

**SUSTAINABLE TOURISM THROUGH COMMUNITY BASED  
APPROACH IN MAASAI MARA NATIONAL RESERVE- KENYA**

by

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## STUDENT DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution, or university other than the Ritsumeikan Asia Pacific University for academic credit.

Signature of Student \_\_\_\_\_ Date: 16/12/2017

*(Names)*

***(Reg No: 51215004)***

I/We confirm that the work reported in this proposal was carried out by the student under my/our supervision.

Signature of Supervisor \_\_\_\_\_ Date \_\_\_\_\_

## **DEDICATION**

**This thesis is dedicated to my father, who taught me that the best kind of knowledge to have is the one that's earned for its own sake. It is also dedicated to my mother, who taught me that nothing is impossible if you take it one day at a time.**

## **ACKNOWLEDGMENT**

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## **ABSTRACT**

The motivation behind this study was to survey the impact of the adoption of sustainable tourism through a community based approach focusing on Masaai Mara National Reserve (MMNR). The study focused on gaining understanding on the successes of the involvement of local community to the planning and implementation of sustainable tourism. The study was guided by three objectives; the benefits of National Reserves (MMNR) to the communities through tourism, how policy planning and implementation enhance tourism sustainability and possible changes occurring in MMNR with the adoption of community based approach.

The study adopted a descriptive research design in analysing, interpretation and presentation of the data. The target population of this study was the governments and the preservation team, the business managers, and the community leaders within Maasai Mara National Reserve. A total of 100 guarantors that constitute primary data for this study were interviewed. The information was collected by means of structured questionnaires containing closed and open questions. To capture descriptive statistics, averages, frequencies, percentages and standard deviation were used, while the models of analysis of correlation and regression were represented by inferential statistics. SPSS software has been used to analyse the data and finally presented in form of tables and figures.

The study assessed the benefits of Maasai Mara National Reserve (MMNR) for the surrounding Maasai community. The study found that tourism creates jobs in the surrounding community and also creates markets for the lodges and tent owners in the reserve, hence contributing in earning revenues to the country and her communities. The study also found that tourism contributes to the awareness and education of local communities. The study revealed that tourism encourages the protection of cultures that may fade away otherwise. From this study, it is realised that tourism raises the possibility of increasing the open recognition of nature. Tourism is also useful in preserving fragile habitats. The study also revealed that national park activities enhance social inclusion.

The study established suitable techniques to enhance sustainable tourism through policy planning and implementation. The study found that when there is lack of suitable planning and management of tourism this contributes to extinction of a destination. It was also found from the study that all levels of government and investors operating in the tourism area



are held accountable for good governorship and better ways of developing and promoting tourism. Well established constructed plans consider all partners agreeing on all issues discussed and shared. From the study, attention to detail in all areas of conservation during the planning stage is seen to be critical. Therefore, to avoid overlooking the indigenous people, integrated planning that includes policy and strategy planning should be a priority. The study also found that policy guidelines should provide frameworks for conflict resolution between communities, investors, and wildlife. To earn the desired outcome, the study found that when designing policies, the individuals, community groups, and other agencies should contribute substantially to public awareness, operational planning and delivery also share management arrangements through their own initiatives.

The study examined the benefits of the community group based approach in tourism management. The community approach to wildlife conservation has a strong economic rationale. The study confirms that this practice promotes the sharing of knowledge and conservation practices which in turn helps improve the wellbeing of a community thus enhance their management capacities. In addition, the study found that when the group is well formed, it is recognised profitable in the natural resource maintenance.

Finally, the study shows that a sustainability and tourism boost is essential to the surrounding communities, because tourism creates jobs in the surrounding communities. This study recommends further research on the sustainability of tourism through a community based approach because of the benefits tourism accrued by all communities.

## CHAPTER ONE

### 1.0 INTRODUCTION

#### 1.1 Background of the Study

One of the most rapid and the most dynamic sector in the world is tourism. This sector has an important role in offering sustainable development in numerous countries and in numerous communities. At the same time, this sector must be managed well so that it benefits the local communities and the cultural and natural environments on which it depends (World Tourism Organization, 1997).

According to the World Trade Organization (2009), during the last fifty years, tourism became one of the main branches of industry in the world. It represents 9 % of the world GDP and creates more than 200 million jobs. Honeck (2012) noticed that the arrivals of international tourists had reached 1035 million. During the last ten years, this growth was mainly marked in developing economies, where it is on average 5,6 % a year, against 1,8 % for the strongly developed savings. UNWTO (2011) suggests that this trend will continue, with total arrivals hitting at least 1,8 billion by 2030. The study also revealed that developing economies, including developing countries, project highest growth.

Goodwin (2011) asserts that durability is a concept which is regularly used in connection with tourist development. Although there is no common definition of the durability, numerous researchers suit that the sustainable development contains positive economic, social and environmental long-term profits (Hunter, 2004) as regards the development of the tourism, the durability often enters the debate on the various forms of tourism and their effects. For example, we recognize that the conventional mass tourism has negative sociocultural and environmental effects. At the same time, the economic profits are not often appreciated by the local community (Telfer and Wall, 2006, Torres, 2009). It is the case when vast chains of holiday resort are possessed by foreign investors. More than some other types of tourism, as the ecotourism and the cultural tourism, were introduced as being more sustainable and more beneficial for the local community (Brohman, 2002; Scheyvens, 2006).

The community tourism mentioned as "CBT" is often recognized as a perfect example of development of the long-lasting tourism. The reason is there that the participation of the local communities in the development and in the practice of these projects is supposed to be

brought up and that all the community benefits from it (Brohman, 2002). The community development is at the heart of CBT. Most of its projects are small and often include changing rooms belonging to communities and run by other installations. It would give positive economic advantages, such as the income, for big parties of the community (Okazaki, 2008). Besides, CBT is considered as less harmful for the sociocultural background. Because the local population is in control, they decide on which cultural features they share with their guests. Finally, the projects of CBT will also have less negative impacts on the natural environment. The members of the community are often the best to judge what is best for their natural environment. The small-scale character of CBT also means that tourists' small quantities visit and do not thus cause overpopulation of the sociocultural and natural background (Hatton, 2006).

An approach of community participation was recommended for a long time as being an integral part of the development of the sustainable tourism. It is envisaged that this approach can increase the capacity of load of a community by reducing the negative impacts of the tourism while improving its positive effects (Haywood, 2001).

According to Connell (2011), the participation " does not simply consist in realizing a more effective and fairer transfer of tangible assets: it is a question on top of the information sharing and of the change of apprenticeship of the automobile progresses. Arnstein (1969) asserts that the motivation of the participation is the redistribution of the power, what allows the company to redistribute reasonably the advantages and the costs. As regards the planning of tourism, Haywood (2001) defines the interest of the group as "a procedure consisting in including all the partners in a way that the decision-making is shared ".

The community tourism (CBT) concentrates on the cooperation of the community of reception in the planning and the preservation of the promotion of the tourism with the aim of returning a more bearable industry (Hall and Lev, 2009). The tourist activity is subjected to the participation of the local residents, through their role of workers or local entrepreneurs, and on the willingness of the occupants to the tourists (Taylor and Davis, 2009). In any case, the largest part of the writing contents itself with a brief note according to which the tourism will increase if the local inhabitants support it (Jamieson, 2010).

Murphy (2005) asserts that the planning and the execution of the tourism have to merge the visions and the values of the residents, whereas Haywood (2001) gives evidence that the healthy and prosperous communities are the stick of measure of a fruitful tourist industry.

Blank (2001) examines the imperative of the industry of the community tourism and concludes that the local control of the tourism is a win-win circumstance for the most part of the rural communities.

According to Ife (2009), CBT shows obvious parallels with wider participative philosophies of community development and planning, which also support a bigger community control of the processes at the local level. The community development can be defined as the construction of active and sustainable communities based on the mutual respect and the social justice (Gilchrist, 2003). Consequently, the community development tries clearly to dismantle the structural obstacles to the participation and to develop collective answers that emancipate to the local problems.

Whereas CBT is well liked for development of sustainable tourism sustainable tourism development, its review has rarely been of details (Goodwin, 2011). Some studies for example find that earnings from CBT are modest (Mitchell & Muckosy, 2008; Goodwin, 2006) also they rarely surpass the cost. The presence of poor governance and in access to relevant markets can contribute to failure of CBT. To add to the list, these projects are bound to fail if community members are being limited to participate in these projects due to lack of expertise, assets and mutual understanding among the members (Scheyvens, 2006). Arguments have been raised in the past about if the indigenous groups ought to be part of planning of tourism but the main point is how these members should participate.

The community tourism should include various activities which contribute collectively to improve the preservation and the development. In an extremity of the area of distribution, he can have lands there belonging to the community and managed in tourist purposes with collective arrangements of decision-making concerning the management and the development of the tourism (Vellas, 2002). At the other end, he could have a private travel agent there who reached an agreement with a group of community entrepreneurs to use their services and products such as guides and lodges.

In a number of case, the community tourism can be a new activity thrown in a region and a community where it is necessary to undertake deeper planning into consideration in recognizing the possibilities and the outlets of the market while in other cases, the community tourism can concentrate on the added value, resting on the natural and cultural properties, in the existing activities, what increases income and income of the local communities and encourages the preservation of the resources (Timothy, 2011). An example can be the training

of the local guides in natural history to go hand in hand with the walkers, adding some value to the hike by supplying local guides income of which will depend partially on the continuous presence and the preservation of the characteristics that they promote. For any community or community and practitioner, he can have a variety of options there which favor the objectives of the community tourism (Blackstock, on 2005).

CBT in developing countries "tends to be inevitably in rural areas" (Equation, 2008) and most of the international literature and the attention concern the same subject: CBT in rural areas of poor countries (Ndlovu and Rogerson, 2004). However, it can be at the same time urban and rural. In the South African context, for example, the "initiatives of community tourism" include development programs of the "cantonal tourism" in localities such as Soweto, Inanda (Durban) and Khayelitsha (Cape Town) tourist Initiatives" (Rogerson, 2004). In the particular rural areas of the world in development, CBT has been singled out due to its potentiality in improving livelihoods of the poor rural populations. As indicates in Sebele (2010): the rural areas of developing countries are often characterized by a shortage of installations and industries and are inhabited by poor if not the poorest people of the society; consequently, the incomes from the community tourism create a means of survival for the local populations.

The Ministry of Natural Resources and Tourism (MNRT, 2002) conducted a study on environmental issues and it was found that in northern Tanzania, there has been steady growth of tourists' arrival number and construction of lodges that offer accommodation in areas considered to have best views or most enjoyed tourism activities for example, game watching and safari drives signalling the operators to exploit other avenues of product and service diversification. Nelson (2003) acknowledged that areas protected as Tarangire and Serengeti are surrounded by community lands which offer a tourist product which is much more diversified than in parks. In these places and others where the animals are more mobile and migratory, lands situated outside of parks can have so many wild sorts in certain periods of the year as the protected areas (Foley, 2004), but because the community lands are underdeveloped and have less from the point of view of the tourist infrastructure, they can offer to the paid well tourists an experience more exclusive and isolated in middle than the more blocked parks. Besides, activities such as night-walks which are forbidden in the national parks are usually promoted within and outside the reserve covering the villages of the community living within and near the reserve.

As a result of these attractions and the desire for versatility in the momentarily improving the northern Tanzanian tourism industry, the original indigenous established tourism attempts started expansive temporary camps and hiking activities for foreign tourists to prolong their stays. Currently, about 25 rural villages in northern Tanzania are accommodating these activities in collaboration with other private companies (MNRT, 2002).

The significance of the tourism industry in Kenya, as one of the most developed tourist destination in Africa, cannot be overestimated in economy contribution to the country. (Sindiga, 1999). This is a key industry which employs more than 500 000 people every year and it is considered the main profitable contributor of currencies (government of Kenya, on 2004). For example, the tourism contributed for 486 million dollars to the economy in 2004 and to 579 million dollars in 2005 (UNWTO, 2006). This constitute approximately 18 % of the total earnings from foreign currencies and also about 10% of the gross domestic product (GDP), which makes of the industry valuable contributor to the economy (Government of Kenya, 2004).

The Maasai Mara National Reserve (MMNR) is recognized as a top list attraction area in Kenya. The place destination is viewed as a unique brand, promoting Kenya as a holiday destination for safari tourism, including other parks and national reserves within the country. The economic contribution generated by the reserve, creating an impact on the government's view of tourism as an economic tool for development. Despite the realization, MMNR is and has been continuously and actively utilized tourist attraction area, hence now seen as over-run and declining drastically hence seeking intercession to correct the negative impact that is being experienced. This research identifies problems in the existing tourism developments and the shortcomings of the existing management policies for the MMNR. The research through comparisons with other successful and failure Community Based Tourism (CBT) projects in theory or practical cases will discuss how CBT as a new tool for community development, if well implemented, can contribute to the well-being of the Maasai community living within the MMNR. The research will adopt this methodology by comparing the shortcomings of the existing policies and through the findings with the idea of ideals of CBT (theories) or practical cases of CBT. It addresses the importance of community integration in policy making and implementations in the Reserve conservation and management for realization of sustainability of tourism. The findings are expected to improve ways of regulating tourism within the MMNR and the surrounding area. In addition, the findings will reveal better ways of managing the

Reserve such as suggesting CBT, fair distributions of the revenue generated through tourism activities and socioeconomic impacts that contributes to enhancing better living standards of the Maasai community.

## **1.2 Statement of the Problem**

However, in spite of this brilliant image, the development of tourism in Kenya relies on untimely model with very minimal local community participation (Manyara & Jones, 2005). Moreover, this development encounters a number of challenges which include but not limited to concrete tourism policy, haphazard tourism planning and undefined roles, absence of consciousness about tourism, precariousness and unsafe advertisement, limited products; leaning much on European and American tourist market, biased investment skills that leads to high leakages, unsubstantial financial partnership and inadequate skills in the industry (Akama, 1999; Manyara & Jones, 2005).

While recognizing the relevance of the industry by terms of socioeconomic development potential and reduction of the poverty, the government, in its project of national policy of the tourism ( DNTP), aware of the prompt compulsion of confronting the difficulties in the industry ( Government of Kenya, 2004). Also, the government of Kenya is in agreement with UNWTO that through promotion of small tourism enterprises to the communities is likely to curb the challenges encountered in the improvement process thus an advantage on socio-economic development (WTO 2002; Government of Kenya, 2004). For example, UNWTO, shares a number of cases that have been evaluated where SMTEs are proved to a key tool in helping communities earn a living (WTO, 2002). However, the reality is that SMTEs experience difficulties in a number of ways and areas including lack of support from the government bodies (Manyara, Jones & Botterill, 2006).

