

Ksh 3,000

**INFLUENCE OF NEO-ETHNIC PLAGIARISM OF MAASAI CULTURE ON  
SUSTAINABLE TOURISM DEVELOPMENT IN MOMBASA COUNTY, KENYA**

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TOURISM OF KENYATTA UNIVERSITY**

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*Influence of neo-ethnic  
plagiarism of Maasai*



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## DECLARATION

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

Signature.....

Date.....07/06/2023

**Otieno Edmond**

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This research thesis has been submitted for review with our approval as the university supervisors

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## ABSTRACT

There is tendency amongst hotels, marketers and entertainment groups to give preferences to selected cultural practices that are perceived to be more entertaining and attractive than others. Therefore, the study sought to evaluate transfer of Maasai culture in classified hotels in Mombasa County and to assess how the practice affects sustainable tourism development. This would be narrowed down to cultural entertainment in the hotels where the research focused on establishing who are the main people engaged by tourist hotels; how to they get remunerated and if the remuneration is similar across all entertainment groups. The purpose of the study was to investigate neo-ethnic plagiarism of Maasai culture on sustainable tourism development in Mombasa County. Objectives of the Study are; to assess neo-ethnic plagiarism of Maasai culture on sustainable tourism development in Mombasa County; to analyze the determinants of neo-ethnic plagiarism practices in Mombasa County and to determine the marketing strategies indigenous communities use to promote their cultural practices in selected hotels within Mombasa County. The marketing of the cultural performances was done by the groups themselves and also by the management of the hotels. Finally, most entertainers focused more on the Maasai cultural dances as opposed to the other cultural performances. The study, therefore, recommended that; the cultural dancers should work towards in depth learning of other traditional dances so as to improve on their presentation; the hotels entertainment managers should create themes around cultural dances so as to give their clients variety of cultural dances; the traditional dancers should seek to leverage their activities on social media platforms for better publicity and wider outreach, and; finally, the study recommends that the stakeholders should make substantial investment in researching, producing and marketing other traditional dances so as to avoid the increasing dependence on one type of cultural dance that leads to neo-plagiarism.