

DEVELOPING RESPONSIBLE NATURE-BASED TOURISM IN THE MOUNT ELGON REGION OF KENYA: INTEGRATED APPROACHES

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DOCTOR OF PHILOSOPHY

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UNIVERSITY OF CAPE TOWN

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DEDICATION

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DECLARATION

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ACKNOWLEDGEMENTS

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Now to Him who is able to do far more abundantly beyond all that we ask or think, according to the power that works within us. Ephesians 3:20

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ABSTRACT

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ABBREVIATIONS

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TABLE OF CONTENTS

PREFACE

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CHAPTER ONE

INTRODUCTION

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ECOSYSTEM MANAGEMENT APPROACH FOR RESPONSIBLE NATURE BASED TOURISM: THE MOUNT ELGON REGION OF KENYA

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INTEGRATED APPROACHES FOR RESPONSIBLE NATURE BASED TOURISM AT THE MOUNT ELGON REGION OF KENYA

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CONCLUSIONS

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REFERENCES

APPENDICES

LIST OF TABLES

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CHAPTER ONE

INTRODUCTION

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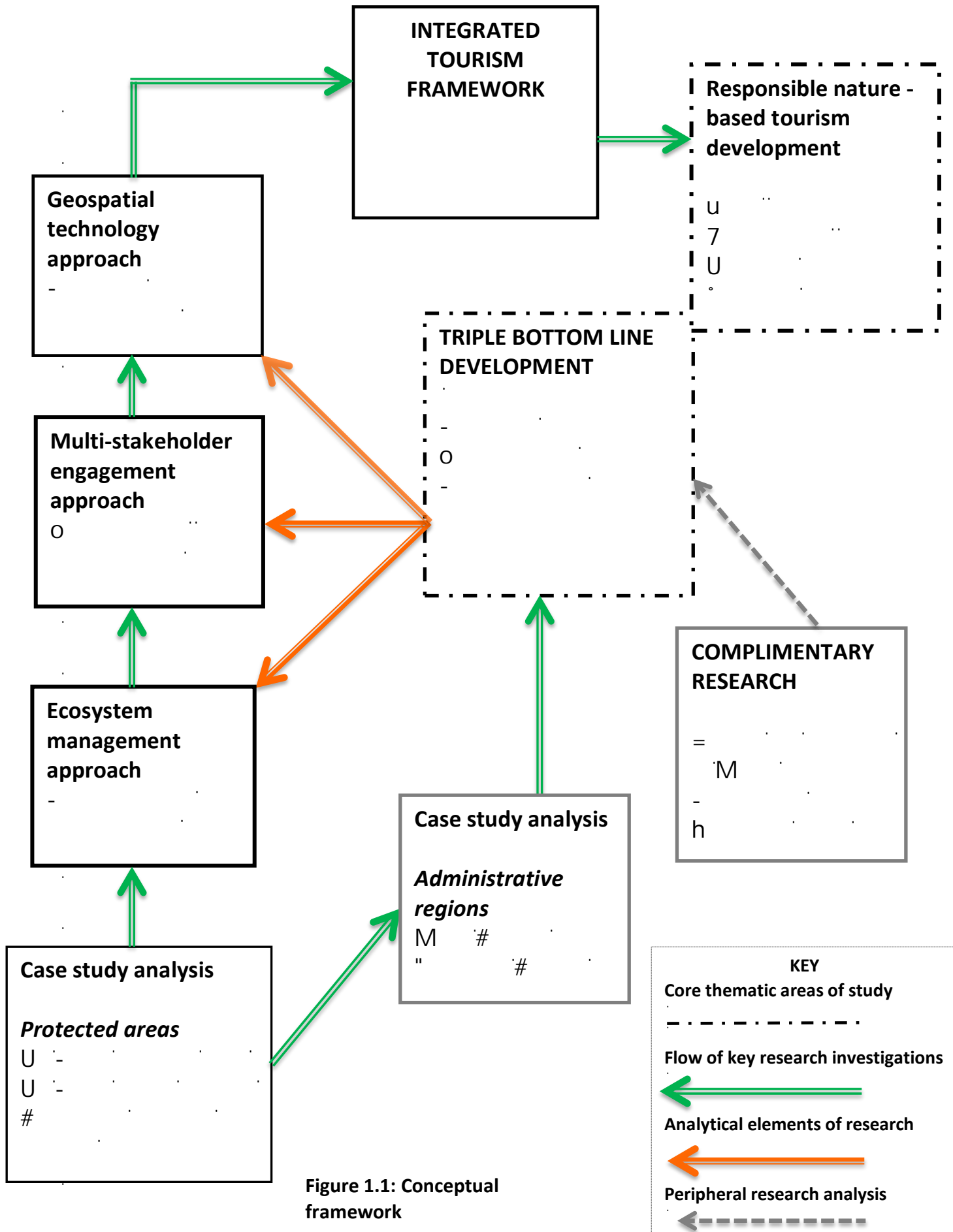


Figure 1.1: Conceptual framework

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1.1 Tourism development in the Kenyan context

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M *'Ecotourism at the Crossroads:
Charting the Way Forward,'* V - o

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*Responsible travel to natural areas that conserves the environment and improves
the well-being of local people* \

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Table 1.1: Tourism arrivals in Kenya from source markets, 2013-2015

Source Market	Comparison 2013/2014			Comparison 2014/2015		
	Jan - Aug 2013	Jan - Aug 2014	% Change	Jan - Aug 2014	Jan - Aug 2015	% Change
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Source: Kenya Tourism Board, 2015

1.2 Contextualising key concepts

1.2.1 Sustainable development

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Table 1.2: Tourism arrivals in Kenya from source markets, 2011-2013

Source Market	Comparison 2011/2012			Comparison 2012/2013		
	Jan - Dec 2011	Jan-Dec 2012	% Change	Jan - Dec 2012	Jan - Dec 2013	% Change
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Source: Kenya Tourism Board, 2014

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o *development that meets the goals of the present without compromising the ability of future generations to meet their own needs*

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1.2.2 Sustainable tourism

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Sustainable tourism development meets the needs of

present tourists and host regions while protecting and enhancing opportunities for the future

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1.2.3 Responsible Nature-based Tourism (RNT)

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Responsible Tourism in Destinations Conference

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1.2.4 Triple bottom line approach

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net improvement in conservation of the natural environment and a net social benefit for local communities, as well as a net profit for shareholders and or a net gain for national or regional economies ‡

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1.3 Protected areas and tourism

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Figure 1.2: National parks and protected areas of Kenya



Source: Modified from Google Earth (2014)

the Kenya Wildlife Service shall prescribe measures that enhance community participation in the conservation and management of wildlife

1.4 Problem statement

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1.5 Study site

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1.5.1 Mount Elgon region of Kenya

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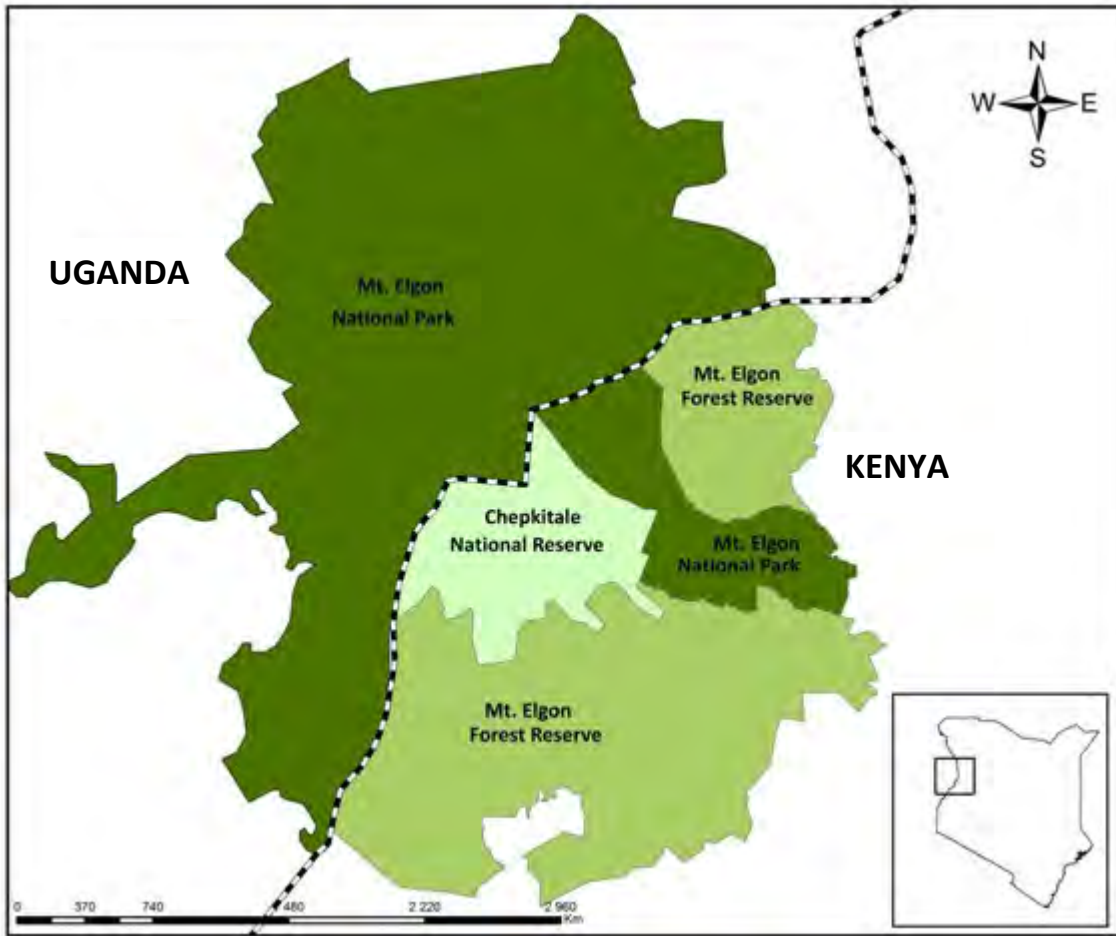
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Figure 1.3: Mount Elgon Ecosystem, Kenya and Uganda



Source: Modified from KWS (2014)

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1.5.2 Legal Status

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1.6 Aim and Objectives

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1.7 Research approaches

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1.7.2 Complexity Theory

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1.7.5 Types and sources of data

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Table 1.3: Sources of data and methods

Chapter	Conceptual Issue	Key data source and methods	Analysis
I-XI	Theory and core concepts of sustainable tourism)	"
	Triple bottom line approach)	@
I, II	Protected area conservation) h o M	°
III, IV	Stakeholder analysis	j o h	u U -
IV	Tourism product offerings	h o M	° U # - 8@
I, V	Integrated approaches theory) h o M) . . .	-

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b) Semi-structured interviews

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c) Key informant interviews

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d) Secondary sources

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1.7.7 Data analysis

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1.7.8 Validity, reliability and dependability

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1.8. Research Ethics

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1.9 Outline of thesis

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Table 1.4: Summary outline of thesis

Chapter and Theme	Objectives and Discussion
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2.0 Introduction

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2.1 Ecosystem management approach

integration of scientific knowledge of ecological relationships within a complex socio-political and values framework towards the goal of protecting indigenous ecosystem integrity over the long term

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2.2 Ecosystem resilience

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2.3. Geographical and ecological setting