## **1.3 Purpose of the Study**

The purpose of the study was to assess the adoption of sustainable tourism through community based approach focusing on Maasai Mara National Reserve.

## **1.4 Research Questions**

- 1.4.1 What are the benefits of National Reserves (MMNR) to the surrounding communities?
- 1.4.2 How to enhance Sustainable Tourism through Policy Planning and Implementation?
- 1.4.3 What are the benefits of introduction of Community based Approach on MMNR?

## **1.5 Significance of the Study**

### **1.5.1 Tourism Sector**

The information from this study benefits the tourism sector in Kenya and elsewhere. The companies in this sector use the information from this study in making on time decisions to help preserve and sustain national reserves.

### **1.5.2 Communities Living Near National Reserves**

This study benefits communities living near national reserves. This information helps the communities understand the benefits accrued from preserving and sustaining national reserves. This makes them develop strategies to leave with wild animals than kill them.

### **1.5.3 Scholars and Future Researchers in Colleges and Universities**

For scholars, this study gives full proof that community base approach is essential for preserving and sustaining tourism. The study also is useful to researchers in providing an in-depth understanding of community based approach in tourism sustainability.

### **1.5.4 Policy Makers**

This study informs policy makers on the need to make and implement good policies that enhance community based approaches in sustaining tourism.

## **1.6 Scope of the study**

The study focused on the Maasai Mara National Reserve (MMNR). The study assessed the adoption of sustainable tourism through community based approach. The study targets the communities around Maasai Mara National Reserve and employees in tourism sector. The data collection tool was a questionnaire hence the study divided the respondents into different stratum. The study took place within Maasai Mara National Reserve because the respondents are majorly based at that place. The research was on for a period of six months starting from March 2016. The study experienced a limitation of obtaining relevant data from the respondents because the respondents were not easily willing to give information. Also cost for the study was a hindrance as the researcher and the research assistance were needed to print research materials, travel and do phone follow ups.



## **1.7 Definition of Terms**

### **1.7.1 Tourism**

Tourism is the commercial organization and operation of vacations and visits to places of interest (Chang, 2009).

### **1.7.2 Sustainability**

Sustainability is the ability to be maintained at a certain rate or level (Scheyvens, 2006).

### **1.7.3 Community Based Approach**

A community based approach is the state where community members are involved in decision making concerning operation and/or development (Manyara & Jones, 2005).

## **1.8 Chapter Summary**

In chapter one, the background information about sustainable tourism and community based approach is highlighted. Additionally, it gives a glance of the research questions, the relevance, and scope of the study and definitions of specific terms used in the research. In chapter two, literature review is covered piloted by the three research questions already mentioned in the first chapter. Research methodology is discussed in chapter three, emphasizing on the steps and formulas adopted during this research. Finally, chapter four and five presents the outcome and offer further discussions on this study respectively.

## **CHAPTER TWO**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

This section provides literature review about sustainable tourism and community base approach. The chapter is separated into various sections beginning with section 2.2 that illustrates the benefits of national reserves. Section 2.3 presents a discussion on how to enhance sustainable tourism through policy planning and implementation. Section 2.4 discusses the benefits of introducing community based approach on national reserves. After all, section 2.5 is a summary of the whole chapter.

#### **2.2 Benefits of National Reserves from tourism**

Internationally, the contribution of National Reserves to a society's economic growth is gradually appreciated. Maintenance of nature and heritage stands as the most important reserve's authorities; this has to do with designation, planning and management of the reserves. Social and economic gains have equally increased recognized as influential considerations that stimulate and encourage rural sustainable development. These benefits can be classified broadly into three broad categories; Economic, Social and Environmental.

##### **2.2.1 Economic benefits from tourism**

The economic advantages from tourism are of substance in profits earned, hiked taxes and provision of employment availability. The economic value of tourism is defined as the outcome of inclusive financial effects of tourism. These are gained from financial status of tourism, availability of jobs, profit from taxes from tourism facilities, earnings from foreign exchange and the amount of money earned from tourism and finally used in other industries NWTO (2014).

The organizations issuing products and services in the tourism industry proliferate economic effects that adds value to the nation's financial status through current expenses related with the business. The effects are for example, opportunities, salaries, taxes from the business itself and spending by the guests on products such as accommodation and food. The extent of these impacts is administered by several constituent like: standard of the economy of

the area, assimilation of both national and destination area economies, ferocity and amount of expenses of tourists' areas of visit (Nielsen, Pendleton and Vaughn (2007). Hamre (2000) considers that parks contribute in pursuit of a subsistence economy important for the local communities. He explains besides that there is a wide reach of possibilities of direct employment produced by the national parks. Many of these jobs are highly qualified in the nature, including the research and the work of survey. The possibilities of employment for the local populations include the follow-up, the documentation of the local history, the construction and the maintenance.

The spending of the visitors bound to the tourism bound to the nature represents an enormous export market for a country (Thompson and Juri, 2001). An investigation led in 1996 by the Office of the census of the United States revealed that, during this year, 1,1 million American visitors dedicated 322 million dollars to the observation of the fauna in Canada. Parks are often the places which the tourists like because of the services and the associated approvals. The spending of the visitors in parks by the residents of a territory or a province has important regional advantages by redistributing the wealth of the centers of population in smaller and more taken away communities (Canada environment, 2000).

A study led by Emerton and Mfunda (1999) underlines the existence of indirect benefits for the property owners and the communities around the national parks coming from the tourism checked by the government. For example; in Tanzania, in the national park of Serengeti, there are two regimes which share the income of the fauna generated by the government of the national park of Serengeti, reserves of game of Grumeti and of Ikorongo and the villages of the region of western Serengeti. By designating a part of the tourist calibre and the hunting to the activities of rural development, it is mainly about the construction, about the rehabilitation and about the sustenance of infrastructures such as schools, bridges, decks, roads, health centers and water supply; certain level of community profit results from the fauna. Another perspective by Thompson and Juri, (2001) further elaborates that indirect gains are experienced when a string of local deed is appropriate to issue an end product or service to guests. For example, food products go through various steps of preparation before the guest purchase it. In addition, these advantages occur when wages earned by the individuals working in the restaurants and lodges spend the same money to buy other things hence more development of the local economy.

Ekise, Nahayo, Berchimas and Mbabazi (2013) discovered that park supplies diverse goods and services to the local communities which surround them and which in return can contribute to the improvement of the livelihoods. They confirm that parks supply not only with the food, with the medicine, with the feed, the posts of construction to the local communities, but also the parks offering possibilities of having work, educational programs and other community services. A study conducted by Namara and Nsabagasan (2003) on the volcanic national park to Rwanda revealed that a national park can have enormous flows of money because of the attraction of animals on the tourists. These parks finalized methods of preservation to involve more communities as way to request their cooperation and their support, the local communities have big responsibilities within the framework of the programs of use of the resources.

### **2.2.2 Social benefits from tourism**

These concerned the central value of the tourism centred on the nature for the sustainable development and the human well-being, including its scientific, educational, cultural, entertaining and esthetic values and at least so much importance as its economic value. The factors that leverage welfare benefits understand the basis of tourist skills and the cultural and patrimonial associations. By presenting characteristics different from their modes of life, from history and from culture, the tourism can encourage the conservation of the traditions which risk to disappear. The other social effects of the tourism can be positive or negative. They concern the impacts on the value of the properties; environmental Conditions; installations of access; new infrastructure and its condition of infrastructures; levels of criminality; and the questions of justice (Fredline, 2006; AfDB, 2015).

The activities of the national park offers ascension to divergent of welfare profits through a commitment with local communities, promote volunteer work, spending money in the community installations, according mindfulness of education and favoring healthy entertaining activities. These activities empower local communities while benefiting to the population in general. By contributing to the preservation and to sustainable use of the environment, the activities of the national parks also contribute to improve the ecosystem that is of the importance to the nation DCLG (2012) and Silcock, Rayment, Kieboom, White and Brunyee, (2013). An older national park conveys a meaningful patronage via its fame

enunciating quality of its nature appreciation of visitors. In the end, it lures business people and more tourist activities within the (Barrow, 2015).

An examination by the Ministry of the Environment, the Food and the rural affairs (DEFRA, 2011) distinguishes the incorporation social as one of the advantages of the national parks and the protected areas. The social discharge is a short-term term for what can arrive when the individuals or the territories have a mixture of questions, for example, the unemployment, the segregation, the mediocre skills, the low incomes, not proper housing, the high criminality and the family ventilation. These questions are bound and often strengthen. This study specifies that there are particular programs run by the authorities of the park which aim at authorizing the groups which would have no access to the national park to apprehend the vantage of the park. The social ban is an astounding result brought by lack of proper planning.

Indigenous plants and wild creatures took for a long time an essential part in the horticultural family units of the national park of Serengeti in Tanzania, they have a vital, but to a large extent illicit commitment, to the local livelihoods. A largest part of the property owners of the source of western Serengeti source of vitality, the materials of development, the pasture, the wild food and the medicine from the wild properties, obtained so much inside and outside assured territories. Numerous family units need to reach the money and the markets and cannot obtain or manage the cost of these products somewhere else (Emerton and Mfunda, 1999). Olsen (1998) discovered that the wildlife supplies an essential source of local financial respect by the sale and the consumption of meat of bush. A strong proportion of the number of inhabitants of the western Serengeti is included in the hunting is estimated that until 60 % of families consume or sell regularly some meat.

### **2.2.3 Environmental Benefits**

Estimation of the environment where tourism exist is so far as it rations biological systems is of endless esteem. This incorporates environmental, hereditary and preservation values. Fundamentally tourism grants security of delicate regions and the environment. Income received at the gate charges and practically identical ways to dispense especially to reward for affirmation and administration of earth's delicate sites. Charges for reserve agency or protection can be gathered from the visitors and business people. Tourism basically add on natural prevention, safeguarding, recovering natural contrasting qualities and reasonable

utilization of standard means (Wu, 2009). As an after effect of their allure, flawless areas and trademark zones are perceived as critical and the urgency to hold interest moving can incite development of reserves.

Firm handling of tourism facilities like lodgings adds value to natural areas. This calls for cautious planning for controlled development, in light of examination of the natural assets of the territory. Rational planning avoids the progressive disintegration of natural resources critical to adventure (AfDB, 2015). Besides, the tourism can possibly build an open evaluation of the environment and to spread the consciousness of the ecological questions when it carries the individuals in narrower contact with the nature and the environment. This meeting can increase the consciousness of the estimation of the nature and lead to a conduct ecologically aware and of activities to protect the environment (DEFRA, 2011).

#### **2.2.4 Cultural Benefits**

The cultural ramification of tourism allow cautious thoughts because these accoutrements can either become resources or defacement to the group. Attacks of travellers convey different perception to community and influence the group in one way or the other. The individual persons the community can make an effort embrace the guests' habits. Communication amongst vacationers and inhabitants may affect fancy materialisation by offering more opportunities smothering independence on new impediments. Expatiated tourism may urge a community to embrace other provisions like better comprehension among the genders or broaden unlawful use of therapeutic. The act of well-being, health facilities and placement tend to grow while security issues such as accidents and crime increase. Customary ceremonials might be changed over and resuscitated by visitor intrigue in different occupation. Community associations is renewed by confronting the chances of tourism or overpowered by its related issues. Catastrophes, for example, natural calamities, psychological warfare, vitality deficiencies, malady flare-up, political change, a synthetic spill, or even broad negative attention may conceivably close down tourism out of the blue yet sometimes can draw in inquisitive guests (Bachleitner & Zins, 1999).

Tourism can improve the personal satisfaction in a range by expanding the quality of amusement events, attractions services. Tourism tender inhabitants with chances of meeting fascinating individuals, find out about the world, make companionships, and open themselves to new viewpoints. Encountering distinct social practices improves encounters, expand

skylines and builds knowledge and gratefulness for various ways to deal with life. Frequently, waning zeal for the entertaining societies is resuscitated by agitating the cultural inheritance as a component of tourism refinement, expanding engagement for recorded and cultural performance. This passion from tourists in local customs and humanism yield opportunities to scale up shield of authentic antiquities and engineering. By adapting more about others, their disparities turn out to be additionally intriguing and less undermining. Altogether, tourism frequently empowers more elevated amounts of mental fulfilment from circumstances made by tourism advancement and by association with explorers (Tekin, 1994).

Tourism might turn up in the villages with limited social knowledge as well. Ill-conceived activities are probably to inflate unexpected climate of tourist areas. Surge adolescent sip up could become an emergency exclusively at the beach, bars and clubs. Bustling tourist activities expand presence of racketeer also the individuals who purchase pirated products. Lifestyle changes, for example, conformity in local travel model that minimizes tourist blockage, evasion of outskirts patronage may harm the people culturally or socially. Lodgings, dining areas, artefacts enrich tourists' influx in the suburb, compelling changes in original architecture of the community. Advancement of infrastructure in most essential regions make local people to sense prohibited from the assets. Ethnicity changes to keep up with necessities of travel; cultural practices or even dialect stands to alternate. Regions experiencing long term staying visitors, social gatherings, for example, condominium travellers, might not be in line with local interests. The evidence of tourists' influence (occupants embracing visitor practices) and the expansion of tourist facilities can transform beliefs like, for example, dating habits in more conventional or organized culture. Sometimes acts like marriages between domestic and foreign mates may results to household stress (Brunt & Courtney, 1999).

## **2.3 Sustainable Tourism Planning and Implementation**

### **2.3.1 Sustainable Tourism Planning**

Resource management and maintainable development planning are normally characterised as a societal decision - as expressed on a fundamental level 1 of the environment approach of the Convention on Biological Diversity (UNEP, 2005). When these activities are inappropriately organized and overseen, it ends in changeless impressions on financial

situations of goals. The progress of the tourism can take away the local, packed, weighed down residents, and structurally insipid and to put the weight on the executive. Sorts and inadequate sizes of promotion emerge due to approaches of the tourism of free company and the absence of a planning and a control national and local. The governments and the partners of the division of the tourism have the duty to guarantee that the progress of the long-term tourism prospers and the personal satisfaction of the future periods are not threatened (Dwyer and Edwards, 2010).

Advancement of the long-lasting tourism demands a procedure of planning and management which combines the interests and the concerns of a gathering of different partners in a practical and key way. It is this nature with multiple facets that asks for a methodology of multidimensional and deliberately integrative planning. The tourist planning needs an understanding of the importance of the practical development and the qualities of control to take forward the feasible tourism. The tourist planning needs an understanding of the importance of the practical development and the qualities of control to take forward the feasible tourism. It requires that the groups have to take into account the tourist activity and that they have the power to understand their effects, as well as the various procedures to join and participate in the participative planning, in search of consensus and in the determination of the conflicts between all the partners (Dwyer and Edwards, 2010).

