

**INFLUENCE OF CULTURAL PRACTICES ON TOURISM DEVELOPMENT
IN BARINGO COUNTY, KENYA**

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DECLARATION

Student declaration

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

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DEDICATION

I dedicate this thesis to my husband, Justine K. Chebii, my daughters' Shantel, Sasha and Tyra, my siblings, Tony, Leilah and Evans for the sacrifice they made for me to complete this thesis. Their love, care, concern, support, encouragement and enthusiasm inspired me to achieve this goal.

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ABBREVIATIONS AND ACRONYMS

ASAL:	Arid and Semi-Arid Lands
CBK:	Central Bank of Kenya
GDP:	Gross Domestic Product
GOK:	Government of Kenya
KNBS:	Kenya National Bureau of Statistics
OECD:	Organization for Economic Co-operation and Development
SPSS:	Statistical Packages for Social Scientists
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNWTO:	United Nation World Trade Organization
USA:	United States of America

OPERATIONAL DEFINITIONS OF TERMS

- Cultural Practices:** Attractions that can be offered for tourism and they include cultural festivals customs & artifacts and traditional rituals that belong to a particular community that has resided in a particular region for eras.
- Tourist:** Is an individual who visits a country or a region in the world and resides there for a period above twenty-four hours with a sole purpose of participating in non-remunerated exercises. She/he can be a nationality of any country.
- Cultural festivals:** involves a celebration event that occurs periodically and is characterized by cultural presentation, competitions, exhibitions, cultural dances, folk songs, traditional homesteads, musical instruments and cultural clothing.
- Customs and artifacts:** is an item which when found relays important information about a community that resided in that specific location. The vital information that can be unearth may include that of their social welfare, political set ups and religion. The major artefacts that are overlooked are the presence of beads, jewelry, archaeological sites and museums.
- Cattle rustling:** It is a culture which involves stealing of animals among communities. This leads to insecurity arising from warring communities which results peace instability.

Traditional rituals: An ordered group of exercises including signals, lyrics, and objects, carried on in an isolated place, and performed by set succession; examples are circumcisions' and customary weddings.

Tourism Development: is the planning and implementation of strategies with the objective to develop the tourism sector. The goal of tourism development is to increase the attractions of a destination by attracting more tourists.

ABSTRACT

Baringo is a cultures-diverse county that hosts communities including the Pokot, Ilchamus, Tugen and other Kenyan communities. This makes the county a true definition of social and cultural diversity. Although Baringo is known for cultural diversity, existence of item based tourism rather than market based poses a danger to cultural tourism development. Whilst stiff competition is encountered on conventional tourists' destination, there is need of increasing supply of cultural attractions in Baringo. The study investigated the influence of cultural practices on tourism development in Baringo County, Kenya. Exploratory research design utilizing mixed method that is qualitative and quantitative methods was used. The target unit of analysis was the 7 Destination managers, 3 county government officials, 399 Community members and 395 tourists. The sample size used was 804 respondents. Data was collected by administration of questionnaires and interview guide. Data was analyzed using content analysis, descriptive statistics and inferential statistics which are the Pearson correlation and regression. The findings both for tourists and community members indicated that there was a positive and significant relationship between cultural practices (cultural festivals, custom & artefacts and traditional rituals) and tourism development in Baringo County. Cultural festival and tourism development were positively and significant related ($r=0.228$, $p=0.00$). Result also indicated that customs & artefacts and tourism development were positively and significant related ($r=0.223$, $p=0.00$). Similarly, it was established that traditional rituals and tourism development were positively and significantly related ($r=0.129$, $p=0.001$). However, cattle rustling had a negative effect on tourism development in Baringo County ($r= -0.024$, $p=0.497$). The regression analysis indicated that cultural festivals had the largest influence on tourism development, followed by custom & artefacts, traditional rituals and finally cattle rustling with negative influence on tourism development. The other factors that attracted tourists to Baringo County included Lake Bogoria National Reserve, Lake Baringo, rugged terrains and beautiful valleys. Tourism development is influenced by cultural practices which if well developed, it could lead to fast tourism development in Baringo County. From the findings and conclusion made, the following recommendations were made; new tourism products should be developed from culture, culture has a huge untapped potential for tourism. The traditional rituals whose permission is granted should be developed for tourism attraction e.g. rain making process and traditional cleansing ceremonies. Cultural festivals should be prioritized in the tourism sector, so that it can boost tourism as well as conserving the culture. Customs and artefacts should be profiled and documented for easy access by the tourists. Cattle rustling should be fully eradicated to avoid tourism migration.

CHAPTER ONE

INTRODUCTION

Presented herein is the research theme and incorporates the foundation of the study, the statement of the problem, statement of the problem and purpose and the research hypotheses. The section additionally demonstrates the examinations that addressed the existing problem in charge of the current issue. Justification and the scope of the study are also presented.

1.1 Background of the Study

Culture is a primary 'force factor' which impacts guests' underlying choice to travel to a particular destination in various parts of the world (Liu, 2004). Thus in many areas of the world, especially in Europe and North America, social attractions have turned out to be imperative in the advancement of tourism (Buhalis, 2010). At the worldwide level, tourism attractions because of culture are normally seen as being symbols of vibrant surges of worldwide culture which enhances appreciation of cultural diversity among people from various regions of the world and forms a basis for tourism attraction (Richards, 2011).

Culture and tourism have a commonly gainful relationship which can support the competitiveness and desirability of regions and nations (Rumberger & Rotermund, 2012). Culture is progressively a critical component of the tourism item, which additionally makes uniqueness out of congested worldwide markets in areas such as Kenya, Botswana, Ethiopia and Egypt (Bond, 2014). Tourism gives essential ways for cultural enhancement and income generation which bolsters and strengthens cultural heritage, social generation and creativity (Dwyer & Kim, 2013).

Establishment of solid connection between tourism and culture can in this manner enable destinations to be competitive and attractive as areas to live, visit, to work and put resources into or investments (Akama, 2012). The development of tourism in Africa in general, and the development of cultural tourism in particular, are at its incipient stage

Generally, in Africa the development of tourism together with specific improvement of cultural tourism are all at its initial steps (Vesley, 2014). Nonetheless, a great disparity exists in tourism development levels among the 53 states of Africa. Despite this, an extraordinary discrepancy exists on levels of tourism advancement among the fifty-three countries in Africa. Inside the spectrum of tourism development, well established tourism sector is found in countries such as Kenya (East), Morocco and Tunisia (North), Cote d'ivoire and Senegal (West), Mauritius and Seychelles (Indian Ocean) and South Africa and Zimbabwe (South) of Africa continent (which are the success stories in Africa). At the same time other states including Cameroon, Nigeria, Angola, Sierra Leone and Eritrea for a motive of insecurity, lack of infrastructure and inadequate tourism marketing have restricted tourism advancement, however when compared with other counties have impressive potential for future tourism improvement (Dieke, 2010).

As indicated by Kiprutto, Akama and Sitati (2007) there are numerous parts of cultures which can be presented for tourism in the North Rift area, and incorporates conventional Kalenjin homesteads; for example, those of the Pokot and by extension that of non-Kalenjin Turkanas. Additionally, there are social relics (cultural artifacts), ceramics, iron smelting items, musical instruments, adornments, clothing,

guards and furniture of the groups that have resided in the locale for a considerable length of time (Vesley, 2004).

Baringo is a mixture of cultures that are depicted as a melting pot of cultural interactions (Akama, 2012). The numerous communities including the Pokot, Ilchamus, Tugen and a large group of other Kenyan people have discovered a home in Baringo County making Baringo the perfect meaning of social and diversity in culture (Baringo County report, 2015). The Ilchamus Community Cultural Centre is located in Eldepe along Marigat road on the way to Lake Baringo. Whenever tourists visit Lake Baringo, they can make a stopover at the center to have a glimpse of the Ilchamus culture. The Tugen cultural Centre is located on the way to Lake Bogoria making the business center accessible especially by tourists. Cultural tourism conveys an expanded income/revenue to the heritage locale, and more comprehensively, to the community and the host country. Simply, it can be a motor of financial development and economic growth (Britton, 1989). Cattle rustling is also one of the cultural activity in Baringo County (Musyoki, 2005) which warrant peace races to establish harmony among the warring communities and a result of the peace races, tourists gets an opportunity to visit the area during the peace races.

1.2 Statement of the Problem and Justification

Tourist arrivals in Africa have stayed low compared to different continents like Europe and USA (UNWTO, 2013). Europe remains the most well-known destination, followed by Asia and the Pacific then America, whereas Africa commands the least piece of the market pie (UNWTO, 2007). Kenyan tourism is the fastest developing industry and as of now the second most noteworthy foreign exchange recipient after tea with 25% obligation to GDP (GOK, 2014). Tourism

developed from \$ 699 million in 2005 to \$ 803 million in 2006 (UNWTO, 2007). Undesirably, spatial tourism in the nation is exhibited widely; Nairobi topped as the best destination in the nation winning 29.6 percent of the visitors, trailed by Mombasa at 14.7 percent, Naivasha 12.1 percent, Nakuru 5.6 percent and Diani Beach at 2.9 percent (KNBS, 2008). Only few regions like Maasai Mara national park and Coastal region receive substantial number of tourists (Ringa, 2015).

The current tourism trend in the country is tilted towards wildlife, natural sceneries and summer seasons (Ringa, 2016). The cultural tourism is mostly associated with the Maasai community because of the Masai Mara National park which is proximate to the community. However, there are other communities with almost/more cultural practices than the Maasai community. The Pokot, Tugen and Ilchamus inhabiting Baringo County have cultural practices that are unique to them and can influence tourism destination. The study focused on the cultural practices of Pokot, Tugen and Ilchamus that can influence tourism destination.

Baringo County is a potential cultural diversity region (Mkutu, 2010). The numerous communities including the Pokot, Ilchamus, Tugen and a large group of other Kenyan people have discovered a home in Baringo County making Baringo the perfect meaning of social and diverse culture (CBK, 2008). Although Baringo is known for cultural diversity, there is by and large a threat of cultural tourism researches being item based instead of market-based in the perspective of tourism advancement evaluation (CBK, 2008). More so, with expanding supply of cultural attractions in Baringo there is intense competition among attractions at the all destination level (Ipsos, 2013). However, creating attractions for cultural tourism does not fundamentally imply that visitor will troop to that destination (Buhalis,

2010). Richards (2011) commented that, “tourists will not come unless their needs are met”. This study investigated the influence of cultural practices on tourism development in Baringo County. Few studies have explored this area but from the available studies no study focused on the influence of cultural practices on tourism development in Baringo County, thus exists a knowledge gap. Therefore, this study was conducted so as to bridge the gap.

1.3 Purpose of the Study

The study investigated the influences of cultural practices on tourism development in Baringo County. The study specifically established the influence of cultural festival, custom and artefacts, traditional rituals and cattle rustling influences on the development of tourism in Baringo County.

1.4 Objectives of Study

1.4.1 General Objective

To investigate the influence of cultural practices on tourism development in Baringo County, Kenya.

1.4.2 Specific Objectives

The specific objectives are;

- i. To establish the influence of cultural festivals on tourism development in Baringo County.
- ii. To profile the customs and artifacts in Baringo County and determine their influences on tourism development
- iii. To establish the influence of traditional rituals practiced on tourism development in Baringo County.

- iv. To assess the influence of cattle rustling on tourism development in Baringo County.

1.5 Research Hypotheses

- i. **H₀**: Cultural festivals do not have a significant influence on tourism development in Baringo County.
- ii. **H₀**: Customs and artifacts do not have significant influence on tourism development in Baringo County.
- iii. **H₀**: Traditional rituals do not have a significant influence on tourism development in Baringo County.
- iv. **H₀**: Cattle rustling do not have a significant influence on tourism development in Baringo County.

1.6 Significance of the Study

The study findings may enable the government to formulate strategies which may boost culture as an economical product, more precisely as a touristic product, generating touristic flows and touristic consumption. It will enable them focus on policies that will diversify tourism from the conventional products to new potential tourism items in culture. Through continuous practices of the diverse culture in the country can lead to its preservation and can be appreciated by the next generation. Investors on tourism industry can infer from the study findings and employ various cultural artefacts and traditional music to spice up their hospitality and tourism activities. Scholars and academicians would use the study to undertake further research in this or related field of tourism. The study will expand knowledge on cultural practices and their effect on tourism development. It will also be used as a reference in the future endeavors in the field of tourism and hospitality.

1.7 Scope of the Study

Baringo County is the area in which the research was carried out at. This was informed by the diverse culture embraced in the county by the numerous communities that include Tugen, Pokot, Ilchamus and other communities that have been hosted in Baringo and have discovered new homes due to the social and culture diversity exhibited in the county. Exploratory research design was adopted in the study in which the target population included destination managers, community members, county officials and tourists. The stratified sampling technique was used to categories each cluster of respondents in which appropriate method was used to select the sample size accordingly. Questionnaires and interview guide were the data collection instruments which gave the direct views and opinions of the respondents. The data was conducted from February 2017 to May 2017.

1.8 Limitation of Study

In the course of research progression, a number of constraints were found but they were inconsequential to the expected outcome. First limitation was topographical/geographic spread of the area. The researcher was required to travel and in some cases send the questionnaires by email; this lead to delays in receiving responses as emails were not responded in the required time, which warranted the physical presence of the researcher. Data collection instrument and procedures that were adopted by the researcher also exhibited a challenge. The survey questionnaires used were a structured self-report and self-administered instrument which was dependent on the respondent's integrity. The questionnaires were purely based on a survey on the perception of the respondents; hence they were highly subjective in nature. These shortcomings were solved by the hiring of research

assistant who helped in the administration of the data collection instruments and the open responses from interviews relieved the subjectivity.

1.9 Basic Assumption of the Study

- i. It was assumed that the respondents honestly answered the questionnaire.
- ii. It was assumed that the cultural practices were up to date.

1.10 Conceptual Framework and Measurement of Variables

In accordance with Kombo and Tromp (2009), a concept is a thought that is of general idea assembled or got from specific cases. Conceptual framework is a pictorial outline that shows the interaction of concepts/ideas under study. It sometimes explains how the interaction can be measured and deduction made. Below is a diagram representing the conceptualization of cultural practices and tourism development in Baringo County.

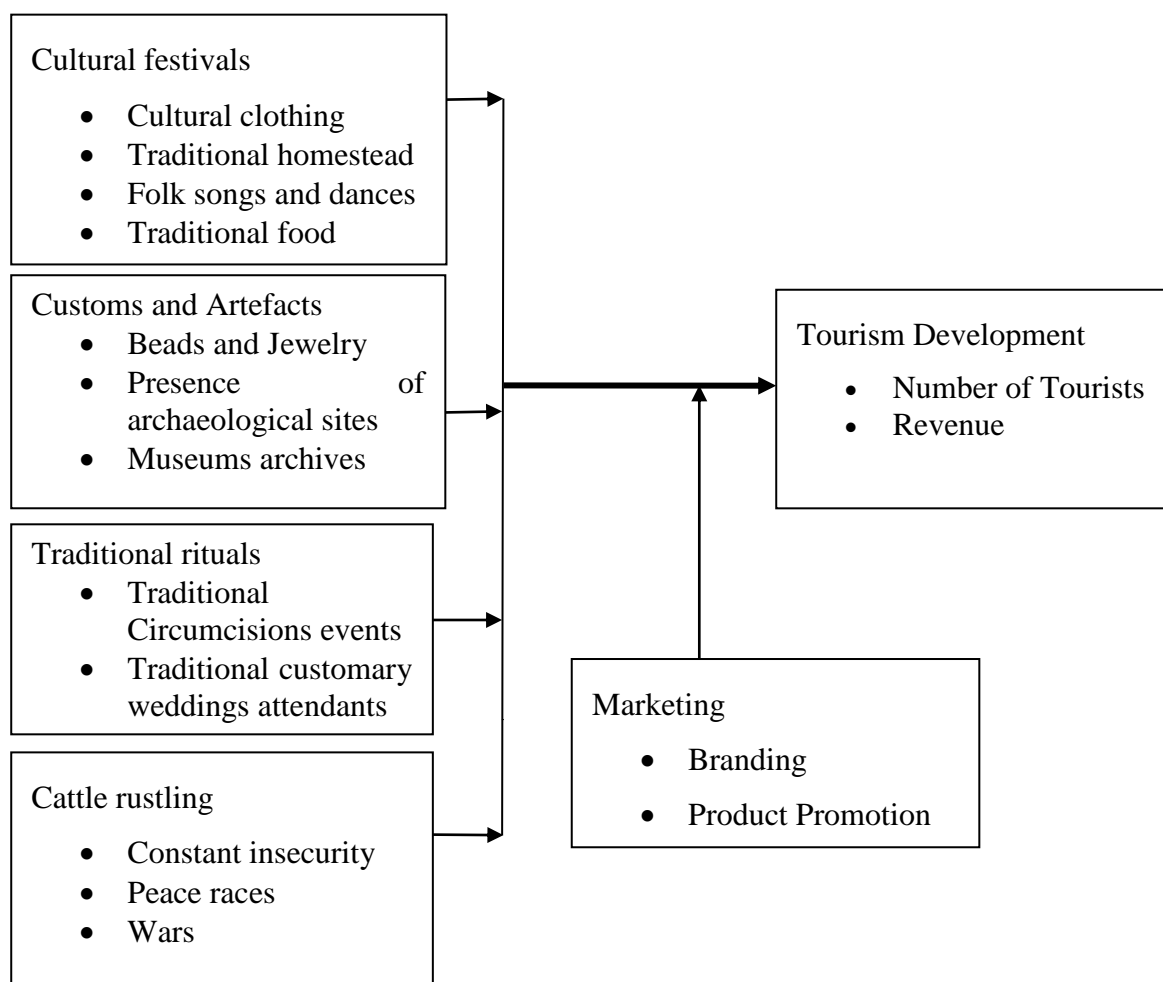
Independent Variables (Supply)**Dependent Variable (Demand)**

Figure 1.1: Conceptual framework linking the Cultural Practices and Tourism Development

The study's independent variables are cultural festivals comprising cultural clothing, traditional homestead, traditional foods, folk songs and dances; customs and artifacts comprise of beads and jewelry, archeological sites and museums; traditional rituals comprise of circumcision and customary marriages. Cattle rustling comprises of peace races, constant insecurity and wars. The dependent variable is tourism development comprising increased number of tourist' and Revenue. Cultural practices tend to influence tourist's destination choice because of their uniqueness

and attachment to a particular set up. Rich cultural practices can define the distinctiveness of a tourist's destination thereby affecting tourism development in that particular region. It helps to market a destination as tourist would want to experience and be part of a certain culture and way of life for particular people. Finally, the intervening variable is the marketing which involves the extent in which tourism destinations is known globally. For a destination to be known there must be marketing which starts from branding to product promotion. Whilst marketing is chiefly oriented towards purchase of product on offer it also serves build confidence of the tourists about destination choice. Where marketing is nonexistent then a destination might not be known even if it has unique products.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter discusses the various theories that have informed the study on its theoretical framework. Presented also is the empirical literature review which is done as per the objectives. Findings of the review are critiqued to conceal the knowledge gaps in which the study will bridge. Information from relevant journal articles, seminar papers and conference reports are relied upon for this section.