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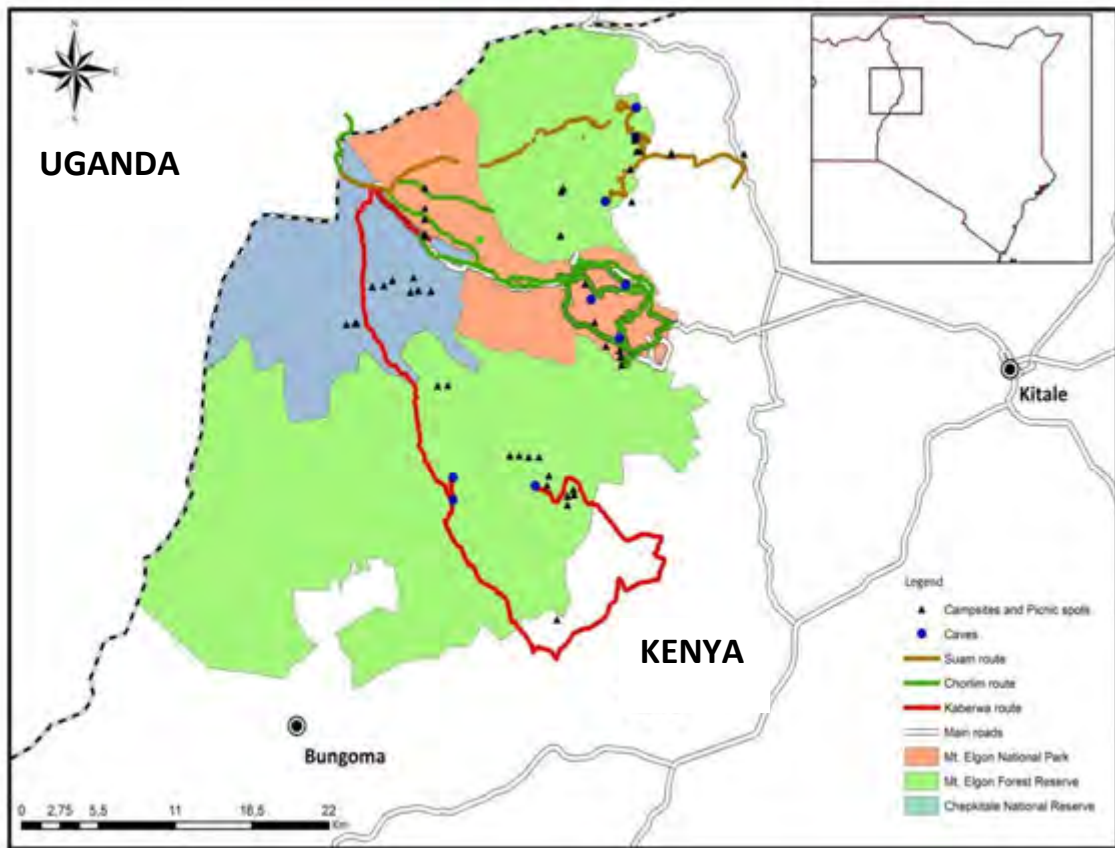
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Figure 2.1: Mt Elgon ecosystem and its tourism routes



Source: Modified from KWS (2014)

2.3.1 Biodiversity

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2.4 Biodiversity and land uses

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Table 2.1: Mt Elgon Protected Area Management Categories according to IUCN (2012) Guidelines for Applying PA Management Categories

Protected Area	Date	Category no. and name	Objective
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2.5 Methods

2.5.1. Secondary data collection

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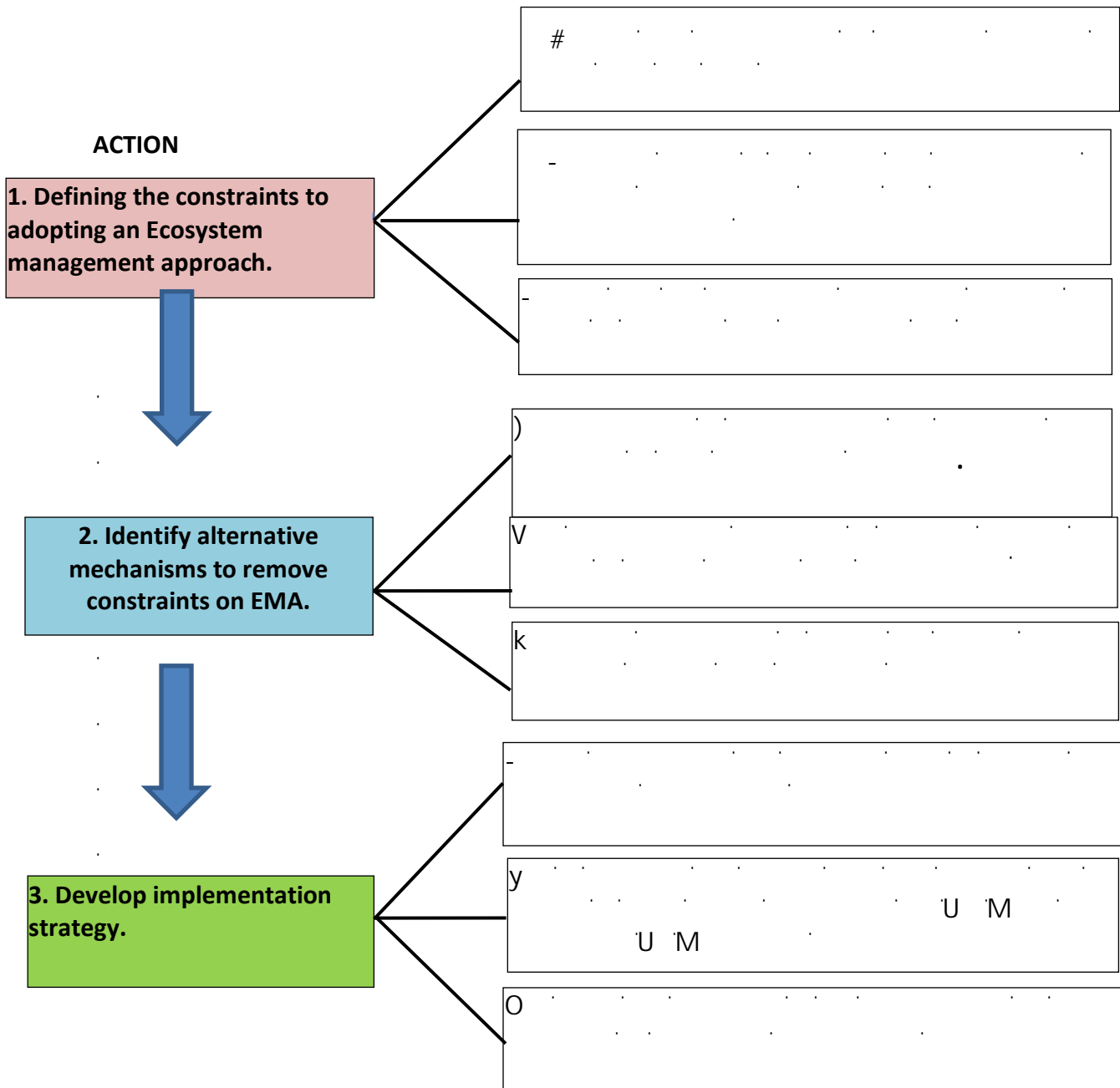
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Figure 2.2: Ecosystem Management Approach Guide

CHALLENGES AND RECOMMENDATIONSS



Source: Adapted from Maltby (2000)

2.5.2 Questionnaires and semi-structured interviews

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Table 2.2: Questionnaires analysed for Ecosystem Management approach

Stakeholder Group Category	No. of Respondents	Information gathered
Protected Area Management Agencies		" U h "
Community-based organisations		# -
Research Institutions		O U -- @

2.6 Results and discussion

2.6.1 Questionnaire and interviews

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Table 2.3. Stakeholder evaluation on improvement of present management strategies for the MEE

	Research Institutions n= 15	Host Community n=17	Protected Area Agencies n=35
Minimum Score			
Maximum Score			
Contributes to biodiversity conservation			
Contributes to training community members in environmental conservation			
Awareness of impact of tourism development on conservation			
Mean Score			

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Table 2.4: Environmental conservation of protected areas for tourism as perceived by stakeholders

	Research Institutions n= 15	Host community n=17	Protected Area Agencies n=35
What are the management challenges regarding the use of natural resources of the MEE?			
Habitat destruction			
Participation by local community			
Education and awareness			
Lack of effective administration			
Lack of adequate infrastructure			
What should be done to ensure that tourism development in MEE conserves the environment?			
Encouraging conservation practices for tourism			
Develop sustainable tourism enterprises			
Sustainable waste management practices			
Environmental laws and guidelines			
Who is responsible for conservation management, policy and planning decisions in the MEE?			
Community			
Protected Management Agencies			
Research Institutions			
All of the above			

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2.7.2 Nature-based tourism development in the MEE forests

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*to conserve, protect and sustainably use of the biodiversity of the Saboti-
Sosio forest zone and its intrinsic values* Mo "

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2.7.3 Integrated tourism development through ecosystem management

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Table 2.5: EMA for the forest zones of Saboti-Sosio

Zone	Criteria	Management Objective	Ecosystem Management Approach principle	Possible tourism activities
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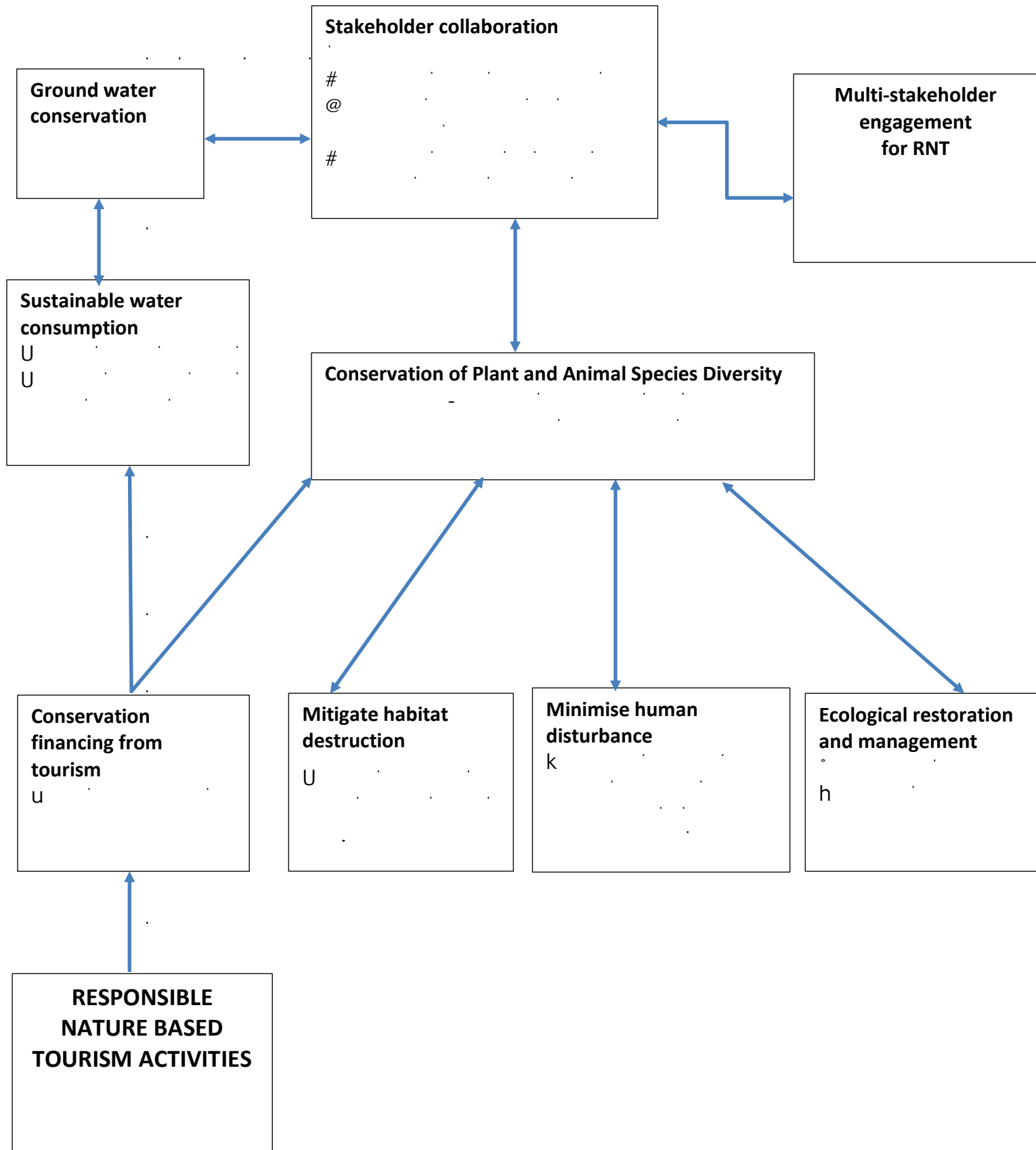
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Figure 2.6: Developing tourism in the MEE using an Ecosystem Management Approach