For achievement of convincing outcome, development of the policies must spread in all levels and categories. At the government level the government should be able to bring together other affected parties to collectively define the needs that affect and influence tourist operations in an area. Together they ought to attempt to construct seek to develop framework that retain all the partners when defining strategies and policies by guaranteeing viable agility of activities and ceaseless exchange surrounding them. These structures are required for a better profile of the feasible advancement of tourism business, guaranteeing the individuals who can impact it give it their full consideration (EC, 2013).

Well-coordinated sustainable tourism plans ought to have the capacity have an opinion on the advancement and management of tourism to those whose obligations are influenced by its impact. Instituting perpetual connecting with working structures ought to unite information and skill on financial, and ecological matters that are pertinent to tourism and guarantee approaches and activities in different parts of action influencing tourism and to ensure that they are facilitated and considered. This will avert approach clashes and upgrade collaboration



along these lines empowering a wide responsibility of support and assets to a typical, concurred program (UNEP, 2005).

### **2.3.1.1 Coordinated Linkage Structures in Planning**

At national level governments have departments with various obligation regarding strategies and activities that have a solid bearing on the maintainability of tourism. The level of need given to various parts of maintainability will rely on upon which a portion of government is in charge of tourism. For instance, the ministry of tourism holds the upside of having the capacity to make pertinent associations including different services, yet it does not convey much weight in general (UNEP-IETC, 2003). Connecting tourism to the Ministry of Environment can support attention to ecological maintainability, and fortify connections in regard to nature oriented tourism advancement. Honduras has acquainted various activities which create supportable tourism in light of the nation's superb regular habitat and noteworthy legacy affinity. This perceived the significance correct assemblage for services and tourism partners to cooperate at both a national and regional level on the off chance that it is to accomplish its objectives (UNEP 2005).

At the regional level, structures uniting tourism, environment, group and more extensive improvement interests are additionally required. To reinforce the manageability of tourism, components should be built up to energize signed up speculation and activity inside regional governments by joining a few or all elements of the national government at these levels. Through such structures organizations between nearby government and private area can be built up to advance maintainable tourism. Scott Tourism and Environment Forum is a decent case in what is to be basically a weight bunch for reasonable tourism, checking approach over its individuals and advancing great practice in Scotland (Barrow, 2015).

An economical way to deal with tourism advancement desire a plot empowering agents of remote powers with no administrative pursuit to end up distinctly required in the definition and usage of national tourism techniques and strategies. A few nations have lasting tourism gatherings, which are basically dialog and counselling bodies. These can be important instruments for advancing the maintainability of tourism, gave that their participation is all around adjusted to mirror the distinctive measurements of manageability (UNEP 2005).

To make this effective, what is required is a lasting discussion or standing meeting in view of an expansive number of welcomed partners speaking to various interests. Such a multi-partner structure ought to speak to the accompanying, among others: Government Departments and tourism offices, nearby powers; native regions and nearby organization, NGOs and national stop powers and social legacy bodies, locals and occupants (nearby groups), tourism suppliers; hoteliers, eatery proprietors, vacationer guides, visits administrators, instructive foundations (schools, colleges), examine focuses, guests and media (UNWTO, 2014).

Such gatherings ought to be worried with all parts of tourism and ought to concentrate on maintainability by setting up committed between office correspondence and working gatherings particularly for this reason. Any tourism goal without a sufficient arrangement for advancement that addresses the financial and additionally social and natural elements of the business is under arranged for the effects of guests, cataclysmic occasions, and authorizing market strengths Wu (2009).

### **2.3.2 Sustainable Tourism Implementation**

Subsequent plan composition, next is proclaiming full comprehension, circulation to everyone guaranteeing general comprehension and acknowledgement. Thereafter, different components of this model is circulated and executed by the organizations in charge of the activities in motion. Actualizing such tourism plans, requires the collaboration and consolidated assets of numerous people, agencies and associations (Dwyer and Edwards, 2010). At the usage phase of any practical tourism plan, government, industry, the group and sightseers assume imperative supporting parts.

#### **2.3.2.1 Role of National and County Government in Implementation**

Governments at all levels have a part to play in supporting the usage of practical tourism. This is through promotion of coordination, legislation, education and monitoring.

##### **2.3.2.1.1 Promotion of Cooperation and Coordination**

Promoting cooperation and coordination is a fundamental goal of National and Local governments or authorities. This can take various forms and designs. One way this can be done is by approving tourism plans by accepting obligations for undertaking actions to encourage activities by different government bodies (EC, 2013). This can be accomplished through

outlining and actualizing open interview methods and process with a specific end goal to include all partners in settling on tourism related choices, along these lines bringing issues to light of manageable tourism and its execution. Governments are to guarantee that nature attraction and the people are commonly steady in local grade by means of participation and interaction amid locale to build up regular ways to deal with incentives, ecological approaches and incorporated tourism development plans (Dwyer and Edwards, 2010).

#### **2.3.2.1.2 Legislation and Policy Development**

Legislation is the procedure of production of suitable institutional, lawful, financial, social and natural structure to bolster the execution of feasible tourism. This should be possible to set up models of land use, tourism facilities, management and investment in tourism. Moreover, other objective of legislation is to uphold against illicit exchange noteworthy questions and specialities while in the meantime advance moral business behaviour with intense punishment for resistance (Bushell and Staiff 2003).

The blueprint development includes characterizing instructions that support the idea of maintainable tourism. Such established policies are to aid in safeguarding the environment by setting clear encompassing ecological quality norms and control of inappropriate activities that would harm the environment from all segments including tourism and avert development in regions where it would be improper (Dwyer and Edwards, 2010). Policy guidelines likewise give system to strife determination between communities, financial specialists, and wildlife. They are essential techniques for financial and ecological bearing appraisal checking on potential tourism improvement. Such are to guarantee consistence with development plans for sustainable tourism (Hall 2008).

#### **2.3.2.1.3 Education, Training and Monitoring**

The government should conceive and enforce learning programs raising apprehension to explore sensitive group of individuals on the questions of the development of sustainable tourism development. It should facilitate the work of teamwork among communities to expedite membership at every level of the process of tourism upgrade to bring forth awareness of the capitalism and advantages in enhancing tourism. All these elements should be combined in a follow up and in an examination coherent to detect the problems quickly to prevent the risks of greater damage (UNEP 2003).

### **2.3.2.2 Role of Industry in Implementation**

The industry begin steps to outline completing strategies of tourist growth. The concerned activities are: the environmental protection, the education and the training and the use of local raw data in the engendering and the tourists' commodities. The activities of ecological care concentrate on the implementation of approaches of eco-efficiency to reduce the environmental impacts associated to the tourist and tourist activities. It understands the sustainable use of lands and water, a better waste management and the minimization of the environmental and sanitary risks (Bushell and Staiff, 2003). Private segment are stipulated to offer basic principles on practices of the sustainable tourism and also improve the general knowledge of the workers. Thanks to well established frames of commitment, this sector can recommend the use of the properties, the services and the local materials to reduce the losses of tourist spending and maximize the economic fallout from the tourism of a destination (Dwyer and Edwards, 2010).

### **2.3.2.3 Role of Community in Implementation**

The community roles should be distinct and well expressed for easy understanding. Community leaders assure that participants on the importance of their input and a good outline is submitted to the team for reference purposes. Total commitment is expected within the team for the purpose of achieving the capitals including natural capital require community's acceptance and improvement on its continuity.

## **2.4 Benefits of Community Based Approach in Tourism Management**

In numerous countries, the success limited of the government in the resource management natures, the supply of basic infrastructures and the guarantee of primary social services led in search of alternatives. One of these options is the approach based on the community development (Narayan, 1995). This approach to the preservation of the fauna has a strong economic reason. It is generally assumed that through appreciation and making efforts by the community in the fauna management, they are as well successful in improving their economy at the same time their well-being. The activities of community preservation involved have for ultimate purpose to maintain the wild populations, by emphasizing the improvement of the socioeconomic status of the human communities in the wild zones (Emerton, 1999).

A report of Brohman (1996) on the new approaches of the tourism in the Third World revealed that the community initiatives of tourist development aimed at strengthening institutions to strengthen the social lives of the indigenous persons. In support of this report, Goodwin and Santilli (2009) considered that these initiatives aimed at sensible and accordant approach of the progress emphasizing congeniality.

Byaruhanga (2009) believes in the community preservation, where they are seen as not only receivers but also partakers in taking care of fauna. According to him, the partisans of the community preservation insist on the fact that it is about lower to higher approach and not vice versa allowing easy votes on decisions of land utilization rather than to make them impose through the top, so modifying the usual way of making things. Zimba (2006) considers besides that the initiatives of preservation based on the community aim at improving the livelihood of the durability of the local population by making a commitment in expendable and not consumer uses of the wildlife which diversify the income of the populations.

In East Africa, the participation of communities in the resource management natures was encouraged often by the concerns of management of the protected areas. It understands programs established well of division of income or of profit sharing in the protected areas as well as educational programs promoted by the administrators of parks conceived to increase the support for the preservation (Nelson, Roe, and Sandbrook, on 2009). These awareness programs are an element established well of the management of areas protected in almost all the countries of east Africa of essence as a result of high macroeconomic fallout yielded by the tourism centred on fauna. Namara and Nsabagasani (2003) stated the situation in the region (for example, 900 million dollars of total tourist recipes and estimated at 560 million dollars only in Tanzania in 2008 (Mitchell, Keane and Lailaw, Notes "The community preservation and the share of power practiced today in zones under watch in Uganda is not consistence with fair management.

Indeed, the community contribution within the framework of the community preservation and within the framework of the collaborative management is not translated in a adequate and effective way by the empowerment and the control of the resources by communities, in particular as regards to decision-making. A study funded by USAID, (2000) to assess the benefits of community conservation in Tanzania, found that through the acceptance of indigenous people of the local communities in making decision and managing both wildlife and forest, they are capable of improving their capacities of management and of

identifying and of capturing a bigger proportion of the advantages ensuing from the same uses of natural resources. Thanks to this strengthening of their capacities, they arrange important additional revenue streams. In all the domains where communities realizes preservation, we notice that, in spite of diverse degrees of success, they are bound to the type and at the level of commitment. On the other hand, the study however revealed that, in spite of these notable improvements, there was another blatant gap in some main tactics in getting ideas about the market and the grip of decisions based on such information, start-up businesses, entrepreneurial spirit and alliance formation. Case in point is the MMNR where a report by Ottichilo (2000) shows that product and service marketing at an economic viable level is a major concern to many traders and people in the community around the reserve. People have skills on embroidery, bead and basket making, however these skills do not help them much as there are no proper mechanism to market them. Mbaria (2001) made observations regarding sharing of resources and revenues from the conservation efforts, he notes that conflicts are a common practice which is as a result of poor revenue sharing modalities. This in effect derails the gains made in the already established culture of conserving the reserve for future generations.

However, recently, the approach of CBT has been made the object of important criticisms. Goodwin (2006) asked if "the community approach of the tourism (CBT) did not succeed in delivering" There were arguments against this approach because there is no advancement in people's life nor creates a good relation between the administrators of the resources to local communities. Adam (2004) supports that the idea of preservation contains a considerable quantity of romantic luggage.

Mugisha (2002) lifts concerns as for the capacity of the approach to CBT to change the behavior of people by means of economic motivation pointing out that CBT does not outweigh the destruction of fauna is not engendering communities to conform to preservation edict, unable to comply with population growth, thus improbable that it is supported by the indigenous population. Salafsky and Wollenberg (2000) argue that community are only interested on how to survive but not keen on fauna's preservation. It is thus difficult to fully commit them in the preservation. According to other documents, the community institutions were affected and compromised, as far as they do not succeed accepting responsibilities regarding preservation ((Byaruhanga, 2009).

Mitchell and Muckosy (2008) consider that numerous projects of CBT have consistently failed as a result of not enough money. We can object that the material advantages and the economic durability are not important for estimating the success or the failure of the projects of CBT. However, numerous projects of CBT involve an agency of development financed in togetherness with groups to create a detached flag, therefore, we reasonably expect that they know to what extent these initiatives are successful and gains received. (Goodwin and Santilli, 2009).

Expenses are normally accrued from CBT projects, hence it is preferred to know the success of these initiatives before making a commitment with and other individuals to realize the ambition of the CBT. Scheyvens (2002) underline that "communities introduce only rarely to the development of the tourism without the contribution from outside", like an international organization of preservation. The community contributes to time and to work - it is the investment in the initiative (Michael and Muckosy 2008).

The time and the work of the community have some value, there are often important costs of opportunity and for the poorest communities, the commitment is prohibitive; they cannot allow to be distracted from the activities of subsistence (Goodwin and Santilli, 2009). Without considering the net proceeds of CBT enterprise, the profit subtracts the money for starting the project and other expenses that keep cropping, it is difficult to know if there are gains received (Goodwin, 2006). Mitchell, Keane and Laidlaw (2008) note that, to have a solution for these problems, for success achievement of any group, there are a number of steps to be taken into account; demonstration of dire need and show the load, advantages must be higher than the negatives, emergence of the group into already formed ones, supremacy and technical knowhow.

In the context of MMNR, Ottichilo (2000) notes that achieving sustainability is far from realty though it is possible to experience it. He further alludes to the fact that the Kenyan government should enact more consultative rules that will provide an adequate framework for sustainable tourism. A report by Walpole, Karanja, Sitati and Nigel (2013) underlines the importance of the regulations, and the reasons of their existence. The regulations should be on point to both visitors and to the local sections, each having to fully comprehend their roles in development and the preservation of an environment which supports the sustainable development. Regarding law enforcement, the report suggests that the official road and road network of the reserve should be developed, enlarged and maintained, with road signs.

Appropriate circuits of visualization should be established in zones less used by the reserve, within the framework of a system of defined zoning. On-the-spot more rigorous penalties should be applied to the delinquents.

All interested and affected stakeholders should be able to find a working frameworks for which tourism can be regulated within MMNR and surrounding areas to ensure collective gains clearly underscoring how the revenue would be distributed within each participating community (MMNR report of 2009). Mbaria (2001) notes that financial resources ought to be effectively captured and appropriately deployed, in a consultative manner to ensure all the interested parties benefit, then real conservation gains can be improved, both inside and outside the reserve. Goodwin and Santilli ( 2009 ) indicates besides that measures must be taken to strengthen or modify the existing organizations or form new to make sure that these conditions in position.

