

3004

**CONTRIBUTION OF TOURISM VENTURES TO THE LOCAL  
PEOPLE'S LIVELIHOODS IN THE MAASAI GROUP RANCHES  
BORDERING AMBOSELI NATIONAL PARK, KENYA**

**BY**

**RITA WAIRIMU NTHIGA (BSC TOURISM)**

**H60/12981/05**

**Department of Hospitality and Tourism Management**

*A thesis submitted to the School of Applied Human Sciences in partial fulfillment  
for the award of the degree of Master of Science of Kenyatta University*

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**November, 2008**

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## DECLARATION

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

Signed  Date 28/11/08

**Rita Wairimu Nthiga**

**(H60/12981/05)**

We confirm that the work reported in this thesis was carried out by the candidate under our supervision as University supervisors

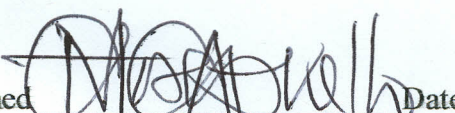
1. Signed  Date 1/12/08

**Prof. Judith Waudo**

**Professor,**

**Department of Food, Nutrition and Dietetics**

**Kenyatta University.**

2. Signed  Date 28 Nov. 2008

**Prof. Moses M. Okello**

**Professor,**

**Centre for Wildlife Management (Kenya)**

**School of Field Studies (Salem, Massachusetts, USA)**

## DEDICATION

To all hospitality and tourism scholars and professionals.

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

**CAMPFIRE-** Communal Areas Management Program for Indigenous Resources

**CDF-** Constituency Development Fund

**DFID-** Department for International Development

**GOK-** Government of Kenya

**GDP-** Gross Domestic Product

**H/H-** Households

**KWS-** Kenya Wildlife Service

**MDG's-** Millennium Development Goals

**MPT-** Maasai Preservation Trust

**ODI-** Overseas Development Institute

**UN-** United Nations

**PCF-** Predators' Compensation Fund

**SPSS-** Statistical Package for Social Sciences

**ST- EP-** Sustainable Tourism- Eliminating Poverty

**VCT-** Voluntary Counseling and Testing (for HIV)

**WHO-** World Health Organization

**WTO –** World Tourism Organization

**WTTC-** World Travel and Tourism Council

## ABSTRACT

The tourism industry is widely regarded as a means of achieving development in destination areas. Indeed, the reason for tourism, the justification for its development and promotion is its potential contribution to development and improvement of local people's livelihoods. This research sought to explore the contribution of tourism ventures to the local people's livelihoods and to development in general, in the Maasai group ranches bordering the Amboseli National Park, Kenya. The study utilized a descriptive survey design where both simple random and purposive sampling techniques were used to get the study sample. Data were collected using questionnaires which were administered to the local community members and interview schedules for the investors of the tourism ventures, group ranch officials, and The Kenya Wildlife service (KWS) and the Tsavo- Amboseli group ranches association. The variables investigated included social-economic and demographic characteristics of the locals and the distribution of income by the tourism ventures, number of locals employed and the ventures' community-based initiatives. Data were analyzed using the Statistical Package for Social Sciences (SPSS) version 14.0. Descriptive (frequency) and inferential Measures were determined to show how the variables of interest were distributed. In order to compare the relationships between variables, Chi-square goodness of fit test was performed. The results indicated that a lot of money (over Kshs. 12 million) was received by the three group ranches every year from tourism investments and only a small amount went to the group ranch members or the local people. The majority of respondents were male (68%). A high percentage (47%) was illiterate and (40%) practiced pastoralism as a source of livelihood. The majority of respondents (93%) did not receive any direct income from the leasehold by the tourism ventures while 84% did not have a member of their household employed in the tourism ventures. A large number of respondents (97%) felt that tourism had not reduced their vulnerability to drought while 91% did not have any skills imparted to them by the tourism investments. The findings indicate that the group ranch members received limited benefits from tourism developments in the area. The study recommends that there is need for the government to set policies addressing the management of group ranches which will ensure community participation and benefit sharing in tourism. The research also recommends inclusion of transparency and accountability aspects in the management of the group ranch resources.

# CHAPTER ONE

## 1.0 INTRODUCTION

This chapter looks at the background information, problem statement, purpose of the study, objectives of the study, research questions, significance of the study, limitations of the study, operational definition of terms and the conceptual framework.

### 1.1 Background information

Tourism, frequently referred to as the world's largest industry is big business (Sharpley and Telfer, (2002)). Sharpley and Telfer, (2002) further argued that by the end of the 20<sup>th</sup> century, international tourism alone was well over USD 450 billion, whilst the total global tourism activity has been estimated to be worth USD 3.5 trillion. In this regard, many nations and destinations have jumped on the tourism 'band wagon' to gain a share of the ever-increasing global tourism market due to the benefits that potentially accrue from the development of tourism. These include: - foreign exchange earnings, employment creation, economic diversification and growth all which justify tourism's role as a vehicle to development.

Tourism is an important sector in Kenya and in the year 2004 , 2005 and 2006 , foreign exchange earnings from tourism amounted to Kshs. 38.5 billion, Kshs. 48.9 billion and Kshs.56.2 billion respectively (GoK, 2006; GoK, 2007). In addition, tourism accounts for over 13 % of the Gross Domestic Product (GDP) making it the third largest contributor to GDP after agriculture and manufacturing

and third largest foreign exchange earner after tea and horticulture (GoK, 2005). The tourism sector has also been identified as one of the sectors that contribute significantly towards poverty alleviation as set out in the governments' Economic Recovery Strategy for Wealth and Employment Creation (GoK, 2003; GoK, 2005).

Poverty is a major concern for most developing countries, Kenya included with over 50% of the population living below what is known as 'absolute poverty' – a monthly income of less than Kshs 800 (Ayako and Katumanga, 1997; GoK, 2000; WHO, 2006). Indeed, the Kenya Government views poverty as a national challenge (GoK, 1999).

Joosten and Marwijk, (2003) citing Ashley et al, (2001) noted that tourism currently affects the livelihoods of many of the world's poor. They further argued that in most countries with high levels of poverty, tourism is a significant or growing part of the economy, which has recently linked the development of sustainable tourism to the cause of eliminating poverty and improvement of local community livelihoods.

Tourism is often considered as an effective tool to help eliminate poverty, which is among the pressing issues in the UN millennium development goals. Indeed, the use of tourism to reduce poverty has been adopted by the World Tourism Organization (WTO) through an ambitious programme known as 'Sustainable Tourism – Eliminating Poverty' (ST-EP) (Cooper et al., 2005 citing WTO, 2002). However, Sharpley and Telfer, (2002) noted that despite the widespread adherence both in practice and within academic circles, to the notion that tourism represents an

effective means of achieving development, relatively little attention has been paid to the inherent processes, objectives and outcomes of tourism related development.

## **1.2 Problem Statement**

Tourism is an important sector in Kenya and accounts for over 13% of the Gross Domestic Product (GDP) making it the third largest contributor after agriculture and manufacturing and third foreign exchange earner after tea and horticulture (GoK, 2005; GoK, 2007). In addition, tourism foreign exchange earnings amounted to Kshs 38.5, Kshs 48.9 billion and Kshs. 56.2 billion in 2004, 2005 and 2006 respectively (GoK, 2006; GoK, 2007). The question arose as to whether this multi- billion industry (tourism) was of any significance to the people who bear the cost of living with wildlife as one of the major attractions.

The Maasai group ranches where this study was conducted, were established in the early 1960's to discourage further loss of tribal lands after loss of most of the Maasai land to colonial settlers and to the "carving – off" land to establish protected areas (Wishitemi and Okello, 2003). These group ranches are endowed with great biodiversity, physical characteristics and cultural attractions of the Maasai people. The area also has several tourism related ventures and is one of the most visited areas by international and domestic tourists. Wishitemi and Okello, (2003) however noted that the impoverishment of the Maasai is obvious and their daily struggle of survival so vivid that they have started embracing agriculture in the marginal rangelands, wetlands and riverine habitats. These changes in land use are incompatible with conservation and will endanger biodiversity conservation and thus tourism in the

region since the industry thrives on it .It is in this context that this study was conceived to find out the contribution of tourism ventures to the local people's livelihoods.

### **1.3 Purpose of the Study**

The purpose of this study was to explore the contribution of tourism ventures to the local people's livelihoods and development in general in the group ranches bordering the Amboseli National Park, Kenya.

### **1.4 Objectives of the Study**

- i) Determine the economic contribution of the tourism ventures to the local people's households.
- ii) Find out the contribution of the tourism ventures to the local people's welfare.
- iii) Establish the contribution of the tourism ventures to the local environment.
- iv) Determine the local people's attitudes and expectations of tourism development in group ranches.
- v) Determine the relationship between the respondents' demographic information and their responses on issues related to tourism and its contribution to livelihoods.

### **1.5 Research Questions**

To achieve the research objectives, this study was guided by the following research questions:

- i) What was the economic contribution of the tourism ventures to the local people's households?

- ii) What was the contribution of the tourism ventures to the local people's welfare?
- iii) What was the contribution of the tourism ventures to the local environment?
- iv) What were the local people's attitudes and expectations of tourism development in the group ranches?
- v) What were the relationships between the respondents' demographic information and their responses on issues related to tourism and its contribution to livelihoods?

## **1.6 Significance of the Study**

This study helped identify the contribution of tourism ventures to the local community's livelihood. The results also assisted in offering suggestions on how tourism can be used as a tool for the improvement of local people's livelihoods as a contribution to poverty alleviation, one of the UN Millennium Development Goals (Appendix IX). The group ranch members will also benefit from the findings of the study if their livelihoods are taken into consideration by tourism investors and group ranch leaders.

## **1.7 Limitations of the Study**

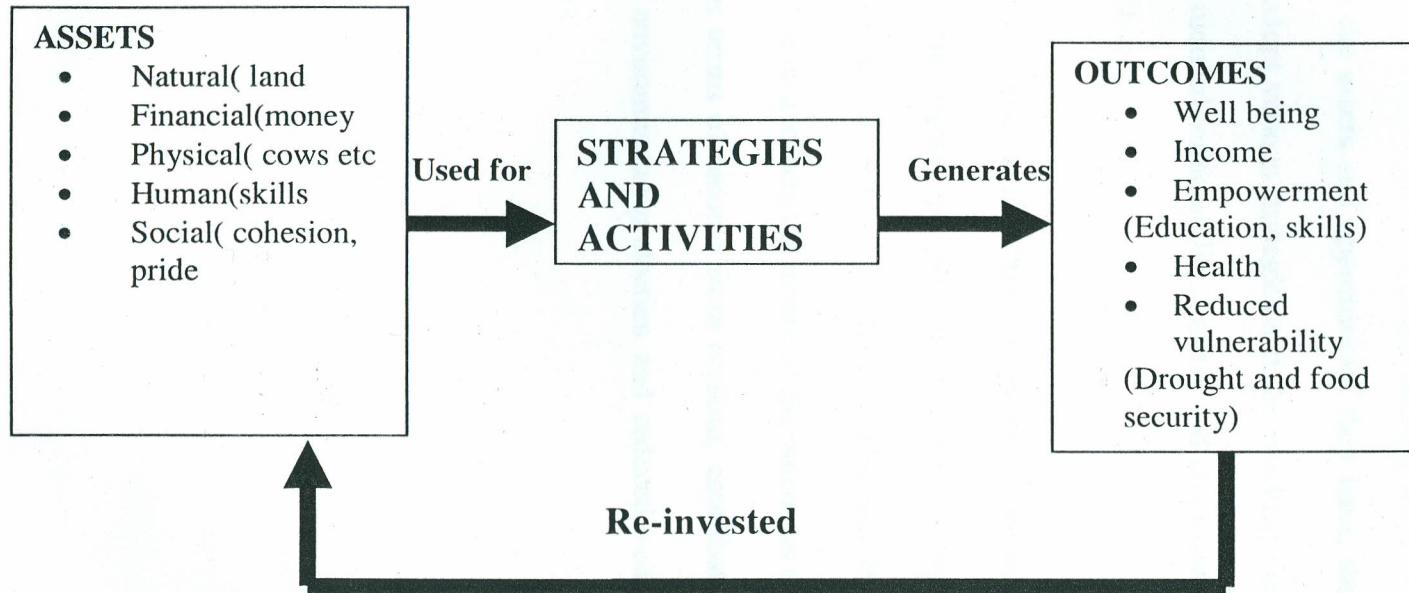
This study focused on four tourism ventures in three group ranches bordering the Amboseli National Park, Kenya. The results should be generalized with caution to other regions. This is due to differences in culture, environment and social-economic conditions which all affect the nature of livelihoods and the contributions tourism can have. There was also the language barrier between the respondents and the researcher which was solved by having four research assistants from the local community to assist in data collection and interpretation.

## 1.8 Operational Definitions of terms

- Amboseli National Park:** National Park located on the south western part of Kenya which is world famous for its diverse biodiversity attractions and scenery.
- Contribution:** Money, goods, time or efforts given to local people in order to help in the improvement of their lives.
- Food Insecurity:** Continuous availability of food to the household throughout the year.
- Group Ranches:** Land that has been demarcated and allocated to a group.
- Livelihoods:** Capabilities, assets (including both material and social resources) and the activities required for a means of living.
- Local people:** Group ranch members
- Maasai:** A nomadic pastoralist community living in south west Kenya.
- Tourism ventures:** Facilities created to cater for the needs of tourists- lodges, cottages and tented camps.

## 1.9 Conceptual Framework- The livelihoods Framework

This study employed the livelihoods framework adapted from Ashley, (2000b) so as to be able to evaluate the contribution of the tourism ventures to the local people's livelihoods (Fig 1.1).



**Fig 1.1: A Livelihoods framework**

*Source: Adapted from Ashley, (2000b) citing DFID 1999 Guidance sheets*

Tourism has both positive and negative contributions to the local people. Its contributions to people's livelihoods is best understood by focusing on its impacts on their assets (which are the basic building blocks on which people develop their activities – these include natural resources such as land, human capital such as skills, social capital culture and financial capital). Rural households draw on a range of assets . Given the assets and opportunities they have, they undertake a range of activities and adopt various strategies and the resulting outcomes (such as income, food security, reduced vulnerability, health, and empowerment) are components of improved livelihoods.

This study employed the above livelihoods framework to find out the impacts tourism has on the Maasai people's assets (land, livestock, Skills and financial resources) which in turn determines the activities and livelihood strategies (what people do) and in turn affects the nature of the outcomes of tourism development in the region ( in terms of income from tourism, contribution to education, health, infrastructure, environmental protection and reduced vulnerability to drought and food insecurity).

# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 Introduction

This chapter deals with views advanced by various scholars on the subject of tourism, its impacts, approaches and contribution to local people's livelihoods.

### 2.2 Tourism and conventional tourism impacts and approaches

According to McIntosh and Goeldner, (1990) and Newsome *et al*, (2002), tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of hosting the tourist and other visitors. Newsome *et al*, (2002) further notes that tourism comprises of either mass or alternative tourism. Mass tourism is characterized by large numbers seeking replication of their own culture in institutionalized setting. On the other hand, alternative tourism emphasizes on a greater contact and understanding between hosts and guests, and between tourists and the environment and can be categorized into; adventure, nature based, wildlife and ecotourism.

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

tourism is a commercial activity thus the main concerns are product development, competitiveness and commercial returns Ashley, (2000b). For conservationists, tourism is seen as a form of sustainable use of wild resources and hence as an incentive and a way to enhance conservation Ashley, (2000b). For the community (the tourist receiving region), tourism is a powerful agent for change that influences the residents' lifestyles and for the individual, tourism mean's interesting activities that motivate people to be temporarily away from home Ashley, (2000b). Sharpley and Telfer, (2002) argue that tourism has been developed and promoted on the basis of its catalytic role in broader socio-economic development. In contrast local people and their communities have become the objects of development rather than the subjects (Sharpley and Telfer, 2002 citing Mitchell and Reid, 2001). According to the UN, (2003) tourism has both negative and positive impacts socially, economically, culturally and environmentally.

Briedenham and Wickens, (2004) argue that in less developed countries of Sub-Saharan Africa, afflicted by debilitating rural poverty tourism is perceived to be one of the few feasible options for development. Citing Britton, 1991; Drake, 1991; Evans Ibery, 1989; Getz ,1983; Long, Perdue & Alsen, 1990; Marsden, 1992; Prentice, 1993), Briedenham and Wickens,(2004) note that compelled by the pressures of restructuring and driven by demands for economic growth and job creation, governments in developing countries however frequently fall prey to the dangers of random, ad hoc development, without due regard to the economic and cultural well being of rural communities, the conservation of the environment or the inclusion of local residents, in decision making. However, Briedenham and

Wickens,(2004) noted that the inequity of benefit distribution and the perceived social costs to resident's communities have made tourism as a development option come under increasing censure. Briedenham and Wickens, (2004) citing Friedman, (1992) further noted that if social and economic development means anything at all, it must mean a clear improvement in the conditions of life and livelihood of ordinary people.

Sharpley and Telfer, (2002) citing the WTO in the Manila Declaration on world tourism (WTO, 1980) noted that world tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between the developed and developing countries and ensure the steady acceleration of economic and social development and progress in particular in developing countries. According to Cooper *et al*, (2005) citing WTTC, ( 2003), the World Travel and Tourism Council's vision for a new tourism in the twenty first century states "New tourism is a force capable of dramatically improving economic and social well-being right across the globe waiting to be unleashed" . But the question arises as to whether this is in fact a reality on the ground. In this regard, this study sought to find out if this notion on tourism has been felt in the grassroots through finding out the contribution of tourism to local people's households in the group ranches bordering Amboseli National Park.

### **2.3 Tourism and Development**

Tourism literature has evolved over the years. The various types of tourism include Mass and alternative tourism. Mass tourism according to Newsome, *et al*,

(2002) is characterized by large numbers of people seeking replication of their own culture in institutionalized settings while alternative tourism is sometimes referred to as “special interest” or “responsible tourism” and it’s usually taken to mean alternative forms of tourism which place emphasis on greater contact and understanding between hosts and guests as well as between tourists and the environment ( Newsome , *et al*, 2002 citing Smith and Eadington, 1992).

The various categories of alternative forms of tourism according to Newsome *et al*, (2002) include natural area tourism (adventure, nature based, wildlife and ecotourism), cultural tourism and event tourism. Ecotourism has been hailed to be in a position to solve the effects of mass tourism.

According to Kiss, (2004) and Kwiwoken and Fallon, (2003) the ecotourism society defined ecotourism as “Travel to natural areas that conserves the environment and sustains the wellbeing of the local people”. In addition, Newsome *et al*, (2002) noted that the primary goals of ecotourism are to foster sustainable use through resource conservation, cultural revival, economic development and diversification. They further note that five key principles that are fundamental to ecotourism include:- ecotourism is nature based, ecologically sustainable, environmentally educative, locally beneficial and generates tourism satisfaction. However, Sheyvens, (1999) citing Rudkin and Hall, (1996) argued that the concept of eco-tourism has been promoted within a particularly narrow band of conservation and business thought which has failed to appreciate the role of social and political values within sustainable development. Sheyvens, (1999) concludes that there is

need for an approach to ecotourism which starts from the needs, concerns and welfare of local host communities.

Focus on tourism approaches has shifted from sustainable tourism debate to ecotourism and community-based tourism development and most recently to pro-poor tourism. All the above changes in focus on tourism have all been aimed at ensuring that tourism is sustainable and the resource bases will be conserved for the future as well as ensuring benefits to the local community upon which the sustainability depends.

Loon and Palakov, (2001) citing Child, (1996) suggest that community based natural resource management is a potential solution to the inter-linked problems of poverty and conservation. If poverty alleviation and more effective conservation are to occur, then management principles that incorporate, transparency, accountability, democracy and diplomacy need to be introduced into community-based natural resource management and tourism development projects. Briassoulis, (2002) citing Butler, 1991; Eber, 1992; Farrell, 1992; Hunter 1997 and Ko, 2001; argued that the discourse on sustainable tourism development revolves around a central issue on how to manage the natural, built and socio-cultural resources of host communities in order to meet the fundamental criteria of promoting their economic well-being, preserving their natural and social-cultural capital, achieving intra and intergenerational equity in the distribution of costs and benefits, securing their self-sufficiency and satisfying the needs of tourists.

While responsible ecotourism and other sustainable tourism strategies may bring significant socio-economic benefits to host communities, they are not necessarily aimed at poverty alleviation (Neto, 2003). Given that the United Nations Millennium Declaration has placed poverty at the center of international development agenda, it can be argued that sustainable tourism development should go beyond the promotion of broad socio-economic development and give greater priority to poverty reduction. According to Neto, (2003) citing UN, (1999) this priority shift would also address a somewhat ignored recommendations of the 7<sup>th</sup> session of the commission on sustainable development which urged governments to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in cooperation with all major groups and indigenous local communities.

Akama, (1996) noted that a great deal of literature has been compiled on the efficacy of local community participation in wildlife conservation and tourism development. However, most of the rhetoric on community participation has failed to achieve positive results. Most of the so-called community-based programmes have ended up being the co-opting of local elites into wildlife conservation and tourism with little meaningful involvement of the majority of rural peasants, particularly in project design and management. Reid, (2003) argued that local communities form the front line in terms of service provision, but are last in line when it comes to benefiting from its development.

## 2.4 Assessment of Tourism Development Impacts using the livelihood approach

Conventional tourism perspectives tend to focus exclusively on economic, commercial or environmental impacts of tourism (Ashley, 2000a). Ashley *et al*, (2000) further noted that since the 1980's interests in 'green' tourism, ecotourism and community tourism has grown rapidly among decision makers, practitioners and advocates. All of the above focus on the need to ensure that tourism does not erode the environmental and cultural base on which it depends. But these generally do not consider the full range of impacts on the livelihoods of the poor. A focus on livelihoods offers a useful perspective on tourism for enhancing local benefits. Ashley, (2000b) further noted that the main values of using the livelihood approach is that it tries to focus on what matters to local people who are mainly poor.

Ashley, (2000a); Ashley *et al*, (2000); Ashley, (1999) argued that conventional tourism perspective tend to focus on economic, cultural or environmental impacts, usually in isolation from each other. The livelihoods approach however places the interests of local people at the center and emphasizes the multiple interactions between the factors which affect livelihoods and the various consequent livelihood outcomes. In this regard, this approach enables to incorporate tourism as one possible component of development. As Chambers, (1986) cited in Ashley, (2000a) noted, unless the needs, interests and priorities of poor people are put first, objectives for environmental quality and development are unlikely to be attained. An analysis of tourism impact on local people depends not only on its direct cost's and benefits, such as profits and jobs created, but on a range of indirect

positive and negative impacts. Various scholars have utilized the sustainable livelihoods framework (Ashley, 2000a; Ashley, 2000b; Ashley *et al.*, 1999; Ashley, 1999) which considers impacts of tourism in terms of: - Impacts on household assets, impacts on other household activities and strategies, its contribution to a variety of household goals and influences on the external policy environment as well as the peoples capacity to influence external forces.

Ashley, (1999) further notes that the livelihoods approach recognizes that the root of all human development and economic growth is livelihoods not jobs per se, but the wide indefinitely diverse range of activities people engage in to make a living. In addition to activities, livelihoods consist of assets, defined as four different types of capital: human, (e.g. knowledge, skills, creativity and adaptive strategies), physical (e.g. building, road, machinery, and crops/livestock), natural (e.g. land/soil, air, water, and forestry/vegetation) and social capital (governance structure, decision-making power, community groups, culture). Livelihoods also depend on entitlements, such as support of family or clan members that can be called upon in an emergency Ashley, (2000a) citing Helmore and Singh, (2000).

According to Ashley *et al.*, (1999) employing a livelihood approach to analyze the impacts of a tourism enterprise involves analyzing how an enterprise affects both the way in which people pursue their livelihoods and the outcomes they achieve. This impact assessment is people centered: Focusing on impacts on peoples lives than resources or output per se. Ashley *et al.*, (1999) further note that the livelihood analysis is not likely to conclude that a specific enterprise has changed X

livelihoods by Y percentage in Z ways. Livelihoods improvements are not generally amenable to numerical quantification. Ashley (2000b) argued that an assessment of tourism's impacts on local people depends not only on its direct costs and benefits, such as profits and jobs generated, but on a range of indirect, positive and negative impacts. Ashley (2000b) uses the simplified livelihoods framework" to consider the various components of livelihoods. This approach considers the impacts of tourism in terms of: impacts of household assets, impacts on other household activities and strategies, contribution to a wide variety of household goals and influence on the external policy environment and people's capacity to influence external forces. It is in this view that this study was conceptualized in order to attempt to employ the livelihoods approach to find out the contribution of tourism to the livelihoods of the people who live within the attraction area.

This study utilized a simplified version of the livelihood framework by focusing on the contribution of tourism on several aspects of the framework including: - economic contribution of tourism to the households, welfare contribution and contribution to the local environment.

## **2.5 Tourism Development in the Maasai group ranches bordering the Amboseli National Park**

The main tourism product in the Maasai Group ranches is wildlife and wilderness. Tourism ventures include lodges, safari camps, and campsites and associated service enterprises. Private sector-local community partnership exists in the region (Rutten, 2004) from 1996 when the KWS (Kenya Wildlife Service) started the "parks beyond parks" programme in an effort to manage the biodiversity

resources that exist outside the protected areas, which include the group ranches. However, little benefits of the program haven realized. The question arises on what went wrong and why?

Kenya is blessed with an abundance of wildlife, world class beaches and traditional cultures like that of the Maasai people. Most of these are concentrated in the Maasai land. During the colonial period, white Kenyan colonialists founded many game reserves for sport hunting. Unfortunately according to Reid, (2003) many of the lands that were set aside were the homelands of traditional people like the Maasai who lived semi-nomadic life herding their cattle seasonally between pastures. To date, the Maasai people own the land adjoining the parks communally in the form of group ranches. It is acknowledged that over 80 percent of wildlife live outside the current protected areas in Kenya and the group ranches form a large portion of the area.

The Maasai people who own the ranches have stated tourism initiatives and wildlife sanctuaries (Reid, 2003). Most of these have been leased to private investors and hence the aim of this study is to find out the contribution of the tourism investments or ventures to the local peoples livelihoods. These investments are argued to operate as partnerships between the local people and the investors but Reid, (2003) argues that true partnership will not come about until the people of the area are convinced that their welfare is central to any tourism developments, rather than being seen as subordinates to their husbandry of wildlife on behalf of others. Wishitemi and Okello, (2003) further argue that since more biodiversity and

representative ecosystems are located outside the current network of protected areas in Kenya; the loss of biodiversity is likely to be very significant if the people living in the areas don't get the reason to be involved in conservation. In their study, Wishitemi and Okello, (2003) argue that an application of an alternative model of conservation that goes beyond park boundaries, involves local communities and bridges the hostile gap between conservative of natural resources ideals and the aspirations of indigenous communities is needed to safeguard vast landscapes of cultural, biological and historical significance in Kenya.

The area bordering the Amboseli National Park has six group ranches (Mbirikani, Kuku, Kimana, Esekengei, Ololashi-Olulugui and Rombo) where the Maasai live and work. These group ranches are a range land of outstanding visual quality and beauty with the world's largest free-standing mountain (Mt Kilimanjaro) and the scenic Chyulu hills. The area covered by these group ranches act as a migratory corridor between Amboseli, Tsavo west and Chyulu Hills Natural parks and has several tourist ventures and community wildlife sanctuaries (Wishitemi and Okello, 2003).

Lichtenfeld, (1998) in his study on local participation in Kimama group ranch when the sanctuary was being run by the local community noted that few benefits accrued to the community from the investment and no significant monetary benefits were received by the community members as a result of the sanctuary. Okello, (2005) citing Lichtenfeld, (1998) noted that a number of community wildlife sanctuaries have been established or are planned in the wildlife dispersal group

ranches between Amboseli and Tsavo West/ Chyulu Hills National Parks in response to the local community's desire to be part of and benefit from wildlife that roam freely in their land and is part of their heritage.

Redfern, (2005) citing Okello *et al.*,(2003) argued that the establishment of group ranches provided formal ownership of the lands as well as maintaining their open nature for both wildlife conservation and pastoralism. Redfern, (2005) further notes that the group ranches have a great potential to support conservation through ecotourism. In addition, since the land is community owned the projects would in theory at least benefit the community as a whole. It is due to these believes that the study is undertaken to establish if the whole community benefits.

## **2.6 Livelihood strategies in the group ranches bordering the Amboseli National Park**

According to Ashley *et al.* ,(1999) citing Carney, (1998) a livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. Rutten, (2004) notes that the major livelihood activities at the Group ranches include: livestock keeping, cultivation, curio sales, Curio making (woodcarving, bead work, basketing, souvenirs), hawking curios, watchmen and posing for cultural photograph. The Amboseli rural landscape is a lived- in working rural landscape that also promotes social- cultural livelihoods and lifestyles of the Maasai (Beresford and Phillips, 2000; Wishitemi and Okello, 2003).