2.2. Cultural Festivals and Tourism Development

Sofia (2017) conducted a study on the assessment of the impact and contribution of cultural festivals on the tourism development in Thessaloniki. Findings indicated that there were several cultural festivals organized at different level of the Thessaloniki. The cultural festivals held included music, drama, dances and shows. These cultural festivals spurred the local economy as participants could contribute in terms of money for them to be part of the festivals. They also created new jobs despite being seasonal.

Shaw and Williams (2004) clarified that worldwide origination of culture has prompted the designation of World Heritage locales which draws in a huge number of tourists yearly. Though, at the national as well as local level, culture is viewed as assuming an imperative part in building and strengthening individuals' uniqueness and a feeling of having a place or belonging within a specific region (Sindiga, 2009). The acknowledgment of the function of culture in making and strengthening individuals' personality has, as of late, assumed a critical part in the developing

enthusiasm for differing aspects of heritage tourism, particularly in the developed world (Crush, 2004).

Dwyer and Kim (2013) distinguished the elements that decide tourism competitiveness as accessible resources (common assets, cultural resources and items on heritage), resources created (tourism framework, the exercises on offer, and so on.), supporting components (foundation as a whole, the nature of administration, destination access among others.) and destination administration factors. The study underscored the part of benefits which are acquired or made and the manner by which these advantages are composed and distributed in the market. Keeping in mind the key elements that facilitates decision making on destination choice, resources are important in all dimension of tourism competitiveness.

Ondimu's (1994) attests that culture has high capability of pulling in more tourists to the locale. This is more importantly on cultural festivals that stimulate tourists to pay homage to a particular destination. Fascinating cultural festivals such as dances and music can define a destination for tourists. Beside this, Mckercher *et al.* (2004) revealed components identifying with tourism product, experience and promoting tourism as key to prevalence of cultural attractions in Hong Kong, and that cultural place must be operational so as attractions can be well known. Be that as it may, the communities in North Rift locale have not bundled their cultural heritage for offer to tourism visitors because of non-availability of cultural centers to showcase their culture. As such, culture, similar to some other vacation destination must be created and packaged/bundled before it is advanced (Vukonic, 1996; Gunn, 1994). Nonetheless, the collection of customary items in North Region needs a gallery/museum for housing and show (Musyoki, 1995). While communities living

in the North Rift region have not packaged their cultural products, Baringo County can use such opportunity to profile, package and market its cultural tourism products, thereby creating a destination niche.

2.3 Customs and Artifacts and Tourism Development

Akama, (2012) observed that culture and tourism have a commonly advantageous rapport which can reinforce the attractiveness quality and destination competitiveness. Culture is progressively a critical component of the tourism item, which equally makes uniqueness out of a crowded market, centers worldwide (Sunguh & Katana, 2007). In the meantime, tourism gives an imperative means for upgrading culture and generating income which can bolster and strengthen cultural heritage, cultural generation and innovativeness (Rajotte, 2007). Influencing a strong association among tourism and culture can in this way empower destinations to be all more engaging, competitive and focused as zones to live, visit, to work and place assets into (Nyeki, 2002).

Wikhal (2012) contends that the ability to attract individuals by offering a decent personal satisfaction is of critical significance for local competitiveness. The competitiveness of a local arises from their unique products such as homesteads, clothing and other unique cultural sites. In concentrating in regional attractiveness, it is critical not utterly to consider what influences individuals to move to a specific area but additionally what influences individuals need to remain. This study observed that culture was one of the factors considered alongside others (lodging, work, and so on.) in destination choices, and that culture had a tendency to be appreciated most by the well taught and especially those with an aesthetic education

(Ritcher, 2002). It is therefore evident that culture can influence the destination choice of a tourist as well as tourism development in a particular region.

2.4 Traditional Rituals and Tourism Development

As indicated by the National Restaurant Association and the Travel Industry Association of America (2008), traditional food was integral to choosing get-away destination for no less than 25 percent of relaxation travelers and 58 percent expressed that they are sometimes extremely inspired by traveling to take part in traditional rituals or wine related exercises. This depicts traditional food as part of decision choice when considering a destination to visit. Destinations with favorite cuisines are likely to attract large numbers of visitors as compared to destinations with less favorable cuisines. So conventional foods and beverages serves to determine destination choice.

Torres-Sovero, González, Martín-López, and Kirkby, (2012) contend that in numerous destinations, the "creative industries" or the "cultural ventures" have additionally been distinguished as having a critical association with tourism. As tourism progressively moves from its past preoccupation with natural resources and landscapes (sun, beach and sand, for instance), tourists turn out to be more engaged with symbolic and sensory utilization and consumption of pictures and thoughts related with specific destinations (Dwyer and Kim, 2013). Individuals need to go to destinations which are related with specific popular individuals, thoughts or occasions to have sights experience, sounds and tastes when they visit (Buhalis, 2010). Through the interaction with the rituals the occasion can leave a memory that the tourists keep revising on when to visit the destination again (Vanphanom Sychareun & Phengsavanh, 2009). Therefore, traditional rituals are capable of

providing events that are captivating in terms of sound, sight and taste. The rituals can create a uniqueness of a destination thereby making it competitive. This therefore stands a chance to be researched on which the current study focused on establishing the influence of traditional rituals on tourism development.

2.5 Cattle Rustling and Tourism Development

Mkutu (2010) explained that pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups. The common land proprietorship tenure system for most of the pastoralist territories gives everybody an equivalent right of using the resources (Vukonic, 1996). The common terrains are customary ancestral grazing regions, such that movement of one community looking for pasture and water into regions that belongs to another community have regularly caused strife between pastoralists (Ondicho, 2000). Customarily, at whatever point, shortage of pasture and water or drought drained animals reduces their flock, and the communities keep regularly looking to renew numbers through stirring conflict with other community (Mkutu, 2010). Cattle's raiding is also a source of pride. This is because communities seek to demonstrate their superiority complex through forceful acquisition of resource which is pegged on cultural ties.

As indicated by Kiprutto *et al.*, (2007), tourists are pulled in to cattle rustling areas by yearly sports occasions, for example, Tecla Lorupe Run for Peace held in West Pokot District each November purposely for ending cattle rustling among the native communities in the pastoralists areas. Other little known yearly events in the area include Chepkoilel Cross Country, Discovery Kenya, Paul Boit Memorial Eldoret Marathon, AK National Championship and Safaricom half marathon (Kibicho,

2005). The occasions have added to tourism in the region with lion's share of tourists being sport related (Kiprutto *et al.*, 2007). Therefore, cattle rustling can affect tourism positively in terms of peace races held in the conflict areas. Tourists tend to attend the peace race events and learn about the culture of the conflicting communities. By creating harmonization between the warring communities, peace events are also used to perform cultural festivals, traditional rituals which are unique and products for tourism.

2.6 Dependency Theory

The dependency theory was proposed by Raul Prebisch in the late 1950s. It is an economic concept that identifies a financial dependence between the rich and the poor nations. The developed nations tend to contribute to the developing nation through activities such as tourism, aids and loans. In the current context, tourism development in the developing nation can be contributed by the influx of tourists from a developed nation.

Tourism improvement in developing/frontier nations is emphatically impacted by occasions in the developed nations (Minder, 2004). The stream of mass tourists from central to frontier nations; and the running of restaurants and resorts, is liable to different control systems found in the previous need to travel and the available resources for tourism enablement (Britton, 1989). The function of tour administrators in core nations are a standout amongst the most powerful tourism providers for cultural festivals in countries such as Kenya and Botswana.

As reliance on dependency theory, tourism is an industry like any other, which is utilized by the developed nations to propagate the reliance of the developing nations (Teye, 1998). Rather than lessening the current socioeconomic regional disparity

inside the developed nations, tourism strengthens them through its enclavic structure and its orientation along conventional structures (Oppermann, 1993). This creates an impression that dependency theory informs the reliance of developing nations on tourism for its economic growth which is consumed by tourists mostly from developed nations.

This makes the cultural festivals be a tourist attraction event because of its perpetual dependency by developing countries. Baringo County is one of the cultural festival destination for tourists, thus the dependency theory informs the study on the role of cultural practices on tourism development in Baringo County. The county earns revenue from the cultural practices attended by the tourists, thus the county relies on consumptions of its cultural product by tourists whom majority are from developed nations.

2.7 Modernization Theory

Modernization theory was conceptualized in the 1950s to explain the development and industrialization of North America and West Europe. It explains that societies develop in fairly predictable stages through which they become increasingly complex. With regards to the modernization theory, tourism has been advocated as an improvement strategy to produce foreign trade, to expand the balance of payments, increment on GDP, developed capital attraction, growth on the exchange of innovation, employment expansion (Mutuhnu, 2011) and advance present day western values of life (Buthelezi, 2007). Ndulu (2004) argues that the procedures of tourism improvement must be explained inside the setting of the advancement phase of a nation. This means that tourism has a profound effect on the economic growth of a nation.

Modernization in tourism improvement additionally demands for the utilization of 'encounter' as a finished creation. Tourists upgraded their societal position when they make sense of how to move and devour these encounters (Wang, 2000) and in this way fulfill their feeling of self needs (Maslow, 1987). Tourists' attraction by the cultural factors in Baringo county could produce foreign trade, balance of payment increment, growth of GDP, developed capital attraction, increment in the exchange of innovation and employment expansion. The modernization theory informs the study on the roles of cultural practices on tourism development in Baringo County, Kenya.

2.8 Critique of Literature

Ondimus (1994) attests that culture has high capability of pulling in more tourists to the locale. Culture is progressively a critical component of the tourism item, which equally makes uniqueness out of a crowded market center worldwide (Sunguh & Katana, 2007). These theories impart a positive approach to culture as a tourist attraction commodity and thus suit the study on tourism development. Mkutu (2010) explained that pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups. The insecurity resulting from cattle rustling practiced in Baringo County is a worth factor affecting tourists' visits is appropriate for the study. Cultural practices have a positive effect on tourism development which can in turn improve the living standards of the local communities through employment, trade and exchange of positive cultures. Overall, tourism leads to increase in the economy of a particular country or a region. However, cultural practices such as cattle rustling causes insecurity making tourists to flee the region thus negatively affecting tourism.

2.9 Research Gap

Empirical literature shows that tourism benefits which were acquired or made and the manner by which these advantages were composed and distributed in the market is highly determined the competitiveness of a destination (Dwyer & Kim, 2013). Wikhal (2012) observed that the ability to attract individuals by offering a decent personal satisfaction is of critical significance for local competitiveness. In concentrating in regional attractiveness, it is critical not utterly to consider what influences individuals to move to a specific area but additionally what influences individuals need to remain). Destinations are likewise endeavoring to build their leverage by adding to their load of social attractions for example assembling new historical centers or legacy focuses (Britton, 1989). They are equally attempting to build up their impalpable culture and innovativeness example offering "air", social occasions and gastronomy (Pearce, 1995). Torres-Sovero, González, Martín-López and Kirkby, (2012) contend that in numerous destinations, the "creative industries" or the "cultural ventures" have additionally been distinguished as having a critical association with tourism. The studies propagate the concepts of competitive advantage, customer's satisfaction, innovativeness and destination choice which are different from the concept of cultural practices, thus providing a conceptual gap.

Sofia (2017) conducted a study on the assessment of the impact and contribution of cultural festivals on the tourism development in Thessaloniki. The study focused on Thessaloniki which is a different context from that of Thessaloniki, therefore a contextual gap. As indicated by the National Restaurant Association and the Travel Industry Association of America (2008), traditional food was integral to choosing get-away destination for no less than 25 percent of relaxation travelers and 58

percent expressed that they are sometimes extremely inspired by traveling to take part in traditional rituals or wine related exercises. The scenario in America on tourism development is quite different from that of Kenya, therefore providing a contextual gap. Although numerous research studies have documented on culture and tourism, this study filled the gap by focusing on the role of cultural practices on tourism development in Baringo County, thus exists a knowledge gap.

2.10 Summary of the Chapter

This part assessed the different theories that clarified the predictor and target variables of the study which were then evaluated for appropriateness to particular factors. Furthermore, an empirical appraisal was done where past investigations, worldwide and local were evaluated in accordance with the objectives of the study. It is out of these evaluations that the exploration/research gap was distinguished.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The section examines the methodology that was utilized when collecting the data, analyzing the data and revealing the outcomes. The techniques and instruments that were utilized to gather and analyze the data to get legitimate information identified with the subject under investigation are also outlined. The section likewise discusses the research design, study area, population and the sample estimate. The section additionally discusses the rationality and dependability checks which were performed on the questionnaire. Finally, it shows the ethical practices.

3.1 Research Design

Research plans have been characterized by different writers, as per Bryman and Bell (2011) research design/plan is, a 'blue-print' that empowers the researcher to think of answers for problems and aides during the process of gathering, analyzing, and deciphering the information and perceptions. Therefore, research design provides a framework which can allow data collecting and analysis of the data to provide meaningful answers.

An exploratory research design was adopted for this study. Data was gathered using qualitative and quantitative technique so as to attain the sole research purpose. The study design is deemed suitable for this investigation since it provides uniformity in the data gathered and comparison over numerous respondents (Maxwell, 2012). Further, the outline offers the researcher a chance to capture populace attributes.

This would help the researcher explain the impact of cultural practices on tourism development in Baringo County.

3.2 Study Area

The research was carried out in Baringo, one of the arid and semi-arid county in the Rift Valley province of Kenya. It is situated between latitude 35°30' and 36°30' East and latitude 00°10' South and 00°140' North, and spreads in a territory of 10,949 km², of which around 165 km² is surface water (Stevens & Momsen, 2008). The area is occupied by the Pokot, Tugen and Njemps people whose significant occupation is keeping livestock (Kiprutto, Akama & Sitati, 2007).

Baringo County having three major communities with different cultures makes it diverse cultural hub that is ideal for the study on the influence of cultural practices on tourism. Baringo County also hosts Lake Baringo and Lake Bogoria which are the favorite tourist destination in the North Rift making it an appropriate area of study for tourism products offered. Attached at the appendix is the map of Baringo County where the study took place (Map of Baringo-attached at Appendix 5.6).

3.3 Target Population

Burns and Grove (2003), and Mugenda and Mugenda (2003) defined population for a study as everyone who meets the criteria for incorporation in an investigation. The target unit of analysis was the destination managers of Robert's camp in Lake Baringo, Soi Safari Lodge, Lake Bogoria Spa Resort, Lake Bogoria National Reserve, Kabarnet Museum and Ruko Conservancy (Hendrickson, Armon & Mearns, 2006). Therefore, a manager from each destination and county tourism official were interviewed for the study and thus 7 managers and 3 county officials. Targeted also were the community members and tourists visiting the county. The

total tourists visiting Baringo County each year is 29,512 (KNBS, 2015) while the Community members are 120,000 (Kenya population report, 2015). These clusters of population were deemed appropriate for the study as they participated directly and or indirectly in tourism development in the county which is rich in cultural diversity, thus they had adequate knowledge and to some extent experience on cultural practices and its relations with tourism.

Table 3.1: Target Population

Category	Target Number
Destination managers	7
Tourists (Local and international)	29,512
Community members	120,000
County tourism officials	3
Total	149,522

3.4 Sample and Sampling Technique

Kothari (2004) explains a sample as the nominated respondent on behalf of the population. Stratified sampling technique was used to categorize the respondents of the study which were in four clusters that included destination managers, tourists, community members and county tourism officials. All the Destination managers were used as sample since the population was small while tourists and community members were sampled using the Fishers' exact formula for sample determination (Fisher *et al*; 1998).