When they are designed well, the community order of business are profitable in the management of natural assets, the basic amenities or the offer of primary social support. Taking part in the communal augmentation rests on the inversion of the control and the empowerment of the central authorities to the community organizations. To succeed, it is necessary to include the local needs, to lean on the soundness of the enduring establishment and to define necessary transformation in the external bodies to assist the community alertness (Narayan, 1995).

## **2.5 Chapter Summary**

The study in this chapter was about the adoption of sustainable tourism through community based approach focusing on Maasai Mara National Reserve. The study has discussed the benefits of National Reserves (MMNR) to the surrounding communities, how to enhance Sustainable Tourism through Policy Planning and Implementation and the benefits of introduction of Community based Approach to national reserves. The next chapter, research methodology, explores the best methodology the research will adopt to reach to the solution of the problem.



## **CHAPTER THREE**

### **3.0 RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Methodology of a study is a collective term for the process structured by the performing the research. The term is generally considered as including the conception of the research, the collecting information and analysing. This section examines general system of the study. It diagrams the examination outline, the populace, the inspecting plan, information accumulation techniques, the study procedure, and the information investigation strategies that will be utilised for motivations behind this study.

#### **3.2 Research Design**

A model of expository research is applied on this study. Cooper and Schindler (2006) advocated the transverse explanatory layout for research performed at one time and interpreting the same variables another time. The design of a research supplies the link which unites the project. Here, it explored the adoption of a sustainable tourism in the Maasai Mara's national reserve by a community approach. The frame of the research was developed from methods of research allowing to estimate taking part of local authorities during planning and at implementation of the policies of sustainable tourism.

#### **3.3 Population and Sampling Design**

##### **3.3.1 Population**

Schindler (2008) define populace being the sum accumulation of components whereupon inferences can be made. The bigger circle of perception is the populace while the fewer circle of the huge population is known as the sample. The target population of the study were governments and conservation agencies, business and regional leaders within the selected Maasai group.

**Table 3.1: Population Distribution**

<b>Population</b>
Officials of Narok County Council
Officials of Mara Triangle
Local Community Group Representatives
Lodges/Guesthouses/Hotels
Local Retail Business

### **3.3.2 Sampling Design**

This is a group from the populace which is a delegate of a populace (Schindler, 2008). Inspecting configuration is the procedure utilized as a part of selecting a proportionate representation from the aggregate example estimate, which is the populace under study (Merriam 2003). Examining empowers: bring down cost, exactness of results, expanded speed of information gathering, and accessibility of populace components. As the number of inhabitants in the study was spread in various classes, the study completed inspecting so as to accumulate a general sentiment from a particular littler gathering that speaks to the perspectives of a bigger populace. The testing configuration included the inspecting outline, examining methods and the example measure.

#### **3.3.2.1 Sampling Frame**

As per Cooper et al (2000) this is quick rundown or family units in an objective populace from which the example is attracted and to which test information is summed up. A list of County government and conservation representatives as well as regional community group leaders were assembled and made the sampling frame of the respondents. The research aimed at collecting data from the identified sampled respondents that have influence on MMNR management.

#### **3.3.2.2 Sampling Technique**

A major concern for researches is who among the population is suitable to be selected as a sample for this particular study. Mugenda and Mugenda, (2003) argues that for the results to be meaningful, the individuals who take the survey should be representative of the population under investigation. The study used a sample of the population of the identified

players around the MMNR who have a considerable influence in the management and implementation of sustainable tourism. Random sampling technique was applied for the purpose of data collection from regional tourism investors, agencies and community. Purposive sampling technique was applied as the most appropriate for survey research.

### 3.3.2.3 Sample Size

This is about the selection of individuals' subset inside a population to obtain knowledge on the whole population, in particular with the aim of making predictions based on a statistical inference. As indicated by Schindler and Cooper (2003), a size of sample is a group of elements from which the data are collected. A good size of sample should supply detailed and complete information. The actual sampling size of the study was drawn using stratified random sampling where an identified number of representatives were drawn from each section: Government agencies, business and local communities.

To collect meaningful members of executive committee of tourism in the cross section of entire designated study area, information was gathered with the travel organization of Council of the county of Narok and of Mara Conservancy. The national park of the Maasai Mara, the popular detached houses of the community leaders of the region and the lodges within the local community group. The purpose was however to generalize from a sample and to make inferences on the participation of the local powers, the bodies of preservation and communities in organizing and implementation of the policies of tourism sustainability.

**Table 3.2: Sample Size Distribution**

<b>Population</b>	<b>Number</b>
Officials of Narok County Council	30
Officials of Mara Triangle	35
Local Community Group Representatives	20
Lodges/Guesthouses/Hotels Officials	10
Local Retail Business	5
<b>Total</b>	<b>100</b>

### **3.4 Data Collection Methods**

This study rifled essential information from respondents. Cooper and Schindler (2008) characterize essential information as information gathered from direct involvement. The information was both quantitative and subjective. The study utilized essential information which was to a great extent quantitative and expressive in nature. A survey was intended to request information by using designed questionnaires as a tool for gathering the information.. The participant was divided into several sections which aimed at collecting the general information and particular data emerging from the different research addresses that the study accomplished. Every questionnaire included closed questions and open questions. Restricted interrogations were applied to estimate the reply to simple questions, where a simple checkbox is enough for facilitating the classification of the respondents. However, by taking into account the small specific population of sample implied in this investigation, a series of explanatory questions were added to produce qualitative and explorative fact source which added deeper understanding of the answers.

### **3.5 Research Procedures**

A pilot study was led in a random way on 9 guarantors; three of every category, the top, the environment and the staff of the operations. It was a question of verifying the adequacy of the tool (questionnaire) before administering him in the study. The pre-test allowed the researcher to refine the questionnaire and to improve the objectivity and the efficiency.

The administration of the questionnaire was confided to the government and to the preservative agents, to the local representatives of the resource management natural in the community and in the middle of the affairs. The questionnaire contained a letter of introduction in the authentication which guaranteed the confidentiality of the guarantors. This letter also served as permission for the researcher to collect data comfortably. In its administration, the questionnaire took 15 at 20 minutes. The researcher helped the speaker understand the importance of the study and make sure that the answer was compatible with the objective of the study. It also assured the cooperation of the guarantors as well as the targeted response rate. Questionnaires were auto-administered to the respective speakers.

### **3.6 Data Analysis Methods**

In accordance to Schindler et al (2008), the data analysis is a technique of search for the intention, meticulous and explanatory description of the obvious contents of an expression. For the quality of the search in this study, both qualitative and quantitative methods were applied. The data gathered were analysed by means of the software SPSS and presented by means of figures showing clear overview of results of this research. Among the used quantitative tools, we can quote the inferential statistics, which included crossed boards, measures of correlation and analyses of regression. Descriptive statistics were also used when measures of central tendencies like standard deviation, the frequencies and the percentages were used. These tools of analysis were used, for example, to determine the points of view of the common points and the intervals with regards to the common points.

### **3.7 Chapter Summary**

In this chapter, elaboration of the kinds of methods that were applied in the study are explained. These are; the research, population, frame sample, size of the sample and techniques applied such as the use of SPSS. In the next chapter, a number of findings are put across in regard to the questions being answered

## CHAPTER FOUR

### 4.0 RESULTS AND FINDINGS

#### 4.1 Introduction

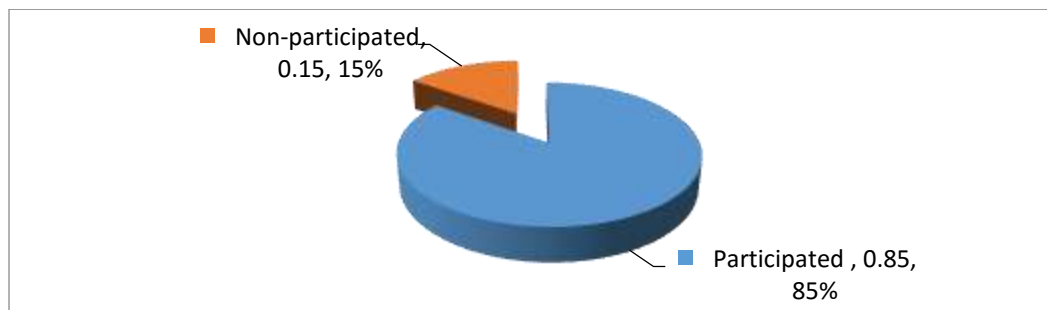
This chapter discusses the analysed outcome and findings of this study on the research questions concerning the information gathered from the participants. The first part highlights the response rate. The second section is about the background information, which presents demographic presentation of the respondents. The third section deals with the benefits of Masaai Mara National Reserve to the surrounding communities. The fourth section is on enhancing sustainable tourism through policy planning and implementation. The fifth section is on the benefits of introducing community based approach on MMNR and the last part is the summary.

#### 4.2 Demographic Representation

##### 4.2.1 Response Rate

A response rate is the total number of guarantors or people having participated in a study and it is presented in the form of percentage. This study had a sample of 100 guarantors of the national reserve of Masaai Mara National Reserve.

The study represented by figure 4.1 shows the rate of answer of this study. This therefore proves that 85 % of the respondents participated in the study whereas 15 % did not participate in the study. The study thus implies that the rate of answer is reliable if used.



**Figure 4.1: Response Rate**

#### 4.2.2 Gender of Respondents

The study in Figure 4.2 shows the gender of participants. From the study, it is well demonstrated that 36.5% of the respondents represents females and 63.5% of the respondents represents males. From the study, it is implied that at Masaai Mara National Reserves (MMNR) there are more of male employees compared to their female counterparts. The assumption of the study is that game reserves are dominated with different kinds of wild animals that need more of men to manage that is the reason why there are many men than women.

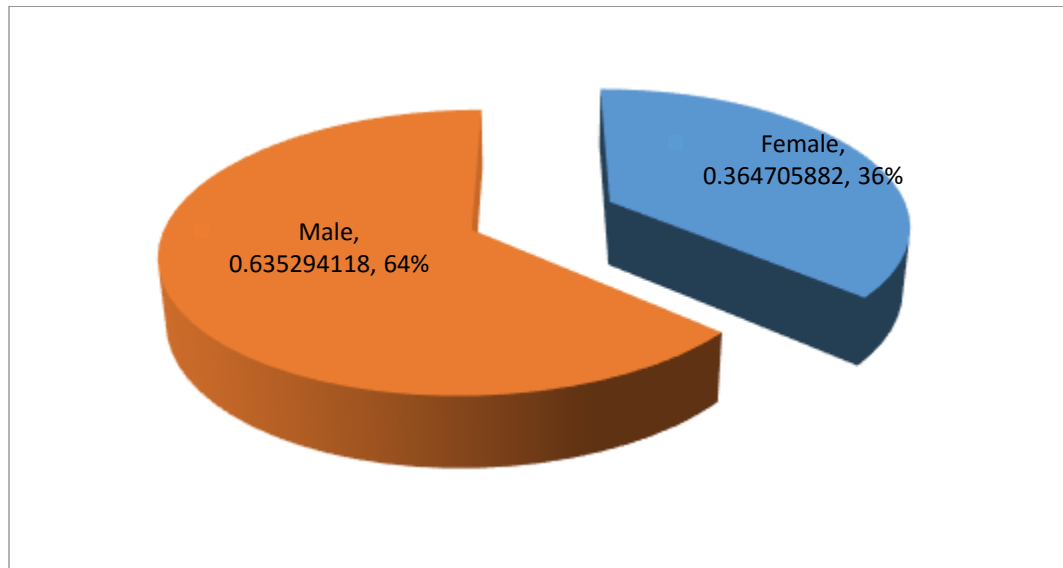
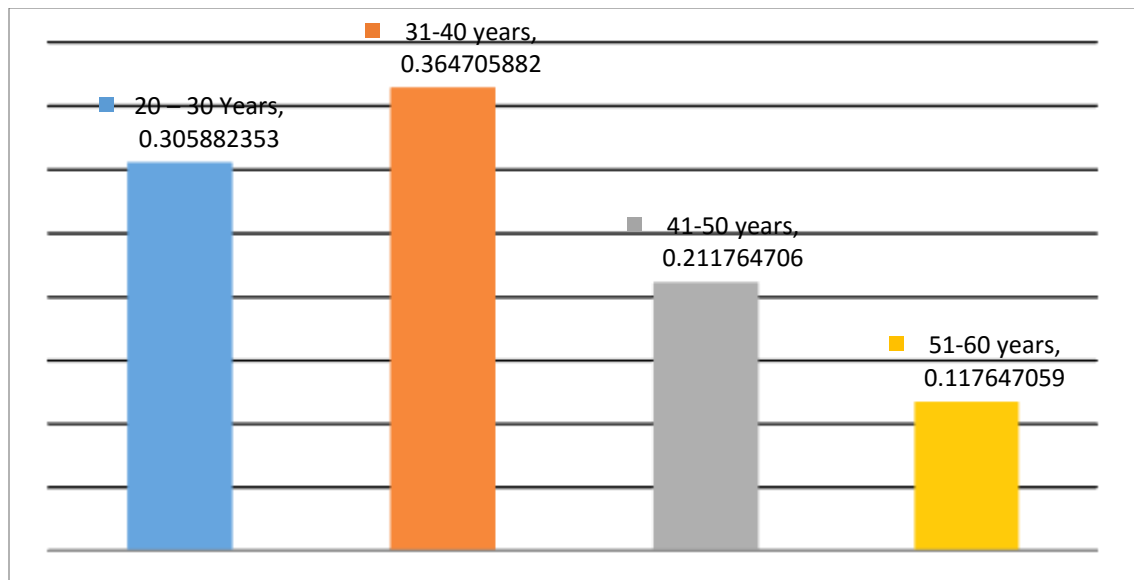


Figure 4.2: Gender of Respondents

#### 4.2.3 Age of respondents

Figure 4.3 demonstrates age of respondents. This study reveals that 30.6% of the population at Masaai Mara National Reserve (MMNR) is between 20 to 30 years of age, 36.5% is between 31 and 40 years of age and 21.2% is between 41 and 50 years of age. Besides, this study shows that 11.8% of the population is of the age from 51 and 60 years. The study reveals that the majority of the population is between 20 to 40 years of age. The assumption of the study is that at game reserves, more of the younger people who are still energetic are needed to deal with the situations than older people.



