILIZATION OF COMMUNITY BASED MANAGEMENT OPTIONS

Design and management issues (Factors affecting the operations of CBT)

<b>Qn:</b>	<b>Indicator</b>
15a	Community to decide the mode of organization/
13a	Establish community based structures/
17b	Welfare Association option/
17a	The Community based company option/
17c	The cooperative society option/
21e	Running the Formation/
18	Maximum individual equity/
19	Cost of a single share/
20	Minimum number of shares/

APPENDIX IV: DETAILED CONCEPTUALIZATION CHART