2.8 Limitations to the study

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2.9 Conclusions and implications for further study

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3.0 Introduction

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3.1 Participatory approaches in tourism

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3.2 Community-based tourism

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Table 3.1: Benefits of Community-based tourism

<p>Social Capital and Empowerment</p> <p>○</p> <p>#" u'</p>
<p>Environment Conservation</p> <p>‡</p> <p>#" u'</p>
<p>Improved Livelihoods and Standard of Living</p> <p>@</p>
<p>Local Economic Development</p> <p>u</p>
<p>Commercial Viability</p> <p>u</p>
<p>Collective Benefits</p> <p>#</p>

Source: Goodwin & Santili, 2009

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3.3 Stakeholder approach

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3.4 Multi-stakeholder engagement

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3.5. Geographical and socio-cultural setting

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3.5.1. Cultural diversity

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Table 3.2: Ethno-cultural composition of the Mt Elgon region, Kenya

Ethnic Community	Traditional Livelihood Patterns and Skills	Geographical concentration
Luhya	Agriculture, stock rearing, handicrafts	Uasin Umbonyi, Uasin Umbonyi
Luo	Agriculture, stock rearing, handicrafts	Uasin Umbonyi, Uasin Umbonyi
Luhya	Agriculture, stock rearing, handicrafts	Uasin Umbonyi, Uasin Umbonyi

Source: Kipsisey-Sobett (2012), North Rift Tourism Association (2012)

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3.5.2 Local resource governance

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Table 3.3 Protected areas in Mt Elgon ecosystem

Protected area	Km ² Size	Land Cover	Managing Institution
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U - V h			M ‡ o
# V k			# 8 "

Source: KWS, 2014.

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3.6 Methods

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3.6.1 Secondary data collection

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3.6.2 Field data collection

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Table 3.4: The Multi-Stakeholder engagement approach for PAs

Action	Challenges and Deliverables
1. Recognise stakeholder involvement capacity	<ul style="list-style-type: none"> • @ • - •) U o
2. Pursue achievable objectives	<ul style="list-style-type: none"> • @ • y U M U M
3. Monitor stakeholder engagement	<ul style="list-style-type: none"> •) • O • -

Source: Adapted from Maltby (2000).

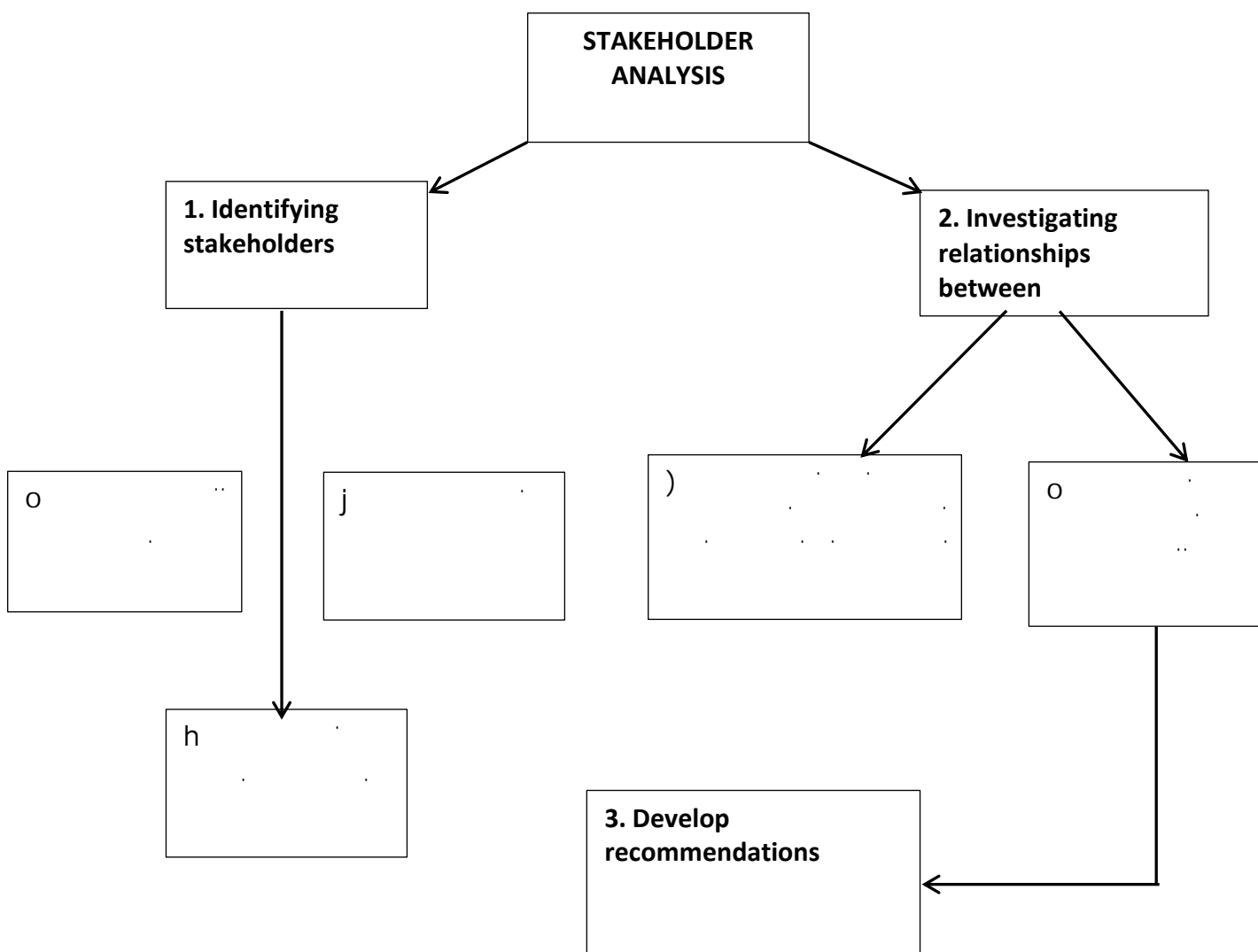
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3.6.3 Tourism stakeholder analysis of the Mt Elgon ecosystem

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Figure 3.2: Stakeholder analysis of the Mt Elgon ecosystem (MEE)



Source: Modified from Reed et al., 2009.

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3.7. Results and discussion

3.7.1 Questionnaire and interviews

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Table 3.5: Summary of demographic information of the PRA participants

	PRA 1	PRA 2	PRA 3
Rural Community Location and proximity to PAs	Suam (MENP at Kenya-Uganda border)	Kiptogot (MEFR) and Laboot, (Chepkitale NR)	Chorlim (outside the gates of MENP)
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‡	V	V	V
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3.7.2 Stakeholder analysis results

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Table 3.6: Framework of analysis to evaluate different dimensions of stakeholder interest and influence

Stakeholder	Interest/Stake	Influence over education, capacity building, training in tourism	Perception of Tourism development in MEE	
Business community	-			
Government	k #			
Host Community	O #			

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Source: Modified from Reed et al., 2010

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3.7.3 Secondary data analysis

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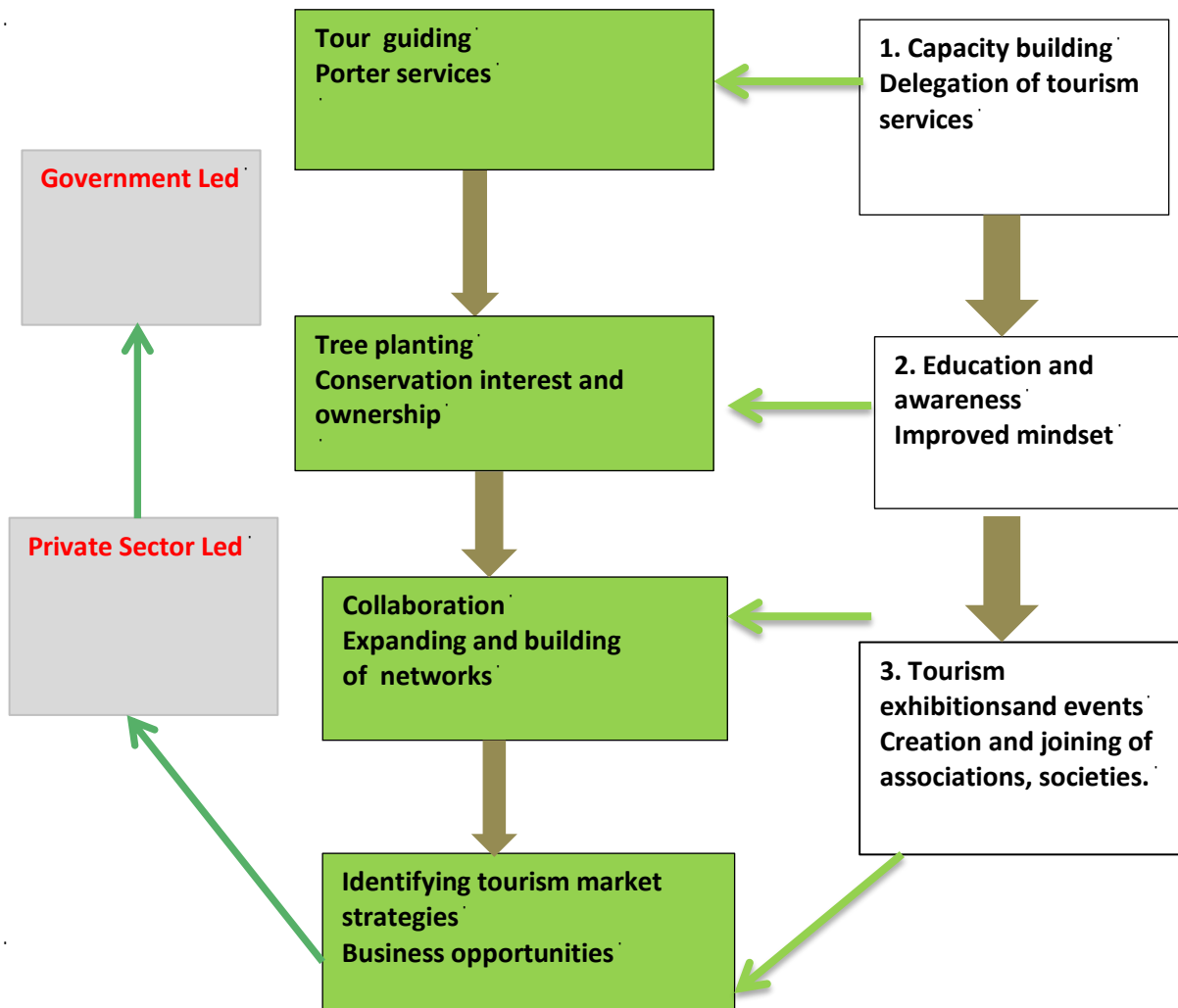
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Figure 3.3: MEPA tourism development activities in the MEE



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3.8 Integrated tourism development through multi-stakeholder engagement