**Figure 4.3: Age of Respondents**

#### 4.2.4 Level of Education of Respondents

In table 4.1 the study reveals the level of the participants' education. From the study, it is well demonstrated that 16.5% of the population working there has certificate level of education, 25.9% has diploma level of education and 44.7% of the population at Masaai Mara National Reserve (MMNR) has degree level of education. The study also shows 9.4% of the population has masters level of education. From the study, it is also revealed that 3.5% of the respondents did not attend to this particular variable. The assumption of the study is that the most of the individuals employed at Masaai Mara National Reserve (MMNR) hold degree level of education while the minority of the population holds masters level of education. The assumption of the study is that tourism sector is a very sensitive sector that needs people who are well educated and understands the issues that concern tourism.

**Table 4.1: Respondents' Level of Education**

		Frequency	Percentage
Valid	Certificate	14	16.5
	Diploma	22	25.9
	Degree	38	44.7
	Masters	8	9.4
	Total	82	96.5
Missing	0	3	3.5
Total		85	100.0

Level of education of respondents



#### 4.2.5 Level of Experience

Table 4.2 portrays the association of respondents' education background and the length they have served in the tourism industry. This study reveals that the participants that have served the tourism sector for 1 to 3 years, 25% holds certificate level of education, 25% holds diploma level of education and 50% holds degree level of education. The study also shows that for respondents that 4 to 6 years of working experience, 12.5% holds certificate level of education, 43.8% holds diploma levels of education, 37.5% holds degree level of education and 6.3% holds master degree.

**Table 4.2: Work Experience of Respondents**

Experience in years	Education background				Total	
	Certificate	Diploma	Degree	Masters		
How long have you been in the tourism sector?	1 – 3	1 25.0%	1 25.0%	2 50.0%	0 0.0%	4 100.0%
	4 – 6	2 12.5%	7 43.8%	6 37.5%	1 6.3%	16 100.0%
	7 – 9	6 23.1%	9 34.6%	7 26.9%	4 15.4%	26 100.0%
	9 – 12	0 0.0%	1 12.5%	5 62.5%	2 25.0%	8 100.0%
	Above 12	5 19.2%	4 15.4%	16 61.5%	1 3.8%	26 100.0%
Total	14 17.5%	22 27.5%	36 45.0%	8 10.0%	80 100.0%	

Note: Participant's work experience in tourism industry

This study shows that 23.1% of respondents with 7 to 9 years of working experience holds certificates, 34.6% holds diplomas, 26.9% holds degrees and 15.4% holds masters level of education. The study also depicts that 12.5% of respondents with 9 to 12 years of working experience holds diploma education, 62.5% holds degree education and 25% holds masters education. The study also reveals that 19.2% of respondents with above 12 years of work experience holds certificates, 15.4% holds diplomas, 61.5% holds degrees and 3.8% holds masters level of education.

### **4.3 Benefits of National Reserves (MMNR) to the Surrounding communities**

This study aimed to assess the advantages of Masaai Mara National Reserve (MMNR) to the surrounding communities. The study has divided the benefits into; financial, social and environmental benefits. The study sought information from job creation, market creation, revenue generation, subsistence economy, goods and services. This study utilized mean, standard deviation (S.D), and coefficient of variations in analyzing the variables. The study emphasized more on coefficient of variation (COV) to rank the variables from the most significant to the least significant. The study reveals that the lesser the value of coefficient of variation the higher the level of importance. Coefficient of variation, in statistics is a simple measure of relative event dispersion. It is the ratio between standard deviation (S.D) and mean.

#### **4.3.1 Economic Benefits**

The study in Table 4.3 reveals the benefits accrued from Masaai Mara National Reserve (MMNR) to the surrounding communities. The study shows that MMNR creates job opportunities to the surrounding communities. The reserve also creates markets for the individuals and companies providing tourism products and service. Due to the latter benefits, the national reserve earns revenues to the communities and country as a whole. The national reserve, according to the study contributes to the improvement of the economy that is a priority to the indigenous group. Goods and services are provided to the communities surrounding the Masaai Mara National Reserve hence contributes to the improvement of livelihoods.

When the mean range is analyzed on the likert scale it provides a mean range of 3.31 to 3.42. The mean range shows that Masaai Mara National Reserve benefits the surrounding communities in different ways. The standard deviation and coefficient of variation range are from 0.49 to 0.84 and 0.14 to 0.25 respectively. This shows minimal to no difference from the average.

**Table 4.3: Benefits of Masaai Mara National Reserve**

	N	Mean	Std. Deviation	Coefficient of Variations
Tourism creates jobs for the surrounding communities	84	3.39	0.49	0.14
Tourism creates markets to the investors	84	3.40	0.49	0.15
Tourism earns revenues to a country and her communities	84	3.40	0.49	0.15
Parks help improve the economy to the local communities	84	3.39	0.52	0.15
National parks provide various goods and services to the surrounding communities which in return are able to contribute to improvement of livelihoods	83	3.31	0.56	0.17
Revenues generated by government from government-controlled tourism is shared by landholder and communities around national parks	84	3.42	0.84	0.25

Note: Benefits accrued from Masaai Mara National Reserve

### 4.3.2 Job Creation

The study in Table 4.4 reveals the cross-tabulation between age of respondents and job creation. From the study, it is well demonstrated that 65.4% of respondents within 20 to 30 years of age agree and 34.6% of the same category highly agree that tourism creates jobs to the surrounding communities. The study also shows that 63.3% of respondents with 31 to 40 years of age agree and 36.7% highly agree that tourism creates jobs to the surrounding communities.

For respondents with 41 to 50 years of age, 50% agree and 50% highly agree that tourism creates job opportunities to the surrounding communities. The table also depicts that 60% of respondents within 51 and 60 years of age agree and 40% of the same respondents highly agree to the latter statement. On a general point of view, all respondents of different age categories agree that tourism creates job opportunities to the surrounding communities.

**Table 4.4: Job Creation**

		Tourism creates jobs to the surrounding communities		Total
		Agree	Highly Agree	
Age group	20 – 30	17 65.4%	9 34.6%	26 100.0%
	31-40	19 63.3%	11 36.7%	30 100.0%
	41-50	9 50.0%	9 50.0%	18 100.0%
	51-60	6 60.0%	4 40.0%	10 100.0%
Total		51 60.7%	33 39.3%	84 100.0%

Note: Tourism creates job opportunities

### 4.3.3 Revenue Earning

The study in Table 4.5 reveals the cross-tabulation between gender of respondents and revenue earning. The study seeks to reveal if tourism earns revenues to the surrounding communities and the country as a whole. The study shows that 61.3% of female respondents agree and 38.7% highly agree that tourism earns revenues to a country and her communities that surround national parks and reserves. The study also depicts that 58.5% of female respondents agree while 41.5% highly agree to the latter statement.

**Table 4.5: Revenue Earning**

		Tourism earns revenues to a country and her communities		Total
		Agree	Highly Agree	
Gender	Female	19 61.3%	12 38.7%	31 100.0%
	Male	31 58.5%	22 41.5%	53 100.0%
Total		50 59.5%	34 40.5%	84 100.0%

Note: Tourism earns revenues

#### 4.3.4 Continuity of Subsistence Economy

In table 4.6 there is dependence between level of education of participants and continuity of subsistence economy. From the study it is revealed 7.1% of the participants holding certificate disagreed, while 57.1% and 35.7% agreed and highly agreed respectively that parks help contribute to the improvement of the economy. The study shows that 61.9% of respondents holding diploma level of education agreed and 38.1% highly agreed to the above statement.

From the table, it is depicted that 55.3% of respondents with degree level of education agreed while 44.7% of the same category of respondents highly agreed that parks contribute to the improvement of the economy. For the respondents holding masters level of education, 50% agreed and 50% highly agreed to the latter statement.

The study in the table implies that as the people are more educated, they tend to understand the importance of parks and reserves and how they help grow economy.

**Table 4.6: Continuity of Subsistence Economy**

		Parks subscribe to economic reform as whole that is important to the indigenous group			Total
		Disagree	Agree	Highly Agree	
Education background	Certificate	1 7.1%	8 57.1%	5 35.7%	14 100.0%
	Diploma	0 0.0%	13 61.9%	8 38.1%	21 100.0%
	Degree	0 0.0%	21 55.3%	17 44.7%	38 100.0%
	Masters	0 0.0%	4 50.0%	4 50.0%	8 100.0%
Total		1 1.2%	46 56.8%	34 42.0%	81 100.0%

Note: Parks help contribute to the improvement of the economy that is important to the indigenous group.

#### **4.3.5 Sharing of Revenues**

The study in Table 4.7 shows the relationship between work experience of respondents and revenue sharing. The study reveals that 40% of respondents who have worked with the Masai Mara National Reserve for 1 to 3 years disagreed, while 20% agreed and 20% highly agreed that revenues generated by the government from the government controlled tourism is shared by landholder and communities around national parks. The study also shows that 20% of respondents who have worked with tourism for 1 to 3 years felt that the statement was not applicable.

The study reveals that 6.3% of respondents with work experience of 4 to 6 years disagreed while 62.5% agreed and 18.8% highly agreed that revenues generated by the government from the government controlled tourism is shared by landholder and communities around national parks. The study shows that 12.55 of the same category of respondents found the statement not applicable to them. For respondents with 7 to 9 years of work experience, 14.3% of respondents disagreed, 32.1% agreed, 46.4% highly agreed and 7.1% found the above statement not applicable.

The study shows that 14.3% of respondents with the work experience of 9 to 12 years disagreed, 42.9% agreed and 14.3 highly agreed that revenues generated by the government from the government controlled tourism is shared by landholder and communities around national parks. The study found 28.6% of the same category of respondents felt that the statement was not applicable. For respondents with above 12 years of work experience, 7.7% disagreed, 42.3% agreed and 46.2% highly disagreed that revenues generated by the government from the government controlled tourism is shared by landholder and communities around national parks. The study shows that 3.8% of the same category of the respondents found the statement not applicable.

**Table 4.7: Revenue Sharing**

		Revenues generated by government from government-controlled tourism is shared by landholder and communities around national parks				Total
		Disagree	Agree	Highly Agree	N/A (not applicable)	
For how long have you worked in the tourism field?	1– 3	2 40.0%	1 20.0%	1 20.0%	1 20.0%	5 100.0%
	4– 6	1 6.3%	10 62.5%	3 18.8%	2 12.5%	16 100.0%
	7– 9	4 14.3%	9 32.1%	13 46.4%	2 7.1%	28 100.0%
	9– 12	1 14.3%	3 42.9%	1 14.3%	2 28.6%	7 100.0%
	Above 12	2 7.7%	11 42.3%	12 46.2%	1 3.8%	26 100.0%
	Total	10 12.2%	34 41.5%	30 36.6%	8 9.8%	82 100.0%

Note: Revenues generated by government from government-controlled tourism is shared by communities

#### 4.3.6 Social Benefits

This study aimed at assessing social advantages accrued from Masai Mara National Reserve (MMNR). The study sought information from awareness, brand, Preservation, social, recreation, and pride. The study in Table 4.8 shows that tourism contributes to awareness and education and brings significant benefits through brand which communicates high environmental quality. The study also reveals that tourism encourages the preservation of traditions which may be at risk of disappearing. The national park activities enhance social inclusion hence national park activities promote healthy outdoor recreation.

The table provides a mean range of 3.29 to 3.93. The mean range reveals that Masai Mara National Reserve (MMNR) contributes significantly to the social being of the surrounding communities. In contrast, standard deviation range is from 0.45 to 0.68 and coefficient of variation range is 0.14 to 0.19. This also shows that Masai Mara National Reserve highly contributes to the social benefits of the surrounding communities.

**Table 4.8: Social Benefits**

	N	Mean	Std. Deviation	Coefficient of Variations
Tourism contributes to awareness and education	84	3.29	0.45	0.14
An older national park gives advantage to a region viewed as a brand indicating high environmental quality	84	3.38	0.49	0.14
Tourism encourages the guarding customs that tends to fade away	84	3.39	0.52	0.15
The national park activities enhance social inclusion	84	3.60	0.68	0.19

Note: Social benefits accrued from national reserves

#### 4.3.7 Awareness and Education

Table 4.9 reveals the cross-tabulation between respondents' work experience and awareness and education. From the study, 80% of respondents with 1 to 3 years of work experience agreed and 20% highly agreed that tourism contributes to awareness and education. The study also found that 75% of respondents with 4 to 6 years agreed and 25% highly agreed to the latter statement. For the respondents with 7 to 9 years of work experience, 67.9% agreed and 32.1% highly agreed to the notion that tourism contributes to awareness and education of the local communities.

The study shows that all respondents with 9 to 12 years of work experience agreed that tourism contributes to awareness and education of the local communities. The study also reveals that 61.5% of respondents with above 12 years of work experience agreed while 38.5% highly agreed to the latter statement.



**Table 4.9: Awareness and Education**

		Tourism contributes to awareness and education		Total
		Agree	Highly Agree	
How long have you been in the tourism sector?	1– 3 years	4 80.0%	1 20.0%	5 100.0%
	4 – 6 years	12 75.0%	4 25.0%	16 100.0%
	7 – 9 years	19 67.9%	9 32.1%	28 100.0%
	9 – 12 years	7 100.0%	0 0.0%	7 100.0%
	Above 12 years	16 61.5%	10 38.5%	26 100.0%
		Total	58 70.7%	24 29.3%

Note: Tourism contributes to awareness and education of surrounding communities

#### 4.3.8 Environmental Quality

The study in Table 4.10 shows the relationship between respondents' level of education and environmental quality. The study reveals that 42.9% of respondents agreed while 57.1% highly agreed to the statement that an older national park gives an advantage as brand to a region hence contribute to environmental quality. The study also depicts that 76.2% of respondents holding diploma level of education agreed and 23.8% of the same category highly agreed to the latter statement.

The study shows that 63.2% of respondents with degree level of education agreed and 36.8% highly agreed that an older national park benefits a region since it's seen as a brand that contributes to high environmental quality. For respondents holding masters level of education, 37.5% agreed while 62.5% highly agreed to the above statement.

**Table 4.10: Environmental Quality**

		An older national park benefits a region when seen as a brand contributing to high environmental quality		Total
		Agree	Highly Agree	
Education background	Certificate	6 42.9%	8 57.1%	14 100.0%
	Diploma	16 76.2%	5 23.8%	21 100.0%
	Degree	24 63.2%	14 36.8%	38 100.0%
	Masters	3 37.5%	5 62.5%	8 100.0%
Total		49 60.5%	32 39.5%	81 100.0%

Note: park benefits a region when seen as a brand contributing to high environmental quality

### 4.3.9 Pride and Identity

To reveal whether tourism brings a sense of pride and identity to communities, Table 4.11 was used. The study shows that 61.5% of respondents within 20 to 30 years of age agreed and 38.5% highly agreed to the statement that tourism brings about sense of ownership to the surrounding communities. The study also indicates that 3.3% of respondents within 31 to 40 years of age disagreed, 60% agreed and 36.7% highly agreed to the latter statement.