Sample Determination for Destination Managers

Since the population for destination managers was small, census approach was used. Therefore, all the 7 destination managers were issued with an interview guide.

Sample Determination for County tourism officials

The population of the county tourism officials was small, therefore a census approach was adopted and the interview guide issued for the 3 county officials.

Sample Determination for Tourists'

This study adopted Yamane (1967) simplified formula to compute the sample size which gave the total respondents using the equation;

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

Where:

n = sample size

N = population size

e = the level of precision (0.05)

1 = Constant

This formula assumes a degree of variability (i.e. proportion) of 0.5, the level of precision of 5% and a confidence level of 95%.

$$n = 29512 / 1 + 29512(0.05)^2$$

$$= 394.6.897 \approx 395 \text{ Tourists}$$

$$n = 395 \text{ Tourists}$$

Sample Determination for Community Members'

This study adopted Yamane (1967) simplified formula to calculate the sample size which provided the number of responses that need to be obtained using the equation;

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

Where:

n = sample size

N = population size

e = the level of precision (0.05)

1 = Constant

This formula assumes a degree of variability (i.e. proportion) of 0.05, the level of precision of 5% and a confidence level of 95%.

$$\begin{aligned} n &= 120,000 / 1 + 120,000(0.05)^2 \\ &= 398.67 \approx 399 \text{ Community Members} \end{aligned}$$

$$n = 399 \text{ Community members}$$

Sample size for the tourists and community members was determined using simple random sampling technique (Creswell, 2003). The method was used because the target population who were to be sampled was divided among groupings as indicated in table 3.1 below. The technique equally assists in accomplishing precision, accuracy and adaptability in the decision of the sample plan for various strata (Creswell, 2003). Lastly, it enables the researcher to get evaluations of every stratum notwithstanding the populace assess (Kothari, 2004).

Table 3.2: Sample Size

Category	Target Number	Sample
Destination managers	7	7
Tourists (Local and international)	29,512	395
Community members	120,000	399
County tourism officials	3	3
Total	149,519	804

3.5 Research Instruments

Burns and Grove (2003) characterize data collection as the exact, efficient gathering of data significant to the examination sub-problems, utilizing techniques, for example, interviews, member perceptions, focused group discussions, stories and case studies. Primary data was used in the study. Primary data are the direct views and opinions of the respondent pertaining the question/s at hand. This was obtained from questionnaires and interviews carried out thus gathered from original sources (Orodho, 2008).

Quantitative data from the original source was assembled by the utilization of semi-organized questionnaires captured through a 5-point category Likert scale (Vagias, 2006). Likert scale is an interim scale that particularly utilizes five or some other grapples of unequivocally disagreement, nonpartisans, and firm agreement scale (Vagias, 2006). The likert measures the level of assertion or contradiction in a scale (Vagias, 2006). Likert scale is important in estimating observation, attitude, values and conduct (Upagade & Shende, 2012). The Likert questionnaires were produced to address particular research inquiries of the study. Data were collected from

specifically defined groups of tourists, community members, destination managers and government officials.

Qualitative data was captured through interview guides that were used to obtain information from the resort managers and county officials. The managers were interviewed according to the schedule and responses recorded. The responses were then transcribed according to the themes outlined.

3.6 Pre testing

Validity and reliability were carried out before the actual data collection. Five to ten percent (5% -10%) of the total sample size is recommended for pilot testing. This was in order to ascertain the nature of the questions and whether it captured the data required by the study. Pretest study was carried out around Lake Bogoria and its vicinity.

3.6.1 Validity Test

Mugenda and Mugenda (2003) observed that validity is the precision and usefulness of deductions, which depend on the examination outcomes. Validity exists if the information measures what they should quantify. Keeping in mind the essence of validity, supervisor and tourism research experts checked through the questionnaire to guarantee validity. Validity of the interview guide was tested by the researcher interviewing one of the destination managers whose comments were not included in the final responses.

3.6.2 Reliability Test

Reliability is the repeatability of estimation (Zikmund, 2010). A measure is considered reliable if a person scores equal marks on a similar test given twice. Five

percent to ten percent of the total sample size is recommended for pilot testing. This study used 5% of the community and tourists (395+ 399=794). Therefore, forty (40) sample questionnaires were pretested and the participants excluded in the finals study. Pretest study was carried out around Lake Bogoria and its vicinity.

The responses from the 40 questionnaires were cleaned, normalized, coded and subsequently used to produce the reliability coefficient. Cronbach's Alpha (α) was utilized to test the internal consistency of the data results (Zikmund, 2010). It shows the degree to which an arrangement of test items can be dealt with as estimating a solitary variable (Cronbach, 1951). The suggested estimation of 0.7 was utilized as a cut-off of reliability for this examination. The outcomes were as displayed in table 3.3 below. As indicated by the outcomes in Table 3.3, every statement was consistent since the Cronbach alpha was over 0.7.

Table 3.3: Reliability Results

Variable	No of items	Respondents	α=Alpha	Comment
Cultural Festivals	5	40	0.8112	Reliable
Customs and Artifacts	5	40	0.7123	Reliable
Traditional rituals	5	40	0.7962	Reliable
Cattle rustling	5	40	0.7632	Reliable
Tourism Development	6	40	0.8521	Reliable

3.7 Data Collection Techniques

University approval was acquired to carry on the investigation; authorization from the National Commission of Science Technology and Innovation (NACOSTI) was obtained. The researcher then paid a call to the Baringo County Tourist Board. From

that point a letter to the County tourism administration was composed requesting for authorization to conduct the investigation in the County. Questionnaires were then distributed to the available respondents and gathered same day to improve the response rate. Respondents who were not available during the study time when engaged at their convenient time. The data on tourists were collected during their high season (summer) when there was tourist's influx in the county. Interviews were conducted after producing the NACOSTI letter and authorization from the university to conduct research on the destination managers.

3.8 Data Analysis

Data analysis insinuates the utilization of thinking to fathom the data that has been gathered with the point of choosing reliable example and delineating the relevant components revealed in the examination (Zikmund, Babin, Carr, & Griffin, 2010). Data was analyzed primarily by utilization of content analysis and Statistical Packages for Social Science (SPSS).

The statistics generated for each objective were descriptive statistics which were the mean, standard deviations, frequencies and percentages. The inferential statistics are the Pearson correlation and regression analysis and the entire objective involved a multiple linear regression model.

Multiple linear regression models were used to quantify the connection between the autonomous factors and the reliant variable which are clarified in the model. The regression model demonstrates the greatness and direction of connection between the factors of the examination using coefficients like the correlation, coefficient of assurance and the significance level.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where:

Y = Tourism Development

X_i for;

X₁ = Cultural Festivals

X₂ = Customs and Artifacts'

X₃ = Traditional Rituals

X₄ = Cattle Rustling

Where { β_i ; $i=1,2,3,4$ } = The coefficients for the various independent variables

In the model a is the constant term while the coefficient β_1 to β_4 are used to measure the sensitivity of the dependent variable (Y) to unit change in the independent variable (X₁, X₂, X₃, X₄). ε , is the error term which takes care of the unexplained variations in the model. Presentation of the result was done in tables and pie charts.

3.9 Ethical Consideration

Ethical issues identify with the moral principles that the researcher ought to consider in all phases of the study plan. After obtaining the University permission/approval, an authorization was acquired from the County tourism board. In the research three standards of morals were utilized, to be specific; gratefulness, regard for human dignity and equity (Polit *et al.*, 2003). Following the three standards, sensitivity to the participants' feelings was observed while testing questions that could mentally hurt the participants and also protection of the participants from unfavorable circumstances. Full disclosure, reasonable treatment and privacy protection were likewise practiced.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

The chapter represents the findings, results and interpretation of the variables including the response rate and descriptive statistics. Correlation and multiple regression analysis for the variables were performed.

4.2 Response Rate

Seven hundred and ninety-four (399 for community members and 395 for Tourists) were administered to the respondents. However, a total of 541 Questionnaires (275 for community members and 266 for Tourists) and 7 Interview guides were appropriately answered and returned. 253 of the respondents never returned the questionnaires while 3 of the respondents for interview guides were not reachable/available. The response rate result is shown in Table 4.1.

Table 4.1: Response Rate

N=804			
Category	Questionnaires (Frequency	Percentage (%)
Tourists (Q)	Returned	266	69.09
	Unreturned	129	30.90
	Total	395	100
Community Members (Q)	Returned	275	68.92
	Unreturned	124	31.07
	Total	399	100

Questionnaires were administered to 395 tourists and 399 Community Members. On the questionnaires administered, 69.09% (266 out of 395) of the tourists responded to the questions while 68.92% (275 out of 399) of the community members

responded to the questions. The 541 questionnaires administered out of a total of 794 were appropriately answered and returned representing 68.13 percent.

Three County Government Officials and 7 destination managers were supposed to be interviewed in the study. Two (66.7%) out of the three county government officials and 5 (71.43%) out of seven destination managers were interviewed during the study. A total of 7 of the 10 interview guides were responded to translating to 70.0 percent.

Overall response rate for the study was 68.15 percent. This response rate is considered good to make conclusions for the study. Bailey (2000) assertion that a response rate of 50% is adequate, while a response rate greater than 70% is very good. Based on the observation, the response rate in this case of 68.15% is therefore good for conclusion of the study. The data collection procedures used could have attributed to this high response rate. These included the use of research assistants, drop and pick mechanism, confidentiality assurance and anonymity issued to the respondents.

4.3 Demographic Information for the Respondents

The study established the demographic characteristics of the respondents. These comprised of age, gender and level of education.

4.4.1 Gender of the Respondents

Gender of the respondents was also sought during the study. Results are presented on figure 4.1.

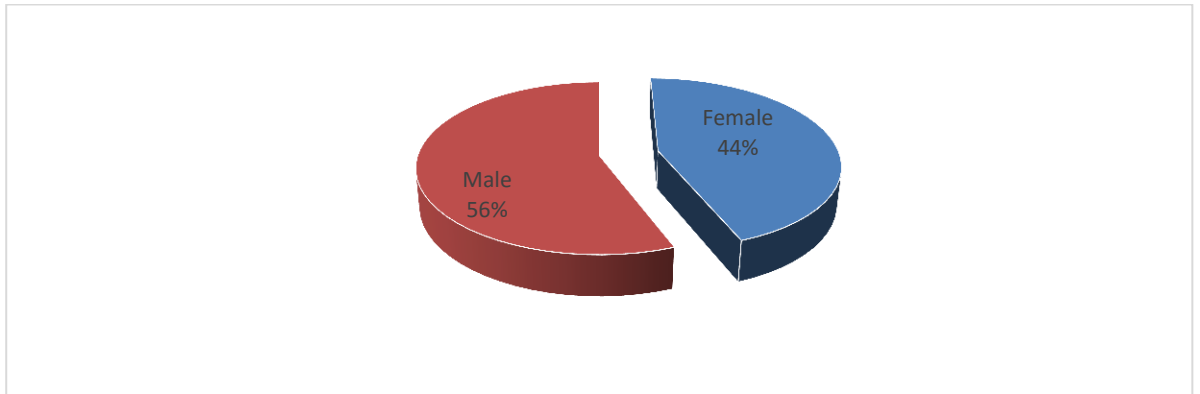


Figure 4.1: Gender

The results in figure 4.1 indicated that majority of the respondents (55%) were male while 44% of the respondents were female. This implied that the gender parity among the respondents was not wide. The information provided could imply that majority of respondents were male.

4.3.2 Age of the Respondents

The respondents were requested to state their age. Results are presented on figure 4.2.

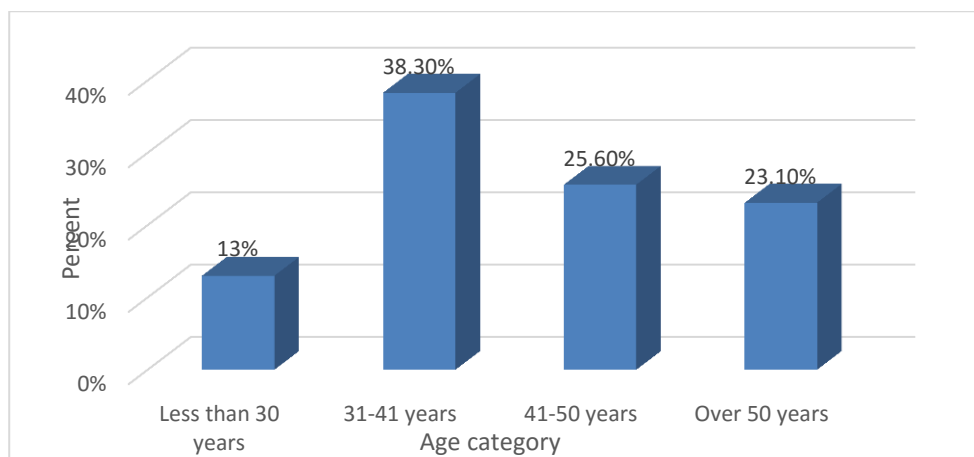


Figure 4.2: Age of the Respondents

The results in figure 4.2 indicated that majority of the respondents (38.3%) were aged between 31 to 40 years, 25.6% of the respondents were aged between 41 to 50 years while 23.1% of the respondents over 50 years. Similarly, 13.0% of the respondents were less than 30 years. The results implied that majority of the respondents were adults. This result partly disagrees to Population Situation Analysis Report for Kenya (2014) who observed that the pattern of populace development for people aged 24-34 years had expanded from around 12% in the year 1999 to almost 15% in the year 2009. Consequently, the finding of this examination conforms to the general pattern of the Kenya populace records and potential tourists who were mostly on adventure.

4.4.3 Level of Education of the Respondents

The results in the level of education of the respondents are presented on fig 4.3.

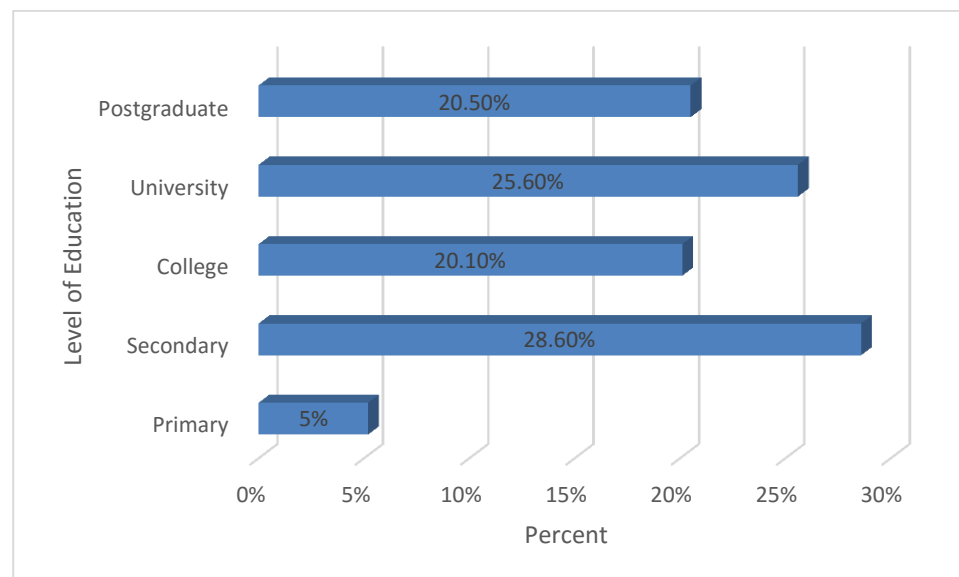


Figure 4.3: Level of Education of the Respondents

The results in figure 4.3 indicated that 28.6% of the respondents had attained secondary level of education, those who had attained university education were 25.6% of the respondents while those who had attained college level of education were 20.1% of the respondents. Similarly, the respondents who had postgraduate qualification were 20.5% while those who had primary qualification were 5.2% of the respondents. The results implied that majority (94.8%) of the tourists interviewed during the study had attained at least secondary level of education. The results prove that majority of the respondents understood the topic of the study and the responses were accurate and reliable.

4.4 Objective One: Influence of Cultural Festivals on Tourism Development

4.4.1 Descriptive Statistics on Influence of Cultural Festivals

The study established the influence of cultural festivals on tourism development in Baringo County. Results were presented in Table 4.2 and 4.3.

Table 4.2: Cultural Festivals Responses for Community Members

N =275

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Cultural festival dressing attire have made Baringo a favorite tourists destination	0.0%	9.1%	13.3%	45.8%	31.8%	4.00	0.90
Cultural dances have been potential tourists event in Baringo County	0.0%	9.7%	8.8%	47.1%	34.4%	4.06	0.91
Traditional music festivals are popular tourists attraction event in Baringo County	0.0%	10.7%	7.5%	42.9%	39.0%	4.10	0.94
Most tourists attend cultural folk songs event in Baringo County as their favorite destinations.	0.0%	10.4%	7.5%	44.2%	38.0%	4.10	0.93
Traditional foods present during cultural events fascinates tourists	1.6%	1.6%	6.8%	48.5%	41.4%	4.26	0.79
Average						4.03	0.94

Results on Table 4.2 shows that 77.6 percent of the respondents' (community members) agreed that cultural festival dressing attire have made Baringo a favorite tourists' destination. Eighty-one point five (81.5) percent of the respondents agreed that cultural dances have been potential tourists' event in Baringo County. Similarly,

81.9 percent of the respondents agreed that traditional music festivals were popular tourists' attraction event in Baringo County as ascertained by the number of tourists who attend. Seventy-eight point two (78.2) percent of the respondents also agreed that majority of the tourists attend cultural folk songs event in Baringo County as their favorite destinations. Finally, 79.9 percent of the respondents agreed that traditional foods present during cultural events fascinates tourists.