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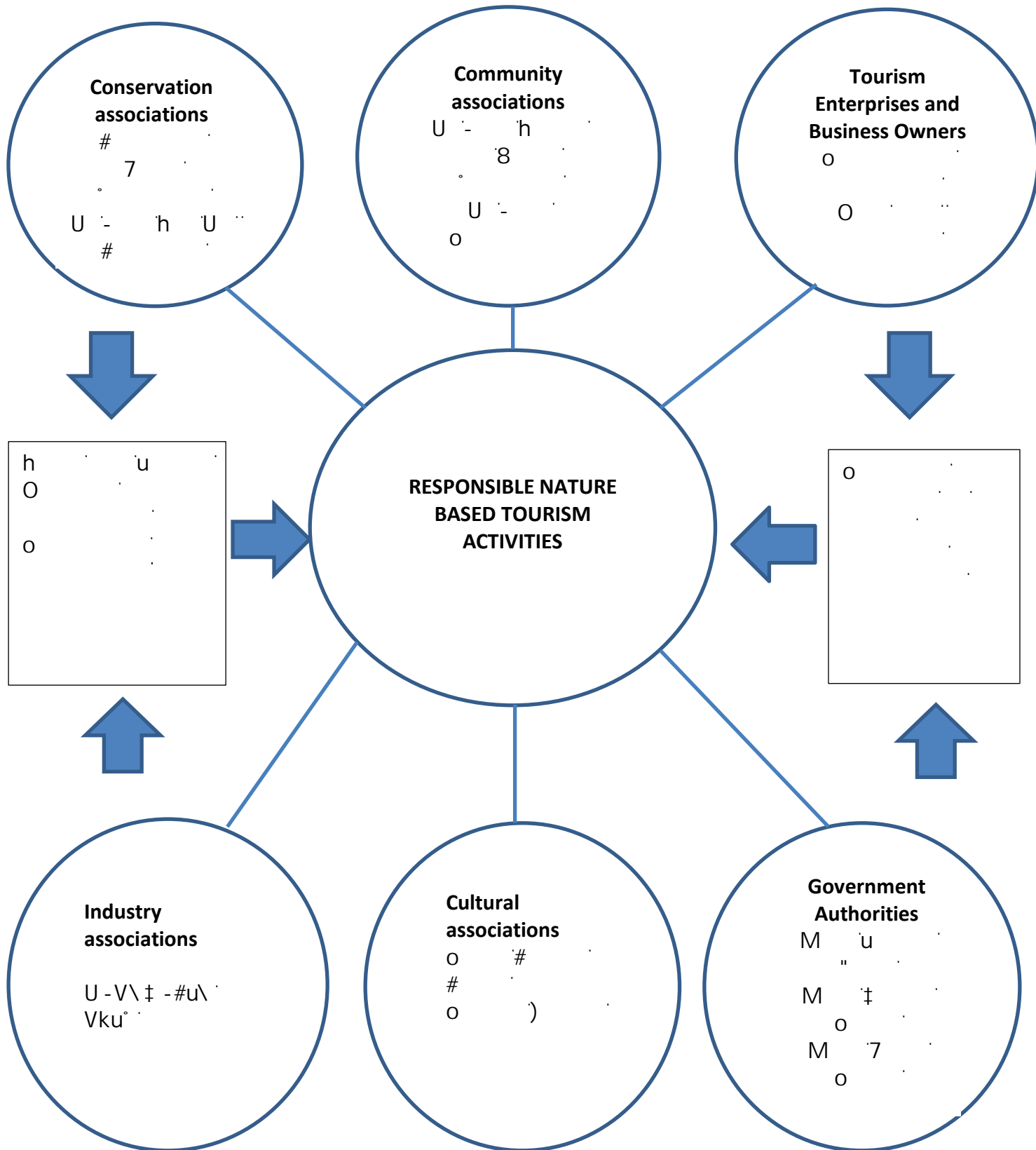
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Figure 3.4: Developing tourism in the MEE using a Multi-Stakeholder Engagement Approach



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3.8.1 Limitations of study

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3.9 Conclusions and implications for further study

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4.0 Introduction

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4.1 Economic contribution of protected areas

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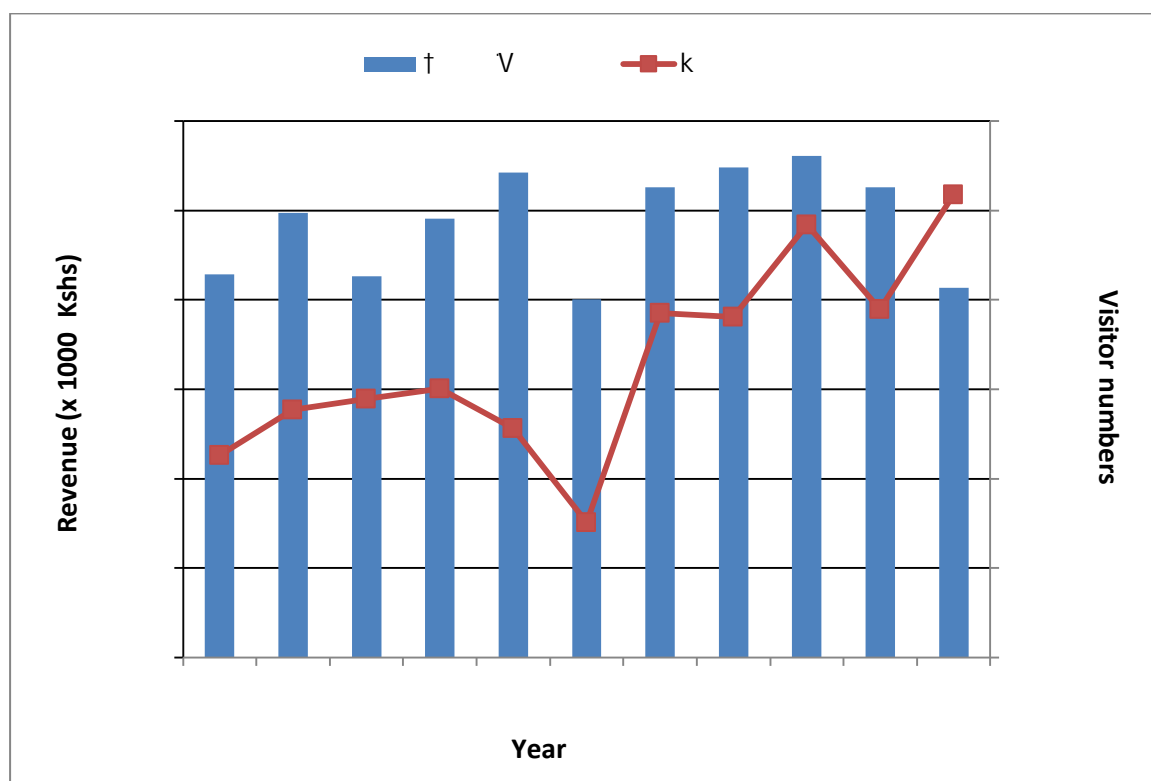
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Figure 4.1: Visitor and revenue figures for Mt Elgon National Park 2003-2013



Source: MENP Visitor Entry data, Kenya Wildlife Service (2014)

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4.2 Tourism destination marketing

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4.2.1 Destination competitiveness

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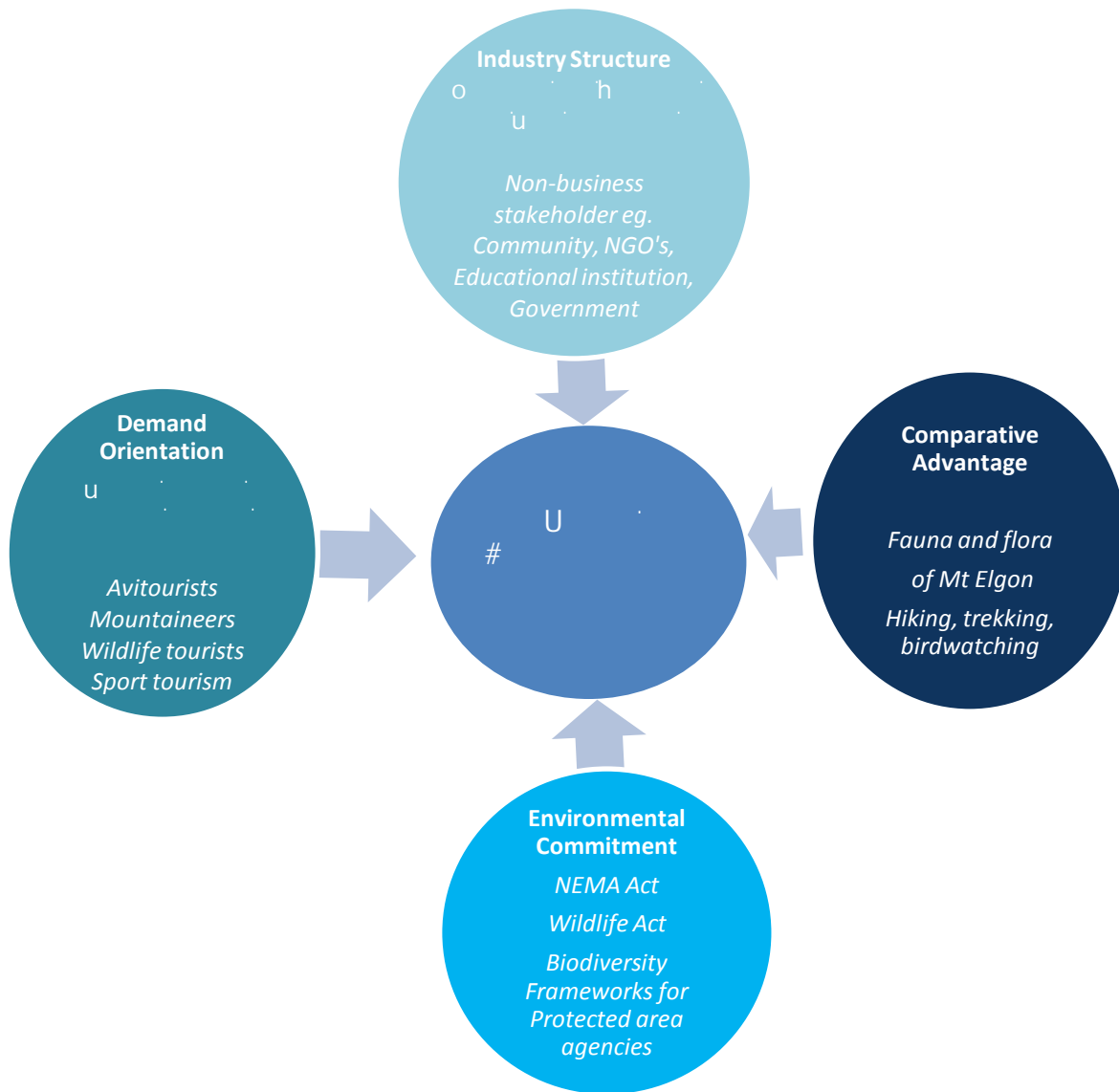
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Figure 4.2: Determinants of market competitiveness



Source: Modified from Hassan (2000).