For respondents within 41 to 50 years of age 61.1% agreed and 38.9% highly agreed that tourism brings about a real sense of ownership to communities surrounding national reserves. The study also reveals that 70% of respondents with 51 to 60 years of age agreed and 30% highly agreed to the above statement.

**Table 4.11: Pride and Identity**

		Tourism brings about a real sense ownership to communities			Total
		Disagree	Agree	Highly Agree	
Age group	20- 30	0 0.0%	16 61.5%	10 38.5%	26 100.0%
	31-40	1 3.3%	18 60.0%	11 36.7%	30 100.0%
	41-50	0 0.0%	11 61.1%	7 38.9%	18 100.0%
	51-60	0 0.0%	7 70.0%	3 30.0%	10 100.0%
Total		1 1.2%	52 61.9%	31 36.9%	84 100.0%

Note: Tourism brings of ownership to communities

#### 4.3.10 Environmental Benefits

The study aimed at assessing the environmental benefits attained as a result of having Masaai Mara National Reserve (MMNR). The study in Table 4.12 sought information from environment, nature and conservation. From the study, it is revealed that tourism is able to make people gain interest on the surrounding. The study also found that sites that have not been interfered with and natural areas are considered of value hence calls for good management. Tourism contributes to safety of the fragile areas.

Table 4.12, the mean range of 3.39 to 3.49 is illustrated. From the average range, we can see that Masaai Mara National Reserve (MMNR) highly contributes to the environmental benefits for the surrounding communities. The standard deviation ranges from 0.50 to 0.49 and coefficient of variation ranges from 0.14 to 0.15. The range variation means that national reserves are very important to the communities as they provide environmental benefits.

**Table 4.12: Environmental Benefits**

	N	Mean	Std. Deviation	Coefficient Variations	of
Tourism has the potential to increase public appreciation of the environment	84	3.49	0.50	0.14	
Natural areas are distinguished as value the urge for good management	84	3.39	0.49	0.14	
Tourism contributes directly to conservation of sensitive areas and habitat	84	3.40	0.49	0.15	

Note: Environmental benefits accrued from national reserves

#### 4.3.11 Environment Appreciation

Table 4.13 shows the cross-tabulation between respondents' work experience and environmental appreciation. From the study, 80% of respondents with 1 to 3 years of work experience agreed while 20% highly agreed that there is potential public expansion towards appreciation of the environment. The study also shows that 62.5% of respondents with 4 to 6 years of work experience agreed and 37.5% highly agreed to the above statement. For the respondents with 7 to 9 years of work experience, 42.9% agreed while 57.5% highly agreed that tourism is capable of adding public appreciation to nature.

The study depicts that 57.1% of respondents with 9 to 12 years of work experience agreed while 42.9% highly agreed that tourism is capable of increasing public appreciation of nature. For respondents with above 12 years of work experience, 42.3% agreed while 57.7% highly agreed to the above statement.

**Table 4.13: Environmental Appreciation**

		Tourism allows people to enjoy their surrounding		Total
		Agree	Highly Agree	
For how long have you been working in the tourism sector?	1– 3	4 80.0%	1 20.0%	5 100.0%
	4 – 6	10 62.5%	6 37.5%	16 100.0%
	7 – 9	12 42.9%	16 57.1%	28 100.0%
	9 – 12	4 57.1%	3 42.9%	7 100.0%
	Above 12	11 42.3%	15 57.7%	26 100.0%
Total	41 50.0%	41 50.0%	82 100.0%	

Note: Tourism promotes enjoyment of nature

#### 4.4 Enhancing Sustainable Tourism through Policy Planning and Implementation

The study aimed at finding out how to enhance sustainable tourism through policy planning and implementation. The study employed a correlation analysis to determine how sustainable tourism is enhanced through policy planning and implementation.

The table 4.13 shows that when tourism is not well planned neither well managed, it can contribute to the extinction of a destination. To avoid the extinction of a destination, the study reveals that after designing the plan, it should be widely shared in the community for easy acceptance. The study also noticed that the governments should watch that both adventure and nature strengthen jointly at the local level thanks to coalition and organization form similar grounds regarding incitements. Policy guidelines should provide framework for conflict resolution between communities, investors and wildlife.

The study shows that so that communities include and accept the importance of the tourism, the governments and the stakeholders of the sector of the tourism have to watch that, in the development of the tourism, the betterment of life is maintained. So the governments and the stakeholders in the sector of the tourism are responsible for making sure accomplishment is not put in danger tourism long-term development.

**Table 4.13: Enhancing Sustainable Tourism Development**

		After a plan is written, it is desirable that it be broadly circulated and discussed in the community to ensure that it is widely understood and accepted	Governments are to ensure that tourism and the environment are mutually supportive at a regional level through cooperation and coordination between regions to establish common approaches to incentives	Policy guidelines should provide framework for conflict resolution between communities, investors, and wildlife
	Pearson Correlation	.551**	.670**	.670**
Tourism not properly planned and managed can lead to an extinction of a destination	Sig. (2-tailed)	.000	.000	.000
	N	85	85	85
Governments and stakeholders in the tourism sector have a responsibility to ensure that in the development of tourism the quality of life of future generations are not placed at risk	Pearson Correlation	.595**	.685**	.685**
	Sig. (2-tailed)	.000	.000	.000
	N	85	85	85
Governments and stakeholders in the tourism sector have a responsibility to ensure that in the development of tourism long-term prosperity is not placed at risk	Pearson Correlation	.827**	.642**	.642**
	Sig. (2-tailed)	.000	.000	.000
	N	85	85	85
Sustainable tourism development requires a process of planning and management that brings together the interests and concerns of a diverse group	Pearson Correlation	.613**	.862**	.862**
	Sig. (2-tailed)	.000	.000	.000
	N	85	85	85
Tourism planning requires an understanding of the meaning of sustainable development and the guiding values for promoting sustainable tourism	Pearson Correlation	.770**	.936**	.936**
	Sig. (2-tailed)	.000	.000	.000
	N	85	85	85

Note: \*\*. Correlation is significant at the 0.01 level (2-tailed).

Bringing together interests and concerns of a diverse group, this study found that policy guidelines should provide framework for conflict resolution between communities, investors,

and wildlife. The study also noticed that planning of tourism requires a clear thought of what continuous improvement mean and real sense of advertising sustainability.

#### **4.4.1 Planning and Implementation**

In table 4.14, this study noticed that so that communities are conscious enough of the industry of the tourism and can understand their effects, the governments should design and to operate educational programs and raising sensitization which will make sensitive individuals in the questions of the development of sustainable tourism. To obtain valuable outcome, development and operation of these outlines in all categories of governance. The study reveals that the promulgated policies should contribute to protect the environment by establishing standards and clear regulations on the quality of the environment.

For well sensitization of people on the issues of sustainable tourism development, the study reveals that well-coordinated sustainable tourism plans should be able to impact the improvement and management of tourism. This study found that, to build-up sustainability of tourism, there should be an establishment of good system that is encouraging togetherness and performance in the local government.

**Table 4.14: Planning and Implementation**

		Governments should design and implement educational and awareness programs which will sensitize people on the issues of sustainable tourism development	Enacted policies should help protect the environment by setting clear ambient environmental quality standards and regulation
It requires that communities be made to be sufficiently aware of the tourism industry and enabled to understand its impacts	Pearson	.642**	.642**
	Correlation		
	Sig. (2-tailed)	.000	.000
To achieve effective results, policies must be developed and implemented at both national and local levels	N	85	85
	Pearson	.767**	.767**
	Correlation		
Well-coordinated sustainable tourism plans should be able to influence the development and management of tourism	Sig. (2-tailed)	.000	.000
	N	85	85
	Pearson	.710**	.710**
To strengthen the sustainability of tourism, mechanisms need to be established to encourage joined-up thinking and action within local governments	Correlation		
	Sig. (2-tailed)	.000	.000
	N	85	85

Note: \*\*. Correlation is significant at the 0.01 level (2-tailed).

#### 4.4.2 Model Summary of Enhancing Sustainable Tourism Development

During the forecast of the cost of a variable according to the value of another variable, a summary of model is used. The variable predicted in this case is called variable dependent. The variable used to predict the value of the other variable is called variable independent.

Table 4.15 illustrates the summary of the model of the study. The summary of the model supplies information on the capacity of the line of regression to take into account the total variation of the dependent variable. According to the table, the value of R<sup>2</sup> is 0,996, what means that 99,6 % of the total variance of the development of sustainable tourism is understandable by the variability of the planning and the implementation of the policies.



**Table 4.15: Model Summary of Enhancing Sustainable Tourism Development**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.998 <sup>a</sup>	.996	.996		.03879

Note: a. Predictors: (Constant), To strengthen the sustainability of tourism, mechanisms need to be established to encourage joined-up thinking and action within local governments, To bind the tourism to the Ministry of the Environment can favor the raising awareness to the durability of the environment and strengthen the links with the national parks or the promotion of the natural tourism, the governments and the stakeholders of the sector of the tourism are responsible for watching that the quality of life The planning of the tourism requires an understanding of the meaning of the sustainable development and the guiding values for the promotion of the sustainable tourism. To obtain effective results, politics must be developed and implemented at the national and local levels. It demands that communities are kept abreast about the industry and that they are capable of understanding its impacts

#### 4.4.3 Anova of Enhancing Sustainable Tourism Development

**Table 4.16: Anova of Enhancing Sustainable Tourism Development**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	30.959	6	5.160	3428.843	.000 <sup>b</sup>
1 Residual	.117	78	.002		
Total	31.076	84			

Note: a. Dependent Variable: Sustainable Tourism Development

b. Predictors: (Constant), To strengthen the sustainability of tourism, mechanisms need to be established to encourage joined-up thinking and action within local governments, To bind the tourism to the Ministry of the Environment can favor the awareness of the environmental durability and strengthen the links with the national parks or the promotion of the natural tourism, the governments and the stakeholders of the sector of the tourism are responsible for making sure that in the development of the tourism the quality of life of the future generations is not put in danger, the planning of the tourism requires an understanding of the sense of the sustainable development and the guiding values for the promotion of the sustainable tourism.

Analysis of the variance (ANNOVA) is a statistical method used to test the differences between two or several ways. The model of regression, such as indicated in table 4.19, indicated the variable outcome significantly good. This is illustrated in the line "Regression" and in the column Sig. It illustrates the statistical meaning of the applied model of regression.

In this case, P is 0,000 who is lower than 0,01 and indicates that; altogether, the applied model is enough good to predict the variable of an outcome.

#### 4.4.4 Coefficients of Anova of Enhancing Sustainable Tourism Development

Table 4.17 shows the coefficients that provided the information on the predictor variable. The coefficients provided the information necessary to predict sustainable tourism development basing on policy planning and implementation.

From the table, standardized beta coefficients are 0.198, 0.139, 0.268, 0.308 and 0.152 are all significant at 0.000. It means that a unit change in the policy planning and implementation causes a change of 0.198, 0.139, 0.268, 0.308 and 0.152 of change in sustainable tourism development. The study shows that policy planning and implementation has a positive impact on sustainable tourism development.

**Table 4.17: Coefficients of Enhancing Sustainable Tourism Development**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.339	.029		11.59	.00
1 Governments and stakeholders in the tourism sector have a responsibility to ensure that in the development of tourism the quality of life of future generations are not placed at risk	.167	.017	.198	10.09	.00
Tourism planning requires an understanding of the meaning of sustainable development and the guiding values for promoting sustainable tourism	.123	.017	.139	7.119	.00
It requires that communities be made to be sufficiently aware of the tourism industry and enabled to understand its impacts	.207	.019	.268	11.13	.00
To achieve effective results, policies must be developed and implemented at both national and local levels	.236	.018	.308	13.34	.00
Linking tourism to the Ministry of Environment can underpin awareness of environmental sustainability, and reinforce links with national parks or the promotion of nature based tourism	.074	.004	.152	16.57	.00
To strengthen the sustainability of tourism, mechanisms need to be established to encourage joined-up thinking and action within local governments	.091	.018	.089	5.128	.00

Note: a. Dependent Variable: Sustainable Tourism Development

#### 4.5 Benefits of Community Based Approach in Tourism Management

Table 4.18 indicates that the item mean scores ranged from 3.8235 to 4.1647. The lowest rating was for the item “*The interests of communities are largely their own survival rather than conservation*” with a mean of 3.8235 (SD=0.60112) and the highest score was for the item “*Community-based tourism development initiatives sought to a cultural well-being of a popular majority*” with a mean of 4.1647 (SD=0.55307). The item to total correlations ranged from -0.108 to 0.969 which was acceptable. The Cronbach’s alpha for benefits of community based approach in tourism management was 0.898 which is good reliability.

**Table 4.18: Community Based Approach in Tourism Management**

	Mean	Std. Deviation	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Community based approach to wildlife conservation has a strong economic rationale	4.1294	.59338	.887	.866
Community-based tourism development initiatives sought to strengthen institutions designed to enhance local participation and promote economic, social and cultural well-being of a popular majority	4.1647	.55307	.470	.902
Community involvement in natural resource management has often been promoted by protected area management concerns	4.0588	.79212	.969	.859
Through the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities	3.9294	.40203	.756	.882
The interests of communities are largely their own survival rather than conservation	3.8235	.60112	.780	.876
When properly designed, community based programs can be highly effective in managing natural resources	3.8588	.41268	.623	.890
When properly designed, community based programs can be highly effective in providing basic infrastructure	4.0941	.56953	.844	.871
When properly designed, community based programs can be highly effective in ensuring primary social services	3.9176	.38458	.574	.893
The rationale of community based conservation initiatives are to improve livelihoods of local populations’ sustainability	4.0353	.18562	-.108	.917
Cronbach's Alpha		Cronbach's Alpha Based on Standardized Items	N of Items	
.898		.873	9	

Note: Community Based Approach in Tourism Management

#### 4.5.1 Economic Rationale

Table 4.19 shows the level at which respondents' opinions on community based approach and economic rationale. From the table, the study confirms that 63.5% of respondents highly agreed that community based approach to wildlife conservation has a strong economic rationale, 11.8% agreed to the statement and 24.7% of the respondents felt that the statement was not applicable.