The mean shows the average score for the statements. Most of the scores averaged at 4.0 showing that most statements were agreed on by the respondents. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 0.94 thus indication that the variation was reasonable, assumed to be natural variation. Culture has high capability of pulling in more tourists to the locale. Cultural activities such as folk songs, traditional dances and traditional foods made the county unique. These cultural festivals products therefore became a potential for tourist's destination.

Responses for Tourist on Cultural Festivals

In addition, the tourists were requested to indicate their responses on the cultural festivals. Results were presented in Table 4.3.

Table 4.3: Cultural Festivals Response for Tourists'

N =266

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Folk songs is an event that has made me visit Baringo County	9.2%	10.8%	13.3%	37.5%	29.2%	3.95	0.90
Cultural folk tales an event that has made me visit Baringo County	11.5%	16.2%	10.2%	44.3%	17.8%	4.05	0.91
Traditional dances is one of the major event that has made me visit Baringo County	3.8%	11.9%	10.6%	45.8%	20.9%	4.0	0.89
Average						4.0	0.90

Results in Table 4.3 indicated that majority of the tourists agreed that cultural festivals influenced tourism development. Sixty-six point seven (66.7%) percent of the respondents indicated that folk songs was an event that had made them visit Baringo County. Similarly, 62.1% of the respondents agreed that cultural folk tales was an event they valued when visiting Baringo County while 73.7% revealed that traditional dances was one of the major event that made them visit Baringo County. The reason behind the cultural festival being favorite among the tourists was because of its interactive, entertaining and adventurous nature coupled to learning about the different cultures among the communities in Baringo County.

Some of the cultural festivals the tourists acknowledged to be their favorite include traditional music, cultural dances, folk songs and traditional foods which had unique

taste. This therefore means that most tourists' toured the county to engage in cultural festival events. Further, cultural dances, music festivals and traditional foods were disclosed by the tourists' as their favorites that has made Baringo County their destination of choice. Most of the tourists' agreed that they encountered zero restriction in participating in the cultural dances and music festivals thus making them interact with the participants and learn on the dances and songs. Traditional foods were approved to be of a distinct flavor and thus many wanted to have more of it often.

The mean shows the average score for the statements. Most of the scores averaged at 4.0 showing that most of the respondents agreed to the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 0.90 thus indication that the variation was reasonable, assumed to be natural variation. This implied that the data collected was unbiased and could be used for conclusion in the study.

Interview Responses for Destination Managers and County Officials

Interview guides were also used to assess tourism development in Baringo County. The respondents were the resort managers and county government officials who took part in the interview pertaining the influences of cultural practice on tourism development in Baringo County. Most of the resort managers who were targeted for the study were available. The estimated number of tourists the hotels received annually were between 3,000 and 15,000 tourists. Of the favorite months were November to February and the least favorite month being April to July while the rest months were average. Most of the resorts were well furnished to a standard of three star hotels thus suitable for tourists' both locally and internationally. The natural

sceneries within the hotels coupled the specialized local and international cuisine making the resorts outstanding.

Most of the destination managers agreed that cultural festivals in Baringo County attracted tourists. This was accounted by the increased influx of tourists' who resided in the resorts during the Tugen, Ilchamus and Pokot cultural festivals held in Baringo County. However, one of the destination managers had a different opinion, he argued that cultural festivals were only increasing the number of tourists' during the seasons festivals take place but not regularly. They all affirmed that the beautiful music festivals, cultural folk songs, dances and traditional foods were tourists' favorite items during the cultural festivals. The reason behind the events was that they were unique, had beautiful interactions and tourists could freely engage in them. The result agreed to that of Sindiga (2009) who asserted that culture is viewed as assuming an imperative part in building and strengthening individuals' uniqueness and a feeling of having a place or belonging within a specific region. The acknowledgment of the function of culture in making and strengthening individuals' personality has of late assumed a critical part in the developing enthusiasm for differing aspects of heritage tourism, particularly in the developed world. Consequently, with the cultural festivals events in Baringo County, the county can be a unique tourist's destination.

Out of the three county government officials who were supposed to be interviewed two of them were available. The officials agreed that cultural festivals had attracted tourists to the county, which has made the county a favorite tourist's destination. Some of the notable cultural festivals events include folk songs, cultural dances, traditional music and traditional foods offered by the three communities (Pokot,

Tugen and Ilchamus) that live in the county. The findings agreed to those of Mckercher *et al.* (2004) discovered components identifying with tourism product, experience and promoting tourism as key to prevalence of cultural attractions in Hong Kong, and that cultural place must be operational so as attractions can be well known.

4.4.2 Association between Cultural Festivals and Tourism Development

Correlation analysis was performed to establish the association between cultural festival (independent variable) and tourism development (dependent variable). Results are in Table 4.4.

Table 4.4: Correlation Matrix for Cultural Festivals and Tourism Development

			N =275	
			Cultural festival	Tourism development
Community Members	Cultural festival	Pearson Correlation	1.000	
		Sig. (2-tailed)		
	Tourism development	Pearson Correlation	.127*	1.000
		Sig. (2-tailed)	0.026	
N= 266				
			Cultural festival	Tourism development
Tourists	Cultural festival	Pearson Correlation	1.000	
		Sig. (2-tailed)		
	Tourism development	Pearson Correlation	.122*	1.000
		Sig. (2-tailed)	0.021	
*Correlation is Significant at the 0.05 level (2-tailed)				

Results for community members in Table 4.4 indicated that there was a positive and a significant association between cultural festival and tourism development ($r=0.127$, $p=0.026$). Similarly, results for tourists indicated that there was a positive and a significant association between cultural festival and tourism development ($r=0.122$, $p=0.021$). Shaw and Williams (2004) explained that worldwide conception of culture has prompted the designation of World Heritage locales which draws in a huge number of tourists yearly. Though, at the national as well as local level, culture is viewed as assuming an imperative part in building and strengthening individuals' uniqueness and a feeling of having a place or belonging within a specific region (Sindiga, 2009). This contributes immensely to growth of tourism in the regions hence culture thrives.

4.4.3 Relationship between Cultural Festivals and Tourism Development

The relationship between cultural festivals and tourism development was examined in the study using regression analysis. Results are presented in Table 4.5.

Table 4.5: Model Fitness of Cultural Festivals and Tourism Development

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
		.963	0.927	0.926
N=266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
		.838	0.702	0.700

For community members, Results in Table 4.5 revealed that cultural festival was a suitable variable in explaining tourism development in Baringo County. This was

upheld by coefficient of assurance/determination otherwise called the R square of 92.7%. This means that cultural festival explained 92.7% of the variations in tourism development. Similarly, results for tourists in Table 4.5 revealed that cultural festivals were suitable variables in explaining tourism development in Baringo County. This was upheld by coefficient of assurance/determination otherwise called the R square of 70.2%. This means that cultural festival as per tourists explained 70.2% of the variations in tourism development as per tourists. These findings agreed with those of Ondimu's (1994) who asserted that culture has high capability of pulling in more tourists to the locale.

Table 4.6: Analysis of Variance (ANOVA) of Cultural Festivals and Tourism Development

		N =275				
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1743.886	1	1743.886	3465.064	.000
	Residual	137.874	274	0.503		
	Total	1881.760	275			
		N =266				
		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1643.186	1	1643.186	3278.380	.003
	Residual	132.823	265	0.501		
	Total	1776.009	266			

Table 4.6 shows the results on the analysis of the variance (ANOVA) for both the community members and tourists. The outcomes demonstrated that the general model was factually significant. The results further mean that the cultural festivals were good predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 3465.064 and the reported p value (0.000) for the community members and F statistic of 3278.380 and the revealed p value (0.003) for

the tourists which were both less than the conventional probability of 0.05 significance level.

Table 4.7: Regression of Coefficients for Cultural Festivals and Tourism Development

		N =275						
		Unstandardized Coefficients		Std. Error	Standardized Coefficients		t	Sig.
		B			Beta			
Community Members	Cultural Festival	0.589	0.009		0.963	62.31 4	0.000	
		N =266						
		Unstandardized Coefficients		Std. Error	Standardized Coefficients		t	Sig.
		B			Beta			
Tourists	Cultural Festival	0.486	0.016		0.685	30.37 5	0.003	

The regression of coefficients results for community members in Table 4.7 shows that cultural festival and tourism development were positively and significant related ($r=0.589$, $p=0.000$). Similarly, results for tourist indicated that cultural festival and tourism development were positively and significant related ($r=0.486$, $p=0.003$). The results conformed with the opinion of Mckercher *et al.* (2004) who discovered components identifying with tourism products, experience and promoting tourism as key to prevalence of cultural attractions in Hong Kong, and that cultural place must be operational so as attractions can be well known. Sofia (2017) opined that cultural festivals spurred the local economy as participants could contribute in terms of money for them to be part of the festivals. They also created new jobs despite being seasonal.

4.4.4 Hypothesis Testing between Cultural Festivals and Tourism Development

The hypothesis of the study was cultural festivals do not have a significant influence on tourism in development Baringo County. Bivariate regression was used to test the hypothesis and determined using p-value (refer to Table 4.7). The acceptance/rejection criteria were that, if the p value is less than 0.05, we reject the H_0 but if it is more than 0.05, then H_0 is not rejected. Consequently, the null hypothesis was that cultural festivals do not have a significant influence on tourism in development Baringo County. Results in Table 4.7 shows that the p-value was 0.000. This was supported by a calculated t-statistic of 62.314 and 30.375 which were larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. Thus, alternative hypothesis was adopted that cultural festivals influenced tourism in development Baringo County.

4.5 Objective Two: Influence of Customs and Artifacts on Tourism Development

4.5.1 Descriptive Statistics on Influence of Custom and Artifacts

The study established the influence of customs and artifacts on tourism development in Baringo County. Results were presented in Table 4.8.

Table 4.8: Custom and Artifacts Responses for Community Members

N =275

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev
Customs and artefacts has made Baringo county a unique tourist destination	0.0%	2.6%	8.1%	53.2%	36.0%	4.23	0.70
Tugen traditional homestays are favorite residence for tourists who visits Baringo County	6.8%	8.4%	3.9%	43.8%	37.0%	3.96	1.17
Traditional clothing and adornments among the Ilchamus has made the area popular among the tourists	5.2%	11.7%	6.5%	41.6%	35.1%	3.90	1.16
Archeological sites and Tugenesis fossils in Orrorin Baringo County remain the most popular tourists' destination.	2.6%	7.1%	3.9%	44.2%	42.2%	4.16	0.98
Musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination	0.6%	6.5%	17.5%	40.9%	34.4%	4.02	0.92
Average						4.05	1.03

Results in Table 4.8 shows that (53.2+36.0) 89.2 percent of the respondents' (community members) agreed that customs and artefacts have made Baringo County a unique tourist destination. 80.8 percent of the respondents agreed that Tugen traditional homestays were favorite residence for tourists who visit Baringo County. Similarly, 76.7 percent of the respondents agreed that traditional clothing and adornments among the Ilchamus made the county popular among the tourists as it

was frequented by tourists visiting the county. Eighty-six point four percent (86.4%) of the respondents also agreed that archeological sites and Tugenesis fossils in Orrorin Baringo County remained the most popular tourists' destination. Finally, 75.3 percent of the respondents agreed that musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination.

The mean shows the average score for the statements. Most of the scores averaged at 4.05 showing the most of the respondents were in agreement with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 1.03 thus indication that the variation was reasonable, assumed to be natural variation. This implies that the presence of Tugen homestays, musical instrument and traditional clothing could uniquely define

Responses for Tourists on Custom and Artifacts

The study also established the tourists' response on the influence of custom & artifacts on tourism development. Results were presented in Table 4.9.

Table 4.9: Custom and Artifacts Responses for Tourists

N =266

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Custom and artefacts has made me visit Baringo County several times	12.2%	15.8%	8.3%	32.3%	31.4%	3.6	0.85
The unique nature of Tugen traditional homesteads have been my most favorable temporary abode whenever I visit Baringo County	9.4%	19.1%	12.3%	42.3%	16.9%	3.95	0.89
Musical instruments, pottery, and hunting tools are my favorite entertainment tools whenever I am in Baringo County	5.8%	13.9%	11.5%	41.5%	27.3%	4.1	0.90
Average						3.88	0.88

Results in Table 4.9 indicated that majority of the tourists agreed that customs and artefacts influenced their destination of choice to be Baringo County. Sixty-three point seven percent (63.7%) of the respondents revealed that custom and artefacts made them visit Baringo County several times. Similarly, 59.2% of the respondents agreed that the unique nature of Tugen traditional homesteads have been their most favorable temporary abode whenever they visit Baringo County, while 68.8% of the respondents acknowledged that musical instruments, pottery, and hunting tools were some of the favorite entertainment tools they interacted with when in Baringo County. The response therefore implied that the customs and artifacts such as Tugen

homesteads, musical instruments and pottery influenced the tourists' decision choice to be Baringo County.

Music instruments were acknowledged to be the most favorite custom tourists liked. Traditional homestays, archeological sites, traditional clothing and adornments among the Ilchamus were mentioned as some of the customs tourists liked. These customs and artifact has contributed in making the county a unique tourist's destination.

Additionally, Tugen traditional homestays and clothing and adornment were the favorite tourists' attraction in the county. Tourists acknowledged that homestays made them learn about the local language, ways of life and interact freely with the community members. Traditional clothing and adornments among the Ilchamus was acknowledged to be pleasant and unique. Thus most of tourists travelled to Baringo to put on the attire and learn how to put them on in the best way possible.

The mean shows the average score for the statements. Most of the scores averaged at 3.88 showing that most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.88 thus indication that the variation was reasonable, assumed to be natural variation.

Interview Responses for Destination Managers and County Officials

The destination managers agreed that customs and artefacts in Baringo County attracted tourists. An increased number of tourists had been recorded by the archeological site personnel who was also found to be residing in the neighboring resorts. Some of the most popular customs and artifacts include Ilchamus clothing and adornment, Tugen traditional homesteads and archeological sites. Similarly, two

resort managers agreed that customs and artifacts in Baringo County attracted tourists' but had little influence compared to natural sceneries. The managers revealed that archeological sites were beautiful sceneries, Ilchamus clothing and adornment were unique and beautiful, traditional homestays enhanced interaction thus the tourists flocked the region to get experience of the destination. County government officials acknowledged that tourists were mostly attracted to the county because of the unique customs and artifacts. These included Ilchamus clothing and adornment, archeological sites and traditional homestays. This therefore confirms that customs and artifacts attracted tourists to Baringo County.

The result implied that cultural artifacts influenced tourists' destination in Baringo County. The finding was in line with Wikhal (2012) who argued that "the capacity to attract people by offering a good quality of life is of crucial importance for regional competitiveness. In studying regional attractiveness, it is important not only to consider what makes people move to a certain region but also what makes people want to stay." The uniqueness of the archeological sites, clothing and adornment among the Ilchamus and the Tugen traditional homesteads have made Baringo County competitive for tourists' destination.

4.5.2 Association between Custom and Artifacts and Tourism Development

Correlation analysis was carried out to establish the association between custom and artifacts (independent variable) and tourism development (dependent variable). Results are presented in Table 4.10.

Table 4.10: Correlation Matrix for Custom and Artifacts and Tourism Development

N =275				
			Custom and Artifacts	Tourism development
Community Members	Custom and Artifacts	Pearson Correlation Sig. (2-tailed)	1.000	
	Tourism development	Pearson Correlation Sig. (2-tailed)	.139* 0.015	1.000
N =266				
			Custom and Artifacts	Tourism development
Tourists	Custom and Artifacts	Pearson Correlation Sig. (2-tailed)	1.000	
	Tourism development	Pearson Correlation Sig. (2-tailed)	.126* 0.011	1.000
*Correlation is Significant at the 0.05 level (2-tailed)				

Results for community members in Table 4.10 indicated that there was a positive and a significant association between custom artifacts and tourism development ($r=0.139$, $p=0.015$). Similarly, the result for tourists indicated that there was a positive and a significant association between custom artifacts and tourism development ($r=0.126$, $p=0.011$). Culture and tourism have a commonly advantageous relationship which can strengthen the attractiveness quality and competitiveness of a region or country. Customs and artifacts such as clothing and adornment created a unique attractiveness to tourists' thus making Baringo County one of the competitive destinations. The results were in consistent with that of Ritcher (2002) who found that culture was one of the factors considered alongside others (lodging, work, and so on.) in destination choices, and that culture had a

tendency to be appreciated most by the well taught and especially those with an aesthetic education. The presence of Tugen homestays, musical instrument and traditional clothing could uniquely define Baringo County in terms of tourists' destination.

4.5.3 Relationship between Customs and Artifacts and Tourism Development

The relationship between custom & artifacts and tourism development was established in the study through regression analysis. Results are presented in Table 4.11.