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4.3 Geo-Spatial analysis of tourism resources

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4.4 Geographical and economic setting

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Figure 4.3: Administrative regions of Trans-Nzoia and Bungoma counties and their sub-counties



Source: Modified from KWS (2014)

4.5 Local economy of Mt Elgon region

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4.5.1 Poverty Alleviation

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4.6 Methods

4.6.1 Data sources and collection

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4.6.2 Stakeholder engagement

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4.6.3 Identifying a tourism resource profile

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4.6.4 Multi-criteria evaluation (MCE)

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Table 4.1: Summary of key tourism stakeholders attending Trans-Nzoia and Bungoma County workshops

Tourism stakeholder	Overview of Operations
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# h †	O
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u \ U u	h

Table 4.2: Combined matrix for scenic attractiveness and a destination’s tourist experiences using a list of variables for Kitale and Bungoma

Tourism Product	Nearby Towns	Tangible Features	Intangible Features	Uniqueness to the area
Nature	M	U V h	Wildlife viewing	8 8
	"	U 7 k	Wildlife viewing # Bird watching,	u k @°
Adventure	M	U V h V k	U #	#
	"	U 7 k	Mountain climbing and hiking.	#
Culture	M	Museums M U u	Artefacts, historical records and archaeological findings	
	"	@ o U	Cultural history	7

Source: Kenya Tourism Board Stakeholder Product forums (2014)

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Table 4.3 Tourism destination components

<p>Tourism products</p> <p>u</p> <p>U -</p>	<p>Tourist facilities and amenities</p> <p>u</p> <p>" "</p>
<p>Markets</p> <p>#</p> <p>U - h</p>	<p>Infrastructure</p> <p>u</p> <p>u V</p> <p>"</p>

Source: Modified from Tourism Development Framework Cape Town (TDFCT) – Tourism Spatial Framework (2004)

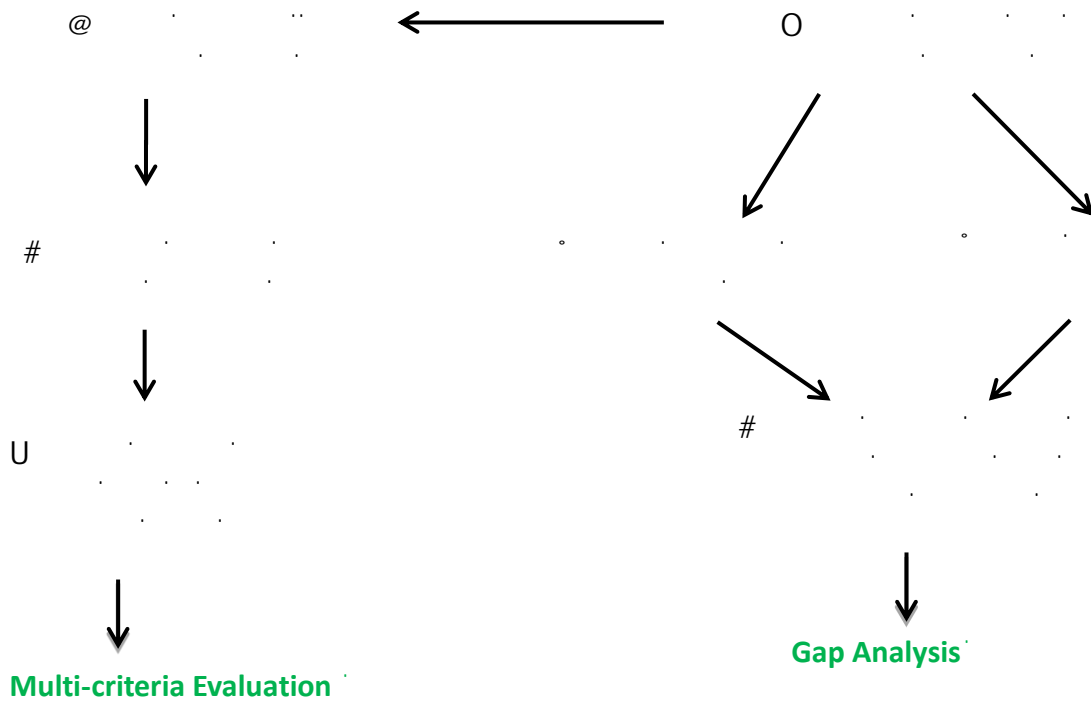
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Figure 4.4: Geo-spatial approach for tourism planning and development



Adapted from Van der Merwe & van Niekerk (2013)

4.6.5 Categorise tourism products

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Table 4.4: MCE Criterion Evaluation of the North Rift Tourism Circuit

Product	Criterion Weight X	Product Rating Y	Priority Rank $P = \sum X Y$
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Table 4.5: MCE Criterion of the Western Kenya Tourism Circuit

Product	Criterion Weight X	Product Rating Y	Priority Rank $P = \sum X \cdot Y$
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4.6.6 Determine tourism potential

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4.6.7 Gap analysis

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4.7 Results and discussion

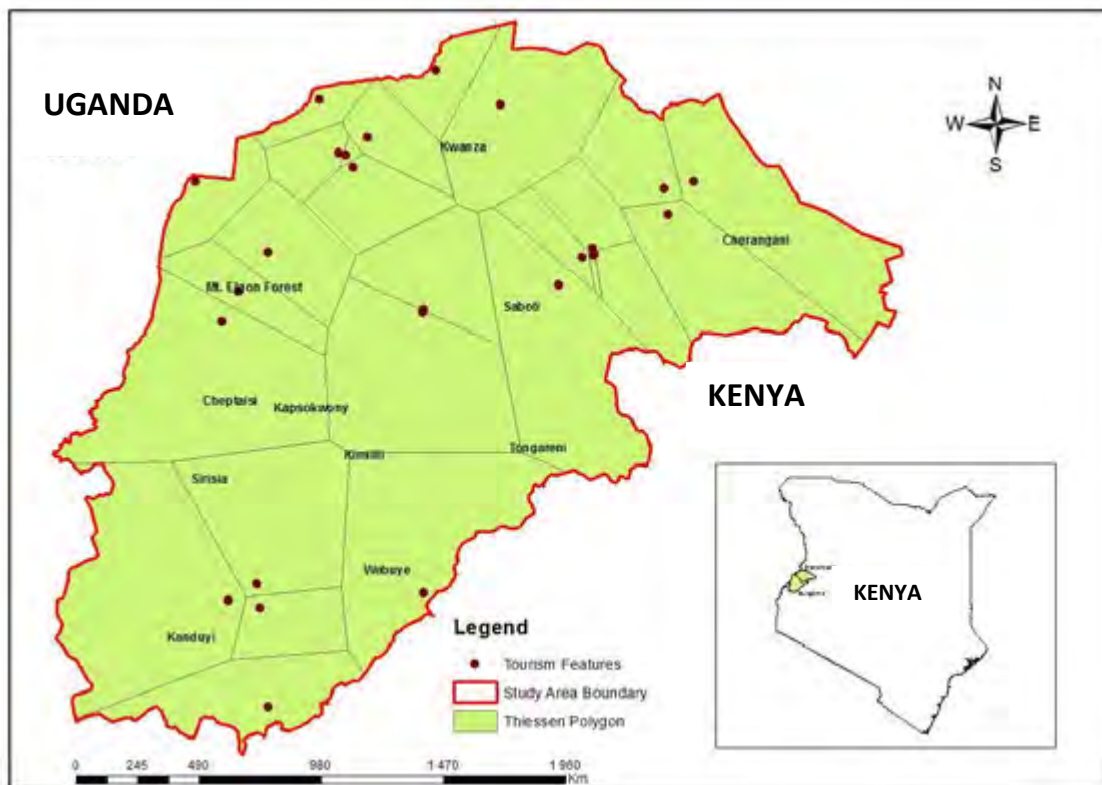
4.7.1 Location of the combined tourism product

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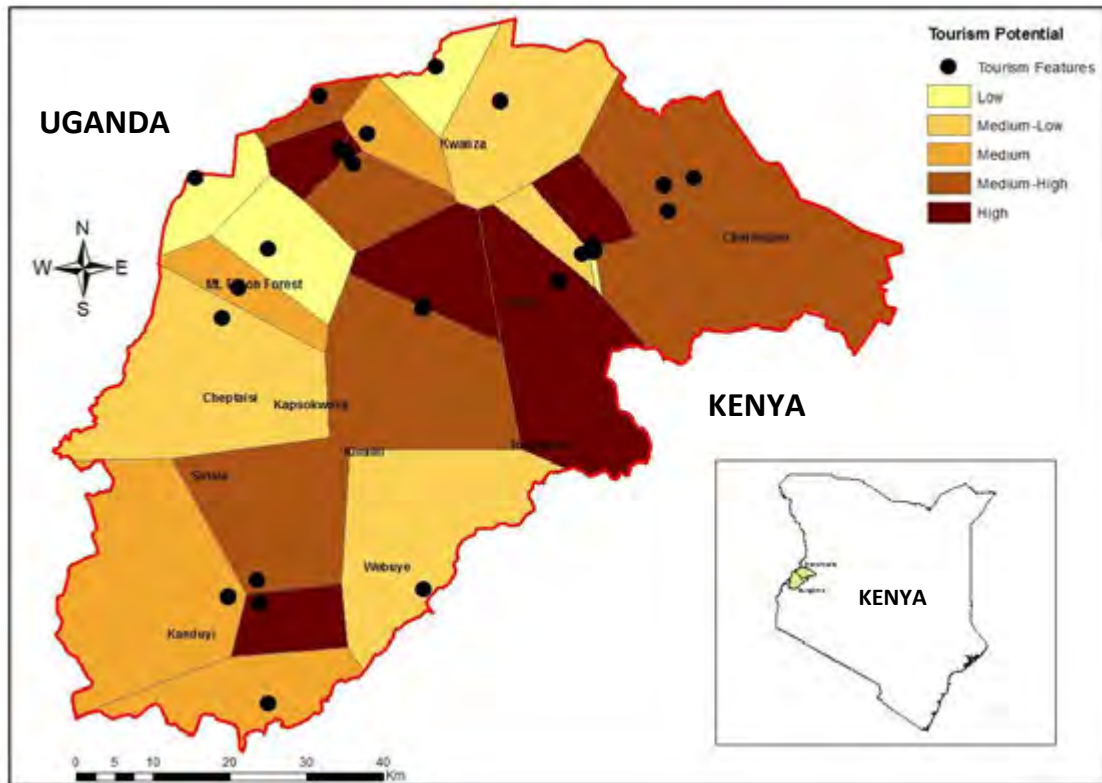
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Figure 4.5 MCE of Tourism Features in Trans-Nzoia and Bungoma county



Source: Modified images from Google Earth and KWS (2014).

Figure 4.5.1: MCE of Tourism potential in the Trans-Nzoia and Bungoma counties



Source: Modified images from Google Earth and KWS (2014).