In addition, there have been interactions between cultural livelihoods and rural landscapes for many years, creating a unique working rural landscape whose resources have shaped the Maasai as well as the Maasai shaping the rural landscapes.

Kiringe & Okello, (2005) noted that the livelihood activities of the Maasai people (Pastoralism, traditional homesteads that attract tourists, song and dance, dressing code, cultural bomas and artifacts) are a clear manifestation that they have become dependent on the rural landscape for their livelihoods and for basic needs for their survival. This study will attempt to find out whether the presence of tourism ventures in the group ranches supports the above livelihood activities or creates barriers to them.

## 2.7 Summary

Tourism is an important sector to any economy, Kenya included. Several authors and scholars have attempted to study the impacts tourism has on various aspects of human life mostly economic and social cultural. However little has been done to find out the impacts tourism has on livelihoods of the people who live with the attractions. Thus this study attempted to bridge the gap that exists.

# CHAPTER THREE

## RESEARCH METHODOLOGY

### 3.1 Introduction

This section focused on the research design, study location, population and sample selection, data collection instruments, data collection procedures, pre-testing and data analysis.

### 3.2 Research Design

A descriptive survey design was used for this study. According to Mugenda and Mugenda, (1999), the purpose of descriptive research is to determine the way things are. In addition descriptive survey design attempts to obtain information that describes the existing phenomena and involves collecting quantifiable information from the sample (Mugenda and Mugenda, 1999). This study therefore, used this design in order to determine the contribution of tourism ventures to local livelihoods and obtain quantifiable information from the sample of households selected.

### 3.3 The Area of Study

This study was carried out on four selected tourism ventures in three Maasai group ranches near the Amboseli National Park in Kajiado District of Southern Kenya. These Group Ranches included Kimana Group Ranch, Kuku Group Ranch and Mbirikani Group Ranch. (Map 1: in Appendix VI illustrates the location of the study area). The area is located within a wildlife migratory corridor between Amboseli National Park, Tsavo West National Park and Chyulu Hills National Park which renders it an essential wildlife habitat for the conservation of large populations

of migratory wildlife in southern Kenya (Lichtenfeld, 1998; Okello, 2005 citing Katampoi et al, 1990; Wishitemi and Okello, 2003). Kuku Group Ranch covers about 96,000 hectares of Oloitoktok Division of Kajiado District, Kimana Group Ranch consists of an area of 251 Km<sup>2</sup> and Mbirikani Group Ranch an area of 134,000 Hectares of the same division (Okello, 2005 citing Katampoi et al, 1990; Lichtenfeld, 1998; Ntiali, 2002). Mean annual rainfall in the rangelands where the three Group Ranches are located is generally below 500mm (Okello, 2005 citing Katampoi et al, 1990). The group ranches are largely classified as semi-arid and mostly suitable for ranching purposes due to limited water resources and rainfall (Okello, 2005 citing Katampoi et al, 1990)

The following factors were considered in selecting the study area: This is an area rich in wildlife and an increasing number of tourism facilities (Okello, 2005), the areas indigenous people are pastoralists (Maasai) who are among the social economic groups where majority of the poor are found in Kenya and the area is one of most visited regions in Kenya by both international and domestic tourists.

### **3.4 Target Population**

There are six group ranches bordering the Amboseli National Park. These include: - Kimana, Kuku, Mbirikani, Rombo, Ololashi- ologulului and Esekengei. Three group ranches were selected for the study due to their strategic location between the Amboseli National Park, Tsavo West National Park and Chyulu Hills National Park.

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The target population consisted of random households in three group ranches (Kimana- 850 Members, Kuku- 2400 members and Mbirikani- 1400 members), local community leaders, investors of the tourism ventures, The Kenya Wildlife services (KWS) and the Tsavo- Amboseli ecosystem group ranches association.

### **3.5 Sampling Techniques and Sample size**

According to Oso and Onen, (2005), a sample is a part of the target population that has been procedurally selected to represent it. Simple random sampling was used to select the household sample. According to De Vaus, (1995) the required size of a sample depends on two key factors (The degree of accuracy required and the extent to which there is variation in the in population in regard to key characteristics of the study). In this study, the degree of accuracy required was used determine the sample size. A total of 400 households were randomly sampled based on the 95% confidence level and a 5 % sampling error (Table 3.1). The figures in the table are calculated so that one is 95% confident that the results in the population will be the same as in the sample plus or minus the sampling error (De Vaus, 1995). A list of registered members was obtained from the ranch officials and random numbers were generated by computer using Ms Excel spreadsheet to come up with a list of respondents.

A total of 12 local leaders, 6 tourism investments, the Tsavo- Amboseli ecosystem group ranches association's coordinator and the Amboseli National Park warden were purposively sampled. According to Mugenda and Mugenda, (1999) purposive sampling allows the researcher to use cases that have the required

information with respect to the objectives of the study. Thus this study utilize purposive sampling to get the leaders, managers of the investments, park warden and the Tsavo Amboseli Association coordinator to get the required information regarding tourism and local livelihoods.

**Table 3.1: Sample sizes required for various sampling errors at 95% confidence level**

| Sampling error % | Sample size |
|------------------|-------------|
| 1.0              | 10,000      |
| 1.5              | 4,500       |
| 2.0              | 2,500       |
| 2.5              | 1,600       |
| 3.0              | 1,100       |
| 3.5              | 816         |
| 4.0              | 625         |
| 4.5              | 494         |
| <b>5.0</b>       | <b>400</b>  |
| 5.5              | 330         |
| 6.0              | 277         |
| 6.5              | 237         |
| 7.0              | 204         |
| 7.5              | 178         |
| 8.0              | 156         |
| 8.5              | 138         |
| 9.0              | 123         |
| 9.5              | 110         |
| 10               | 100         |

*Adapted from De Vaus, (1995) p 71*

### 3.6 Data Collection Instruments

The data collection instruments that were used for the study included:-

- i) Secondary sources – included information on tourism and its contribution to local communities, revenues and expenditures of the investments, research that had been done in the group ranches related to tourism and its role as well as research done on the same issue in other areas.
- ii) Primary Sources – comprised of (i) questionnaire survey for the households. Information sought through questionnaires which had both closed ended and open ended questions included the respondents' demographic information, sources of household livelihood, opinion about tourism and wildlife and the contribution of tourism to development in the group ranches. The use of questionnaires was employed from the fact that questionnaires are best suited for collecting more information from a large number of respondents (Mugenda and Mugenda, 1999). (ii) Interview schedule with the local leaders. Sought information on the amount of income from tourism, how the money is used, how the money is accounted for, and challenges faced in regard to tourism. (iii) Interview schedule for investors. Information such as the amount of money given to the group ranches, the community projects started or supported and the challenges faced when dealing with the local community was sought. (iv) interview schedule for the Tsavo- Amboseli Group Ranches Association and the Kenya Wildlife service (KWS). Information sought included the mandate of the organizations regarding tourism development and

environmental conservation , the contribution of the organizations to local peoples livelihoods and the challenges faced when dealing with tourism related issues and the local community.

### **3.7 Data Collection procedures**

Researcher-administered questionnaires were distributed targeting the households and interviews were conducted with the investors, group ranch officials, the Tsavo –Amboseli Group ranch Association’s coordinator and The Kenya Wildlife Service (KWS) - Amboseli National Park Warden. The researcher was assisted by four research assistants in data collection. The research assistants were first trained on the contents of the questionnaires and the information sought. In addition, the research assistants helped the researcher in interpreting to questions to locals who could not understand Kiswahili or English (the National Languages). Respondents were requested and allowed to participate in the study purely on voluntary bases. Both the questionnaire and the interview schedules took roughly fifteen minutes to complete. In addition, a research permit was obtained from the Ministry of Education to facilitate the data collection process. A high degree of confidentiality was guaranteed to each respondent to avoid suspicions that the information would be used to victimize them based on their responses especially regarding their officials..

### **3.8 Pre-Testing**

The questionnaires and the interview schedule’s validity and reliability were strengthened through pre-testing. A randomly selected sample of three managers in

tourism related ventures in a different group ranch in the region was used with the same procedures as the research. In addition, 10 members of the local community were issued with the sample questionnaires. This sample was not included in the research. The respondents were requested to give comments and suggestions about the clarity of the instruments. Pre-testing assisted in ensuring that all the respondents were interpreting the instrument correctly and that the information gathered was sufficient and correct. After pre-testing, the instruments were modified accordingly before the actual research.

### **3.9 Data Analysis and Presentation**

Data were analyzed with the help of the Statistical Package for Social Sciences (SPSS) version 14.0. Descriptive (frequency) and inferential measures were determined. Descriptive measures helped the researcher show how the variables of interest were distributed (Mugenda and Mugenda, 1999). Significant differences between the numbers of frequencies of the responses were examined using chi-square goodness of fit. In order to analyze the relationships between responses and the respondents' demographic information, chi-square cross tabulations were performed. Data were presented in form of narrative, tables, bar graphs and pie charts. All data were analyzed at a level of significance of 95 % (an alpha or p value of 0.05).

# CHAPTER FOUR

## RESULTS AND DISCUSSIONS

### 4.1 Introduction

This chapter presents the research findings on the contribution of tourism ventures to local people's livelihoods in the group ranches bordering the Amboseli National Park, Kenya. Data were collected with 300 questionnaires from the households, 4 tourism investments and 12 group ranch officials. The results also include responses from the interviews conducted with the Amboseli National Park's Warden and the Tsavo- Amboseli Group Ranches Association's Coordinator. The results were presented and discussed under various sub-headings including; the respondents demographic information, economic contribution of the tourism ventures, welfare contribution of the tourism ventures, contribution of the tourism ventures to the environment, respondents opinions of tourism development and the various correlations between the respondents demographic information and their responses.

### 4.2 Respondents Demographic Information

The local people's demographic information including gender, age, level of education, marital status, group ranch membership, sources of household income and land ownership were sought. This information was collected using the questionnaires for the household samples. This was done to enable the researcher best understand

the distribution of the group ranch members in relation to their demographic variables.

The majority (68%) of respondents were male and female (29%). Most respondents (32%) were aged between 41-50 years. A high number of respondents (78%) were married ( $\chi^2 = 682.267$ ,  $df=4$ ,  $p<0.001$ ). A significant majority of the respondents (47%) were illiterate ( $\chi^2 = 205.121$ ,  $df=4$ ,  $p<0.001$ ) while (29%) of the respondents had primary education.

According to Campbell *et al*, (2000; 2003) the Maasai have a very low level of education to actively pursue alternative land uses other than pastoralism. The land also has ecological constraints such as drought which leads to decline in pastoralism and the fact that many places are unsuitable for cultivation. These combined make the community livelihoods depressed.

**Table 4.1 Respondent's demographic information-Gender, Age, education and Marital Status**

| Aspect/Issue   | Responses  | Number of Respondents                                  | $\chi^2$ , degrees of freedom; P-value   |
|----------------|--|--|--|
| Gender         | Male<br>Female   | 204 (68%)<br>86 (29%)                                  | $\chi^2 = 214.289$<br>df= 1<br>P< 0.001  |
| Age            | 18 – 30 years<br>31 – 40 years<br>41 – 50 years<br>>51 years | 90 (30%)<br>41(14%)<br>97 (32%)<br>66(22%)             | $\chi^2 = 26.345$<br>df= 3<br>P < 0.001  |
| Education      | Primary<br>Secondary<br>College<br>University<br>Illiterate  | 88 (29%)<br>44 (15%)<br>20 (7%)<br>5 (2%)<br>141 (47%) | $\chi^2 = 205.121$<br>df= 4<br>P < 0.001 |
| Marital Status | Married<br>Single<br>Widowed<br>Divorced<br>Others           | 239 (78%)<br>38 (13%)<br>19 (6%)<br>3 (1%)<br>1 (0.3%) | $\chi^2 = 682.267$<br>df= 4<br>P < 0.001 |

A significant ( $\chi^2=289.600$ ,  $df=5$ ,  $p<0.001$ ) (40%) of the respondents practiced agro-pastoralism as their means of livelihood with only (7%) being in employment. Most of the respondents (70%) lived in communal land while only 29% lived on personal land ( $\chi^2=51.597$ ,  $df=1$   $p<0.001$ ). From Kimana group ranch (75%) of the respondents lived on personal land while in Mbirikani group ranch, (88%) lived in communal land. From Kuku group ranch (98%) of the respondents lived in communal land.

**Table 4.2 Respondent's demographic information-group ranch membership, sources of household income and land ownership**

| Aspect/Issue                | Responses             | Number of Respondents | $\chi^2$ , degrees of freedom; P-value   |
|-----------------------------|-----------------------|-----------------------|--|
| Group ranch membership      | Kimana                | 100 (33%)             | $\chi^2 = 0.000$<br>df= 2<br>P = 1.000   |
|                             | Mbirikani             | 100 (33%)             |  |
|                             | Kuku                  | 100 (33%)             |  |
| Sources of household income | Agro-pastoralism      | 120 (40%)             | $\chi^2 = 289.600$<br>df= 5<br>P < 0.000 |
|                             | Pastoralism           | 118 (39%)             |  |
|                             | Employment            | 22 (7%)               |  |
|                             | Business              | 20 (7%)               |  |
|                             | Farming               | 16 (5%)               |  |
|                             | Others                | 4 (1%)                |  |
| Land Ownership              | Personal              | 75(75%)               | $\chi^2= 25.00$<br>df= 1<br>P < 0.001    |
|                             | Communal ( Kimana)    | 25 (25%)              |  |
|                             | Communal              | 88(88%)               | $\chi^2= 62.082$<br>df= 1<br>P < 0.001   |
|                             | Personal ( Mbirikani) | 10 (10%)              |  |
|                             | Communal              | 98(98%)               | $\chi^2= 92.160$<br>df= 1<br>P < 0.001   |
|                             | Personal ( Kuku)      | 2 (2%)                |  |

According to Ashley and Goodwin, (1999), tenure over land can give people market power to negotiate and secure benefits from tourism. Tenure may be over land, wildlife, or other tourism assets but it needs to include rights of exclusion so that access can be charged for. Ashley et al, (2000) further gave the example of Mahenye in Zimbabwe southeast low veld, where the local community gained significantly from the lease agreement from two lodges. This was made possible because the community and the local authority controlled the lease rights and the

local council used its power to support community interests, and the CAMPFIRE programme provided a supportive policy context.

From the findings, those who owned personal land did not use it for tourism purposes but rather for cultivation or leased out to cultivators from outside communities which is threatening wildlife conservation. Thus their tenure over land is not helping those secure benefits from tourism but it's facilitating the diminishing of the major resource that supports tourism. With private land ownership, local people can benefit from tourism if there can be an arrangement by both the government (through KWS) and the private investors to lease their land for use by wildlife. This will in turn discourage farming, which is a major threat to biodiversity conservation in the region.