**Table 4.19: Economic Rationale**

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Community based approach to wildlife conservation has a strong economic rationale

	Frequency	Percentage
Agree	10	11.8
Highly Agree	54	63.5
N/A (not applicable)	21	24.7
Total	85	100.0

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Note: Wildlife conservation has a strong economic rationale

#### 4.5.2 Institutional Strengthening

Table 4.20 establishes the respondents' opinions on community based tourism and institutional strengthening. From the table, 67.1% of respondents highly agreed that community based tourism development initiatives sought to strengthen institutions designed to enhance local participation and promote economic, social and cultural well-being of a population, 8.2% agreed to the statement and 24.7% felt that the statement was not applicable.

**Table 4.20: Institutional Strengthening**

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Community-based tourism development initiatives sought to strengthen institutions designed to enhance local participation and promote economic, social and cultural well-being of a popular majority

	Frequency	Percentage
Agree	7	8.2
Highly Agree	57	67.1
N/A (not applicable)	21	24.7
Total	85	100.0

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Note: Community-based tourism strengthen institutions

### 4.5.3 Community Involvement

Table 4.21 shows respondents' opinions on community involvement in natural resource management. From the table, it is very clear that 65.9% of respondents highly agreed that community involvement in natural resource management has often promoted by protected area management concerns, 9.4% of respondents agreed to the statement, while 24.7% of respondents found the statement not applicable.

**Table 4.21: Community Involvement**

Community involvement in natural resource management has often been promoted by protected area management concerns		
	Frequency	Percentage
Disagree	8	9.4
Highly Agree	56	65.9
N/A (not applicable)	21	24.7
Total	85	100.0

Note: Community involvement in natural resource management has often been promoted

### 4.5.4 Management Capacities

Table 4.22 reveals the opinions of the respondents on management capacities and development of tourism. From the table, 83.5% of the respondents highly agreed that though the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities, 11.8% of respondents agreed to the statement and 4.7% of the respondents found the statement not applicable.

**Table 4.22: Management Capacities**

Through the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities		
	Frequency	Percentage
Agree	10	11.8
Highly Agree	71	83.5
N/A (not applicable)	4	4.7
Total	85	100.0

Note: Involvement of local communities in the decision-making has enhance their management capacities

#### 4.5.5 Community Based Programs

Table 4.23 shows respondents' opinions on community based programs and natural resource management. From the table, it is very clear that 88.2% of respondents highly agreed that when properly designed, community based programs can be highly effective in managing natural resources, 9.2% of respondents agreed to the statement while 2.4% of the respondents disagreed to the latter statement.

**Table 4.23: Community Based Programs**

	Frequency	Percentage
Disagree	2	2.4
Agree	8	9.4
Highly Agree	75	88.2
Total	85	100.0

Note: Community based programs can be highly effective in managing natural resources

#### 4.5.6 Local Population Sustainability

Table 4.24 reveals the views of respondents on the local population sustainability. The table shows that 96.5% of the respondents strongly agreed that the rationale of community based conservation initiatives are to improve livelihoods of local population's sustainability and 3.5% of the respondents found the statement not applicable.

**Table 4.24: Local Population Sustainability**

	Frequency	Percentage
Highly Agree	82	96.5
N/A (not applicable)	3	3.5
Total	85	100.0

Note: Community based conservation initiatives are to improve livelihoods of local populations' sustainability

#### 4.6 Chapter Summary

This chapter has provided the results and findings with respect to the data given out by the respondents from Masaai Mara National Reserve (MMNR). The chapter provided analysis

on the response rate, background information, benefits of national reserves, enhancement of sustainable tourism through policy planning and implementation and benefits of community based approach on Masai Mara National Reserve (MMNR). The next chapter provides the summary, discussions, conclusions and recommendations.

## CHAPTER FIVE

### 5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

Chapter five presents the discussion, conclusions and recommendations of the study. In section 5.2, the summary of the study is presented. The discussion and conclusion of the study is in section 5.3 and 5.4 respectively. Section 5.5 demonstrates the recommendations.

#### 5.2 Summary

The purpose of the study was to assess the effect of adoption of sustainable tourism through community based approach focusing on Masai Mara National Reserve (MMNR). The study focused on gaining understanding on the successes of the involvement of local community to the planning and implementation of sustainable tourism. The study was guided by three objectives which are; the benefits of National Reserves (MMNR) to the communities through tourism, how policy planning and implementation enhance tourism sustainability and possible changes occurring in MMNR with the adoption of Community based Approach.

The study adopted a conception of descriptive research in the analysis, the interpretation and the presentation. The design of the research is effective and precise to obtain information on the population. The target population of this study was the governments and the bodies of preservation, the business managers and the leaders of local communities or their representatives in the selected communities. A total of 100 guarantors were interviewed. The primary data that were used in this study were collected by means of structured questionnaires containing closed and open questions. The data obtained from questionnaires were analysed by means of descriptive and inferential statistics. For the descriptive statistics, the averages, the frequencies, the percentages and the standard deviation were used, while the models of analysis of correlation and regression were the used inferential statistics. The data were analysed by means of the software SPSS and presented in tables and in figures.

The study assessed the benefits of national reserves (MMNR) to the surrounding communities. The study found that tourism creates jobs to the surrounding communities. It also creates markets for the individuals and companies providing tourism products and services hence contributing in earning revenues to the country and her communities. The study also



found that tourism contributes to awareness and education of local communities. The study also revealed that tourism encourages the preservation of traditions which may be at risk of disappearing. The study also found that through tourism there is high likelihood of increased public gratitude to nature. Tourism also contributes specifically to the preservation of delicate sites and habitat. The study also revealed that the national park activities enhance social inclusion.

The study established how to enhance sustainable tourism through policy planning and implementation. The study found that when there is lack of proper planning and good management in tourism, it can lead to an extinction of a destination. It was also found from the study that the governments and other partners in the tourism sector are responsible for ensuring and overseeing tourism development and also to make sure that life of future generations are not endangered. For sustainable tourism development to be experienced, it needs a procedure that includes well planning and management that merges any worries and matters of diverse group. From the study, it was examined that after a plan is designed with scrutiny, it is recommended that it be openly and widely shared with the interested partners with community no exception. In addition, it is the responsibility of the individuals in charge of the plan to make sure everyone that is involved has fully understood and accepted the writing. This study also found that policy guidelines should provide framework for conflict resolution between communities, investors, and wildlife. To obtain convincing outcome, the study found that these policies has to be developed and implemented at both regional and national levels. The study revealed that to strengthen the sustainability of tourism, instruments should be instituted to encourage deduction and activity inside local governments.

The study examined the benefits of community based approach in tourism management. The study found that community based approach to wildlife conservation has a strong economic rationale. The study confirms that the initiatives of development of the community tourism aim at strengthening institutions to increase the local participation and promote the economic, social and cultural well-being of the popular majority. Thanks to the participation of the local communities in the decision-making and in the resource management forest and wildlife, communities can improve their capacities of management. The study revealed that, when they are conceived well, the community programs can be very effective in the resource management natures.

## **5.3 Discussion**

### **5.3.1 Benefits of National Reserves to Surrounding Communities**

In this objective, the main aim of this study was to assess the advantages of national reserves to the surrounding communities. This study analyzed the variables arising from this objective and found that tourism creates job opportunities to the surrounding communities. The results of the study confirm the conclusions of the UNWTO (2014) which confirm that the financial benefits of the tourism can be substantial in terms of earned income, imposition and created jobs. It was noticed that the impacts resulting from the tourism are direct, indirect and led by the total tourist economy, the job creation, and the recipes of the positive and negative externalities resulting from taxes and other public loads, recipes in currencies and the related multiplier effects. Hamre (2000) affirms that parks contribute to the preservation of a subsistence economy which is important for the local communities. He explains besides that there is a wide range of possibilities of direct employment generated by the national parks. The study also noticed that the tourism creates markets for the private individuals and the companies supplying products and tourist services.

The study revealed that the national parks supply diverse goods and services to the surrounding communities which in return are able of contributing to the improvement of the livelihoods. The study rests the conclusions of Ekise and al. (2013) which revealed that the national parks supply a variety of the properties and the services to the local communities around them who in return are able of contributing to the improvement of the livelihoods. They assert that parks supply not only with the food and the services in local authorities, but parks also offer possibilities of employment, educational programs and other community service Namara and Nsabagasan (2003) revealed that the national parks can have enormous flows of money because of the attraction of animals on the tourists. Because of the latter, parks worked out methods of preservation to imply more communities as means to request their cooperation and their support, the local communities are awarded by big responsibilities within the framework of the programs of use of the resources.

The study found that tourism adds to awareness and education. Silcock (2013) contends that national parks exercises offer ascent to a scope of social advantages by drawing in with nearby groups, empowering volunteering, putting resources into community facilities, awareness and education, advancing solid outside diversion, and improving social inclusion.

Furthermore, DCLG (2012) affirms that by adding to the protection and maintainable utilization of nature, the exercises of the National Parks additionally upgrade the conveyance of biological community benefits that are esteemed by society and add to more extensive prosperity.

The study revealed that the activities of the national park favour the social inclusion. To rest the results, DEFRA (2011) identified the social inclusion as one of the advantages of the national parks and the protected areas. The social exclusion is a short-term term for what can arrive when people or zones have a combination of problems such as the unemployment, the discrimination, the insufficient skills, the low incomes, the poor accommodation, the high criminality and the break of the family. These problems are bound and strengthen mutually. The study reveals that there are specific programs managed by the authorities of the park to encourage certain surrounding groups or rather the communities which would generally have no access to the national park to take advantage of advantages that the national parks have to offer.

The study also found that tourism contributes specifically to the preservation of easily and frequently affected areas and habitat. This study uncovers that the natural estimation of tourism in so far as it saves ecosystems is beyond measure. Wu (2009) give evidence that the income resulting from additional costs of ruling and from comparable sources can be indicated in particular to pay the insurance and the administration of naturally delicate zones. Expenses infrequent for operations of the exercises of conservation can be collected from the tourists' visits. The tourism can completely add to the ecological assurance, the conservation and the restoration of the different organic qualities and the feasible use of regular assets. The study by DEFRA (2011) affirms that tourism also has the potential to increase open appreciation of the environment and to spread awareness of environmental related problems due to frequent exploitation of nature by individuals. This may heighten awareness of the value of nature and lead to environmentally conscious behavior and activities to preserve the ecosystem.

The study confirmed that spotless sites and natural areas are marked valuable and the need to keep the attraction alive can lead to formation of national parks. AfDB (2015) explains that, thoughtful management of tourism facilities for example, lodging, is an added advantage to natural areas. This calls for keen planning and creation of check points for development, in reference to analysis of the existence of the natural resources in the area. Responsible planning will help to avoid the gradual deterioration of environmental assets significant to tourism.

### **5.3.2 Enhancing Sustainable Tourism through Planning and Implementation**

The study aimed at finding out how to enhance sustainable tourism through policy planning and implementation. The study revealed that when tourism is not properly planned and managed can lead to an extinction of a destination. This study supports the conclusions of Dwyer and Edwards (2010) which indicated that the badly planned and managed tourism can leave permanent tracks on the physical, social, cultural and economic environments of the destinations. On the other hand, a study carried out by EC (2013) concluded that the development of the long-lasting tourism demands a process of planning and management which includes the interests and the concerns of the whole diversified group in a long-lasting and strategic. The study agrees that to have a good tourism plan, mutual understanding among the partners involved is necessary. This understanding is to ensure that the community members capture the total awareness and impacts of the industry.

From the study, it is realised that governments and partners in the tourism department accepts the obligation of assuring future generations' quality of life is not harmed. Dwyer and Edwards (2010) confirms that tourism development can indeed be alienating to local residents, overcrowded, noisy, architecturally tasteless, and place pressures on infrastructure. Inappropriate types and scales of development may arise due to laissez-faire tourism policies and a lack of national, regional or local planning and regulation.

The study confirms that after a tourism plan is written, it is desirable that it be broadly circulated and discussed in the community to ensure that it is widely understood and accepted. Dwyer and Edwards (2010) believe that implementing tourism plans requires the cooperation and combined resources of many individuals, agencies and organizations. A study by Economic and Social Commission for Asia and the Pacific (1995) indicates that at the implementation stage of any sustainable tourism plan, government, industry, the community and tourists play important supporting roles. The study found that during implementation, governments are to ensure that tourism and the environment are mutually supportive at a regional level through cooperation and coordination between regions to establish common approaches to incentives.

The study reveals that policy guidelines should provide framework for conflict resolution between communities, investors, and wildlife. Dwyer and Edwards (2010) found that such enacted policies are to help protect the environment by setting clear ambient environmental quality standards and regulation of inappropriate activities that would damage

ecosystems from all sectors including tourism and prevent development in areas where it would be inappropriate. Contrary, Hall (2008) reveals that policy guidelines are basic fundamental standards and regulations for economic, social and environmental impact assessment and monitoring of existing and proposed tourism development. Such are to ensure compliance with development plans for sustainable tourism.

From the study, it is confirmed that effective implementation of tourism plan requires that communities be made to be sufficiently aware of the tourism industry and enabled to understand its impacts. To ensure effective awareness within the community about tourism matters, governments should design and implement educational and awareness programs which will sensitize people on the issues of sustainable tourism development. A study by EC (2013) found that to achieve effective results, policies must be developed and implemented at both national and local levels. At the national level the government should be able to bring together other affected parties to collectively define the needs that affect and influence tourist operations in an area. Together they should seek to develop structures that engage all the stakeholders in the formulation of strategies and policies for sustainable tourism by ensuring effective coordination of actions and an ongoing dialogue between them

The study emphasizes that to achieve effective results, enacted policies should help protect the environment by setting clear ambient environmental quality standards and regulation. A study by UNEP (2005) found that well-coordinated sustainable tourism plans should be able to give a say to the development and management of tourism to those whose interests or areas of responsibility are and will be affected by its impacts. According to the study, enacting permanent engaging working structures should bring together knowledge and expertise on economic, social and environmental issues that are relevant to tourism and ensure that policies and actions in other sectors or areas of activity affecting tourism and to make sure that they are coordinated and taken into account.

### **5.3.3 Benefits of Community Based Approach in Tourism Management**

The study confirms that community based approach to wildlife conservation has a strong economic rationale. Emerton (1999) found that community based approach to wildlife conservation is typically based on the premise that if local people participate in wildlife management and economically benefit from this participation, then a “win-win” situation will arise whereby wildlife is conserved at the same time as community welfare improves. Emerton

adds that community conservation activities involved have the ultimate goal of maintaining wildlife populations, with keen focus on improving the socio-economic status of human communities in wildlife areas.