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4.7.2 Determining the gap

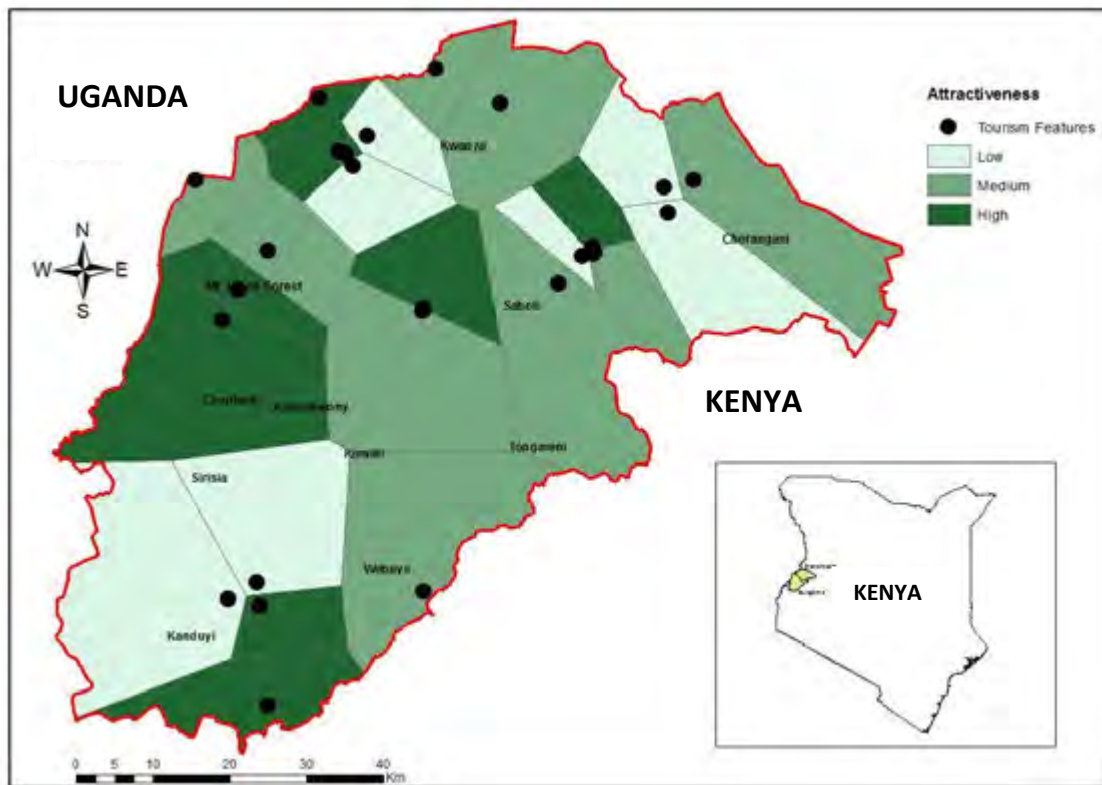
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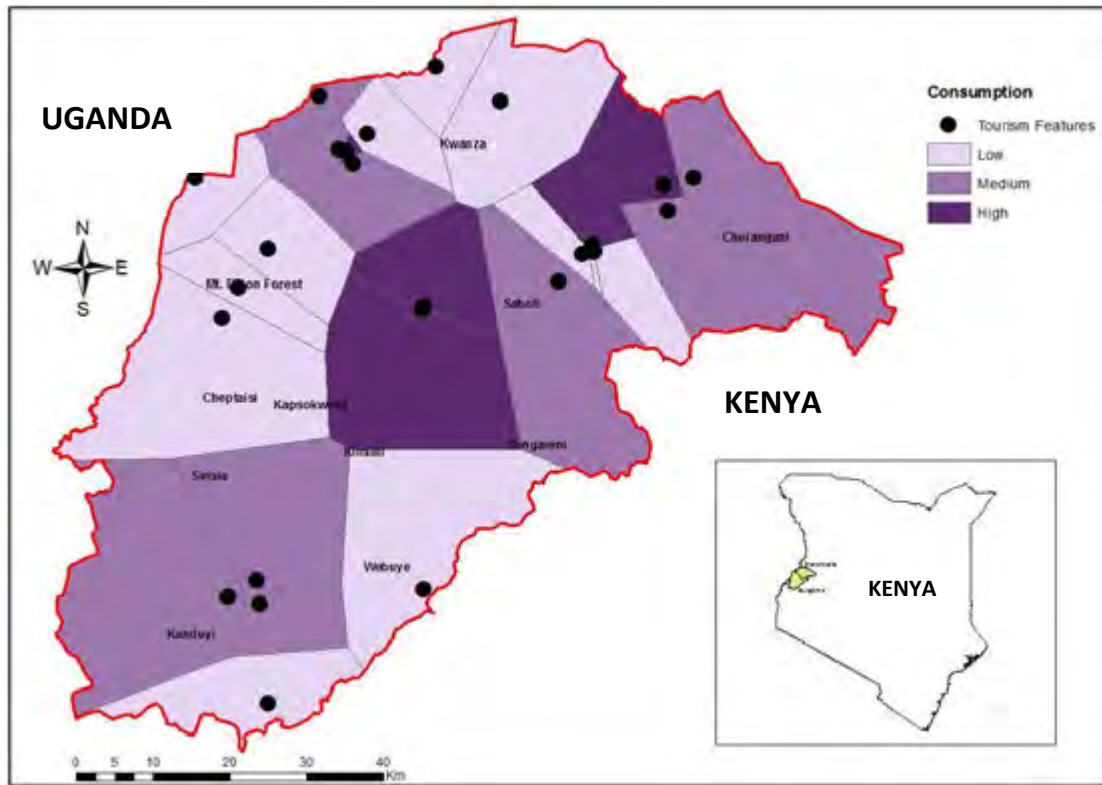
Figure 4.5.2: Attractiveness of tourism features in the Trans-Nzoia and Bungoma counties



Source: Modified images from Google Earth and KWS (2014).

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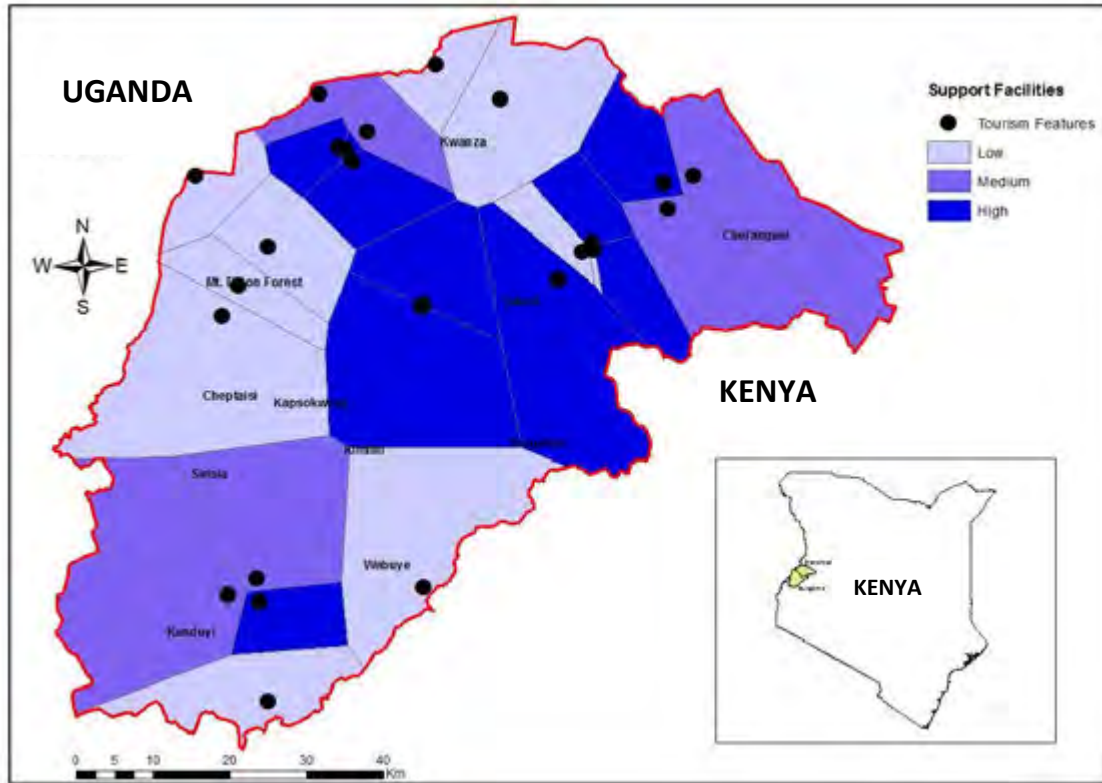
Figure 4.5.3: Consumption of tourism features in the Trans-Nzoia and Bungoma counties.



Source: Modified images from Google Earth and KWS (2014).

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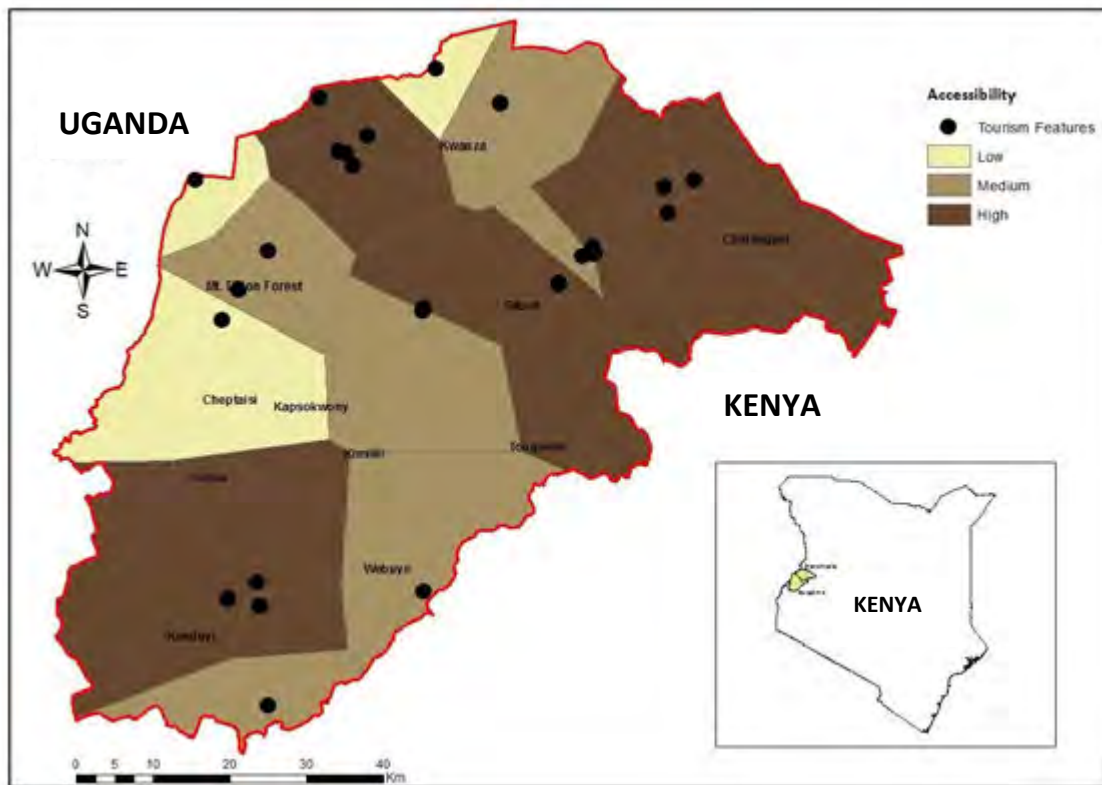
Figure 4.5.4: Support facilities for tourism features in the Trans-Nzoia and Bungoma counties.



Source: Modified images from Google Earth and KWS (2014).

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Figure 4.5.5: Accessibility of tourism features in Trans-Nzoia and Bungoma counties



Source: Modified images from Google Earth and KWS (2014)

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4.7.3 Integrated tourism development through use of geospatial technology

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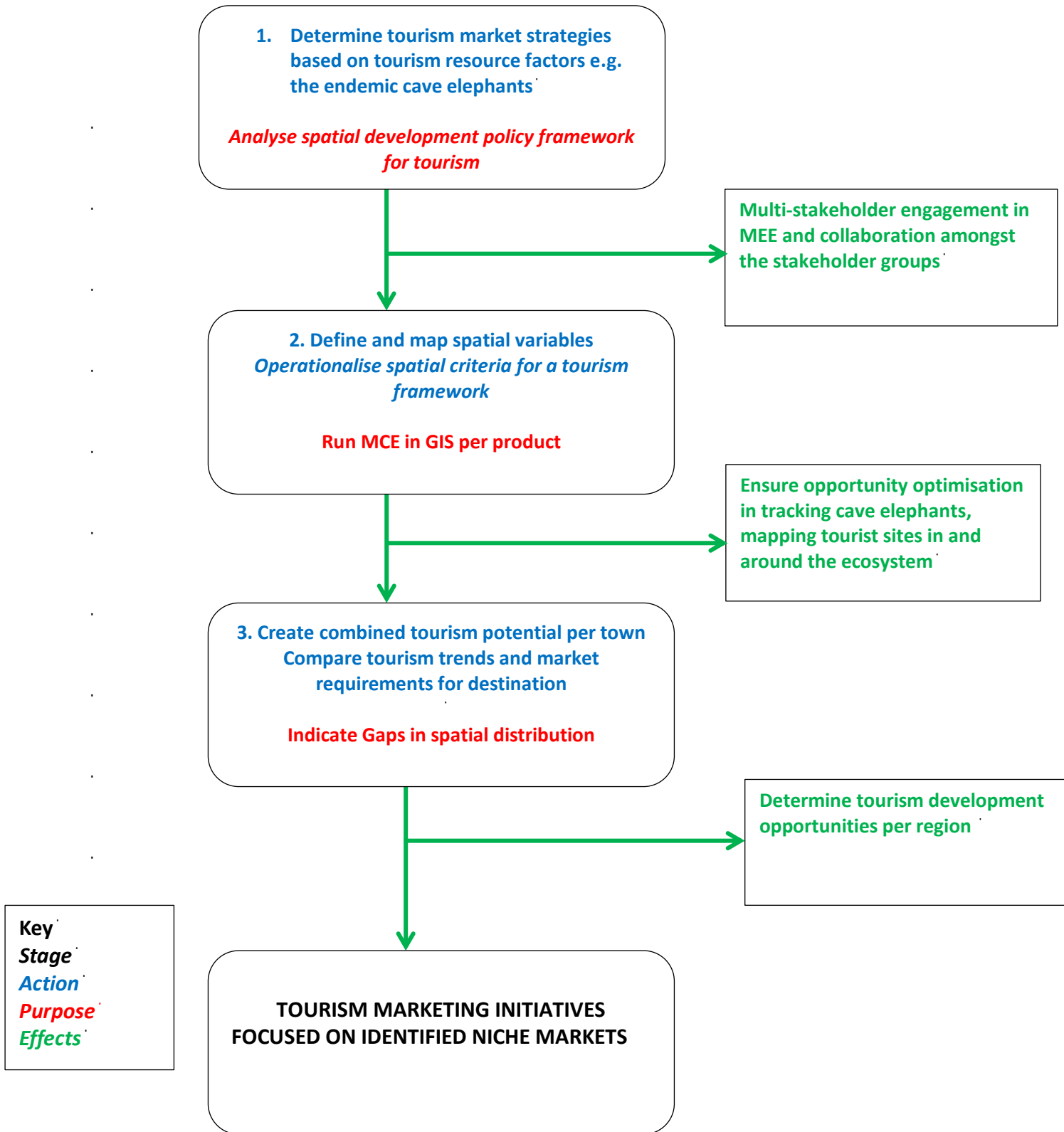
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Figure 4.6: Geospatial technology approach for marketing tourism in the MEE