Campbell et al, (2000) noted that the Maasai have very low level of education to actively pursue alternative land uses other than pastoralism. In addition the land itself ecological constraints which have led to decline in pastoralism and the fact that not many places in the landscape are suitable for cultivation which makes the community's livelihoods be depressed.

#### **4.3 Economic Contribution of the Tourism Ventures**

The economic contribution of the tourism ventures to the local livelihoods was also determined in the study. The economic contribution was one of the objectives of the study. The issues identified included the income and development projects for the group ranches from the leasehold to the tourism investors. In addition the receipt of direct income to the households from the leasehold money was sought.

In addition, the proportion of the local people with a member of their household employed in tourism was identified. Other issues related to economic contribution included empowerment and skills building for the local people from tourism, provision for market for goods and services and the contribution to the natural and social capital of the local people all which contribute to the economic wellbeing of the households. The information was sought from various respondents.

Information on the amount of income and development projects was sought from the investors, group ranch officials and the Amboseli National Park Warden. Information on the receipt of direct income from the leasehold, member of household employed in tourism, provision for market for goods and services, empowerment and skills building were sought from the local community or group ranch members.

#### **4.3.1 Income and Development projects from Tourism Investments**

A significant amount of money was received from the leasehold by the tourism ventures in the group ranches. Mbirikani group ranch received approximately Kshs 3 million per year from Oldonyo Wuas leasehold (Kshs 850,000 from leasehold and USD 20 per bed night). Kimana group ranch received Kshs 250,000 per month (Kshs 3 million per year) and Kshs 250 per bed night from the leasehold to African Safari Club and Kshs 20,000 per month for firewood collection from Sopa Lodge. Kuku group ranch received Kshs 400,000 per year from Luka Enterprises Leasehold and Kshs 6.1 Million conservation fee. All the money collected was banked in the group ranch accounts, which had three signatories: Chairman, Secretary and Treasurer. The money in all the three group ranches was

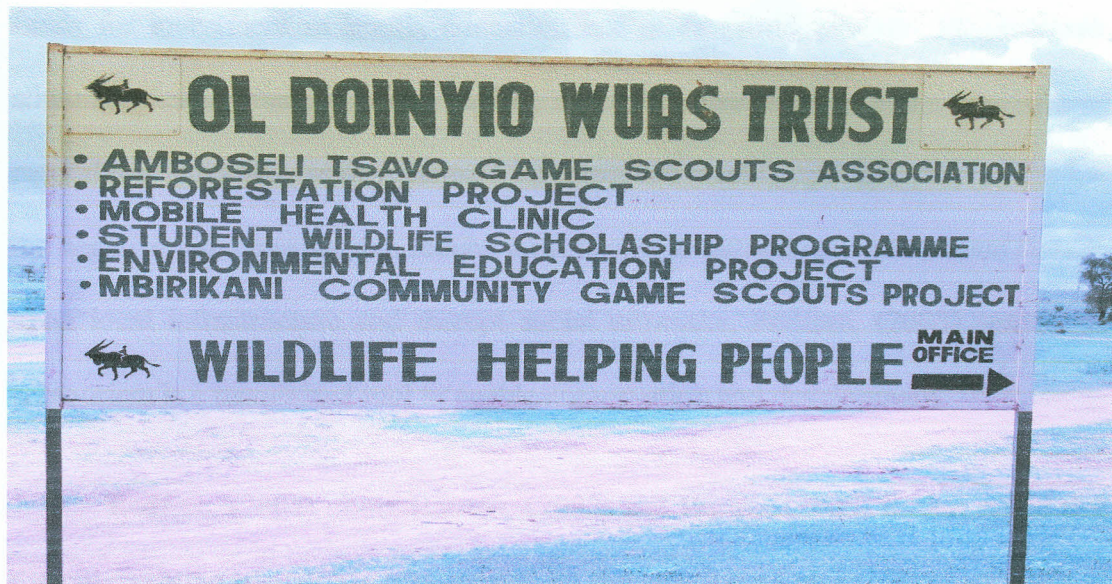
used for communal projects and provision of bursaries for education. However, development projects varied from group ranch to group ranch with Mbirikani group ranch having most development projects from the ranch income accruing from tourism development.

The Kenya Wildlife Service (KWS) gave Kshs 7 million per year as bursaries to the six group ranches bordering the Amboseli National Park (Kimana, Mbirikani, Kuku, Esekengei, Ololashi- Olulugui and Rombo).

A significant (93 %) ( $\chi^2=227.829$ ,  $df=1$ ,  $p<0.001$ ) majority of the respondents did not receive any direct income from the leasehold (Figure 4.1). The (6 %) who received the money got it in the form of bursaries and money for funeral arrangements when a member of the household passed on.



*Photograph 1: The Mbirikani group ranch VCT centre which is supported by the Bonham Cottages investor*



Photograph 2: The Mbirikani group ranch projects supported by funds from tourism



Photograph 3: The Mbirikani group ranch clinic which is supported by the

*Bonham Cottages investor*

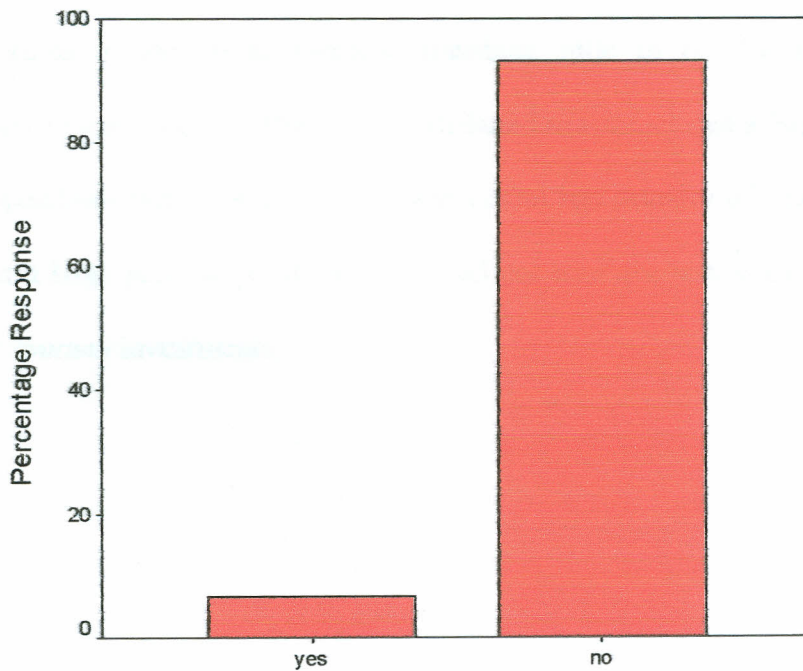
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Ashley, (1999) noted that tourism development can change people's access to assets and to related livelihood options. On the positive side, tourism can generate funds for investment in health, education and other assets, provide infrastructure, stimulate development of social capital, strengthen the sustainable management of natural resources and create a demand for improved assets (especially education). On the negative side, tourism can reduce local access to natural resources, draw heavily upon local infrastructure and disrupt social networks. Redfern, (2005) noted that ecotourism is a recognized tool to enable conservation and development.

Redfern, (2005) citing Barrow, (2002) and Rutten, (2005) further noted that the conservation of wildlife was created by the creation of parks. However, lack of consultation, involvement and by large compensation or remuneration has often left the local people aggrieved and worse off than before. According to Redfern, (2005) group ranches were set aside to support conservation in the parks and for communities to benefit through ecotourism which is not happening.

The little benefits accruing to the locals in terms of income and development projects could be attributed to corruption amongst the group ranch officials, lack of accountability and transparency (no periodic auditing of the group ranches accounts), illiteracy and ignorance of the members and poor management knowledge amongst the group ranch officials. More economic benefits could be accrued to the local people if proper policies regarding the management of the group ranches are set and implemented. In addition, Loon and Palakov, (2001) citing Child, (1996), community based natural resource management is a potential solution to the

interlinked problem of poverty and conservation. If poverty alleviation and more effective conservation are to occur, then management principles that incorporate transparency, accountability, democracy and diplomacy need to be introduced into community based natural resource management and to tourism development projects. This will in turn ensure equitable and responsible sharing of income. The government should also get involved in development projects such as schools and hospitals to ensure that income from the leasehold goes to members directly or for bursaries.



*Figure 4.1: Respondents who received direct income from the Leasehold*

### 4.3.2 Contribution of the Tourism Ventures to Employment

The majority of respondents (84%) did not have a member of the household employed in tourism with only (16%) having a member of household employed (Figure 4.2). The majority of those working in the tourism investments were engaged in low paying jobs like: drivers, guards, tour guides, game scouts, cooks, and room and laundry attendants. None of those employed was in a management position. According to Ashley et al, (2000) waged employment can be sufficient to lift a household livelihood from insecure to secure, but may only be available for the minority. This is the case in the three group ranches whereby only a small number of the locals were employed in the tourism investments. This indicated that the tourism ventures in the group ranches contribute little to the livelihoods in terms of employment creation. This can be attributed to the fact that a large percentage of the respondents were illiterate (47%) and (29%) had primary education which indicates that a large percentage of the locals did not have the necessary capacity to work in the tourism investments.

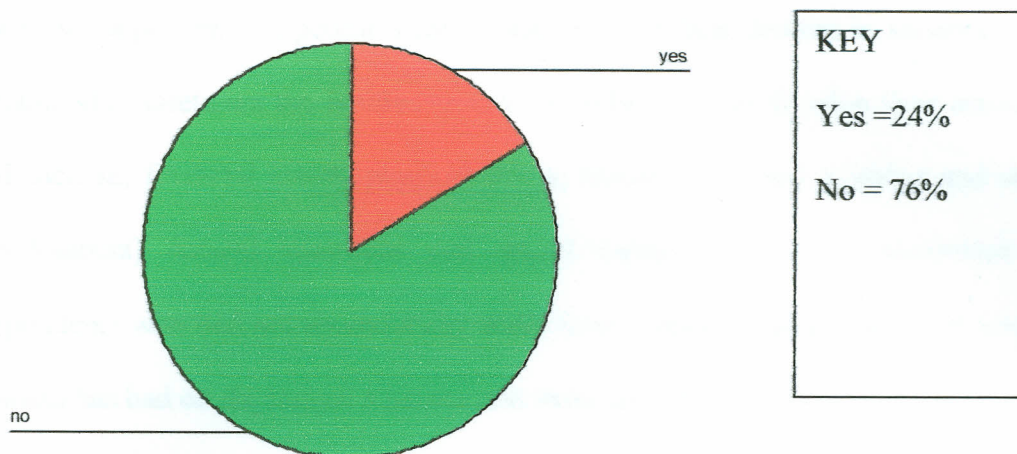


Figure 4.2 Respondents with a member of H/H Employed in the Tourism Ventures

#### 4.3.3 Empowerment and Skills Building from Tourism Investments

A small group of respondents (14 %) were involved in decision making regarding tourism development in the group ranches with the majority (86%) not participating in decision making. This is consistent with a study conducted by Lichtenfeld, (1998) at Kimana group ranch where only a small group of community members, specifically the committee for the sanctuary were sufficiently empowered with decision making rights regarding the management of the sanctuary.

A significant (91 %) ( $\chi^2=209.732$ ,  $df=1$   $p<0.001$ ) felt that tourism had not imparted any skills to them. Those who had received some skills indicated that the skills acquired involved game scouting and anti-poaching skills. According to Lichtenfeld, (1998) in a study conducted at Kimana sanctuary, few community members had received skills from tourism development. Of those provided most had

acquired game scout training from Kenya Wildlife Service (KWS). Ashley, (2000b) notes the importance of people's assets and not just their income in securing their livelihoods. Assets are the building blocks on which people develop their activities and include; financial assets, physical assets, human resources (training and skills development) natural resources and social capital. The large percentage of respondents who had not received any skills from tourism indicates the little impact tourism has had on the human resource and skills asset in the group ranches.

Reid, (2003) citing Ashley and Garland, (1994) argued that community participation in poor rural areas has the potential capacity for increasing incomes and employment, developing skills and institutions and thereby empowering people. From the findings, a minority of the respondents were empowered to make decisions which could be attributed to the policies in place regarding the management and local participation in decision making in the group ranches. In terms of skills acquisition little had been done by the investors to facilitate the locals acquire basic skills in tourism as well as in entrepreneurship to set up their own small businesses.

#### **4.3.4 Provision of Market for goods and services**

Most of the respondents (94%) did not provide any goods or service to be tourism establishments. The goods that were provided to the tourism investments included beads for ornaments, thatching materials for the buildings, fruits and vegetables. The services provided by the local people included dancing which was done once per year during Christmas and paid anti-poaching spies. This indicates that there were little benefits from tourism to the local people accruing from the sale

of goods and services to the investments. The investors attributed this scenario to the fact that tourism is a very sophisticated and sensitive business which requires high standards of hygiene and cleanliness which are difficult for the majority of the local people to maintain. In addition, most of the goods used in the establishments had to be transported from large towns like Nairobi and Mombasa where they were bought at fair prices. The local people's efforts for the provision of goods and services to the establishments could be improved with improvements of their skills and income to enable them meet the high standards and sophistication required by the industry.

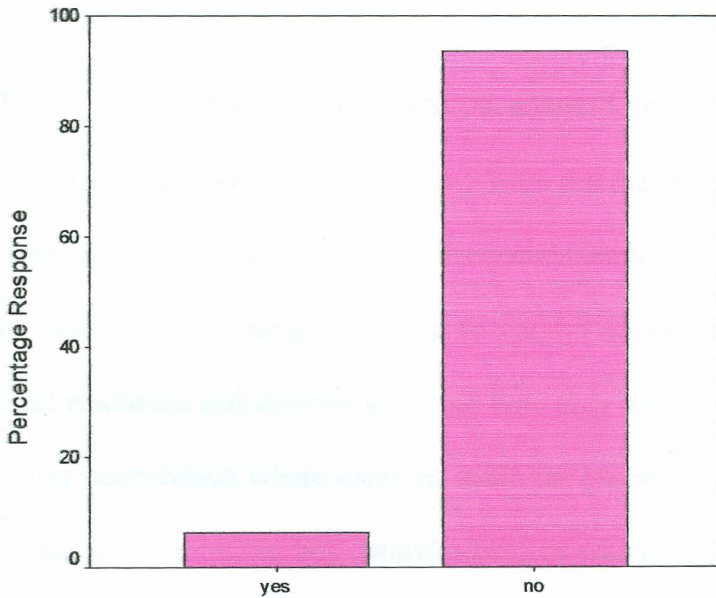


Figure 4.3 Respondents who provided goods and services to the Tourism Investments



*Photograph 4: A curio market for local women at the Sopa Lodge*

#### **4.3.5 Impacts of tourism on natural and social capital**

The land leased to the investors were restricted areas for the locals either for grazing their livestock, firewood collection or fetching water. Ashley,(2000a) noted that tourism affects people's access to natural capital, both by using or damaging natural resources and directly affecting how they are managed. In addition, there is resource competition where areas set aside for exclusive tourism or wildlife use and residents loose access to key natural resources which act as a base and backbone for the local people's livelihoods.