Table 4.11: Model Fitness of Customs and Artifacts and Tourism Development

N =275				
	R	R Square	Adjusted R Square	Std. Error of the Estimate
Community Members	.961	0.924	0.924	0.68145
N =266				
	R	R Square	Adjusted R Square	Std. Error of the Estimate
Tourists	.883	0.779	0.775	0.57283

For community members, results in Table 4.11 revealed that customs and artefacts was a suitable variable in explaining tourism development in Baringo County. This was upheld by coefficient of assurance otherwise called the R square of 92.4%. This means that customs and artefacts explained 92.4% of the variations on tourism development.

Similarly, results for tourists in Table 4.11 revealed that customs and artifacts was a suitable variable in explaining tourism development in Baringo County. This was supported by coefficient of assurance otherwise called the R square of 77.5%. This

means that, customs and artifacts explained 77.5% of the variations on tourism development.

These findings agreed to those of Akama, (2012) who asserted that culture and tourism have a commonly advantageous relationship which can strengthen the attractiveness quality and competitiveness of a region or country. Culture is progressively a critical component of the tourism item, which equally makes uniqueness out of a crowded market, centers worldwide (Sunguh & Katana, 2007).

Table 4.12: Analysis of Variance (ANOVA) of Customs and Artifacts and Tourism Development

N =275						
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1739.196	1	1739.196	3232.8423	.000
	Residual	142.564	274	0.538		
	Total	1881.760	275			
N =266						
		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1536.106	1	1536.106	3218.820	.002
	Residual	126.465	265	0.477		
	Total	1662.571	266			

Table 4.12 shows the results on the analysis of the variance (ANOVA) for both the community members and tourists. The outcomes demonstrated that the general model was measurably noteworthy. Further, the results mean that the custom and artifact was a good predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 3232.8423 and the reported p value (0.000) for community members and F statistic of 3218.820 and the reported p value (0.002) for the tourists which were both less than the conventional probability of 0.05 significance level.

Table 4.13: Regression of Coefficients of Customs and Artifacts and Tourism Development

		N =275				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Community Members	Custom and Artifacts	0.601	0.01	0.961	61.198	0.000
		N =266				
Tourists		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Custom and Artifacts	0.553	0.02	0.842	27.650	0.002

The regression of coefficients results for community members in table 4.13 shows that customs and artifacts and tourism development was positively and significantly related ($r=0.601$, $p=0.000$). Similarly, results for tourist indicated that customs and artifacts and tourism development was positively and significantly related ($r=0.553$, $p=0.002$). Creating a solid connection amongst tourism and culture can in this manner enable destinations to be more appealing and competitive as areas to live, visit, to work and invest in (Nyeki, 2002). Hence establishing a relationship between customs and artifacts with tourism can make a destination to be an attractive and competitive for tourists'.

4.5.4 Hypothesis Testing between Customs and Artifacts and Tourism Development

The hypothesis of the study was customs and artifacts do not have a significant influence on tourism development in Baringo County. Bivariate regression was used to test the hypothesis (refer to Table 4.13). The acceptance/rejection criteria were that, if the p value is less than 0.05, reject the H_0 but if it is more than 0.05, then H_0 is not rejected. Therefore, the null hypothesis is that customs and artifact do not have a significant influence on tourism in development Baringo County. Results in Table 4.13 shows that the p-value was 0.000 and 0.002 for community members and tourists respectively. This was supported by a calculated t-statistic of 61.198 and 27.650 which were larger than the critical t-statistic of 1.96. Null hypothesis was rejected and alternative hypothesis adopted that customs and artifact influenced tourism in development Baringo County.

4.6 Objective Three: Influence of Traditional Rituals on Tourism Development

4.6.1 Descriptive Statistics on Influence of Traditional Rituals

The established the influence of traditional rituals practiced on tourism development in Baringo County. Results were presented in Table 4.14.

Table 4.14: Traditional Rituals Responses for Community Members

N =275

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev
Traditional blessings ceremony are popularly attended by tourists'	0.0%	1.3%	7.8%	44.2%	46.8%	4.36	0.68
Tourists are always present to experience the sights and the taste of the Tugen traditional rain making process	6.2%	2.6%	4.2%	48.7%	38.3%	4.10	1.04
Traditional wedding ceremonies among the Pokot community have attracted many tourists to the area.	0.6%	1.3%	7.5%	51.9%	38.6%	4.27	0.71
Pass out/graduation of Morans among the Ilchamus community has been a popular tourists' attraction event	0.0%	1.9%	2.9%	49.7%	45.5%	4.39	0.64
Cultural cleansing ceremony celebration stage is an increasingly important element of the tourism product	1.3%	3.6%	5.5%	48.4%	41.2%	4.25	0.82
Average						4.3	0.78

Results in Table 4.14 shows that 91.0 percent of the respondents' agreed that traditional blessings ceremony were popularly attended by tourists'. Eighty-seven (87.0%) percent of the respondents agreed that tourists were always present to experience the sights and the taste of the Tugen traditional rain making process. Similarly, 90.5 percent of the respondents agreed that traditional wedding ceremony among the Pokot community attracted many tourists to the area. Ninety-five point two percent (95.2%) of the respondents also agreed that pass out or graduations of Moran initiates among the Ilchamus community were popular tourists' attraction

events. Finally, 89.6 percent of the respondents agreed that cultural cleansing ceremony celebration stage was an increasingly important element of the tourism product. The mean shows the average score for the statements. Most of the scores averaged at 4.3 showing that most of the respondents were in agreement with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.78 thus indication that the variation was reasonable, assumed to be natural variation.

Responses for Tourists on Traditional Rituals

Additionally, the tourists were requested to indicate their responses on the traditional rituals. Results were presented in Table 4.15.

Table 4.15: Traditional Rituals Responses for Tourists'

N =266

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Traditional Ilchamus Morans pass out ceremonies are the most attractive events I consider when visiting Baringo County.	15.3%	12.3%	16.2%	36.5%	19.7%	3.85	0.91
Traditional cleansing ceremony is one of the product which we consider when visiting Baringo County	20.5%	10.8%	14.3%	26.5%	27.9%	4.0	0.88
Rainmaking event is one of the attracting event in Baringo County.	16.7%	13.2%	12.5%	33.8%	23.8%	3.89	0.79
Average						3.91	0.86

Results in Table 4.15 revealed that tourists acknowledged that traditional rituals influence tourism development. 56.2% of the tourists agreed that traditional Ilchamus Morans pass out ceremonies was the most attractive events they considered when visiting Baringo County. Similarly, 54.4% of the respondents agreed that traditional cleansing ceremony was one of the product which they considered when visiting Baringo County while 57.6 % of the respondents indicated that rainmaking event was one of the attracting event in Baringo County. The result implied that though the traditional rituals were fairly sacred and secret, tourists still found them as factors to consider for their destination choice.

Some of the traditional rituals the tourists agreed to have experienced include cleansing ceremony and pass out/graduation of Morans from the Ilchamus community. Tourists also revealed that most of the traditional rituals were restricted, thus they minimally participated. Blessing, cleansing and child naming ceremonies were some of those restricted to outsiders. However, traditional rituals such as rain making and pass out/graduation of Ilchamus Morans were agreed to have influenced their choice of destination. Their first sight and experienced on the rituals fascinated them and most kept the dates/seasons of occurrence of such events because of their commemoration/ reminiscence. The mean shows the average score for the statements. Most of the scores averaged at 3.91 showing that most of the responses were agreed. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.86 thus indication that the variation was reasonable, assumed to be natural variation.

Tourists may be considering Baringo County so as to be associated with famous traditional rituals such as Tugen rain making event, Pokot cleansing ceremony and

Ilchamus Morans graduations. With these sets of traditional rituals, the region stands as a potential destination for cultural tourism which can spur economic development of the County. This is due to the returns earned as tourists tour the county for holidays and adventure purposes which creates temporary employment and generate revenue.

Interview Responses for Destination Managers and County Officials

Most of the destination managers agreed that traditional rituals attracted tourist to Baringo County. This was attributed to the increased number of tourists who resided in the resorts during the traditional ritual ceremonies. The popular traditional rituals included cleansing ceremonies among the Pokot, circumcision and ‘pass out’ among the Ilchamus community and rain making process. There was also a disagreement on traditional rituals attracting tourist to Baringo County. This was attributed to the nature of secrecy that accompanied some of the rituals like the Pokot circumcision ceremony.

County government officials agreed that traditional rituals partly affected tourism development. This was because, most of the rituals were highly secretive and only selected few could attend. This discouraged most of the tourists from engaging in the traditional rituals. Only a few traditional rituals like cleansing ceremony, passing out of Morans and weddings were partly permissible for tourists.

The findings implied that traditional rituals influenced tourists’ attraction in Baringo County. “Cultural ventures” have additionally been distinguished as having a critical association with tourism. As tourism progressively moves from its past preoccupation with natural resources and landscapes (sun, ocean and sand, for instance), tourists turn out to be more engaged with symbolic and sensory utilization

and consumption of pictures and thoughts related with specific destinations. Traditional rituals could be an alternative of landscapes and natural resources sceneries as tourists' product.

4.6.2 Association between Traditional Rituals and Tourism Development

Correlation analysis was conducted to ascertain the association between traditional rituals (independent variable) and tourism development (dependent variable).

Results are presented in Table 4.16.

Table 4.16: Correlation Matrix of Traditional Rituals and Tourism Development

			N =275	
			Traditional Rituals	Tourism development
Community Members	Traditional Rituals	Pearson Correlation Sig. (2-tailed)	1.000	
	Tourism development	Pearson Correlation Sig. (2- tailed)	.485*	1.000
			0.04	
			N=266	
			Traditional Rituals	Tourism development
Tourists	Traditional Rituals	Pearson Correlation Sig. (2-tailed)	1.000	
	Tourism development	Pearson Correlation Sig. (2- tailed)	.382*	1.000
			0.02	
*Correlation is Significant at the 0.05 level (2-tailed)				

Results for community members in Table 4.16 indicated that there was a positive and a statistical not significant association between traditional rituals and tourism development ($r=0.04$, $p=0.485$). Similarly, results for tourists revealed that there was a positive and a statistical not significant association between traditional rituals and tourism development ($r=0.02$, $p=0.382$). It can be inferred that tourists need to go to destinations which are related with specific popular individuals, thoughts or occasions, sights encountered, sounds and the tastes of the destination they visit. Despite the statistically not significant association between traditional rituals and tourism development, there is a positive association. This implied that tourists traversed areas of Baringo County to get the sight and taste of traditional rituals such as circumcision ceremonies, cleansing and traditional weddings. Due to the occasional/seasonal occurrences in the traditional rituals, its significance level to tourism development is of little significance.

The result informed that of Buhalis (2010) who observed that individuals need to go to destinations which are related with specific popular individuals, thoughts or occasions, sights encountered, sounds and tastes of the destination they visit. Tourists may be considering Baringo County so as to be associated with famous traditional rituals such as Tugen rain making event, Pokot cleansing ceremony and Ilchamus Morans graduations.

4.6.3 Relationship between Traditional Rituals and Tourism Development

The relationship between traditional rituals and tourism development was established in the study through regression analysis. Results are presented in Table 4.17.

Table 4.17: Model Fitness of Traditional Rituals and Tourism Development

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.954	0.91	0.91	0.74287
N =266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.812	0.66	0.64	0.58254

For community members, Results in Table 4.17 revealed that traditional rituals were a suitable variable in explaining tourism development in Baringo County. This was reinforced by coefficient of assurance otherwise known as the R square of 91.0%. This means that traditional rituals explained 91.0% of the variations in tourism development. Similarly, Results for tourists in Table 4.17 revealed that traditional rituals were a suitable variable in explaining tourism development in Baringo County. This was supported by coefficient of assurance otherwise called the R square of 66.0%. This means that traditional rituals as per tourists explained 66.0% of the variations in tourism development. Torres-Sovero, González, Martín-López, and Kirkby, (2012) argue that in many destinations, the “creative industries” or the “cultural industries” have also been recognized as having a significant relationship with tourism. In tourism development, it can be inferred that traditional rituals have a significant and positive relation with tourism.

Table 4.18: Analysis of Variance (ANOVA) of Traditional Rituals and Tourism Development

		N =275				
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1712.339	1	1712.339	2769.320	.000
	Residual	169.421	26	0.618		
	Total	1881.760	27			
		N=266				
		Sum of Squares	df	Mean Square	F	Sig.
Tourist	Regression	1415.126	1	1415.126	2750.035	.005
	Residual	136.365	25	0.488		
	Total	1551.491	26			

Table 4.18 shows the results on the analysis of the variance (ANOVA) for both the community members and tourists. The results exhibited that the general model was quantifiably vital. Further, the results mean that traditional ritual was a good predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 2769.320 and the reported p value (0.000) for the community members and an F statistic of 2750.03 and the reported p value (0.005) for the tourists which were both less than the conventional probability of 0.05 significance level.

Table 4.19: Regression of Coefficients of Traditional Rituals and Tourism Development

N =275						
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
Community Members		B		Beta		
	Traditional Rituals	0.580	0.010	0.954	55.703	0.000
N=266						
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
Tourist		B		Beta		
	Traditional Rituals	0.52	0.010	0.921	52.010	0.005

The regression of coefficients results for community members in table 4.19 shows that traditional rituals and tourism development was positively and significant related ($r=0.580$, $p=0.00$). Similarly, results for tourist indicated that traditional rituals and tourism development was positively and significantly related ($r=0.52$, $p=0.005$). Buhalis (2010) argued that individuals need to go to destinations which are related with specific popular individuals, thoughts or occasions, sights, sounds and the tastes of the destination they visit. In relation to these, traditional rituals is an event that provide sight, taste and to some extent sound experiences that are captivating to the tourists' therefore a potential tourists event and can influence their destination.

4.6.4 Hypothesis Testing between Traditional Rituals and Tourism Development

The hypothesis of the study was traditional rituals do not have a significant influence on tourism development in Baringo County. The hypothesis was tested by using bivariate regression and determined using p-value (refer to Table 4.19). The acceptance/rejection criteria were that, if the p value is less than 0.05, we reject the H_0 but if it is more than 0.05, then H_{01} is not rejected. Therefore, the null hypothesis was that traditional rituals do not have a significant influence on tourism development in Baringo County. Results in Table 4.19 shows that the p-value was 0.000 and 0.005 for community members and tourists respectively. This was supported by a calculated t-statistic of 55.703 for community members and 52.010 for the tourists which were both larger than the critical t-statistic of 1.96. Null hypothesis was therefore rejected and alternative hypothesis adopted that traditional rituals influenced tourism in development Baringo County.

4.7 Objective Four: Influence of Cattle Rustling on Tourism Development

4.7.1 Descriptive Statistics on Influence of Cattle Rustling

The study also sought to assess the influence of cattle rustling on tourism development in Baringo County. Results were presented in Table 4.20.

Table 4.20: Cattle Rustling Responses for Community Members

N =275

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev
Tourists attend annual athletics events, in the cattle raided regions of Baringo County	3.2%	6.2%	5.5%	48.1%	35.7%	4.11	0.99
Annual peace events in the cattle raided areas of Baringo County has rarely attracted tourists	11.4%	10.7%	3.2%	41.9%	32.8%	3.74	1.32
Socio-cultural pattern of the pastoral communities in Baringo County has been an interesting area of tourists research on cultural diversification	7.5%	3.9%	4.9%	46.8%	37.0%	4.02	1.12
Insecurity in Baringo county has severely affected tourists visits	0.0%	9.4%	3.6%	48.1%	39.0%	4.17	0.88
Wars among communities practicing cattle rustling has negatively impaired tourism	0.0%	0.6%	3.2%	53.2%	42.9%	4.38	0.58
Average						4.08	0.98

Results in Table 4.20 shows that 83.8 percent of the respondents' percent agreed that tourists attended annual athletics events, in the cattle raided regions of Baringo County. 74.7 percent of the respondents agreed that the annual peace events in the cattle raided areas of Baringo County rarely attracted tourists. Similarly, 83.8

percent of the respondents agreed that the socio-cultural pattern of the pastoral communities in Baringo County were interesting area of tourists' research on cultural diversification. Eighty-seven point one percent (87.1%) of the respondents also agreed that insecurity in Baringo County severely affected tourists' visits. Finally, 89.6 percent of the respondents agreed that wars among communities practicing cattle rustling negatively impaired tourism.

The mean shows the average score for the statements. Most of the scores averaged at 4.08 showing the most of the respondents were in agreement with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 0.98 thus indication that the variation was reasonable, assumed to be natural variation.

It can be inferred that tourists are attracted into cattle rustling areas by yearly sports occasions, for example, Tecla Lorupe Run for Peace held in West Pokot District each November purposely for ending cattle rustling among the native communities in the pastoralists' areas. Moreover, pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups.

Responses for Tourists on Cattle Rustling

Additionally, the tourists were invited to indicate their responses on the cattle rustling influence on tourism development. Results were presented in Table 4.21.

Table 4.21: Cattle Rustling Response for Tourists'

N =266

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Insecurity as a result of cattle rustling and conflicting communities has interrupted and disturbed my visits to Baringo County often	11.3%	9.3%	3.1%	47.4%	28.9%	3.7	1.3
Peace races is one of the event that I have attended in Baringo County	18.3%	12.3%	12.9%	26.6%	29.9%	3.8	0.90
Average						3.75	1.1

Results in Table 4.21 revealed that tourists revealed that cattle rustling influenced tourism development in Baringo County. Seventy-six point three percent (76.3%) of the respondents' agreed that insecurity as a result of cattle rustling and conflicting communities interrupted and disturbed their visits to Baringo County often. Similarly, 56.6% of the respondents indicated that they attended peace races in the county. Most of the tourists acknowledged that their visits in the county had been interrupted often as a result of cattle rustling and conflicts among the Pokot, Tugen and Ilchamus communities. Therefore, cattle rustling, wars, conflict among communities living in the county have interrupted their stay in the county. However, they participated in peace races held in the County.