Modified from Waligo et al., 2013; Van der Merwe & van Niekerk (2013)

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4.8 Limitations of the study

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4.9 Conclusions

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CHAPTER FIVE

INTEGRATED APPROACHES FOR RESPONSIBLE NATURE-BASED TOURISM DEVELOPMENT: MOUNT ELGON REGION OF KENYA

Abstract

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5.0 Introduction

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tourism development that increases the benefits from tourism resources for the population in host communities while maintaining the cultural and environmental integrity of the host communities and enhancing the protection of ecologically sensitive areas and natural heritages yV @

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5.1 Approaches to sustainability in tourism

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Table 5.1: Tourism Approaches to Sustainability

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Source: Adapted from Hunter (1997)

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5.2 Integrated approaches for tourism development

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Table 5.2: Comparison of integrated approaches for tourism development

Aspects	Ecosystem Management approach	Multi-stakeholder Engagement approach	Geospatial Tools for Marketing approach
Objectives	V	h	U
Methods	-	V	y =
Overlaps	o o U	o o	@ U
Trade-offs	k U M	U ‡ U o	U M 8 8 †

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h they uniquely offer both a general overview of the field and a means of putting specific studies and problems in context y

5.2.1 Integrated tourism framework (ITF)

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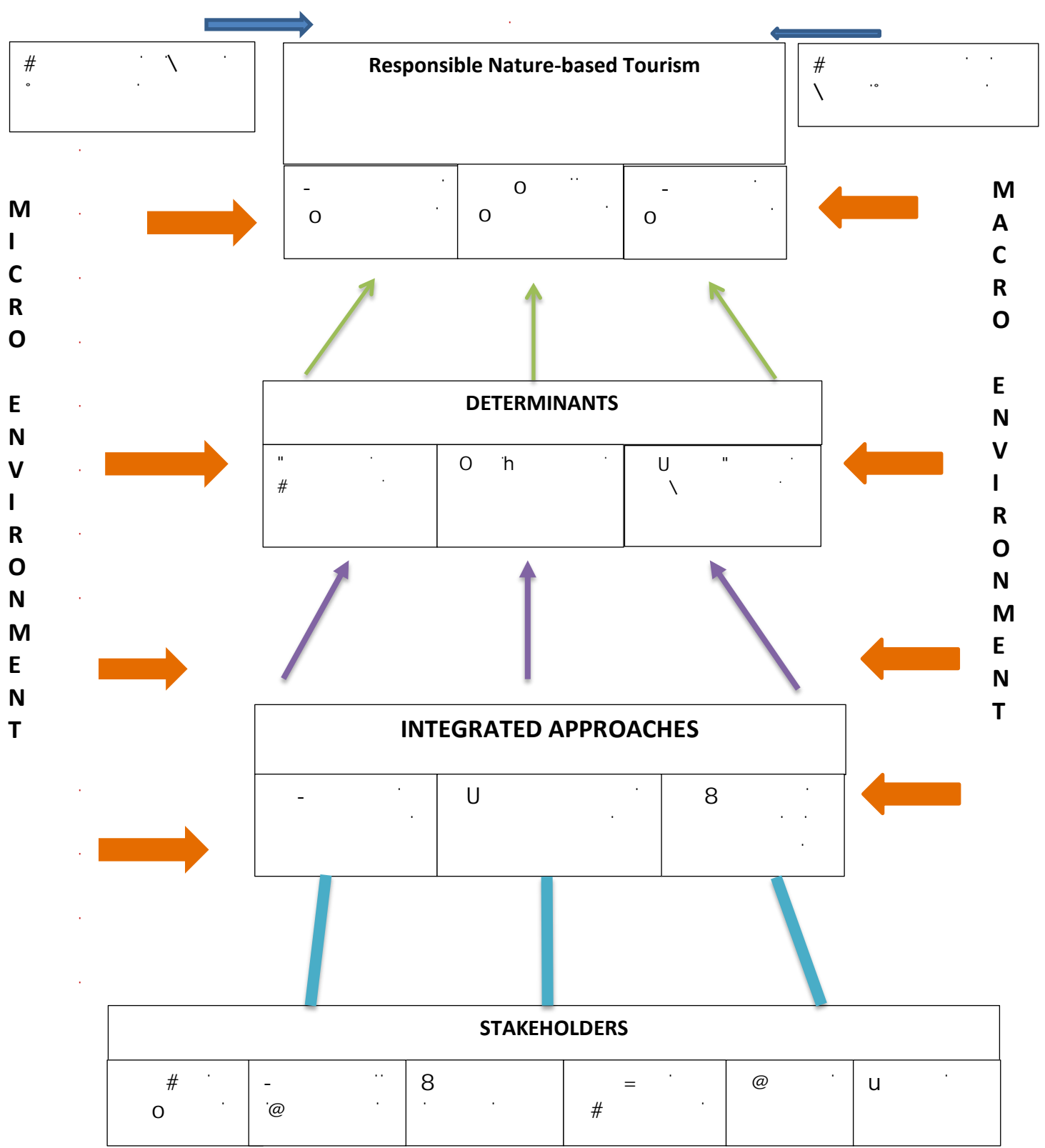
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Figure 5.1: Integrated approaches for responsible nature-based tourism (RNT)



Adapted from Zhao and Ritchie (2007)

5.3 Case study area

5.3.1 Mt Elgon ecosystem

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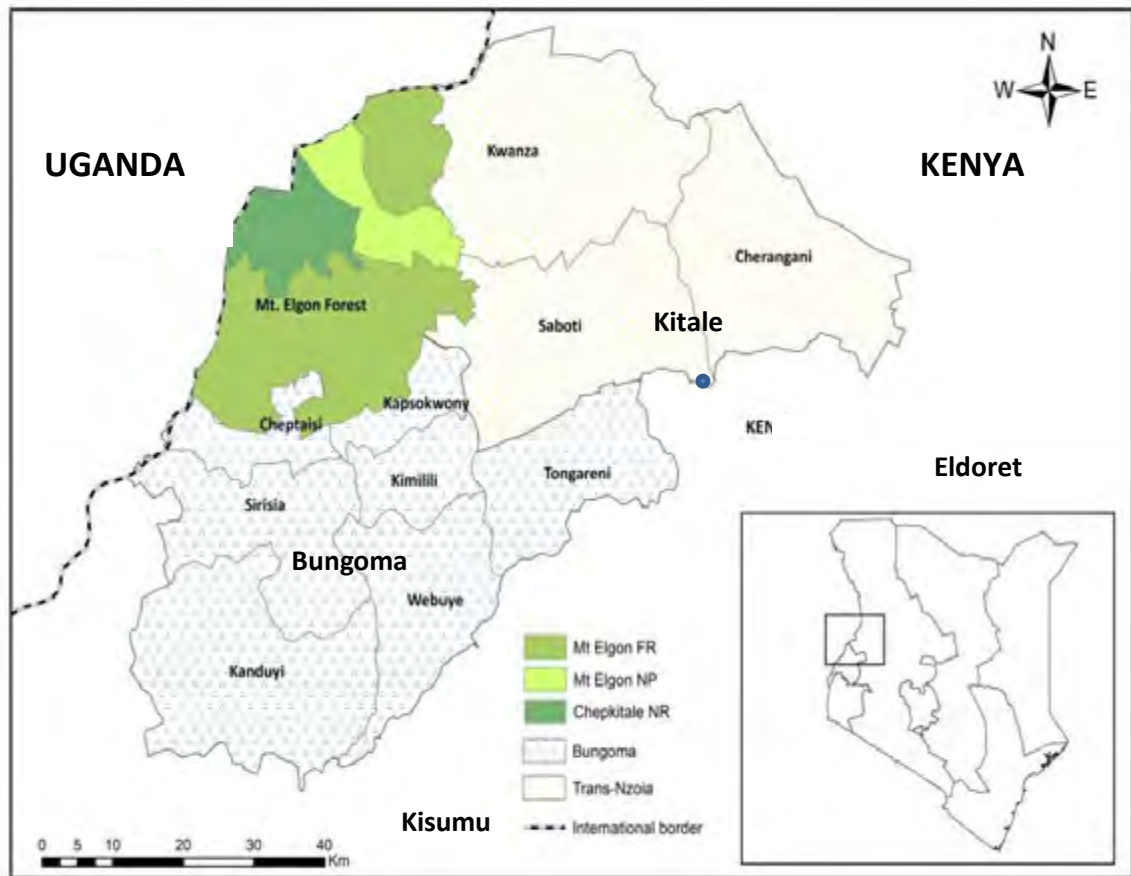
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Figure 5.2: Map of Mt Elgon ecosystem protected areas in Bungoma and Trans-Nzoia Counties



Source: Modified from KWS (2014)

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5.4. Mt Elgon ecosystem (MEE) and tourism

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5.5 Methodology

5.5.1 Data collection

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5.6 Results and discussion

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level of significance of agreement between stakeholders on the factors that hinder tourism development for the MEE 7

Table 5.3: Stakeholders opinions on factors that hinder tourism development for the MEE

					<i>Sum square</i> Σ	<i>Chi-</i>
Total responses	53	51	36	33		
% of Total N= 200	27%	26%	18%	17%		

Table 5.4: Emerging ecological themes from stakeholder responses that influence the effectiveness of sustainable tourism development outcomes

Ecological dimensions				
Respondent	Habitat destruction due to encroachment	Poaching, Illegal logging, Unauthorised harvesting of forest resources	Gaining access and rights to ecological resources at the PAs	Human-wildlife conflict, destruction of farmland crops.
CBO04				
CBO07				
CBO11				
LR04				
LR06				
LR12				
PMA10				
PMA15				
PMA18				
TMA01				
TMA05				
TMA09				

Codes for Respondents:

CBO = Community-based organisation, LR = Local Resident, PMA = Protected Area Management Agency, TMA = Tourism Marketing Agency.