From the findings, the majority of respondents cited enmity amongst members as one of the challenges faced by local people as a result of tourism development as well as inequitable revenue sharing. Ashley, (2000a) defines social capital as the social resources upon which people draw in pursuit of their livelihoods such as relationships of trust, social norms and relations which improve peoples'

sense of belonging, increase organizational strength and increase community recognition. It is clear that tourism development in the group ranches has had negative contribution to the well being of their natural and social capital. This could be attributed to the poor policies and lack of clear guidelines of benefit sharing amongst members as well as high levels of corruption and lack of transparency and accountability. A solution can be found by setting policies that address the issue of equitable benefit sharing, auditing of group ranches accounts and leasehold contracts to indicate the access to the leased areas for critical resources such as water and pastures.

#### **4.4 Welfare Contribution of the Tourism Ventures**

A significant majority of respondents (95%) felt that tourism had not helped reduce their vulnerability to drought ( $\chi^2 = 246.613$ ,  $df=1$ ,  $p<0.001$ ). Welfare projects varied from group ranch to group ranch. The investors in Mbirikani had started various projects, which included: Drilling of boreholes, construction and support of a hospital, a mobile clinic, construction and support of schools and employment of security personnel for the entire group ranch. Money from the Mbirikani group ranch account was used to support the above projects.

The investor at Kimana group ranch had not started any project for the welfare of the community and the money from the group ranch account was used for subdivision of the ranch as survey and title deed fees. At Kuku group ranch the investor had established schools and a dispensary for the group ranch members. Money from the group ranch account was used for renovation of schools, school

bursaries, payment of assistant nurses at the dispensary and employment of game scouts

A minority of respondents (10 %) felt that tourism had helped improve their food security. These were mainly those with a member of the household working in the tourism ventures. A significant majority (90 %) of respondents ( $\chi^2 = 192.000$ ,  $df=1$   $p < 0.001$ ) felt that tourism had not helped improve their food security.

#### **4.5 Contribution of the Tourism ventures to the Environment**

Majority of respondents (51 %) were of the opinion that the presence of tourism had led to their appreciation and concern for wildlife ( $\chi^2 = 0.120$ ,  $df=1$ ,  $p=0.729$ ). In addition several initiatives had been started by the investors for the protection of the environment (both wildlife and culture). These initiatives varied from group ranch to group ranch.

The investor at Mbirikani group ranch (Ol donyo Wuas) had started initiatives such as:- set up and support of an anti-poaching unit to help deal with poachers from Kenya and Tanzania, set up and support of Predators' Compensation Fund ( PCF) for compensating domestic animals killed by predators , set up and support of the Maasai Preservation Trust( MPT) to help sensitize the world about the Maasai culture, set up and support of the problem animal control unit especially for buffalos and elephants and also employment of game and water scouts.

The investor at Kuku group ranch (Luka enterprises) supported the game scouts' employment, set up and supported the Simba project which was for

compensating the animals killed by lions and other predators instead of the locals killing the lions and payment of conservation fee to the group ranch so that the members could support conservation. The investor at Kimana group ranch (African Safari Club) had initiated projects such as game scouts for doing patrols, monitoring of sick animals and the rescue and care of orphaned animals amongst others.

Various initiatives were also being supported by all the investors for the preservation of the Maasai culture. These included education of young children in schools regarding their cultures, allowing the sale of beads and other ornaments in the lodges and also offering the locals an opportunity to perform traditional dances to the guests in the lodges. Ol donyo Wuas also organized a one-month tour of the USA by nine Maasai Morans to publicize their culture in July 2007.

#### **4.6 Challenges faced by Respondents**

The challenges faced by various stakeholders as a result of tourism development were sought. This was done in order to understand what they went through in their daily activities so as to know the reason behind some of their responses.

##### **4.6.1 Challenges faced by investors and Kenya Wildlife Service (KWS)**

The investors faced several challenges as a result of interactions with the local people. These included: - The problem of poachers, charcoal burning by the locals which led to environmental degradation, locals grazing within the lodges, negative attitude of the community towards work (lack of professionalism), firewood collection by the locals which led to land degradation, concentration of wild animals

in the sanctuary and the park since the locals could not provide security, land subdivision which had blocked the wildlife dispersal corridor and reduced grazing land for animals. Another notable challenge was farming which had led to escalated human- wildlife conflicts and use of pesticides and herbicides which were harmful to the environment.

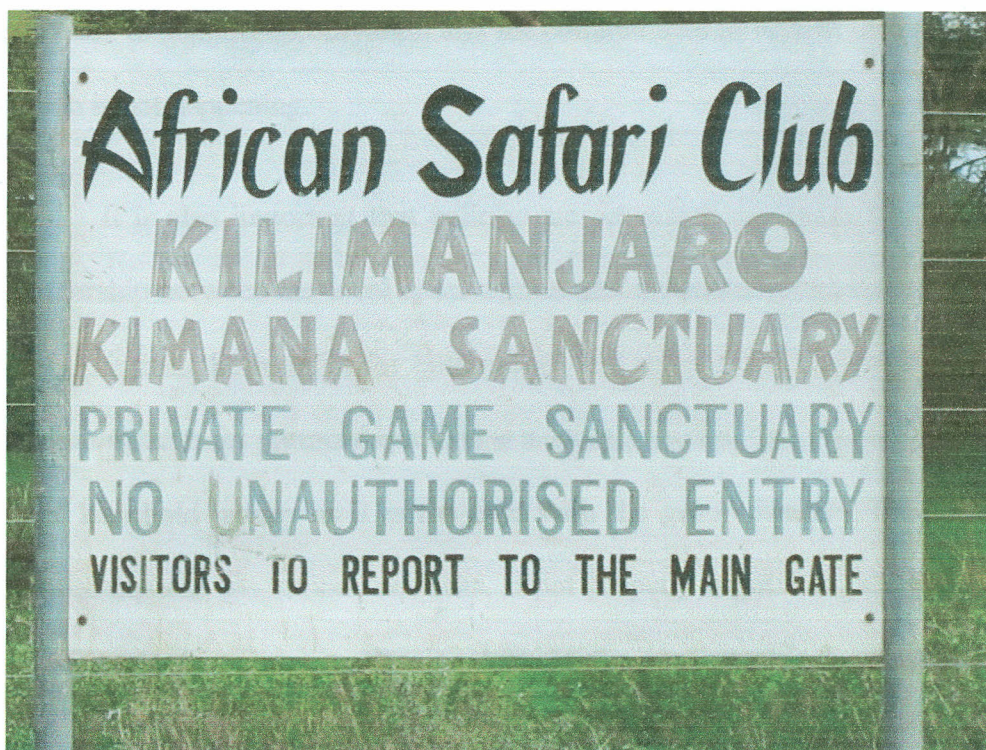
There was also the mushrooming of tourism facilities in the region, which led to the reduction of pasture for wildlife thus affecting conservation. The investor also faced challenges when there was change in the group ranch leadership. This came about since the appointed new officials demanded the sacking of all employees and employment of those who were loyal or related to them. This confused investors due to the fact that the situation created a lot of enmity and lack of trust between the management and officials.

According to Newmark and Hough, (2000) conservationists in Africa are struggling to develop new approaches to protect the continent's spectacular natural heritage and the challenge is to design strategies that not only will ensure long term viability of species and ecosystems but will also be politically and economically acceptable to local communities and governments. One approach has been linking conservation with development which has had many constraints as witnessed in the group ranches. Okello, (2005) noted that with about 60% of the local community being illiterate or with very low levels of education, encouraging long term strategies for extracting and using rural landscapes through awareness and formal education may be less successful.

#### 4.6.2 Challenges faced by Local People

The local people or the group ranch members faced some challenges as a result of tourism development. These included: - tourism had led to protection of animals which led to an increase in wildlife populations thus reducing grazing land for their livestock. Tourism had also led to enmity and clanism, which were due to inequalities in sharing of the revenue from tourism. There were also human- wildlife conflicts, which were manifested in wildlife killing people, killing livestock and damaging crops. Conflicts between the locals and investors were common especially at Kimana group ranch, which were brought about by problems of employment of locals and grazing and firewood collection in the sanctuary.

From the findings, there seems to be no conflict resolution mechanisms. The local people also did not negotiate the terms in the agreement especially those related to employment of the locals. Questions such as whether an employee's loyalty lies with the employer or the local community should have been stipulated. Additionally, it should be clear whether the community has rights to get into the investment and resolve workplace disciplinary related actions such as absenteeism. The local people also attributed corruption in the management of the group ranch accounts to have emanated from tourism development in the area.



*Photograph 5: A warning sign at Kimana group ranch restricting access by locals.*

The local people also faced the problem of reduced movement in the leased land especially during the drought periods for the access of water and pasture. This can be better understood from photograph 5 above which warns the locals from trespassing into the leased land. This can be attributed to the fact that the leasehold agreement signed between the investors and the local community did not stipulate whether the community could gain access to the leased land in times of drought for water and pasture.

According to Redfern, (2005) citing Burrow, (2002) and Rutten,(2005) the conservation of wildlife was addressed by the creation of parks. However, lack of consultation, involvement and compensation or remuneration has often left the local people aggrieved and worse than before. They further noted that group ranches were

set aside to support conservation and for communities to benefit through ecotourism which is not happening.

It is also important that policies are set which recognize the best option of partnership between the local communities and investors in order to have an option that optimizes the benefits for both parties and sustains the environment. There are various options for partnerships. One is a situation where the investor leases land and pays leasehold money as it is the case with the group ranches. This is not a true partnership and has various demerits. If not properly negotiated, all the rights to the resource go to the person leasing leaving the local people aggrieved. The other option is the community managing the investments themselves. This was the initial arrangement when Kimana sanctuary was set up in 1996 (Lichtenfeld, 1998). This failed because the local community lacked capacity, was riddled with corruption and needed a lot of capital investments which the local community could not handle.

Cater and Lowman, (1994) noted that a vital aspect to ensure sustainability of the tourism industry and reduce conflicts among the stakeholders is to increase truly local involvement. They further argue that it is essential that the involvement must not only be in the form of handouts or doles or even the provision of schools, hospitals and social services financed from tourism revenue. If the traditional means of economic livelihood is being removed from a community, it must be replaced by an alternative. The local people must also be involved actively in decision making in order to feel part of a process and own up to it.

#### 4.7 Respondents opinions of tourism development in the group ranches

The respondents' opinion regarding the contribution of tourism to development and to their livelihoods was sought. This was done using the questionnaire survey for the local households their opinion was sought in order to determine if they were positive regarding tourism and consequent support for tourism. This is because the local people's support as crucial stakeholders is important for the success and sustainability of tourism in any destination.

Most of the respondents (78%) were of the opinion that tourism had not improved the level of education in the group ranches. The respondents' opinion on whether tourism had improved the level of education was independent of marital status ( $\chi^2=18.085$ ,  $df=16$ ,  $p=0.319$ ), having a member of household employed in tourism ( $\chi^2=2.306$ ,  $df=4$ ,  $p=0.680$ ). Thus, the respondent's marital status and having a member of household employed in tourism were not key factors in determining their opinion on whether tourism had improved the level of education. However, the respondents' opinion on whether tourism had improved the level of education was dependent on gender ( $\chi^2=12.171$ ,  $df=4$ ,  $p=0.016$ ), group ranch membership ( $\chi^2=131.444$ ,  $df=8$ ,  $p<0.001$ ), age ( $\chi^2=27.625$ ,  $df=16$ ,  $p=0.035$ ), level of education ( $\chi^2=27.625$ ,  $df=16$ ,  $p<0.001$ ) and receipt of direct income from the leasehold ( $\chi^2=14.043$ ,  $df=4$ ,  $p=0.007$ ). Therefore, the respondents gender, group ranch membership, age, level of education and receipt of direct income from the leasehold were key factors in determining their opinion on whether tourism had improved the level of education.

Most of the respondents (82%) were of the opinion that tourism had not improved health provision and access in the group ranches. The respondents' opinion on whether tourism had improved health provision and access was independent of gender ( $\chi^2=5.171$ ,  $df=4$ ,  $p=0.270$ ), age ( $\chi^2=17.249$ ,  $df=12$ ,  $p=1.140$ ) level of education ( $\chi^2=31.631$ ,  $df=16$ ,  $p=0.011$ ) and marital status ( $\chi^2=20.002$ ,  $df=16$ ,  $p=0.220$ ). In this case, the respondents' gender, age, level of education and marital factors did not determine their opinion on whether tourism had helped improve health provision and access. However, the respondents' opinion on whether tourism had improved health provision and access was dependent on land ownership ( $\chi^2=29.454$ ,  $df=4$ ,  $p<0.001$ ). Therefore land ownership was a determining factor for the respondents' opinion on whether tourism had improved health provision and access.

The Majority of respondents (76%) were of the opinion that tourism had not improved environmental conservation in the group ranches. The respondents' opinion on whether tourism had improved environmental conservation was independent of gender ( $\chi^2=4.948$ ,  $df=4$ ,  $p=0.293$ ), age ( $\chi^2=20.216$ ,  $df=12$ ,  $p=0.063$ ), marital status ( $\chi^2=37.596$ ,  $df=16$ ,  $p=0.002$ ), land ownership ( $\chi^2=21.294$ ,  $df=8$ ,  $p=0.006$ ), receipt of direct income from leasehold ( $\chi^2=12.176$ ,  $df=4$ ,  $p=0.012$ ) and providing goods and services to the investments ( $\chi^2=12.130$ ,  $df=4$ ,  $p=0.016$ ). Therefore, the respondents' gender, age, marital status, land ownership, receipt of direct income from leasehold and providing goods and services to the investments were not key factors in determining their opinion on whether tourism had improved environmental conservation in the group ranches. However, the

respondents' opinion on whether tourism had improved environmental conservation was dependent on level of education ( $\chi^2=60.574$ ,  $df= 16$ ,  $p<0.001$ ), group ranch membership ( $\chi^2=117.847$ ,  $df= 8$ ,  $p<0.001$ ) and having a member of household employed in tourism ( $\chi^2=20.178$ ,  $df= 4$ ,  $p<0.001$ ). Thus, the respondents level of education, group ranch membership and having a member of the household employed in the investments determined their opinion on whether tourism had improved environmental conservation in the group ranches.