The mean shows the average score for the statements. Most of the scores averaged at 3.75 showing the most of the responses were agreed. The standard deviation showed

how much the scores varied from the mean. For most statements the deviation was 1.1 thus indicating that the variation was reasonable, assumed to be natural variation.

Interview Responses for Destination Managers and County Officials

Destination managers and county government officials unanimously agreed that cattle rustling impaired tourism in Baringo County. Insecurity and constant wars were seen as a threat to tourists' adventure in the county. Most tourists also relocated to safer tourists' destinations and abandoned Baringo County. Peace races in the county attracted tourists. Cattle rustling activities occurred after drought seasons and after the passing out of Pokot initiates. During the cattle rustling period most tourists feared for their safety because the act is committed near the tourist's attraction sites. However, the rustlers have not attacked tourists or hotels/lodges.

The finding implied that cattle rustling negatively influenced tourists' growth thus impaired tourists' attraction to Baringo County. The finding was consistent with that of Kiprutto *et al.*, (2007), who observed that tourists were attracted to cattle-raided regions by yearly sports occasions, for example, Tecla Lorupe Run for Peace held in West Pokot District each November purposely for ending cattle rustling among the native communities in the pastoralists areas. It was also in tandem with a study by Mkutu (2010) who argued that pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups.

4.7.2 Association between Cattle Rustling and Tourism Development

Correlation analysis was conducted to establish the association between Cattle Rustling (independent variable) and tourism development (dependent variable). Results are presented in Table 4.22.

Table 4.22: Correlation Matrix of Cattle Rustling and Tourism Development

N =275				
			Cattle Rustling	Tourism development
Community Members	Cattle Rustling	Pearson Correlation Sig. (2-tailed)	1.000	
	Tourism developme nt	Pearson Correlation Sig. (2-tailed)	-0.113* 0.048	1.000
N=266				
			Cattle Rustling	Tourism development
Tourists	Cattle Rustling	Pearson Correlation Sig. (2-tailed)	1.000	
	Tourism developme nt	Pearson Correlation Sig. (2-tailed)	-0.104* 0.029	1.000
*Correlation is Significant at the 0.05 level (2-tailed)				

Results for community members in Table 4.22 indicated that there was a negative and a significant association between cattle rustling and tourism development ($r=-0.113$, $p=0.048$). Similarly, results for tourists revealed that there was a negative and a significant association between cattle rustling and tourism development ($r=-0.104$, $p=0.029$). Mkutu (2010) argued that pasture and water scarcity generated among the pastoral communities in Kenya, and the concept was part of their sociocultural life.

The water pasture conflict among the communities in Baringo County always resulted into wars which impaired tourism as a result of the wars insecurity. Therefore, cattle rustling had negative influence on tourism development in Baringo County.

4.7.3 Relationship between Cattle Rustling and Tourism Development

The relationship between cattle rustling and tourism development was established in the study through regression analysis. Results are presented in Table 4.18.

Table 4.23: Model Fitness of Cattle Rustling and Tourism Development

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.943	0.889	0.888	0.82631

N =266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.793	0.628	0.612	0.68925

Results for community members in Table 4.22 revealed that a cattle rustling was a suitable variable in explaining tourism development in Baringo County. This was upheld by coefficient of assurance otherwise called the R square of 88.9%. This means that cattle rustling explained 88.9% of the variations in tourism development.

Similarly, Results for tourists in Table 4.22 revealed that that cattle rustling was a suitable variable in explaining tourism development in Baringo County. This was maintained by coefficient of determination also known as the R square of 62.8%. This means that cattle rustling explained 62.8% of the variations in tourism development.

The results informed that of Kiprutto *et al.*, (2007), who observed that tourists are attracted to cattle raided regions by yearly sports occasions, for example, Tecla Lorupe Run for Peace held in West Pokot District each November purposely for ending cattle rustling among the native communities in the pastoralist areas. The phenomenon of tourists' visiting areas experiencing cattle rustling can be attributed to the peace races, despite it being negative to tourists' security.

Table 4.24: Analysis of Variance (ANOVA) of Cattle Rustling and Tourism Development

N =275						
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1672.146	1	1672.146	2448.23	.004
	Residual	209.614	274	0.683		
	Total	1881.760d	275			
N =266						
		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1415.126	1	1415.126	2769.32	.004
	Residual	135.365	265	0.511		
	Total	1550.491	266			

Table 4.23 shows the results on the analysis of the variance (ANOVA) for both community members and tourists. The outcomes indicated that the overall model was statistically noteworthy. Additional, the results mean that the cattle's rustling was a predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 2448.023 and the reported p value (0.004) for the community members and F statistic of 2769.32 and the reported p value (0.004) for the tourists which were both less than the conventional probability of 0.05 significance level.

Table 4.25: Regression of Coefficients of Cattle Rustling and Tourism Development

N =275							
		Unstandardized Coefficients		Std. Error	Standardize d Coefficients	t	Sig.
		B			Beta		
Community Members	Cattle Rustling	-0.592	0.012		0.943	49.488	0.004
N =266							
		Unstandardized Coefficients		Std. Error	Standardize d Coefficients	t	Sig.
		B			Beta		
Tourists	Cattle Rustling	-0.453	0.010		0.916	45.30	0.004

The regression of coefficients results for community members in table 4.24 shows that cattle rustling and tourism development was negatively and significant related ($r=-0.592$, $p=0.004$). Similarly, results for tourist indicated that cattle and tourism development was negatively and significantly related ($r=-0.453$, $p=0.004$). Mkutu (2010) argued that that pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups. The resultant conflicts cause cattle rustling and insecurity, which adversely affect the tourism activities in the affected areas. Therefore, cattle rustling is an insecurity which causes fear, desertion and shut down of tourism activities.

4.7.4 Hypothesis Testing between Cattle Rustling and Tourism Development

The hypothesis of the study was cattle rustling do not have a significant influence on tourism in development Baringo County. The hypothesis was tested by using bivariate regression and determined using p-value (refer to Table 4.24). The acceptance/rejection criteria were that, if the p value is less than 0.05, reject the H_0 but if it is more than 0.05, then H_0 is not rejected. Therefore, the null hypothesis is that traditional rituals do not have a significant influence on tourism in development Baringo County. Results in Table 4.24 shows that the p-value was 0.004. This was supported by a calculated t-statistic of 49.488 for community members and 45.30 for tourists which were larger than the critical t-statistic of 1.96. The null hypothesis was rejected and the study adopted the alternative hypothesis that cattle rustling influenced tourism in development Baringo County.

4.8 Overall Objective: Influence of Cultural Practices on Tourism Development

The overall objective was to establish the joint effect of cultural practices on Tourism development. The descriptive statistics, correlation and regression analysis were presented below.

4.8.1 Descriptive Statistics on Cultural Practices

The study finally sought to assess the influence of cultural practices on tourism development in Baringo County. Results were presented in Table 4.25.

Table 4.26: Responses on Cultural Practices and Tourism Development by Community Members

N =275

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
Cultural festivals have made Baringo County a favorite destination to many tourists visiting the area.	6.5%	6.8%	20.0%	23.3%	43.3%	4.11	0.76
Customs and artifacts has made Baringo County a unique tourist destination	11.1%	22.3%	0.0%	27.3%	39.3%	4.02	0.96
Traditional rituals are popularly attended by tourists while in Baringo county.	10.3%	20.0%	0.0%	36.3%	30.3%	4.10	0.88
Wars among communities practicing cattle rustling have negatively impaired tourism in Baringo County.	0.0%	0.0%	0.0%	43.3%	56.6%	4.01	0.78
Cultural practices among communities living in Baringo County have sustained tourism	5.3%	10.0%	18.0%	46.3%	20.3%	3.89	0.96
Cultural practices have been the alternative products marketing tourism sector in Baringo County	2.5%	22.3%	9.5%	20.3%	43.3%	3.79	0.87
Average						3.99	0.87

Results in Table 4.25 shows that 66.6 percent of the respondents' agreed that cultural festivals had made Baringo County a favorite destination to many tourists

visiting the area. Similarly, 66.6 percent of the respondents agreed to the following statements: customs and artifacts made Baringo County a unique tourist destination; traditional rituals were popularly attended by tourists while in Baringo County as indicated by the number of tourists and dignitaries present; wars among communities practicing cattle rustling had negatively impaired tourism in Baringo County; cultural practices among communities living in Baringo County have sustained tourism and finally that cultural practices have been the alternative products marketing tourism sector in Baringo County. The result implied that cultural practices influenced the tourism on tourism development in Baringo County. The mean shows the average score for the statements. Most of the scores averaged at 3.99 showing the majority of the respondents were in agreement with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.87 thus indication that the variation was reasonable, assumed to be natural variation.

The other factors that attracted tourists to Baringo County included Lake Bogoria National Reserve which had a huge population of wildlife including leopards, cheetahs, zebra, monkeys and the scarce kudu antelopes. Lake Baringo offered beautiful scenery with nine islands that supported four hundred and fifty bird species including Paradise Flycatcher, Marabou Stocks and Hemphrick's Hornbill. The rugged terrains, hills, cliffs, hot springs, gorges, waterfalls and beautiful valleys also attracted tourists.

Responses for Tourists on Cultural Practices and Tourism Development

Similarly, the tourists were requested to indicate their responses on influence of cultural practices on tourism development in Baringo County. Results were presented in Table 4.26.

Table 4.27: Responses on Cultural Practices and Tourism Development by Tourists

N=266

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev
Cultural festivals have increased my visits to Baringo County as a destination	5.8%	12.5%	18.3%	42.5%	20.9%	3.85	0.82
Customs and artifacts has made Baringo County my favorite destination	12.2%	9.3%	10.8%	38.5%	29.2%	3.78	0.83
Traditional rituals are popular events I attend in Baringo county.	10.3%	7.8%	13.6%	36.5%	31.8%	3.92	0.76
Wars among communities practicing cattle rustling have negatively impaired my stay in Baringo County.	16.2%	12.3%	6.8%	35.4%	29.3%	3.86	0.91
Average						3.85	0.83

Results in Table 4.26 revealed that tourists recognized that cultural practices influence tourism development. Sixty-three point four (63.4%) percent of the tourists agreed that Cultural festivals had increased their visits to Baringo County as a destination. Similarly, 67.7% of the respondents agreed that Customs and artifacts had made Baringo County their favorite destination while 68.3 % of the respondents indicated that Traditional rituals were popular events they attended in Baringo County. Finally, 64.3% of the respondents agreed that Wars among communities practicing cattle rustling have negatively impaired their stay in Baringo County. The mean shows the average score for the statements. Most of the scores averaged at 3.85 showing the most of the responses were agreed based on the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.83 thus indication that the variation was reasonable, assumed to be natural variation.

4.8.2 Annual Revenue and Visitors to the County (Dependent Variable)

On secondary data obtained from the county records, tourism development was analyzed in terms revenue and the number of visitors received annually for the years 2009-2016. Results are as presented on figure 4.4.

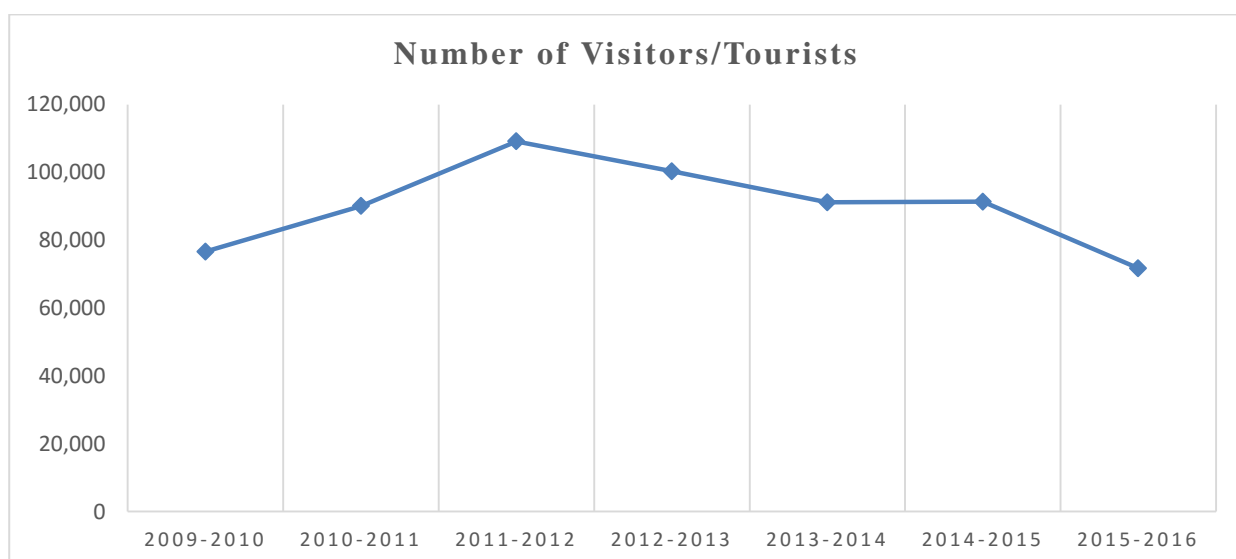
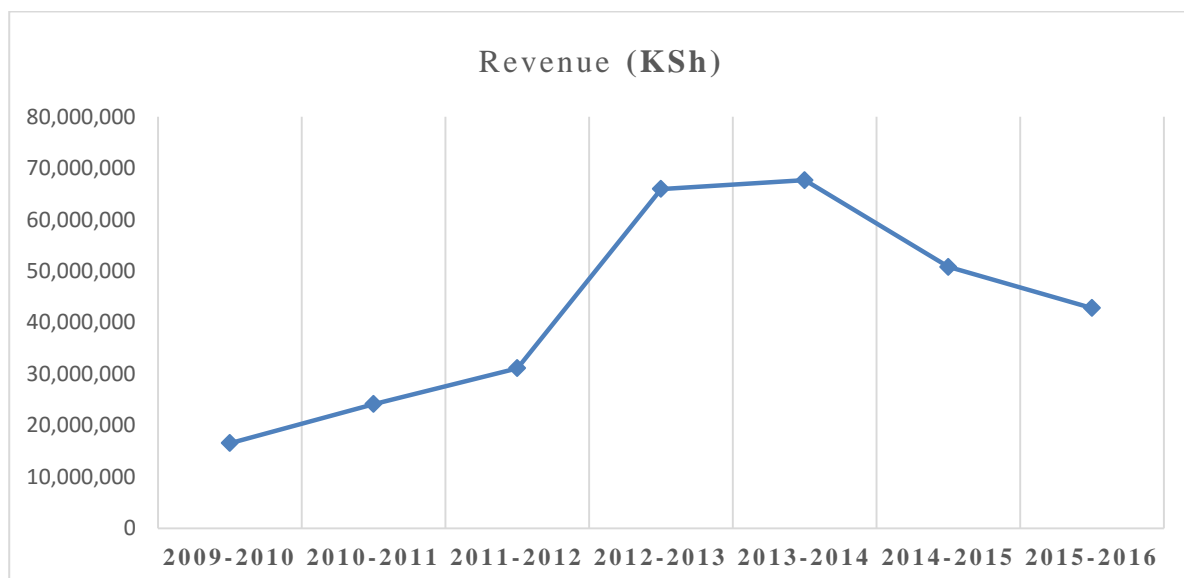


Figure 4.4: Annual Revenue and Number of Visitors (Tourists)

Source: Baringo County Tourism Report (2016)

The trend on the revenue and visitors who toured Baringo County shows that from the year 2011 to 2016 the tourists sector had been experiencing fluctuating performances. This can be attributed to challenges that had been experienced in the county. The challenges were mainly social-based with insecurity as a result of cattle rustling activities being the major concern. However, the result varied slightly with those of the respondents. The variance can be attributed to natural variance in

statistics. This confirms the fact that there has been a slowed growth and development of tourism sectors in Baringo County. The means of the number of tourist visiting Baringo County and the revenue generated were computed and formed part of tourism development.

4.8.3 Association between Cultural Practices and Tourism Development

Correlation analysis was conducted to establish the association between cultural festival, custom and artefacts, traditional rituals and cattle rustling (independent variable) and tourism development (dependent variable). Results are presented in Table 4.27.

Table 4.28: Correlation Matrix between Cultural Practices and Tourism Development for Community Members

N =275

		Cultural festival	Custom artifacts	Traditional rituals	Cattle rustling	Tourism development
Cultural festival	Pearson Correlation	1.000				
	Sig. (2-tailed)					
Custom artifacts	Pearson Correlation	-0.016	1.000			
	Sig. (2-tailed)	0.782				
Traditional rituals	Pearson Correlation	-0.058	-0.103	1.000		
	Sig. (2-tailed)	0.309	0.072			
Cattle rustling	Pearson Correlation	-0.109	-0.056	-.196**	1.000	
	Sig. (2-tailed)	0.056	0.324	0.001		
Tourism development	Pearson Correlation	.127*	.139*	0.04	-.113*	1.000
	Sig. (2-tailed)	0.026	0.015	0.485	0.048	

* Correlation is significant at the 0.05 level (2-tailed).