According to the study, community-based tourism development initiatives sought to strengthen institutions designed to enhance local participation and promote economic, social and cultural well-being of a popular majority. Santilli, (2009) asserts that community-based tourism initiatives sought to strike a balanced and harmonious approach to development that would stress considerations such as the compatibility of various forms of development with other components of the local economy; the quality of development, both culturally and environmentally; and the divergent needs, interests and potentials of the community and its inhabitants. Byaruhanga, (2009) believes that in community based conservation, communities are not merely perceived as beneficiaries but more as active participants capable of carrying out wildlife management activities.

The study found that through the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities. This supports the findings of Goodwin (2006) who found that, involvement of local communities in the decision-making management of wildlife resources would help them identify and capture a greater proportion of the benefits derived from the same natural resource uses. Through this enhancement of their capacities, they are provided with important alternative sources of livelihoods. Goodwin found that there is evidence of this in all the areas communities are involved in conservation management, however with various degrees of success, and much of this is related to the type and engagement levels.

According to the study, when properly designed, community based programs can be highly effective in managing natural resources. Narayan (1995) found that investment in group participation in community based development depends with respect to reversing control and accountability from focal powers to group associations. Fruitful outline requires understanding local needs, expanding on the qualities of existing establishments, and characterizing the progressions required in external agencies to bolster community activity. The study also found that community involvement in natural resource management has often been promoted by protected area management concerns.

The study revealed that the rationale of community based conservation initiatives is to improve livelihoods of local populations' sustainability. Zimba (2006) found in his study that

the proponents of community based conservation stress the fact that this is a bottom-up approach rather than top-down giving people a strong voice in land use decisions rather than having them imposed from above thus changing the usual way of doing things. Nelson, et al. (2009) reveal that in East Africa, community involvement in natural resource management has often been promoted by protected area management concerns. This includes well-established protected area revenue sharing or benefit sharing schemes as well as educational programmes promoted by park managers designed to increase support for conservation.

## **5.4 Conclusions**

### **5.4.1 Benefits of National Reserves to Surrounding Communities**

The study concludes that the sustainability and development of tourism is important to the surrounding communities. According to the study, tourism creates jobs to the surrounding communities. It also creates markets for the individual and companies providing tourism products and services. Due to the latter statements, tourism earns revenues to the communities and to the country at large. The study concludes that parks help contribute to the continuation of a subsistence economy that is important to the local communities. The study also concludes that tourism encourages the preservation of traditions which may be at risk of disappearing. From the study, it is learnt that tourism contributes to the awareness and education of the local communities. Tourism also contributes directly to the conservation of sensitive areas and habitat.

The study concludes that a number of significant changes should be made to the existing tourism structure or rather framework to make sure benefits are capitalized on and costs are reduced. The neo-colonial framework of the tourism industry ought to be tackled to stimulate greater empowerment of local communities at Masaai Mara National Reserve and other reserves. The study concludes that it is imperative to prioritization the needs of local communities. To clear up inefficiencies and ensure that local communities really benefit from the money obtain from reserves, revenue sharing schemes must be reorganized. From the study, it is concluded that tourism operations should be culturally respectful and sensitive, and must encourage the preservation of local language and culture. Systematic examination of species

populations should be carried out for conservation to be successful, with practical recovery targets needed to attain lasting goals.

The study concludes that environmentally-destructive actions must be restricted and regulated, with supporting infrastructure instituted where necessary to minimize environmental deprivation. The study also concluded that the establishment of an environmental impact assessment procedure that is tourism-specific might help in evaluating tourism operations to guarantee the industry's sustainability. Further, research concerning the holistic effects of tourism ought to be carried out. Eventually, enhancements to the manner in which tourism in national parks and reserves in Kenya is conducted will benefit the environment, wildlife species, local communities, tourist experience and the usefulness of biodiversity conservation.

#### **5.4.2 Enhancing Sustainable Tourism through Policy Planning and Implementation**

Tourism planning requires an understanding of the meaning of sustainable development and the guiding values for promoting sustainable tourism. The study concludes that sustainable tourism requires that communities be made to be sufficiently aware of the tourism industry and enabled to understand its impacts hence governments should design and implement educational and awareness programs which will sensitize people on the issues of sustainable tourism development. The study also concludes that to achieve effective results, policies must be developed and implemented at both national and local levels.

The study concludes that in the near future, tourism is anticipated to take up again its rapid growth. This growth can be harnessed for taking full advantage of economic benefits hence increase the living standards of local communities and countries. The growth can also be harnessed for the enjoyment of tourists. At the same time, if not counteractive measures are considered, it is bound to encompass negative socio-cultural and environmental effect on the communities. The study concludes that sustainable tourism strategies have gone far towards reducing the negative effects and making certain that the economic benefits of tourism can have an impact on the protection of the environment and the sustainable use of natural resources.

The study concludes that while environmental sustainability should remain a main element of sustainable tourism strategies, another problem for the tourism agents is to formulate ways and means to position poverty reduction at the heart of tourism planning, development and management. This according to the study requires, amongst other things,



technical and financial assistance, genuine community participation, institutional capacity building and human resources development in various developing nations. Given the possible significance of tourism activities on international and national efforts to minimize poverty, there is, therefore, a strong case for promoting a PPT approach, particularly in developing nations.

#### **5.4.3 Benefits of Community Based Approach in Tourism Management**

Community based approach to wildlife conservation has a strong economic rationale. The study concludes that community-based tourism development initiatives sought to strengthen institutions designed to enhance local participation and promote economic, social and cultural well-being of a popular majority. The study also concludes that through the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities. From the study, it is clear that the rationale of community based conservation initiatives is to improve livelihoods of local populations' sustainability.

The study concludes that community-based tourism is occurring in various diverse geographical areas of the globe, especially in developing nation. Community-based tourism was created as a special way to look for options to traditional mass tourism, and it is enhancing the creation of certain destinations which allows the creation of jobs and wealth for local communities. The study concludes that community-based tourism should be observed as an activity which is complementary and not a substitute for traditional activities based principally on livestock farming, agriculture, and fishing.

The chief outcomes of this study reveal that this kind of tourism is evaluated by the local community in a positive way since it is supposed as a means of generating economic benefits and simultaneously, creating new jobs. In this sense, it is imperative to highlight the role of the surrounding communities, especially women and youths as key actors in the planning and development of tourist activities, also in the management of potential enterprises. Equally, the development of tourism means the creation of resources such as education, health services, and infrastructure for the community.

To conclude, one key conclusion is made from this survey. The local community is very much aware of the fact that it at the present time doesn't have the adequate education, training and credentials to face the problem of creating high-quality tourism products. Given

this circumstances, non-governmental organizations (NGOs) and other establishments such as universities, may well perform a most important role in the training of local communities.

## **5.5 Recommendation**

### **5.5.1 Recommendation for Improvement**

#### **5.5.1.1 Benefits of National Reserves to Surrounding Communities**

The study recommends the sustainability of tourism through community based approach because of the benefits tourism accrues for the communities. Tourism creates jobs to the surrounding communities. It also creates markets for the communities and companies providing tourism products and services. Due to the economic activities tourism offer to the communities, it earns revenues for the communities and country as a whole. The study also recommends the community-based approach to tourism because tourism encourages the preservation of traditions which may be at risk of disappearing. The study recommends community based approach to tourism because tourism has the potential to increase public appreciation of the environment. Tourism also contributes directly to the conservation of sensitive areas and habitat.

#### **5.5.1.2 Enhancing Sustainable Tourism through Policy Planning and Implementation**

The study recommends the enhancement of sustainable tourism through policy planning and implementation. The study recommends governments and partners in the tourism sector be mindful of guaranteeing that in the advancement of tourism the personal satisfaction of future eras are not set at hazard. To enhance sustainable tourism, governments should ensure that tourism and the environment are mutually supportive at a regional level through cooperation and coordination between regions to establish common approaches to incentives. To achieve effective results, the study recommends that policies must be developed and implemented at both national and local levels. The study also recommends governments to design and implement educational and awareness programs which will sensitize people on the issues of sustainable tourism development.

### **5.5.1.3 Benefits of Community Based Approach in Tourism Management**

Community based approach to wildlife conservation has a strong economic rationale. The study recommends community-based tourism development initiatives because it strengthens institutions designed to enhance local participation and promote economic, social and cultural well-being of a popular majority. Community based tourism is recommended because through the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities. The study also recommends community-based tourism because they enhance properly designed community based programs. Thus, appropriately outlined community based programs are profoundly successful in overseeing natural resources, giving fundamental foundation or guaranteeing essential social services.

### **5.5.2 Limitations and Recommendation for Future Research**

The study aimed at assessing the effect of sustainable tourism through community-based approach focusing on Masaai Mara National Reserve (MMNR). The study was only carried on one Kenyan national reserve (Masaai Mara National Reserve). Further researches explore the effect of sustainable tourism through community based approach on other national reserves in Kenya and in the world as a whole. Future scholars are encouraged by this study to explore other sustainable tourism strategies that enhance the preservation of tourism activities.

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## **APPENDICES**

### **APPENDIX I: INTRODUCTION LETTER**

**Dear Sir/Madam,**

**RE: RESEARCH INFORMATION**

I am a postgraduate research student at the *Ritsumeikan Asia Pacific University*, School of Business. As part of my Masters of International Corporation Policy, Tourism and Hospitality course requirement, I am undertaking a research project in title; **SUSTAINABLE TOURISM THROUGH COMMUNITY BASED APPROACH: CASE STUDY OF MAASAI MARA NATIONAL RESERVE - KENYA**

For this reason, I intend to collect primary data from you, by way of a questionnaire. The information requested is needed for purely academic purposes and will be treated in strict confidence, and will not be used for any other purpose than for this research.

Kindly, fill the attached questionnaire as accurately as possible.

Thank you in advance for your assistance.

Yours sincerely

Ms. Akinyi Metarbel Miriam

## APPENDIX II: QUESTIONNAIRE

### Section 1: Demographic Information

Tick according to your description

a. Gender :

• Female

• Male

b. Age

• 20 – 30 Years

• 31-40 years

• 41-50 years

• 51-60 years

c. Education background

• Certificate

• Diploma

• Degree

• Masters

• Doctorate

• Others

(Specify) \_\_\_\_\_

d. How long have you been in the tourism sector?

• below one year

• 1– 3 years

• 4 – 6 years

• 7 – 9 years

• 9 – 12 years

• Above 12 year

e. Designation/title

\_\_\_\_\_

**Section 2: Benefits of Reserves (MMNR) to the Surrounding Communities**

On a rate of five point's scale: (1) **Highly Disagree**, (2) **Disagree** (3) **Agree**, (4) **Highly Agree** and (5) **N/A (not applicable)**; indicate the degree of your agreement and disagreement of the benefits of reserves (MMNR) to the surrounding communities:

<b>Economic Benefits</b>					
	Tourism earns revenues to a country and her communities				
	Tourism creates jobs to the surrounding communities				
	Tourism creates markets for the individuals and companies providing tourism products and services				
	Parks help contribute to the continuation of a subsistence economy that is important to the local communities				
	Revenues generated by government from government-controlled tourism is shared by landholder and communities around national parks				
	National parks provide various goods and services to the surrounding communities which in return are able to contribute to improvement of livelihoods				
<b>Social benefits</b>					
	Tourism brings about a real sense of pride and identity to communities				
	Tourism encourages the preservation of traditions which may be at risk of disappearing				
	Tourism contributes to awareness and education				
	The national park activities promote healthy outdoor recreation				
	The national park activities enhance social inclusion				
	An older National Park can bring significant benefit to an area through 'brand' which communicates high environmental quality				
<b>Environmental Benefits</b>					
	Tourism contributes directly to the conservation of sensitive areas and habitat				

	Pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks					
	Tourism has the potential to increase public appreciation of the environment					

16. In your opinion, what are other benefits accrued from tourism activities?-----

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**Section 3: Enhancing Sustainable Tourism**

Please indicate whether you agree or disagree with the following statements by inserting a tick on the appropriate response. Use: **(1) Highly Disagree, (2) Disagree (3) Neutral, (4) Agree and (5) Highly Agree**

<b>Sustainable Development</b>						
	Tourism not properly planned and managed can lead to an extinction of a destination					
	Governments and stakeholders in the tourism sector have a responsibility to ensure that in the development of tourism the quality of life of future generations are not placed at risk					
	Governments and stakeholders in the tourism sector have a responsibility to ensure that in the development of tourism long-term prosperity is not placed at risk					
	Sustainable tourism development requires a process of planning and management that brings together the interests and concerns of a diverse group					
	Tourism planning requires an understanding of the meaning of sustainable development and the guiding values for promoting sustainable tourism					
	It requires that communities be made to be sufficiently aware of the tourism industry and enabled to understand its impacts					
	To achieve effective results, policies must be developed and implemented at both national and local levels					
	Well-coordinated sustainable tourism plans should be able to influence the development and management of tourism					
	Linking tourism to the Ministry of Environment can underpin awareness of environmental sustainability, and reinforce links with national parks or the promotion of nature based tourism					

	To strengthen the sustainability of tourism, mechanisms need to be established to encourage joined-up thinking and action within local governments						
<b>Sustainable Tourism Implementation</b>							
	After a plan is written, it is desirable that it be broadly circulated and discussed in the community to ensure that it is widely understood and accepted						
	Governments are to ensure that tourism and the environment are mutually supportive at a regional level through cooperation and coordination between regions to establish common approaches to incentives						
	Policy guidelines should provide framework for conflict resolution between communities, investors, and wildlife						
	Governments should design and implement educational and awareness programs which will sensitize people on the issues of sustainable tourism development						
	Enacted policies should help protect the environment by setting clear ambient environmental quality standards and regulation						

Explain any other ways of enhancing sustainable tourism-----  
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**Section 5: Benefits of Community Based Approach in Tourism Management**

On a rate of five point's scale: (1) **Highly Disagree**, (2) **Disagree** (3) **Agree**, (4) **Highly Agree** and (5) **N/A (not applicable)**; indicate the degree of your agreement and disagreement of the benefits of community based approach in tourism management:

	Community based approach to wildlife conservation has a strong economic rationale						
	Community-based tourism development initiatives sought to strengthen institutions designed to enhance local participation and promote economic, social and cultural well-being of a popular majority						
	Community involvement in natural resource management has often been promoted by protected area management concerns						
	Through the involvement of local communities in the decision-making and management of forest and wildlife resources, communities are able to enhance their management capacities						
	The interests of communities are largely their own survival rather than conservation						



	When properly designed, community based programs can be highly effective in managing natural resources						
	When properly designed, community based programs can be highly effective in providing basic infrastructure						
	When properly designed, community based programs can be highly effective in ensuring primary social services						
	The rationale of community based conservation initiatives are to improve livelihoods of local populations' sustainability						

Explain any other benefits accrued from community based conservation? -----

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**THANK YOU**