Most of the respondents (93%) were of the opinion that tourism had not improved their household income. The respondents' opinion on whether tourism had improved their household income was independent on gender ( $\chi^2= 8.705$ ,  $df=8$ ,  $p=0.368$ ), age ( $\chi^2= 19.592$ ,  $df=12$ ,  $p=0.075$ ), level of education ( $\chi^2= 22.552$ ,  $df=16$ ,  $p=0.047$ ), marital status ( $\chi^2=32.328$ ,  $df=16$ ,  $p=0.009$ ), land ownership ( $\chi^2=8.580$ ,  $df=8$ ,  $p=0.378$ ) and receipt of direct income from leasehold ( $\chi^2= 16.905$ ,  $df=4$ ,  $p= 0.002$ ). Therefore, the respondents' gender, age, level of education, marital status, land ownership and receipt of direct income from the leasehold were not key factors in determining their opinion on whether tourism had improved their household income. However, the respondents' opinion on whether tourism had improved their household income was dependent on group ranch membership ( $\chi^2=66.845$ ,  $df= 8$ ,  $p<0.001$ ), having a member of household employed in tourism ( $\chi^2=41.309$ ,  $df= 4$ ,  $p<0.001$ ) and providing goods and services to the investments ( $\chi^2=17.647$ ,  $df=4$ ,  $p<0.001$ ). Thus, the respondents' group ranch membership, having a member of household employed in tourism and providing

goods and services to the investments determined their opinion on whether tourism had improved their household income.

**Table 4.3.1: Respondents Opinions of Tourism Development in the group ranches**

| Aspect/Issue                                     | Responses         | No. of Respondents | $\chi^2$ , df, p value                   |
|--|-------------------|--------------------|--|
| Tourism had improved the level of education      | Strongly agree    | -                  | $\chi^2 = 79.280$<br>df= 2<br>P<0.001    |
|  | Agree             | 22(22%)            |  |
|  | Disagree          | 74(74%)            |  |
|  | Strongly disagree | 4(4%)              |  |
|  | No idea           | -                  |  |
| Tourism had improved health provision and access | Strongly agree    | 25 (8%)            | $\chi^2 = 277.663$<br>df= 4<br>P < 0.001 |
|  | Agree             | 127 (42%)          |  |
|  | Disagree          | 131 (44%)          |  |
|  | Strongly disagree | 9 (3%)             |  |
|  | No Idea           | 5 (2%)             |  |
| Tourism had improved environmental conservation  | Strongly agree    | 2 (2%)             | $\chi^2 = 123.667$<br>df=3<br>P<0.001    |
|  | Agree             | 21 (21%)           |  |
|  | Disagree          | 71 (71%)           |  |
|  | Strongly disagree | 5 (50%)            |  |
|  | No idea           | -                  |  |
| Tourism had improved the Maasai culture          | Strongly agree    | 1 (1%)             | $\chi^2 = 78.525$<br>df= 4<br>P<0.001    |
|  | Agree             | 39 (39%)           |  |
|  | Disagree          | 42 (42%)           |  |
|  | Strongly disagree | 15 (15%)           |  |
|  | No idea           | 2 (2%)             |  |
| 5. Tourism benefited the investors more          | Strongly agree    | 89 (89%)           | $\chi^2 = 146.102$<br>df=2<br>P < 0.001  |
|  | Agree             | 7 (7%)             |  |
|  | Disagree          | -                  |  |
|  | Strongly Disagree | -                  |  |
|  | No Idea           | 2 (2%)             |  |
| Tourism had improved their household income      | Strongly agree    | -                  | $\chi^2 = 77.768$<br>df=3<br>P< 0.001    |
|  | Agree             | 1 (1%)             |  |
|  | Disagree          | 43 (43%)           |  |
|  | Strongly Disagree | 50 (50%)           |  |
|  | No idea           | 5 (5%)             |  |

The Majority of respondents (75%) were of the opinion that tourism had not improved the infrastructure in the group ranches. The respondents' opinion on

whether tourism had improved the infrastructure was independent of gender ( $\chi^2=6.823$ ,  $df=8$ ,  $p=0.556$ ), age ( $\chi^2=23.468$ ,  $df=12$ ,  $p=0.024$ ), level of education ( $\chi^2=27.365$ ,  $df=16$ ,  $p=0.038$ ), marital status ( $\chi^2=22.619$ ,  $df=16$ ,  $p=0.124$ ), land ownership ( $\chi^2=16.894$ ,  $df=8$ ,  $p=0.031$ ), receipt of direct income from the leasehold ( $\chi^2=7.241$ ,  $df=4$ ,  $p=0.124$ ), having a member of household employed in tourism ( $\chi^2=5.921$ ,  $df=4$ ,  $p=0.205$ ) and providing goods and services to the investment ( $\chi^2=10.322$ ,  $df=4$ ,  $p=0.035$ ). Therefore, the respondents' gender, age, level of education, marital status, land ownership, receipt of direct income from the leasehold, having a member of household employed in the investment and providing goods and services to the investment were not key factors in determining their opinion on whether tourism had improved infrastructure. However, the respondents' opinion on whether tourism had improved the infrastructure was dependent on group ranch membership ( $\chi^2=73.209$ ,  $df=9$ ,  $p<0.001$ ). Thus, the respondents group ranch membership influenced their opinion on whether tourism had improved infrastructure.

A relatively small proportion of respondents indicated that they were involved in decision making regarding tourism development in the group ranches. In addition there was no auditing of group ranch accounts, which resulted to lack of accountability and transparency on issues related to group ranch revenues.

The various opinions of the respondents indicate that they felt the tourism had not contributed much in terms of education, health provision and access, improvement of household income and improvement of infrastructure. This can be

attributed to poor management of the group ranch income by the officials, corruption and lack of transparency and accountability on issues related to group ranches revenues. This scenario could be reversed if proper policies are set indicating clearly the issues of benefit sharing and management of group ranches revenues.

**Table 4.3.2: Respondents Opinions of Tourism Development in the group ranches**

| Aspect/Issue  | Responses         | No. of Respondents | $\chi^2$ , df, p value                |
|---|-------------------|--------------------|---------------------------------------|
| Tourism had led to moral decay of the Maasai people         | Strongly agree    | 1 (1%)             | $\chi^2 = 60.265$<br>df=4<br>P<0.001  |
|   | Agree             | 12 (12%)           |                                       |
|   | Disagree          | 44 (44%)           |                                       |
|   | Strongly Disagree | 11 (11%)           |                                       |
|   | No idea           | 30 (30%)           |                                       |
| Maasai People did not participate in decision making        | Strongly agree    | 9 (9%)             | $\chi^2 = 96.600$<br>df=4<br>p<0.001  |
|   | Agree             | 53 (53%)           |                                       |
|   | Disagree          | 32 (32%)           |                                       |
|   | Strongly Disagree | 3 (3%)             |                                       |
|   | No idea           | 3 (3%)             |                                       |
| Tourism had improved the infrastructure                     | Strongly agree    | 1 (1%)             | $\chi^2 = 193.200$<br>df=4<br>P<0.001 |
|   | Agree             | 19 (19%)           |                                       |
|   | Disagree          | 74 (74%)           |                                       |
|   | Strongly Disagree | 5 (5%)             |                                       |
|   | No idea           | 1 (1%)             |                                       |
| Tourism investors respected and supported the local culture | Strongly agree    | 60 (60%)           | $\chi^2 = 49.340$<br>df=2<br>P<0.001  |
|   | Agree             | 37 (37%)           |                                       |
|   | Disagree          | 3 (30%)            |                                       |
|   | Strongly Disagree | —                  |                                       |
|   | No idea           | —                  |                                       |

#### **4.8 Relationships between the respondents' demographic information and their responses.**

Cross tabulations was performed between the respondents demographic variables which included age, gender, level of education, marital status, group ranch membership, land ownership and receipt of direct income from the leasehold and their responses to questions related to tourism development in the group ranches. This was done in order to determine the relationship between the respondents' demographic variables and their responses. In addition, the relationships were performed in order to understand the key factors that influenced their responses.

##### **4.8.1 Relationships between the respondent's demographic information and their appreciation for wildlife.**

Most of respondents (51%) felt that the presence of tourism had helped them appreciate wildlife. The respondents appreciation for wildlife was independent of age ( $\chi^2=2.179, df=3, p=0.536$ ), level of education ( $\chi^2=7.978, df=4, p=0.092$ ) and marital status ( $\chi^2=1.725, df=4, p=0.786$ ). This means that age, level of education and marital status did not influence their appreciation. However, the respondents appreciation of wildlife was dependent on group ranch membership ( $\chi^2=70.108, df=2, p<0.001$ ), land ownership ( $\chi^2=22.140, df=1, p<0.001$ ) and their receipt of direct income from the leasehold ( $\chi^2=12.119, df=1, p<0.001$ ). In this case, factors such as group ranch membership, land ownership and receipt of income from the leasehold were key factors in influencing the respondents appreciation for wildlife. This can be attributed to the fact that support for local projects varied among the group ranches and receipt of direct income from the leasehold was a direct benefit coming as a result of the presence of wildlife.

**Table 4.4: Relationships between the respondent's demographic information and their appreciation for wildlife.**

| Relationship Tested  | Chi-square | P-value | DF |
|--|------------|---------|----|
| People's appreciation of wildlife was independent of Gender  | 7.026      | 0.0008  | 1  |
| People's appreciation of wildlife was Independent of group ranch membership                                | 70.108     | <0.001  | 2  |
| People's appreciation of wildlife was independent of age.  | 2.179      | 0.536   | 3  |
| Peoples appreciation of wildlife was independent of level of education                                     | 7.978      | 0.092   | 4  |
| Peoples appreciation of wildlife was independent of their marital status                                   | 1.725      | 0.786   | 4  |
| Peoples appreciation of wildlife was independent of Land Ownership   | 22.140     | <0.001  | 1  |
| Peoples appreciation of wildlife was independent of their receipt of direct income from leasehold          | 12.119     | <0.001  | 1  |
| People's appreciation of wildlife was independent of having a member of household employed in tourism      | 5.612      | 0.018   | 1  |
| Peoples appreciation of wildlife was independent of providing goods and services to the tourism investment | 8.953      | 0.003   | 1  |

#### 4.8.2 Relationship between the respondents demographic information and their support for the establishment of more tourism investments in the group ranches

Majority of the respondents (51%) supported the establishment of more tourism investments in the group ranches. The respondents' support for the establishment of more tourism investments was independent of gender ( $\chi^2 = 0.000$ ,  $df = 1$ ,  $p = 1.000$ ), age ( $\chi^2 = 1.583$ ,  $df = 3$ ,  $p = 0.663$ ), level of education ( $\chi^2 = 12.712$ ,  $df = 4$ ,  $p = 0.013$ ), marital status ( $\chi^2 = 4.639$ ,  $df = 4$ ,  $p = 0.326$ ), land ownership ( $\chi^2 = 0.434$ ,  $df = 1$ ,  $p = 0.510$ ), receipt of direct income from the leasehold ( $\chi^2 = 9.552$ ,  $df = 1$ ,  $p = 0.002$ ). Therefore, the respondents gender, age, level of education, marital status, land

ownership and receipt of direct income from the leasehold were not key factors in influencing their support of the establishment of more tourism ventures in the group ranches . However, the respondents' support for the establishment of more tourism investments was dependent on group ranch membership ( $\chi^2=33.901$ ,  $df=2$   $p<0.001$ ), having a member of the household employed in tourism ( $\chi^2=23.682$ ,  $df=1$ ,  $p<0.001$ ) and providing goods and services to the investments ( $\chi^2=16.256$ ,  $df=1$ ,  $p<0.001$ ). Thus the respondents support for the establishment of more tourism investments was influenced by group ranch membership, having a member of their household employed in tourism and providing goods and services to the tourism investments. All these factors affected their benefits from tourism and can thus be said to be key factors in influencing the respondents support for the establishment of more tourism investments.

**Table 4.5: Relationship between the respondents demographic information and their support for the establishment of more tourism investments in the group ranches**

| <b>Relationship tested</b>  | <b>Chi-square</b> | <b>p-value</b> | <b>DF</b> |
|---|-------------------|----------------|-----------|
| People's support for the establishment of more tourism investments was independent of gender  | 0.000             | 1.000          | 1         |
| People's support for the establishment of more tourism investments was independent of group ranch membership                                | 33.901            | <0.001         | 2         |
| People's support for the establishment of more tourism investments was independent of age.  | 1.583             | 0.663          | 3         |
| People's support for the establishment of more tourism investments was independent of their level of education                              | 12.712            | 0.013          | 4         |
| People's support for the establishment of more tourism investments was independent of marital status  | 4.639             | 0.326          | 4         |
| People's support for the establishment of more tourism investments was independent of land ownership  | 0.434             | 0.510          | 1         |
| People's support for the establishment of more tourism investments was independent of receipt of direct income from leasehold               | 9.552             | 0.002          | 1         |
| People's support for the establishment of more tourism investments was independent of having a member of the household employed in tourism  | 23.682            | <0.001         | 1         |
| Peoples support for the establishment of more tourism investments was independent of providing goods and services to the tourism investment | 16.256            | <0.001         | 1         |

#### **4.8.3 Relationship between respondent's demographic information and views on whether tourism had helped reduce their vulnerability to drought.**

The majority of respondents (95%) felt that tourism had not reduced their vulnerability to drought. The respondents view on whether tourism had helped reduce their vulnerability to drought was independent of gender( $\chi^2 = 3.580$ ,  $df=1$ ,  $p=0.057$ ), age( $\chi^2=3.640$ ,  $df=3$ ,  $p=0.303$ ), marital status( $\chi^2=3.580$ ,  $df=4$ ,  $p=0.466$ ) and land ownership( $\chi^2=0.008$ ,  $df=1$ ,  $p=0.927$ ). Therefore, the respondents gender, age, marital status and land ownership were not key factors in determining their response on whether tourism had helped reduce their vulnerability to drought. However, the respondent's view on whether tourism had helped reduce their vulnerability to drought was dependent on; group ranch membership ( $\chi^2=21.276$ ,  $df=1$ ,  $p<0.001$ ) and providing goods and services to the investments ( $\chi^2=21.370$ ,  $df=1$ ,  $p<0.001$ ). Thus, the respondents' group ranch membership and provision of goods and services to the tourism investments were key factors in determining their response on whether tourism had helped reduce their vulnerability to drought.

