DETERMINANTS OF COMMUNITY PARTICIPATION IN COMMUNITY-BASED TOURISM WITHIN KISITE MPUNGUTI ECOSYSTEM, KWALE COUNTY, KENYA

BY

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DECLARATION

Declaration by the Candidate

This research thesis is my original work and has, to the best of my knowledge, never been presented for examination in any other university or academic institution.

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DEDICATION

This thesis is dedicated to my lovely son, Dylan Paul Kipkorir., everything is possible through determination and prayer. To the late Prof. Bob E.L.Wishitemi, thank you prof. for your guidance and support throughout my studies, RIP.

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ABSTRACT

In regions such as Kisite Mpunguti, Kenya, where tourism is a significant driver of economic development, the participation of local communities in tourism initiatives is essential to enhance the benefits to the local population and also to ensure the conservation of natural and cultural resources. Despite the recognized importance of community participation, achieving effective and meaningful participation remains a challenge in many CBT projects. There is a need to establish the necessary tools to bring out the full potential of CP. Though several studies in Kenya have investigated CP studies, none has used the CLEAR model to investigate determinants of CP in CBT and increase literature on the area of study. This study was conducted to assess the determinants of community participation in Community Based Tourism within the Kisite Mpunguti Ecosystem in Kwale County, Kenya. It was guided by six specific objectives; to assess nature of community participation in community based tourism; to examine the relationship between availability of tourism resources and community participation; to determine the relationship between community cohesion and community participation in CBT; to establish the relationship between stakeholders support and community participation and to examine the relationship between the present mobilization and community participation in CBT and to establish the relationship between timely response to CBT issues and CP. The study was guided by CLEAR Participation theory and Center for Scientific Collaboration and Community Engagement CP model. It adopted the convergent research mixed method design. Questionnaires were used to collect primary data from a target population of 940 community members from 8 Community Based Tourism Initiatives in Kisite Mpunguti ecosystem in Kwale County, selected using simple random sampling technique with a sample size of 273, derived based on Mugenda & Mugenda. In addition, interviews were conducted with 37 key informants from different tourism bodies in the Kwale County, selected through purposive sampling. Quantitative data were analysed using binary logistic regression while qualitative was analysed using content analysis. R^2 results indicated 74.8% of the variability in participation in CBT was explained by the five community participation determinants studied. The model was significant given the overall p-value of 0.037. Community cohesion (b=-.351, χ^2= 5.150, p<0.016), stakeholder support (b=-7.529, χ^2=4.367, p< 0.037) had negative significant relationship with community participation, while presence of mobilization (b=1.849, χ^2=10.908, p<0.001) and timely response to CBT issues (b=2.956, χ^2= 3.904, p<0.048) had positive significant relationship with community participation. Availability of resources (b= -.402, χ^2=2.830, p>0.093) on the contrary, had no significant relationship with community participation. Results from key informants revealed that tourism in Kisite Ecosystem has not been fully utilized by the local community yet there exist opportunities they can take advantage of. The respondents however singled out aspects related to lack of proper and clearly laid down policy on the participation of the community in community based tourism as major obstacles. The study concludes that community cohesion is a significant factor in community participation and is what has contributed to the long-standing of several projects at the study site. On the contrary, availability of resources did not prove to have any significant impact on success of community participation. The study makes significant contribution to the field of CBT in development of clear strategies to be used by stakeholders in ensuring effective community participation as well as full implementation of these strategies, furthermore it recommends that local community to take full advantage of available tourism resources and opportunities and prioritizing gender equity and empowerment to reduce disparity.

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ACCRONYMS AND ABBREVIATIONS

ACM   :   Adaptive Co-Management

CBC   :   Community Based Conservation

CBOs   :   Community Based Organizations

CBT   :   Community Based Tourism

CBTIS   :   Community Based Tourism Initiatives

CFA   :   Community Forest Association

CFM   :   Community Forest Management

CIDPs   :   County Integrated Development Plans

CP   :   Community Participation

CSCCE   :   Center for Scientific Collaboration and Community Engagement

EK   :   Ecotourism Kenya

FECTO   :   Federation of Community Tourism Organizations

HO   :   Hotels

KECOBAT   :   Kenya Community Based Tourism Network

KMA   :   Kenya Marine Authority

KME   :   Kisite Mpunguti Ecosystem

KMMP   :   Kisite Mpunguti Marine Park

KMBO   :   Kisite Mpunguti Boat Operators self-help group

KWS   :   Kenya Wildlife Service

MEF   :   Mkwiro Eco-friendly

MPU   :   Maritime Police Unit

NMK   :   National Museums of Kenya

NGOs   :   Non-Governmental Organizations

OR   :   Odd Ratios

SDGs   :   Sustainable Development Goals

TO   :   Tour Operators

WWBW   :   Wasini Women Board Walk

WYBO   :   Wasini Youth Boat Operators

OPERATIONALIZATION OF TERMS

CLEAR Model- Is an investigative tool that aims to help policymakers and practitioners understand what may block and what might drive citizen participation in their communities, thereby helping them to enhance citizen engagement (Lowndes & Pratchett, 2006). The model encompasses five tools in form of factors (CLEAR) that ensure participation and when these are present or not, determine whether community participation will work or not. The word CLEAR stands for **C**an do (because of available resources); **L**ike to (due to attachment to community); **E**nable to (supported by stakeholders); **A**sked to (requested to participate through mobilization) and **R**esponded to (through addressing issues arising from CBT projects) (Lowndes, Pratchett, & Stoker, 2006).