Table 5.5: Emerging social themes from stakeholder response groups that influence the effectiveness of sustainable tourism development outcomes

Social dimensions					
Respondent	Education and skills for tourism (EST)	Collaboration with other stakeholders (COS)	Improved security in and around the protected areas (SPA)	Effective policy, planning and governance (PPG)	Priority rank for development dimension
CBO03					EST
CBO08					COS
CBO16					PPG
LR02					PPG
LR09					EST
LR10					EST
PMA01					PPG
PMA					COS
PMA13					SPA
TMA03					COS
TMA07					EST
TMA13					COS

Codes for Respondents:

CBO= Community-based organisation, LR Local Resident, PMA = Protected Area Management Agency, TMA Tourism Marketing Agency

Table 5.6: Emerging economic themes from stakeholder response groups that influence the effectiveness of sustainable tourism development outcomes

Economic Dimensions					
Respondent	Direct monetary benefits from tourism (DM)	Marketing of tourism enterprises (MTE)	High cost of investment capital for tourism (CAPT)	Infrastructure development (INF)	Priority rank (development dimension)
CBO04					INF
CBO07					STE
CBO11					STE
LR04					INF
LR06					DM
LR24					DM
PMA10					INF
PMA15					INF
PMA34					MTE
TMA04					MTE
TMA05					MTE
TMA112					INF

Codes for Respondents:

CBO = Community-based organisation, LR = Local Resident, PMA = Protected Area Management Agency, TMA = Tourism Marketing Agency.

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5.6.2 Constraints that would hinder the adoption of integrated approaches to tourism development

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a) Ecological challenges

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b) Societal challenges

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c) Economic challenges

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5.7 Developing the integrated tourism framework

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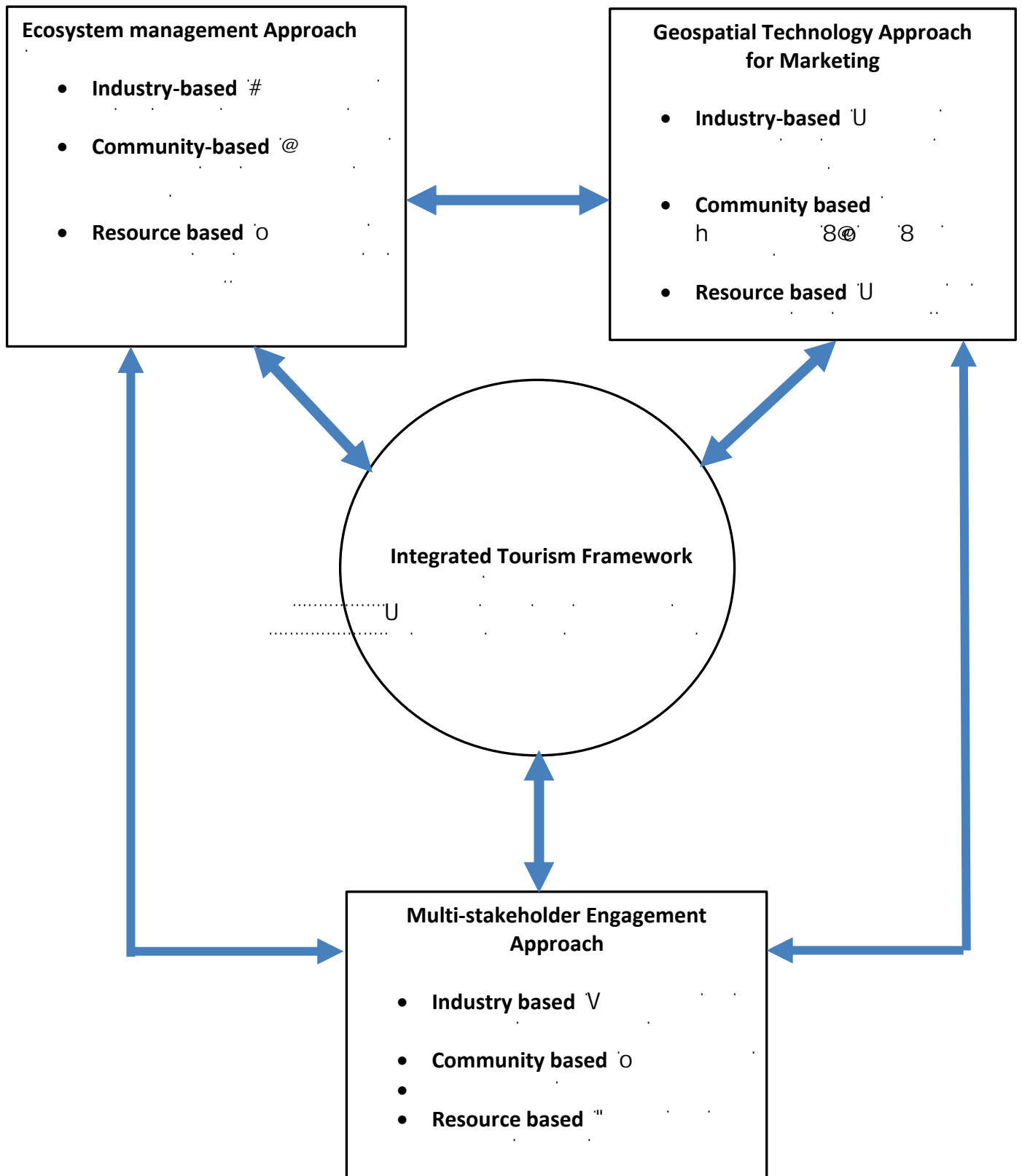
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Figure 5.3: A framework for integrated approaches for tourism development



Adapted from: Saarinen(2006); Haugland et al., (2011: 280)

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5.8 Limitations of study

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5.9 Conclusions and implications of study

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CHAPTER SIX

CONCLUSIONS

6.0 Introduction

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6.1 Overview of the study

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6.2 Achievement of research objectives

1. How can an ecosystem management approach that is specific to the dynamic and complex ecological processes inform the preservation and conservation of the Mt Elgon protected areas for development of responsible nature-based tourism?

2. **How can a multi-stakeholder engagement framework adapt to the inherent multiple vested interests improve more local participation and socio-cultural enhancement of communities for the development of responsible nature-based tourism?**

3. **How can geospatial mapping of the tourism resource base improve market access and the destination's competitiveness for the purpose of increased economic growth for responsible nature-based tourism development?**

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4. How do methodologically integrated approaches guide the development of responsible nature-based tourism?

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6.3 Reflections on the research process

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6.4 Contributions of the research to the discipline

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6. 4.1 Contribution to conservation

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6.4.2 Contribution to community

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6.4.3 Contribution to economic growth

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6.5 Limitations of the integrated approaches

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6.6 Policy implications

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6.7. Areas of further research

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6.8 Final remarks

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New Directions in Rural Tourism

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APPENDICES

APPENDIX I

Mt Elgon ecosystem mapped tourism routes

Route	Attractions	Activities
Kitale-Chorlim	M U #	‡
Bungoma-Kaberwa	\ U O #	‡
Kiptogot-Suam route	u u	u

Source: KWS/KFS/LVBC, 2012.

APPENDIX II

Sample Questionnaire

Fill in or tick the most appropriate answer

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Question / statement Tourism in Mt Elgon/Western Kenya/ North Rift region	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
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Thank you for filling in the questionnaire.

APPENDIX III

Semi-structured Interview Schedule

PHASE I: AUGUST – OCTOBER 2013

Date	Name and Position	Institution	Location
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	U @ U k o	M † o † #	M u V #
	U u U - \	V - U	M u V #
	U h V 7 \	M 7 o V # k	M u V #
o	U # V k o	M † o =	V V #
o	U 7 M u \	u @ #	M M #
\	U K †	V k u	@ U #
\	U O V u \	U u -	- # y
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\	U u U -	V - U	M u V #

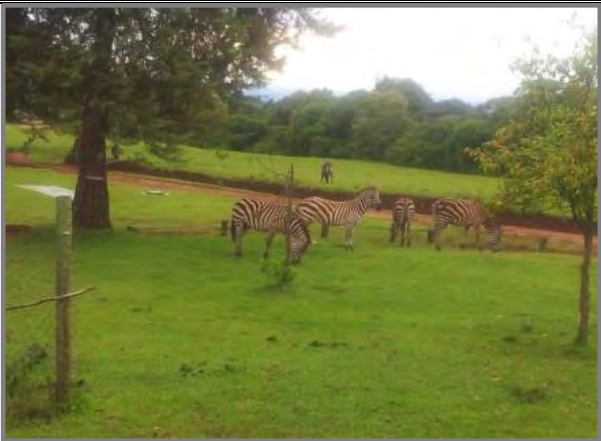
\	U - U # ‡	M ‡ o U - v h	# u V #
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\	U h #	U - h 8	# u V #
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APPENDIX IV

Photos from Mount Elgon National Park



Campsite, Kapkuro



Herd of zebras, near Chorlim gate



Signpost, for Kapkuro Bandas



Elephants in Kitum cave

Photos from Mount Elgon Forest Reserve



Kenya Forest Service station, Kaberwa



Mount Elgon Porters and Guides Association (MEPA) members.



Kaberwa Field Station (KWS),



Chepnyalil Cave

Photos from Chepkitale National Reserve (CNR)



View of ME peak from CNR



Women's Tourism Group, Laboot,



Homestay accommodation, Laboot.



Traditional Sengwer dancers

APPENDIX V
Semi-structured Interview Schedule

PHASE II: JANUARY – JUNE 2014

Date	Name and Position	Institution	Location
K	U - V u \	U u k \ M	M M #
K	U K \ \ u h \	O ")	M M #
K	U 7	M 7 o M 7 V k	M M #
K	U U U)	M 7 o M 7 V k	M M #
K	U 7 \ o †	M † o M 7 V k	M M #
K	U K 8 o †	M † o o V h	M u V #
K	U @ # u \	U u V k k \	M u V #
K	U K \ - \	U - M \	M u V #
7	U # V k o	M † o =	V V #

7	U K 8 o ‡	M ‡ o o V h	M u V #
U	U h U @ - \	M 7 o = .	M V # #
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U	U o ‡	U u =	V V # #
U	U # \ o ‡	M ‡ o U - V h	# u V #
U	U U U	U - O	# u V #
K	U o ‡ #	U - V ‡ - \ U-V\‡-#u\	M u V #
K	U 8 u 8@\ .	M ‡ o ‡ M #	M u V #
K	U " V #	U - h U # #	# u V #

APPENDIX VI

Multi-Criteria Evaluation Attribute Table

Product	Tangible feature	Mountain climbing	Wildlife viewing	Nature trailing	Cultural sites events	Accomm	Food	Attractive-ness	Accessibili-ty	Consump-tion	Support facilities
V	U h						V				
V	U k					V	V				
V	U k					V	V				
V	# V	V					V				
V	o V	V			V						
V	M #	V			V						

Product	Tangible feature	Mountain climbing	Wildlife viewing bird watching	Nature trailing	Cultural sites events	Accomm	Food	Attractive-ness	Accessibili-ty	Consump-tion	Support facilities
V) # ‡	V	''	''	V	''	''
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.	‡ #)	''	V	''	V	''	V
.	M # # #	''	''	''	''	V	V

Product	Tangible feature	Mountain climbing hiking	Wildlife viewing bird watching	Nature trailing	Cultural sites events	Accomm	Food	Attractive-ness	Accessibili-ty	Consump-tion	Support facilities
	U					V	V				
	V					V	V				
#	M U	V	V	V		V	V				
#	u	V	V	V		V	V				
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U@-	° =	V	V	V	V						
U@-	U ° =	V	V	V	V						
U@-	U - 0				V						
U@-	M #	V	V	V	V						
U@-	o 8 =				V						

Product	Tangible feature	Mountain climbing hiking	Wildlife viewing bird watching	Nature trailing	Cultural sites events	Accomm	Food	Attractiveness	Accessibility	Consumption	Support facilities
U@-	# #	V	V	V	V	'	'
U@-	" #	V	V	V	V	'	'
U@-	‡ @	V	V	V	V	'	'

APPENDIX VII

Press Release

By MOSES ODHIAMBO

Posted: Sunday, February 8 2015 at 15:37

Tourism agencies start rating western hotels

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The agency will be assisted by a technical committee consisting representatives from the Council of Governors, Directorate of Tourism, National Environment Management Authority, Association of Architects of Kenya and Kenya Utalii College.