**Table 4.6: Relationship between respondent's demographic information and views on whether tourism had helped reduce their vulnerability to drought.**

| Relationship tested   | Chi-square | P-value | DF |
|---|------------|---------|----|
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of gender   | 3.633      | 0.057   | 1  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of group ranch membership                           | 6.444      | 0.040   | 2  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of age  | 3.640      | 0.303   | 3  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of the level of education                           | 18.208     | 0.001   | 4  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of their marital status                             | 3.580      | 0.466   | 4  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of land ownership                                   | 0.008      | 0.927   | 1  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of receipt of direct income from leasehold          | 21.276     | <0.001  | 1  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of having a member of household employed in tourism | 0.322      | 0.570   | 1  |
| People's view on whether tourism had helped reduce their vulnerability to drought was independent of providing goods and services to the investment   | 21.370     | <0.001  | 1  |

#### **4.8.4 Relationship between the respondent's demographic information and their views on whether tourism had helped improve their household food security**

Majority of the respondents (95%) felt that tourism had not reduced their vulnerability to drought. The respondents view on whether tourism had helped reduce their vulnerability to drought was independent of gender( $\chi^2= 1.303$ ,  $df=1$ ,  $p=0.254$ ), age( $\chi^2=3.097$ ,  $df=3$ ,  $p=0.377$ ), marital status( $\chi^2=14.605$ ,  $df=4$ ,  $p=0.006$ ) and land ownership( $\chi^2=2.700$ ,  $df=1$ ,  $p=0.100$ ). Therefore, the respondents' gender, age, marital status and land ownership were not key factors in determining their responses on whether tourism had helped improve their food security. However, the respondent's view on whether tourism had helped reduce their vulnerability to drought was dependent on; group ranch membership ( $\chi^2=32.889$ ,  $df=1$ ,  $p<0.001$ ), having a member of household employed in tourism ( $\chi^2=28.671$ ,  $df=1$ ,  $p<0.001$ ) and providing goods and services to the investments ( $\chi^2=31.473$ ,  $df=1$ ,  $p<0.001$ ). Thus, the respondents' group ranch membership, having a member of household employed in tourism and providing goods and services to the tourism investments were key determining factors in influencing their response on whether tourism had helped improve their food security.

**Table 4.7: Relationship between the respondent's demographic information and their views on whether tourism had helped improve their household food security**

| Relationship tested   | Chi-square | p-value | DF |
|---|------------|---------|----|
| People's view on whether tourism had helped improve the household food security was independent of gender                                       | 1.303      | 0.254   | 1  |
| People's view on whether tourism had helped improve the household food security was independent of group ranch membership                       | 32.889     | <0.001  | 2  |
| Peoples view on whether tourism had helped improve the household food security was independent of their level of education                      | 18.900     | 0.001   | 4  |
| People's response on whether tourism had helped improve the household food security was independent of age                                      | 3.097      | 0.377   | 3  |
| People's response on whether tourism had helped improve their food security was independent of their marital status                             | 14.605     | 0.006   | 4  |
| People's response on whether tourism had helped improve their food security was independent of land ownership                                   | 2.700      | 0.100   | 1  |
| Peoples response on whether tourism had helped improve their food security was independent of receipt of direct income from leasehold           | 10.434     | 0.001   | 1  |
| Peoples response on whether tourism had helped improve their food security was independent of having a member of the family employed in tourism | 28.671     | <0.001  | 1  |
| Peoples response on whether tourism had helped improve their food security was independent of providing goods and services to the investment    | 31.473     | <0.001  | 1  |

#### **4.8.5 Relationship between the respondents' demographic information and their response on whether tourism had helped impart skills**

For the majority of respondents (91%), tourism had not imparted skills. The respondents' response on whether tourism had imparted skills was independent of gender ( $\chi^2 = 0.831$ ,  $df=1$ ,  $p=0.362$ ), age ( $\chi^2=2.820$ ,  $df=3$ ,  $p=0.420$ ), group ranch membership ( $\chi^2=10.089$ ,  $df=2$ ,  $p=0.006$ ), marital status ( $\chi^2=11.782$ ,  $df=4$ ,  $p=0.019$ ) and land ownership ( $\chi^2=0.006$ ,  $df=1$ ,  $p=0.938$ ). Thus, the respondents' gender, age, group ranch membership, land ownership and marital status were not key determining factors in influencing their responses on whether tourism had imparted skills. However, the respondent's response on whether tourism had imparted skills was dependent on; level of education ( $\chi^2=27.256$ ,  $df=4$ ,  $p < 0.001$ ), receipt of direct income from the leasehold ( $\chi^2=24.598$ ,  $df=1$ ,  $p < 0.001$ ), and providing goods and services to the investments ( $\chi^2=31.777$ ,  $df=1$ ,  $p < 0.001$ ). Therefore, the respondents' level of education, receipt of direct income from the leasehold and provision of goods and services to the tourism investments were key determining factors in influencing their response on whether tourism had helped impart skills to them.

**Table 4.8: Relationship between the respondents' demographic information and their response on whether tourism had helped impart skills**

| Relationship tested  | Chi-square | p-value | DF |
|--|------------|---------|----|
| People's response on whether tourism had helped impart any skills was independent on gender                                      | 0.831      | 0.362   | 1  |
| Peoples response on whether tourism had helped impart any skills was independent on group ranch membership                       | 10.089     | 0.006   | 2  |
| People's responses on whether tourism had helped impart any skills was independent on age  | 2.820      | 0.420   | 3  |
| Peoples response on whether tourism had helped impart any skills was independent on level of Education                           | 27.256     | <0.001  | 4  |
| Peoples response on whether tourism had helped impart any skills was independent on marital status                               | 11.782     | 0.019   | 4  |
| Peoples response on whether tourism had helped impart skills was independent on land ownership                                   | 0.006      | 0.938   | 1  |
| Peoples response on whether tourism had helped impart skills was independent on their receipt of direct income from leasehold    | 24.598     | <0.001  | 1  |
| Peoples response on whether tourism had helped impart skills was independent on having a member of household employed in tourism | 8.840      | 0.003   | 1  |
| Peoples response on whether tourism had helped impart skills was independent on providing goods and services to the investment   | 31.777     | <0.001  | 1  |

#### **4.8.6 Relationship between the respondents demographic information and their satisfaction with the group ranch leadership**

The majority of respondents (81%) were dissatisfied with group ranch leadership. The respondents' satisfaction with the group ranch leadership was independent of gender( $\chi^2 = 2.478$ ,  $df=2$ ,  $p=0.290$ ), group ranch membership( $\chi^2=12.140$ ,  $df=4$ ,  $p=0.016$ ), age( $\chi^2=7.300$ ,  $df=6$ ,  $p=0.294$ ), marital status( $\chi^2=4.154$ ,  $df=4$ ,  $p=0.843$ ), level of education ( $\chi^2=13.479$ ,  $df=6$ ,  $p=0.096$ ), land ownership( $\chi^2=2.384$ ,  $df=2$ ,  $p=0.304$ ) and having a member of household employed in tourism ( $\chi^2=5.710$ ,  $df=2$ ,  $p=0.058$ ). Therefore, the respondents' gender, group ranch membership, age, level of education, marital status, land ownership and having a member of their household employed in tourism were not key factors in determining their satisfaction with group ranch leadership. However, the respondents' satisfaction with group ranch leadership was dependent on; receipt of direct income from the leasehold ( $\chi^2=26.044$ ,  $df=2$ ,  $p<0.001$ ) and providing goods and services to the investments ( $\chi^2=19.492$ ,  $df=2$ ,  $p<0.001$ ). Thus, the respondents' receipt of direct income from the leasehold and providing goods and services to the tourism investments were key factors in determining their satisfaction with group ranch leadership.

**Table 4.9: Relationship between the respondents' demographic information and their satisfaction with the group ranch leadership**

| Relationship Tested  | Chi-square | P-value | DF |
|--|------------|---------|----|
| People's satisfaction with the group ranch leadership was independent of gender  | 2.478      | 0.290   | 2  |
| People's satisfaction with the group ranch leadership was independent of group ranch membership                              | 12.140     | 0.016   | 4  |
| People's satisfaction with the group ranch leadership was independent of Age   | 7.300      | 0.294   | 6  |
| Peoples satisfaction with the group ranch leadership was independent of their level of education                             | 13.479     | 0.096   | 8  |
| Peoples satisfaction with the group ranch leadership was independent of their marital status                                 | 4.154      | 0.843   | 8  |
| Peoples satisfaction with the group ranch leadership was independent of land ownership                                       | 2.384      | 0.304   | 2  |
| Peoples satisfaction with the group ranch leadership was independent of their receipt of direct income from leasehold        | 26.044     | <0.001  | 2  |
| Peoples satisfaction with the group ranch leadership was independent of having a member of the household employed in tourism | 5.710      | 0.058   | 2  |
| Peoples satisfaction with the group ranch leadership was independent of providing goods and services to the investments      | 19.492     | <0.001  | 2  |

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter gives a summary of the findings, conclusion and recommendations of the study

#### **5.2 Summary of the Findings**

The study was conducted at Kimana, Mbirikani and Kuku group ranches bordering the Amboseli National Park, Kenya. Local people's households were taken as the sampling units and total of 300 questionnaires were completed. A total of 12 group ranch officials, 4 investors, the Amboseli National Park's warden and the coordinator of the Amboseli -Tsavo ecosystem group ranch association were interviewed. Results indicated that little benefits accrue to local people from tourism development. This can be attributed to the fact that there is lack of accountability and transparency. In addition the group officials are corrupt and there is political interference and policies set do not support community benefits accruing from tourism.

### 5.3 Conclusions

The study concluded that tourism investment did not contribute much to the local people's livelihoods in the group ranches bordering the Amboseli National Park of Kenya. The economic contribution (employment, provision of market for goods and services) was minimal. This can be attributed to the fact that majority of the local people do not have the capacity and skills to get employment in the ventures as well as supply goods and services to the establishments which require high standards. In addition, there was little contribution of the ventures to the local people's welfare despite most of the money being channeled to issues of health, education and infrastructure. This was due to the fact that the management of group ranches is riddled with corruption, lack of transparency and lack of accountability, which made the income mismanaged. The contribution of tourism to the environment varied among the investors but generally all were found to be taking care of the environment as it was the base for tourism the region. Majority of the locals were of the opinion that tourism is a good industry but the benefits accrued from it did not meet their expectations regarding issues such as income, education, health and infrastructure amongst others. The local people also felt that tourism was benefiting the group ranch officials and the investors at their expense and that's why they were seeking group ranch subdivision.

## 5.4 Recommendations

### To the tourism stakeholders

- i. From the findings, one of the challenges that were faced by both investors and the local people was the frequent conflict arising from resource utilization and their relationships. The study recommends that there should be a set of well-documented mechanisms of conflict resolution between the group ranch members and the investors. These mechanisms should be entrenched in the leasehold contracts to ensure that each party knows what should be done in case of a conflict. This should be done by the group ranch officials and the investors with the help of legal experts.
- ii. During the negotiations of the leaseholds, the local community should be informed on the terms of the agreement and the legal implications. For example once employed, in the investment, where does their loyalty fall (to the employer or to the officials), how will the disciplinary actions be resolved? Do the community members have a right to resolve disciplinary actions related to the work place such as absenteeism from work? Therefore the group ranch officials should negotiate for leaseholds in the presence of a legal expert who can clarify the implications of any agreement.
- iii. The current leaseholds for all the investors and group ranches need to be revised to include issues such as: - how the community can access the leased areas for critical resources such as water and pasture during drought, and other benefits sharing and collaborations.

- iv. The group ranch members should also be sensitized by the Kenya Wildlife Service (KWS) and non-governmental bodies as well as the investors on the importance of environmental conservation and the effects of environmental degradation so as to be involved in the protection of the environment.
- v. The Government should set up policies to address group ranches governance which should include issues of election of officials and auditing of group ranch accounts, which will minimize corruption, improve accountability and increase local benefits.
- vi. Enhance the management of the protected area institutions such as the group ranch leadership by way of courses and training that focuses on conflict resolutions, social and ecological monitoring and law enforcement techniques which will enhance the capacity of the leaders to address the various tourism- local community related conflicts.

#### **For further research**

- i. The researcher recommends further research on the best way forward for community involvement in tourism in the group ranches in order to ensure sustainability. This is because the current nature of participation is not leading to community satisfaction and environmental conservation which are key to sustainability.

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**Appendix I****INTRODUCTION LETTER**

RITA WAIRIMU NTHIGA  
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT  
P.O BOX 43844  
**NAIROBI**

SEPTEMBER, 2007

Dear Respondent,

**RE: RESEARCH**

I am a post graduate student at Kenyatta University undertaking a Master of Science Degree in Hospitality and Tourism Management undertaking a research as partial fulfillment of the course.

The topic of the research is “contribution of tourism ventures to the local people’s livelihoods in the group ranches bordering the Amboseli National Park, Kenya”. The purpose is to determine the contribution of tourism to the local people’s livelihoods.

The information collected will be treated with confidentiality and will be used for academic purposes only.

Thank you for your cooperation

Yours Faithfully

Rita Wairimu Nthiga  
**Researcher**

## Appendix II

### QUESTIONNAIRE FOR THE LOCAL COMMUNITY/GROUP RANCH MEMBERS

Questionnaire No.....

Group Ranch.....

Date.....

Dear Respondent

I am Rita Wairimu Nthiga. A Masters student at Kenyatta University, Department of Hospitality and Tourism Management undertaking a research on the contribution of tourism to the local people's livelihoods. The purpose of this study is purely for academic purpose and thus confidentiality is guaranteed. The questionnaire is anonymous and hence no names or signatures are to be included.

Kindly fill and /or tick as appropriate

#### Section A: Personal Information

1. Gender
 

|                               |                                 |
|-------------------------------|---------------------------------|
| Male <input type="checkbox"/> | Female <input type="checkbox"/> |
|-------------------------------|---------------------------------|
2. Age
 

|                                      |                                      |                                      |   |
|--------------------------------------|--------------------------------------|--------------------------------------|---|
| 18-30 years <input type="checkbox"/> | 31-40 years <input type="checkbox"/> | 41-50 years <input type="checkbox"/> | 51 years and above <input type="checkbox"/> |
|--------------------------------------|--------------------------------------|--------------------------------------|---|
3. Highest level of education
 

|                                    |                                     |                          |
|------------------------------------|-------------------------------------|--------------------------|
| Primary <input type="checkbox"/>   | College <input type="checkbox"/>    | Any other (specify)..... |
| Secondary <input type="checkbox"/> | University <input type="checkbox"/> |                          |
4. Marital Status
 

|                                  |                                   |  |
|----------------------------------|-----------------------------------|--|
| Single <input type="checkbox"/>  | Widowed <input type="checkbox"/>  | Other (specify) <input type="checkbox"/> |
| Married <input type="checkbox"/> | Divorced <input type="checkbox"/> |  |
5. How many members are there in your household?.....