Results in Table 4.27 indicated that there was a positive and a significant association between cultural festival and tourism development ($r=0.127$, $p=0.026$). Culture at both national as well as local level, culture is viewed as assuming an imperative part in building and strengthening individuals' uniqueness and a feeling of having a place or belonging within a specific region (Sindiga, 2009). This contributes immensely to growth of tourism in the region culture thrives.

There was a positive and a significant association between custom artefacts and tourism development ($r=0.139$, $p=0.015$). Culture and tourism have a commonly advantageous relationship which can strengthen the attractiveness quality and competitiveness of a region or country (Akama, 2012). Customs and artefacts such as clothing and adornment created a unique attractiveness to tourists' thus making Baringo County one of the competitive destinations.

Similarly, there was a positive and a statistical not significant association between traditional rituals and tourism development ($r=0.04$, $p=0.485$). Individuals need to go to destinations which are related with specific popular individuals, thoughts or occasions, encountered sights, sounds and the tastes of the destination they visit (Buhalis, 2010). Despite the statistically not significant association between traditional rituals and tourism development, there is a positive association. This implied that tourists traversed areas of Baringo County to get the sight and taste of traditional rituals such as circumcision ceremonies, cleansing and traditional weddings. Due to the occasional/seasonal occurrences in the traditional rituals, its significance level to tourism development is of little significance.

However, there was a negative and a significant association between cattle rustling and tourism development ($r=-0.113$, $p=0.048$). Mkutu (2010) argued that that

pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups. The water pasture conflict among the communities in Baringo County always resulted into wars which impaired tourism as a result of the wars insecurity. Therefore, cattle rustling had negative influence on tourism development in Baringo County.

The results agreed to that of Dwyer and Kim (2013) who distinguished the elements that decide tourism competitiveness as accessible resources (common assets, cultural resources and items on heritage), resources created (tourism framework, the exercises on offer, and so on.), supporting components (foundation as a whole, the nature of administration, destination access, and so forth.) and destination administration factors.

Responses for Tourists on Cultural Practices and Tourism Development

Responses from the tourists were also analyzed to establish the association between cultural practices and tourism development. Results were presented on Table 4.28.

Table 4.29: Correlation Matrix between Cultural Practices and Tourism Development for Tourists

N =266

		Cultural festival	Custom artifacts	Traditional rituals	Cattle rustling	Tourism development
Cultural festival	Pearson Correlation	1.000				
	Sig. (2-tailed)					
Custom artifacts	Pearson Correlation	-0.011	1.000			
	Sig. (2-tailed)	0.652				
Traditional rituals	Pearson Correlation	-0.036	-0.096	1.000		
	Sig. (2-tailed)	0.286	0.063			
Cattle rustling	Pearson Correlation	-0.102	-0.038	-.176**	1.000	
	Sig. (2-tailed)	0.039	0.324	0.001		
Tourism development	Pearson Correlation	.121*	.132*	0.09	-.103*	1.000
	Sig. (2-tailed)	0.023	0.011	0.043	0.040	

* Correlation is significant at the 0.05 level (2-tailed).

Results in Table 4.28 indicated that there was a positive and a significant association between cultural festival and tourism development ($r=0.121$, $p=0.023$). The results were cognizant that of Shaw and Williams (2004) who clarified that worldwide origination of culture has prompted the designation of World Heritage locales which draws in a huge number of tourists yearly. Though, at the national as well as local level, culture is viewed as assuming an imperative part in building and strengthening individuals' uniqueness and a feeling of having a place or belonging within a specific region (Sindiga, 2009). This contributes immensely to growth of tourism in the region culture thrives.

There was a positive and a significant association between custom artefacts and tourism development ($r=0.132$, $p=0.011$). The result informed that of Akama, (2012) who observed that culture and tourism have a commonly advantageous relationship which can strengthen the attractiveness quality and competitiveness of a region or country. Customs and artefacts such as clothing and adornment created a unique attractiveness to tourists' thus making Baringo County one of the competitive destinations.

Similarly, there was a positive and a statistical significant association between traditional rituals and tourism development ($r=0.09$, $p=0.043$). The results agreed to that of Buhalis (2010) who observed that individuals need to go to destinations which are related with specific popular individuals, thoughts or occasions, and they need to encounter the sights, sounds as it appears and particularly the tastes of the destination they visit. This implied that tourists traversed areas of Baringo County to get the sight and taste of traditional rituals such as circumcision ceremonies, cleansing and traditional weddings. Due to the occasional/seasonal occurrences in the traditional rituals, its significance level to tourism development is of little significance.

Conversely, there was a negative and a significant association between cattle rustling and tourism development ($r=-0.109$, $p=0.040$). The result was in line to that of Mkutu (2010) argued that that pasture and water clashes have for some time been a piece of the socio-cultural practices of pastoral communities in Kenya who previously were peaceful groups. The water pasture conflict among the communities in Baringo County always resulted into wars which impaired tourism as a result of

the wars insecurity. Therefore, cattle rustling had negative influence on tourism development in Baringo County.

4.8.3 Overall Regression Model for Cultural Practices and Tourism Development

Regression analysis was conducted to establish the relationship between cultural practices and tourism development.

Table 4.30: Model Fitness of Cultural Practices and Tourism Development

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.970	0.941	0.94	0.60369
N =266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.862	0.74	0.073	0.58765

Results for community members in Table 4.29 revealed that cultural festival, custom and artefacts, traditional rituals and cattle rustling were found to be suitable variables in explaining tourism development in Baringo County. This was reinforced by coefficient of assurance also known as the R square of 94.1%. This means that cultural festival, custom and artefacts, traditional rituals and cattle rustling explained 94.1% of the variations in tourism development.

Similarly, results for tourists in Table 4.29 revealed that cultural festival, custom and artefacts, traditional rituals and cattle rustling were found to be suitable variables in explaining tourism development in Baringo County. This was upheld by coefficient of determination also known as the R square of 74.0%. This means that cultural

festival, custom and artefacts, traditional rituals and cattle rustling explained 74.0% of the variations in the dependent variable that is tourism development. The findings agreed to those of Mkutu (2010); Kiprutto *et al.*, (2007); Buhalis (2010); Wikhal (2012) and Akama, (2012) on cultural practices and tourism development.

Table 4.31: Analysis of Variance (ANOVA) of Cultural Practices and Tourism Development

N =275						
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1770.968	4	1770.968	4331.8319	.001
	Residual	110.792	27	0.408		
	Total	1881.760	5			
N =266						
		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1423.183	1	1423.183	2745.55	.002
	Residual	137.365	26	0.518		
	Total	1560.548	6			

Table 4.30 show the results on the analysis of the variance (ANOVA) for both community members and tourists. The outcomes indicated that the overall model was statistically significant. Furthermore, the results mean that the independent variables (cultural festival, custom and artefacts, traditional rituals and cattle rustling) were good predictors/indicators of tourism development in Baring County. This was supported by an F statistic of 4331.8319 and the reported p value (0.001) for the community members and F statistic of 2745.55 and the reported p value

(0.002) for the tourists which were less than the conventional probability of 0.05 significance level.

Table 4.32: Regression of Coefficients of Cultural Practices and Tourism Development

N =275

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Community Members	Cultural festival	0.228	0.044	0.373	5.187	0.00
	Custom artifacts	0.223	0.043	0.357	5.206	0.00
	Traditional rituals	0.129	0.037	0.212	3.49	0.001
	Cattle rustling	-0.024	0.036	0.039	-0.68	0.497
N=266						
		Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error	Beta		
Tourists	Cultural festival	0.206	0.036	0.321	5.72	0.00
	Custom artifacts	0.198	0.041	0.305	4.83	0.002
	Traditional rituals	0.115	0.028	0.202	4.107	0.003
	Cattle rustling	-0.096	0.032	0.033	-3.00	0.043

The regression of coefficients results for community members in table 4.31 shows that cultural festival and tourism development were positively and significant related ($r=0.228$, $p=0.00$). The table further indicated that customs and artefacts and tourism development were positively and significant related ($r=0.223$, $p=0.00$). Similarly, it

was established that traditional rituals and tourism development were positively and significantly related ($r=0.129$, $p=0.001$). However, cattle rustling and tourism development were negatively and not significantly related ($r= (-0.024)$, $p=0.497$). The regression analysis indicated that cultural festivals had the largest influence on tourism development, followed by custom and artifacts, traditional rituals and finally cattle rustling.

Similarly, the regression of coefficients results for tourists in table 4.31 shows that cultural festival and tourism development were positively and significant related ($r=0.206$, $p=0.00$). The table further indicated that customs and artifacts and tourism development were positively and significant related ($r=0.198$, $p=0.002$). Equally, it was established that traditional rituals and tourism development were positively and significantly related ($r=0.115$, $p=0.003$). Conversely, cattle rustling and tourism development were negatively and significantly related ($r= (-0.096)$, $p=0.043$). The regression analysis indicated that cultural festivals had the largest influence on tourism development, followed by custom and artifacts, traditional rituals and finally cattle rustling. Therefore, specific the model is;

$$\text{Tourism development} = 0.206X_1 + 0.198X_2 + 0.115X_3 + -0.096X_4$$

Where;

X_1 = Cultural Festivals

X_2 = Customs and Artifacts'

X_3 = Traditional Rituals

X_4 = Cattle Rustling

4.8.4: Summary of Hypotheses

Table 4.33 Summary of Hypothesis of Influence of Cultural Practices and Tourism Development

Objective No	Objective	Hypothesis	Rule	p-value	Comment
Objective 1	To establish the influence of cultural festivals on tourism development in Baringo County.	H₀ : Cultural festival do not have a significant influence on tourism in Baringo County	Reject Ho if p value <0.05	p<0.05	Cultural festivals influence tourism development in Baringo County
Objective 2	To profile the customs and artifacts in Baringo County and determine their influences on tourism.	H₀ : Custom and artefacts do not have a significant influence on tourism in Baringo County	Reject Ho if p value <0.05	p<0.05	Customs & artefacts influence tourism development in Baringo County
Objective 3	To establish the influence of traditional rituals practiced on tourism development in Baringo County.	H₀ : Traditional rituals do not have a significant influence on tourism in Baringo County	Reject Ho if p value <0.05	p<0.05	Traditional rituals influence tourism development in Baringo County
Objective 4	To assess the influence of cattle rustling on tourism in Baringo County.	H₀ Cattle rustling do not have a significant influence on tourism in Baringo County	Reject Ho if p value <0.05	P<0.05	Cattle rustling influence tourism development in Baringo County

4.9 Summary of the Chapter

The collected data was analyzed and the findings were obtained. The response rate was very good and the data was reliable and valid. Descriptive and inferential statistics were conducted to understand the influence of cultural festival, custom and artifacts, traditional rituals and cattle rustling on tourism development. Hypothesis test was also performed per objective. Results revealed that most of the variables were significant therefore null hypotheses were rejected.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter outlined the synopsis of the findings, the inferences and the recommendations done on the basis of each of the objectives. The purpose of the study was to establish the influence of cultural practice on tourism development in Baringo County.

5.2 Summary of the Findings

The overall objective of this study was to establish the influence of cultural practice on tourism development in Baringo County. The specific objectives were the influence of cultural festival, custom and artifacts, traditional rituals and cattle rustling (independent variable) on tourism development (dependent variable). A descriptive research design was used; a stratified random sampling technique was used to determine the sample size of the tourists and community members. Questionnaires were administered to the tourists and community members while interview guides were used for Destination managers. Pearson correlation was used to establish the relationship between the independent variables and the dependent variable; multiple regression tested for the significance of the hypotheses (Cooper & Schindler, 2014).

5.2.1 Cultural Festivals and Tourism Development

The first objective of the study was to establish the influence of cultural festival on tourism development in Baringo County. Results revealed that cultural festival events have made Baringo a favorite tourists' destination. Specifically, traditional music festivals were popular tourists' attraction event in Baringo County and

cultural folk song event made Baringo County a tourists' favorite destinations. More so the traditional foods proved to be the popular local cuisine for the tourists.

Correlation analysis for both community members and tourist indicated that there was a positive and a significant association between cultural festival and tourism development. Regression analysis for both community members and tourist indicated that cultural festival and tourism development were positively and significant related. The regression of coefficients results for community members indicated that cultural festival and tourism development were positively and significant related ($r=0.589$, $p=0.000$). Similarly, results for tourist indicated that cultural festival and tourism development was positively and significant related ($r=0.486$, $p=0.003$).

For community members, cultural festival explained 92.7% of the variations in the dependent variable that is tourism development. Similarly, results for tourists revealed that cultural festival explained 70.2% of the variations in the dependent variable that is tourism development as per tourists. The null hypothesis was rejected as the significant value was below the convention value of 0.05. This was supported by a calculated t-statistic of 62.314 (community members) and 30.375 (tourists) which were larger than the critical t-statistic of 1.96. The study therefore adopted the alternative hypothesis that cultural festivals influenced tourism in development Baringo County.

5.2.2 Customs and Artifacts and Tourism Development

The second objective of the study was to profile the influence of custom and artifacts on tourism development in Baringo County. Results revealed that customs and artifacts have made Baringo County a unique tourist destination. Specifically,

Tugen traditional homestays were favorite residence for tourists who visit Baringo County and traditional clothing and adornments among the Ilchamus made the county popular among the tourists. Similarly, archeological sites and Tugenesis fossils in Orrorin Baringo County remained the most popular tourists' destination. More so the musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination.

Correlation analysis for both community members and tourists indicated that there was a positive and a significant association between customs and artifacts and tourism development. Regression analysis indicated that customs and artifacts and tourism development were positively and significant related. The regression of coefficients results for community members indicated that customs and artifacts and tourism development was positively and significantly related ($r=0.601$, $p=0.000$). Similarly, results for tourist indicated that customs & artifacts and tourism development was positively and significantly related ($r=0.553$, $p=0.002$).

For community members, results revealed that customs and artifacts explained 92.4% of the variations on the dependent variable that is tourism development. Similarly, results for tourists revealed that customs and artifacts explained 77.5% of the variations on the dependent variable that is tourism development. The null hypothesis was rejected as the significant value was below the convention value of 0.05. This was supported by a calculated t-statistic of 61.198 (community members) and 27.650 (tourists) which were larger than the critical t-statistic of 1.96. The study therefore adopted the alternative hypothesis that customs and artifact influenced tourism in development Baringo County.

5.2.3 Traditional Rituals and Tourism Development

The third objective of the study was to establish the influence of traditional rituals on tourism development in Baringo County. Results revealed that traditional rituals were popularly attended by tourists. Specifically, tourists were always present to experience the sights and the taste of the Tugen traditional rain making process and traditional wedding ceremony among the Pokot community attracted many tourists to the area. Similarly, pass out or graduation of Moran initiates among the Ilchamus community were popular tourists' attraction events. Furthermore, cultural cleansing ceremony celebration/union stages were an increasingly important element of the tourism product.

Correlation analysis for both community members and tourists indicated that there was a positive and a statistical not significant association between traditional rituals and tourism development. Regression analysis indicated that traditional rituals and tourism development were positively and significant related. Results for community members indicated that traditional rituals and tourism development was positively and significant related ($r=0.580$, $p=0.00$). Similarly, results for tourist indicated that traditional rituals and tourism development was positively and significantly related ($r=0.52$, $p=0.005$).

For community members, results revealed that traditional rituals explained 91.0% of the variations in the dependent variable that is tourism development. Similarly, Results for tourists explained 66.0% of the variations in the dependent variable that is tourism development. The null hypothesis was also rejected as the significant value was below the convention value of 0.05. This was supported by a calculated t-statistic of 55.703 for community members and 52.010 for the tourists which were

both larger than the critical t-statistic of 1.96. The study therefore adopted the alternative hypothesis that traditional rituals influenced tourism in development Baringo County.

5.2.4 Cattle Rustling and Tourism Development

The fourth objective of the study was to establish the influence of cattle rustling on tourism development in Baringo County. Results revealed that tourists attended annual athletics events and peace events, in the cattle raided regions of Baringo County. However, insecurity in Baringo County severely affected tourists' visits and the wars among communities practicing cattle rustling negatively impaired tourism. Therefore, a cattle rustling as a vice is threat to tourism development in the County.

Correlation analysis for both community members and tourists indicated that there was a negative and a significant association between cattle rustling and tourism development. Regression analysis indicated that cattle rustling and tourism development were negatively and not significantly related. The regression of coefficients results for community members indicated that cattle rustling and tourism development was negatively and significant related ($r=-0.592$, $p=0.004$). Similarly, results for tourist indicated that cattle and tourism development was negatively and significantly related ($r=-0.453$, $p=0.004$).

Results for community members revealed that cattle rustling explained 88.9% of the variations in the dependent variable that is tourism development. Similarly, results for tourists explained 62.8% of the variations in the dependent variable that is tourism development. The null hypothesis was also rejected as the significant value was below the convention value of 0.05. This was supported by a calculated t-statistic of 49.488 for community members and 45.30 for tourists which were larger

than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that cattle rustling influenced tourism in development Baringo County.