6. Employment

- Civil Servant  Tourism Sector  Business   
 Farmer  Not Employed  Any other (specify).....

7. Number of livestock owned

|         | 1-50 | 51-100 | 101-500 | Above 501 |
|---------|------|--------|---------|-----------|
| Cattle  |      |        |         |           |
| Goats   |      |        |         |           |
| Sheep   |      |        |         |           |
| Donkeys |      |        |         |           |
| Chicken |      |        |         |           |

8. Source of Household income

- Sale of Livestock  Sale of Milk  Any other (Specify).....  
 Farming  Employment

9. Do you live in your personal land or communal land?

- Personal  Communal

If personal, Would you use it for tourism

- Yes   
 Reasons.....

- No   
 Reasons.....

If personal, do you have a title deed?

- Yes   
 No

**Section B: Economic and Welfare contribution**

10 Name the tourism investments you know of in your group ranch

.....  
 .....

11 Do you personally receive any direct income from the leasehold by the Tourism investments?

Yes  No

If the answer to question 11 is yes. How much per month or per year?  
.....

12 Do you have a member of your family employed in the tourism investment?

Yes  No

If the answer to question 12 is yes, which work do they do( e.g. Driver, guard)?  
.....

13 Do you support the establishment of more tourism investments in your group ranch?

es  No

If the answer to question 13 is yes, give reasons.....  
.....

If the answer to question 13 is no, give reasons.....  
.....

14. Has the presence of the tourist investments helped you appreciate wildlife in the area?

Yes  No

If the answer to question 14 is yes. Give reasons  
.....  
.....

If the answer to question 14 is No. Give reasons  
.....  
.....

15 Do you provide any goods and services to the tourism investment?

Yes No

If the answer to question 15 is yes. Name the services and the income you get per month.....

16. Which challenges/ problems do you encounter as a result of the presence of tourism in the group ranches  
.....

.....  
.....

17. Who do you think benefits more from the investment?

Group ranch members

Group ranch officials

Investor

Others (Specify).....

18. Why do you think the group selected above benefits more?  
.....

19. Are there community initiatives started or supported by the tourism investment?

Yes  No

If the answer to question 19 is yes, Name the initiatives

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

20. Has tourism helped reduce your vulnerability to drought?

Yes  No

If Yes How.....

21. Has tourism helped improve your household's food security?

Yes  No

If the answer to question 21 is yes, how.....  
.....

22. Have the tourism investments helped impact any skills to you?

Yes  No

If Yes name the skills.....

23. Do you participate in decision making regarding tourism development in your group ranch?

Yes  No

If yes, when and how?.....

24. Are you satisfied with the current group ranch leadership?

Yes

No

If the answer to question 24 is no, give reasons.....

25 . Kindly tick the part that best describes your opinion about tourism in the group ranches

|   | Strongly Agree | Agree | Disagree | Strongly Disagree | No idea |
|---|----------------|-------|----------|-------------------|---------|
| Tourism has improved the level of education                                       |                |       |          |                   |         |
| Tourism has improved the health provision and access                              |                |       |          |                   |         |
| Tourism has improved environmental conservation                                   |                |       |          |                   |         |
| Tourism has improved the maasai culture   |                |       |          |                   |         |
| Tourism benefits the investors more   |                |       |          |                   |         |
| Tourism benefits the group ranch officials than members                           |                |       |          |                   |         |
| Tourism has improved household incomes  |                |       |          |                   |         |
| Tourism has led to moral decay amongst the Maasai                                 |                |       |          |                   |         |
| Maasai people do not participate in decision making regarding tourism development |                |       |          |                   |         |
| Tourism has improved the infrastructure( roads and access to water                |                |       |          |                   |         |
| The tourism investors respect and supports the local culture                      |                |       |          |                   |         |

**Thank you for your cooperation**  
**Researcher-0721758459**

### Appendix III

## INTERVIEW SCHEDULE FOR THE MANAGERS OF THE INVESTMENTS

1. Name of the establishment .....group ranch.....
2. Duration of leasehold .....
3. Amount of leasehold per year .....
4. Who is given the leasehold money .....
- why?..... how? .....
5. Are the people fulfilling their part of the contract? .....
6. Aspects of the lease that are working  
.....

The ones that are not working .....

7.

|  |  |
|--|--|
| Number of employees from the local community |  |
| Jobs done                                    |  |
| Training taken                               |  |

8. Other than the leasehold money the percentage given back to the community since you started

| YEAR | AMOUNT |
|------|--------|
|      |        |
|      |        |
|      |        |

9. Projects the establishments has started for the local community

| Name of project | Amount of money spent |
|-----------------|-----------------------|
|                 |                       |
|                 |                       |
|                 |                       |
|                 |                       |
|                 |                       |

## 10. Initiatives for the protection of wildlife and culture

| Initiatives | Amount of money spent |
|-------------|-----------------------|
|             |                       |
|             |                       |
|             |                       |

## 11. Name the goods purchased by the establishment from the local community

| Goods | Approximate amount per unit |
|-------|-----------------------------|
|       |                             |
|       |                             |
|       |                             |
|       |                             |

## 12. Name the services provided by local people to the establishment

| Service | Approximate amount |
|---------|--------------------|
|         |                    |
|         |                    |
|         |                    |
|         |                    |

## 13. What is your opinion about the locals operating their own establishment?

.....  
 .....

## 14. What are the challenges/problems your establishment encounters from the local community

.....

## 15 Any other involvement with the local

community?.....  
 .....

**End**

## Appendix IV

### INTERVIEW SCHEDULE FOR THE GROUP RANCH OFFICIALS

1. Gender .....
2. Age .....
3. Level of Education .....
4. Group ranch .....
5. Position .....
6. Participation in the drafting of the lease contract .....
7. Duration and amount of the lease .....
8. Who collects the money .....
9. Is the money banked, who are the signatories .....
10. How is the money from the leasehold distributed .....
11. Any project started with the money from the leasehold .....
12. Is the investor honoring the aspects of the contract .....
13. Is there periodic auditing of the accounts of the ranch.....
14. Are there group ranch members working in the investment?.....  
How many?.....

15. What jobs do they do .....
16. Are they taken for any training by the investors .....
- Where .....
17. Do the Investors purchase of commodities for use from the local people  
Name them.....
18. Do the Locals provide any services to the investments.....  
Name the services.....
19. Do the Locals access resources (water and pastures) in the leased properties?  
.....
20. Are there Local Projects by the investors? .....
21. Are the members happy about tourism Development?.....
22. Are there initiatives to protect wildlife by the investor?.....  
.....
23. Are there initiatives to protect culture by investors?.....  
.....
24. Problems/Challenges of the Community as a result of tourism development .....
25. Benefits of the community as a result of the tourism development .....

**End**

## Appendix V

### INTERVIEW SCHEDULE FOR KWS

1. Role towards community participation in tourism development. ....  
.....
2. Amount given to the community per year since the year 2000

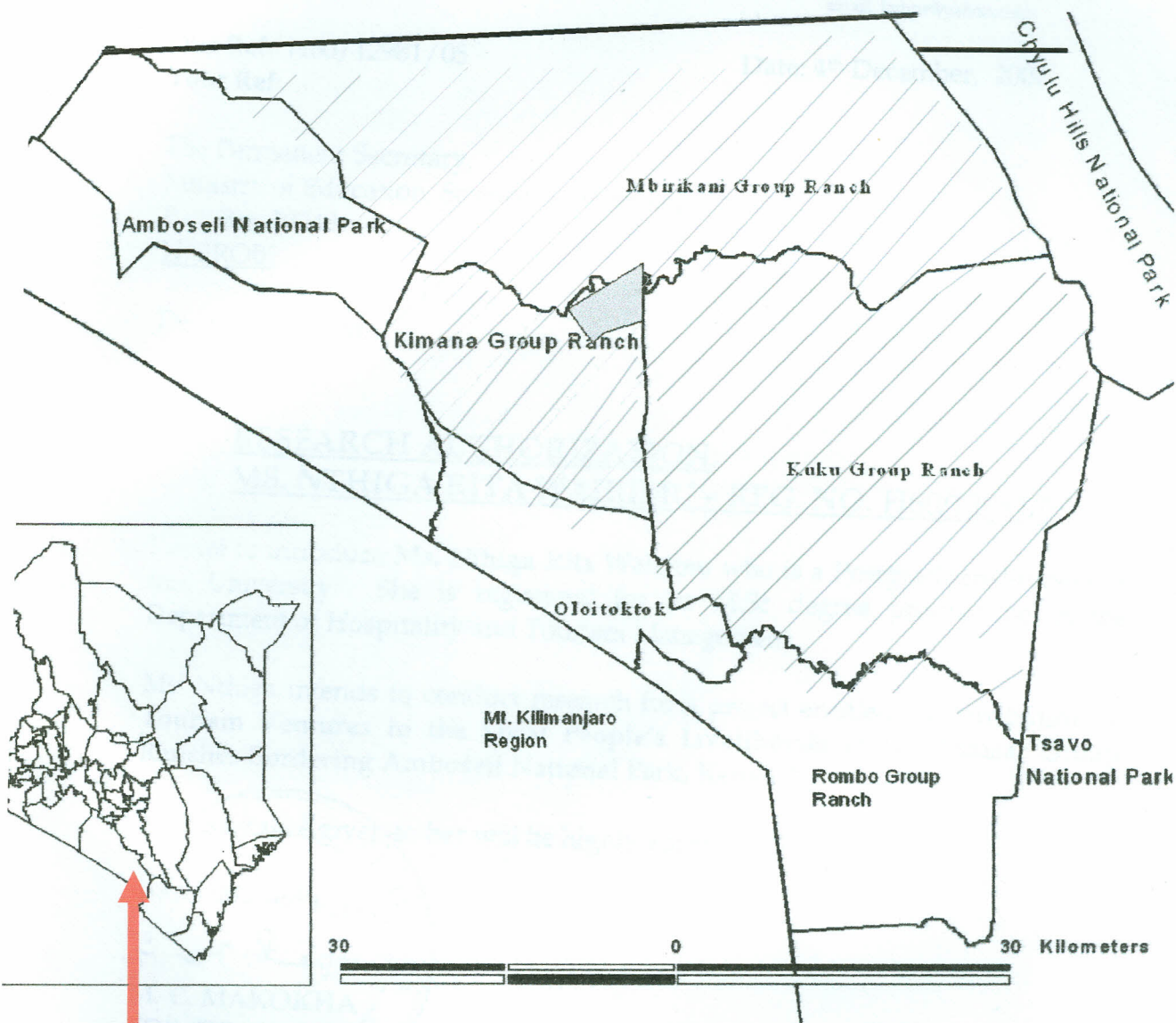
| Year | Project | Group Ranch | Amount |
|------|---------|-------------|--------|
| 2000 |         |             |        |
| 2001 |         |             |        |
| 2002 |         |             |        |
| 2003 |         |             |        |
| 2004 |         |             |        |
| 2005 |         |             |        |
| 2006 |         |             |        |

3. What is the Community attitude towards wildlife and tourism?  
.....
4. What is your opinion about the current management of tourism ventures in the group ranches?  
.....
5. What are the Challenges/ problems faced when dealing with the local people in the ground ranches  
.....
6. Do you feel tourism is benefiting the locals to the maximum  
.....
7. What should be done .....
8. What policy issues should be put in place to ensure maximum participation and benefits for the locals .....
9. Is the local leadership efficient/effective .....
10. What are the challenges that locals face which make them not benefit or participate more in tourism development? .....
11. What issues do you feel should be addressed to make the locals halt adopting agriculture as a means of livelihoods.  
.....

**End**

### Appendix VI

## MAP OF THE STUDY AREA



Location of the study area on the map of Kenya



**KENYATTA UNIVERSITY  
GRADUATE SCHOOL**

P.O. Box 43844 NAIROBI, Kenya  
Tel: 810901 - 19/811622/812722  
Ext. 57530  
Telex: 25483; Fax: 810759  
email: kubps@yahoo.com

Our Ref: H60/12981/05  
Your Ref:

Date: 4<sup>th</sup> December, 2007

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

Dear Sir / Madam,

RE: RESEARCH AUTHORIZATION:  
MS. NTHIGA RITA WAIRIMU - REG. NO. H60/12981/05

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

Ms. Nthiga intends to conduct research for a project entitled: "Contribution of Tourism Ventures to the Local People's Livelihoods in the Maasai Group Ranches Bordering Amboseli National Park, Kenya."

Any assistance given to her will be highly appreciated.

Yours faithfully,

*M. C. Makokha*  
M. C. MAKOKHA  
FOR: DEAN, GRADUATE SCHOOL

MCM/fwk

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 HARAMBEE AVENUE,  
 P.O. Box 9583-00200  
 NAIROBI

When Replying please quote  
 Ref. MOST 13/001/ 37C 834/2

14<sup>th</sup> December 2007

Rita Wairimu  
 Kenyatta University  
 P.O. Box 43844  
 NAIROBI

**RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on,  
*'Contribution of Tourism Ventures to the Local People's Livelihoods  
 in the Maasai Group Ranches Bordering Amboseli National Park,  
 Kenya'*

I am pleased to inform you that you have been authorized to carry out  
 research in the Amboseli National Park for a period ending 30<sup>th</sup> March  
 2008.

You are advised to report to the District Commissioner, the District  
 Education Officer Kajiado District and the Park Warden Amboseli National  
 Park before embarking on your research.

On completion of your research, you are expected to submit two copies of  
 your research report to this office.

  
**M. O. ONDIEKI**  
**FOR: PERMANENT SECRETARY**

Copy to:

The District Commissioner  
 Kajiado District  
**KAJIADO**

The District Education Officer  
 Kajiado District  
**KAJIADO**

The Park Warden  
 Amboseli National Park

For PERMANENT SECRETARY  
 MINISTRY OF EDUCATION  
 SCIENCE AND TECHNOLOGY

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**Appendix IX****Millennium Development Goals (MDG's)**

- Goal 1 - Eradicate Extreme Hunger and Poverty
- Goal 2 - Achieve Universal Primary Education
- Goal 3 - Promote Gender Equality and Empower Women
- Goal 4 - Reduce Child Mortality
- Goal 5 - Improve Maternal Health
- Goal 6 - Combat HIV/AIDs, Malaria and other diseases
- Goal 7 - Ensure Environmental Sustainability
- Goal 8 - Develop a Global Partnership for Development

*Source UN, (2006)*

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