5.2.5 Cultural practices and Tourism Development

The trend on the revenue and visitors who toured Baringo County show that from the year 2011 to 2016 the tourists sector had been experiencing fluctuating performances. This can be attributed to challenges that had been experienced in the county. The challenges were mainly social-based with insecurity as a result of cattle rustling activities being the major concern. However, the result varied slightly with those of the respondents. The variance can be attributed to natural variance in statistics. This confirms the fact that there has been a slowed growth and development of tourism sectors in Baringo County.

Cultural practices and tourism development have a positive and significant relationship. The regression analysis indicated that cultural festivals had the largest influence on tourism development, followed by custom & artefacts, traditional rituals and finally cattle rustling.

5.3 Conclusion

The findings indicated that there was a significant and positive relationship between cultural practices (cultural festivals, custom and artefacts and traditional rituals) and tourism development in Baringo County. However, cattle rustling had a negative effect on tourism development in Baringo County. The regression analysis indicated that cultural festivals had the largest influence on tourism development, followed by custom and artifacts, traditional rituals and finally cattle rustling with negative influence. With specific concepts for each of the variable, the study concluded that;

Cultural festival events have made Baringo a favorite tourists' destination. Specifically, traditional music festivals were popular tourists' attraction event in Baringo County and cultural folk songs event made Baringo County as the tourists' favorite destinations. More so the traditional foods proved to be the popular local cuisine for the tourists.

Customs and artifacts have made Baringo County a unique tourist destination. Specifically, Tugen traditional homestays were favorite residence for tourists who visit Baringo County and traditional clothing and adornments among the Ilchamus made the county popular among the tourists. Similarly, archeological sites and Tugenesis fossils in Orrorin Baringo County remained the most popular tourists' destination. More so the musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination.

Traditional rituals were popularly attended by tourists. Specifically, tourists were always present to experience the sights and the taste of the Tugen traditional rain making process and traditional wedding ceremony among the Pokot community attracted many tourists to the area. The pass out or graduation of Moran initiates among the Ilchamus community were popular tourists' attraction events. A cultural cleansing ceremony celebration/union stage was an increasingly important element of the tourism product.

Tourists attended annual athletics events and peace events, in the cattle raided regions of Baringo County. However, insecurity in Baringo County severely affected tourists' visits and the wars among communities practicing cattle rustling negatively impaired tourism. The other factors that attracted tourists to Baringo County included Lake Bogoria National Reserve, Lake Baringo, rugged terrains and

beautiful valleys. Tourism development is influenced by cultural practices which if well developed, it could lead to fast tourism development in Baringo County.

5.4 Recommendation

Based on the results of the findings and the conclusions drawn from the study, the following recommendations were made;

New tourism products should be developed from culture, which has a huge untapped potential for tourism. The traditional rituals whose permission is granted should be developed for tourism attraction example rain making process and traditional cleansing ceremonies. County should invest in showcasing the rich traditional ritual including blessings, traditional wedding and to some extension graduation of Morans.

Cultural festivals should be prioritized in the tourism sector, so that it can boost tourism as well as conserving the culture. Music, drama, dances and songs should be preserved for tourists' attraction. The cultural festivals can be celebrated at periodic times of the years for it to be popular and create a unique destination for the tourists. County Government should prioritize the enhancement of the traditional music, folk songs and dances of the three communities Pokot, Ilchamus and Tugen.

Customs and artefacts should be profiled and documented for easy access by the tourists. The county government can profile the custom and artefacts and set up a heritage site where tourists can access these items. These include Ilchamus clothing and adornment, archeological sites and traditional homestays.

Cattle rustling should be fully eradicated to avoid tourism migration. This is due to its negative influences on tourism development. In much as it is a cultural pride, it is

responsible for insecurity menace which is an impediment to thriving of tourism therefore negates tourism development.

5.5. Contributions of the Study

The study has found that cultural practices influences tourism development in Baringo County. This has contributed to the body of literature on cultural practices that influence tourism development. Moreover, the tourism product basket in Baringo County has expanded to include cultural practices such as music festivals, custom and artefacts and traditional rituals. The negative effect of cattle rustling on tourism development has pointed out the need to eradicate cattle rustling in the regions that is being practiced because it is a threat to tourism thriving.

5.6 Suggested Areas for Further Study

Future researchers could also consider introducing an intervening variable on the relationship between cultural practice and the tourism development. In as much as cultural practice s influences tourism there are other factors like legal and regulatory environment which may influence the tourism development. The study may be replicated in another county/counties and check on other cultural practice within the county/counties of study.

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APPENDICES**APPENDIX I: INTRODUCTION LETTER**

Dear Participants,

I am Diana Chebotibin postgraduate student of Kenyatta University, pursuing a Master of Science in international Tourism management in the School of Hospitality and Tourism. As part of the requirement for the award of degree I am researching on **influence of cultural practices on tourism development in Baringo County, Kenya**. Please find attached questionnaire and answer it to the best of your knowledge. The information provided will be treated with confidentiality and victimization will be meted against you. Your participation is highly valued in this regard.

Thank You!

Yours faithfully:

Diana J. Chebotibin

APPENDIX II: QUESTIONNAIRE FOR COMMUNITY MEMBERS

The questionnaire is divided into short sections which should takes only a few minutes complete. Please respond by ticking the appropriate box (✓).

NB: Tourists include both the local tourists and international tourists.

Local Community Members**Section A: General /Demographic Data**

Please tick (✓) on the options that describes you best.

1. Kindly indicate your gender.

a) Male

b) Female

2. Which is your age bracket? (Years)

a) Below 30 years

b) 31 - 40 years

c) 41 - 50 years

d) Over 50 years

3. Please indicate your level of education.

a) Primary

b) Secondary

c) College

d) University

e) Postgraduate

Section B: Cultural Festivals

This part assesses the effect of cultural festivals on tourism. Please indicate your agreement or disagreement on the statements by ticking (✓) appropriate box.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Cultural festival dressing attire have made Baringo a favorite tourists destination					
Cultural dances have been potential tourists event in Baringo County					
Traditional music festivals are popular tourists attraction event in Baringo County					
Most tourists attend cultural folk songs event in Baringo County as their favorite destinations.					
Traditional foods presented during cultural events fascinates tourists					

Cultural festivals taking place in Baringo County have become an attraction for tourists’.

Elaborate.....

Section C: Customs and Artifacts

This part assesses the effect of customs and artefacts on tourism. Please tick (✓) in the box that terms your agreement or disagreement on the statements.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Customs and artefacts has made Baringo county a unique tourist destination					
Tugen traditional homestays are favorite residence for tourists who visits Baringo County					
Traditional clothing and adornments among the Ilchamus has made the area popular among the tourists					
Archeological sites and Tugenessis fossils in Orrorin Baringo County remain the most popular tourists' destination.					
Musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination					

Does customs and artefacts in Baringo County influence tourists' destination choice?

Yes/No.....

Explain.....

Section D: Traditional Rituals

This part assesses the effect of traditional rituals on tourism. Please tick (✓) in the box which best describes your agreement or disagreement on the statements.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Traditional blessings ceremony is popularly attended by tourists.					
Tourists are always present to experience the sights and the taste of the Tugen traditional rain making process					
Traditional weddings among the Pokot community have attracted many tourists to the area.					
Pass out/graduation of Morans among the Ilchamus community has been a popular tourists' attraction event.					
Cultural cleansing ceremony celebration stage is an increasingly important element of the tourism product.					

Traditional rituals practiced among the communities living in Baringo County have become tourists’ favorite events. Yes/No

Explain.....

Section E: Cattle Rustling

This part assesses the effect of cattle rustling on tourism. Please tick (✓) in the box which describes your agreement or disagreement on the following opinion statements.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Tourists attend annual athletics events, in the cattle raided regions of Baringo County					
Annual peace events in the cattle raided areas of Baringo County has rarely attracted tourists					
Socio-cultural pattern of the pastoral communities in Baringo County has been an interesting area of tourists research on cultural diversification					
Insecurity in Baringo county has severely affected tourists visits					
Wars among communities practicing cattle rustling has negatively impaired tourism					

Cattle rustling has negatively influenced tourists’ choice of Baringo County as their favorite destination.

Yes/No.....

Explain.....

.....

F: Tourism Development

This part assesses the tourism development. Please tick (✓) in the box which best describes your agreement or disagreement on each of the following statements.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Cultural festivals have made Baringo County a favorite destination to many tourists visiting the area.					
Customs and artifacts has made Baringo County a unique tourist destination					
Traditional rituals are popularly attended by tourists while in Baringo county.					
Wars among communities practicing cattle rustling have negatively impaired tourism in Baringo County.					
Cultural practices among communities living in Baringo County have sustained tourism					
Cultural practices have been the alternative products marketing tourism sector in Baringo County					

APPENDIX III: QUESTIONNAIRE FOR TOURISTS

This section concerns the general view of the tourists on the impacts of cultural aspects on tourism development in Baringo County, Kenya. Kindly indicate your opinion by rating the statements below.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Cultural Festival					
Folk songs is an event that has made me visit Baringo County					
Cultural folk tales an event that has made me visit Baringo County					
Traditional dances is one of the major event that has made me visit Baringo County					
Custom and Artifacts					
Custom and artefacts has made me visit Baringo County several times					
The unique nature of Tugen traditional homesteads have been my most favorable temporary abode whenever I visit Baringo County					
Musical instruments, pottery, and hunting tools are my favorite entertainment tools					

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Cultural Festival					
Folk songs is an event that has made me visit Baringo County					
whenever I am in Baringo County					
Traditional Rituals					
Traditional Ilchamus morans pass out ceremonies are the most attractive events I consider when visiting Baringo County.					
Traditional cleansing ceremony is one of the product which we consider when visiting Baringo County					
Rainmaking event is one of the attracting event in Baringo County.					
Cattle Rustling					
Insecurity as a result of cattle rustling and conflicting communities has interrupted and disturbed my visits to Baringo County often					

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Cultural Festival					
Folk songs is an event that has made me visit Baringo County					
Peace races is one of the event that I have attended in Baringo County					

Tourism Development

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
Cultural festivals has increased my visits to Baringo County as a destination					
Customs and artifacts has made Baringo County my favorite destination					
Traditional rituals are popular events I attend in Baringo county.					
Wars among communities practicing cattle rustling have negatively impaired my stay in Baringo County.					

What are some of your favorite cultural festivals taking place in Baringo County?

Name.....

How have the cultural festivals taking place Baringo County influenced your destination choice?

Explain.....

.....

How have customs and artefacts found in Baringo County influenced your destination choice?

Explain.....

.....

Please name some of your favorite customs and artefacts in Baringo

County.....

.....

Have traditional rituals among communities living in Baringo County fascinated your stay?

Explain.....

.....

.....

Have cattle rustling and wars among communities living in Baringo County affected your stay and adventure in the county?

Explain.....

.....

Thank you for taking your time to fill the questionnaire

APPENDIX IV: INTERVIEW GUIDE FOR DESTINATION MANAGERS

1. How many tourists do you receive monthly?

.....

Which are the high and low season months?.....

Use the table below to give the numbers and the reasons the cultural practices trend.

Event	Number of tourists	Reason
Cultural Festivals		
Traditional music festivals		
Customs and artefacts		
Peace Races		

2. A) What is your opinion on the relationship between the number of tourists' visitors and cultural festivals in Baringo County? Explain

.....

B) Please indicate the reason for the attraction to the following events

Event	Reason
Cultural dances	
Music festivals	
Cultural folksongs	
Traditional foods	

3. Please opinionate on the association of the number of tourists and traditional music festivals in Baringo County. Explain

.....

.....

How do you associate the number of tourists with customs and artifacts present in Baringo County? Explain

.....

.....

Do Ilchamus Morans pass out ceremonies in Baringo County attract tourists?

Yes/No

If yes, explain.....

.....

.....

Do cattle rustling exist in Baringo County currently?

Yes/No.....

If yes, in your opinion does it have any influence on tourism sector in Baringo County and by extension Kenya? Briefly elaborate

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

What are the other attractions that make Baringo County tourist's destination? List them

.....
.....

APPENDIX V: INTERVIEW GUIDE FOR COUNTY GOVERNMENT OFFICIALS

1. What is your opinion on the relationship between the number of tourists' visitors and cultural festivals in Baringo County? Explain

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

Please opinionate on the association of the number of tourists and traditional music festivals in Baringo County. Explain

.....
.....

How do you associate the number of tourists with customs and artifacts present in Baringo County? Explain

.....
.....

Do traditional rituals in Baringo County attract tourists?

Yes/No

If yes, explain.....

.....
.....

Do cattle rustling exist in Baringo County currently?

Yes/No.....

If yes, in your opinion does it have any influence on tourism sector in Baringo County and by extension Kenya? Briefly elaborate

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

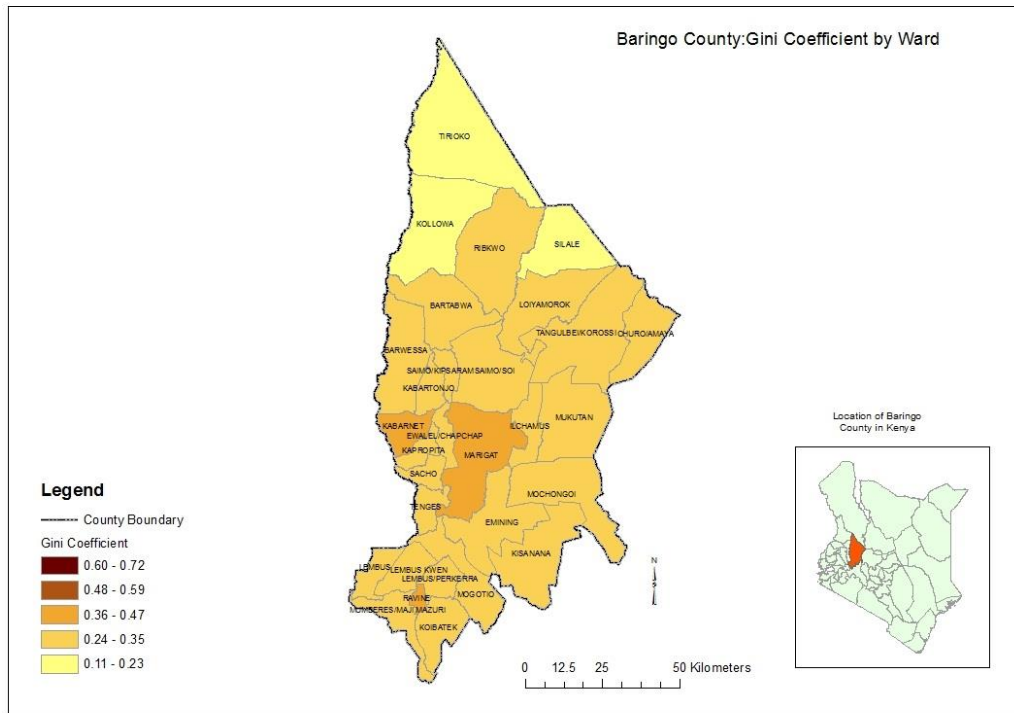
What are the other attractions that make Baringo County tourist's destination? List them

.....
.....

**APPENDIX VI: BARINGO NATIONAL RESERVE REVENUE &
STATISTICS**

YEAR	REVENUE COLLECTED F/Y	No. of Visitors per calendar year
2009-2010	16,566,615	76,621
2010-2011	24,156,890	90,087
2011-2012	31,146,275	109,160
2012-2013	65,974,542	100,295
2013-2014	67,680,504	91,171
2014-2015	50,827,007	91,348
2015-2016	42,820,470	71,715
2016-2017	61,920,000	91,438
2017-2018	41,570,310 (on going)	29,975 (as at August)

APPENDIX VII: MAP OF BARINGO COUNTY



APPENDIX VIII: RESEARCH AUTHORIZATION FROM NACOSTI



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 3310571, 2219420
Fax: +254-20-318245, 318249
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No. **NACOSTI/P/17/34119/17213**

Date: **24th May, 2017**

Diana J. Chebotibin
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Influence of cultural practices on tourism development in Baringo County, Kenya,”* I am pleased to inform you that you have been authorized to undertake research in **Baringo County** for the period ending **23rd May, 2018.**

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

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


GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO

Copy to:


The County Commissioner
Baringo County.

The County Director of Education
Baringo County.

APPENDIX IX: RESEARCH CLEARANCE PERMIT LETTER

THIS IS TO CERTIFY THAT:
MS. DIANA J. CHEBOTIBIN
of KENYATTA UNIVERSITY, 0-30403
MARIGAT, has been permitted to
conduct research in Baringo County
on the topic: INFLUENCE OF CULTURAL
PRACTICES ON TOURISM DEVELOPMENT
IN BARINGO COUNTY, KENYA
for the period ending:
23rd May, 2018

Permit No : NACOSTI/P/17/34119/17213
Date Of Issue : 24th May, 2017
Fee Received :Ksh 1000




[Signature]
Applicant's Signature


[Signature]
Director General
National Commission for Science,
Technology & Innovation

CONDITIONS

- 1. You must report to the County Commissioner and -the County Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit.**
- 2. Government Officer will not be interviewed without prior appointment.**
- 3. No questionnaire will be used unless it has been approved.**
- 4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.**
- 5. You are required to submit at least two(2) hard copies and one (1) soft copy of your final report.**
- 6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice**



REPUBLIC OF KENYA



National Commission for Science,
Technology and Innovation

RESEACH CLEARANCE
PERMIT

Serial No. A14164

CONDITIONS: see back page