Community- A community is seen as a social group of people who live together and share a common history and values, with a spirit of togetherness in supporting one another (Hassan & Islam, 2014; Martin & Mcheimech, 2016). In this research, the community is identified to be members of the Community in the area surrounding Kisite Mpunguti Marine national park, Kwale County. The term has also been used interchangeably with the words locals as well as the local community in the study.

Community Cohesion- this involves a community's sentiment which implies shared communal values, convictions, and goals concerning human interaction with nature (Marson, 2011). In this context, it refers to a sense of commitment to working together in various development projects to

benefit each other as a community, trust in one another and authority, sense of stability the community has shown in the length of stay within the Kisite Mpunguti Ecosystem as well as history and culture they have shared. These factors provide the right environment for participation to occur.

Community Participation- It is an active process by which groups of individuals undertake a direction and execution of a development project to enhance their well-being in terms of income, personal growth, self-reliance, or other values they cherish (Page, 2007; Martin & Mcheimech, 2016; Anuar & Sood, 2017). Community participation in this context refers to the involvement of the community in the development and running of ecotourism initiatives. This term is used interchangeably with community involvement in the study.

Community-Based Tourism (CBT) initiatives- refers to tourism enterprises that involve local communities, activities that occur on their lands, and are based on their cultural and natural assets as well as attractions (Hassan & Islam, 2014) in their region mostly in the rural areas. These are ecotourism projects run by community members in the Kisite Mpunguti Ecosystem (KME). They include Shimoni Slave Caves Community Project, Wasini Women Boardwalk Community Project, Kisite Community Boat Operators Self-Help Group, Wasini Youth Boat Operators, and the Mkwiro Ecofriendly community project. The word CBT initiative is also used interchangeably with CBT project in the study.

County- is a geographical unit proposed by the 2010 Constitution of Kenya as one of the units of devolved government with a mandate to provide a variety of services and power to make and enforce local legislation, acquire resources, control the budget and raise own revenue (Onyango, 2013). Kenya has forty-seven (47) counties in which one of which is Kwale County where the KME is located.

Determinants – For this study, determinants refer to factors that contribute to or enable community participation. Their presence or absence determines whether the local community takes and will continue to take part in CBT initiatives. They include factors like tourism resources, the community's full support, mobilization and capacity building, stakeholder support, and timely response to CBT issues.

Kisite Mpunguti Ecosystem (KME) - an ecosystem consists of groups of living things (humans, flora and fauna, and organisms) co-existing together symbiotically in a particular environment (Tsujimoto, Kajikawa, Tomita, & Matsumoto, 2018). The KME in this study consisted of local communities surrounding the marine park in Kisite (Shimoni, Wasini, and Mkwiro) depending on the resources of the park as well as tourists and the surrounding ocean and vice versa.

Mobilization- it involves rallying people to unite and participate in a project. Community mobilization entails the process of empowering the locals and building the capacity to start and oversee the progress of an objective (World Health Organisation, 1997). It looks at identifying any existing sensitization initiative by the county, KWS, and hotels among

others in the KME area and in what forms; (forums, meetings, discussions) Capacity building (training, workshops, seminars).

Resources- in this study, resources refer to several factors available in the study area as well as those possessed by the local communities. These factors enable them to undertake ecotourism initiatives, they include tourism natural and manmade resources, institutions for training to acquire knowledge and skills, and demographic factors that may be significant for participation e.g. family structure (Okech, 2006).

Response to CBT issues- refers to assuring the local community that their views are being considered while working swiftly to eliminate any obstacles in their way that hinders them from achieving full community participation (Lowndes, et al., 2006; Stoker, 2006). In this study response to CBT issues involved looking at what challenges have been experienced by the locals who are running the CBTs and whether there was any solution provided promptly to avoid slowing down their efforts or even halting them (Murphy & Murphy, 2004). Did the rate of response to these issues lead to continued participation, influence others to participate, or abandon these projects altogether?

Tourism Stakeholders- tourism stakeholders encompass four major groups including the government, the local community, the private sector as well as the tourist (Moscardo, 2008). Stakeholders referred to in this study, however, exclude the community as it is the one being studied, it also excludes the tourist. It only refers to those that bring in initial support in the development of CBT initiatives and they include the county

government (local), Kenya Wildlife Service (national), and private sector (hotels, tour operators).

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter discusses the variables of the study topic in the background of the study. It also explains the problem statement, identifies study objectives, research questions, and hypotheses, justification, and significance of the study, the scope of the study as well as limitations of the study.

1.2 Background of the Study

Tourism is the world's largest industry and one of the fastest-growing industries worldwide (UNCTAD, 2017). Today, tourism is increasingly becoming an important economic sector in many developing countries, including Kenya, (Honeck, Barkas, & Colomer, 2020) with a growth of 2.05 million tourists in 2020 (GoK, 2020). UNCTAD (2017) denotes that tourism's role in development has evolved considerably in the past 20 years. It is increasingly considered a stimulant not just for foreign exchange, economic growth, and employment, but also an opportunity for host Community Participation (CP) in biodiversity conservation, environmental restoration, coastal protection, and cultural heritage preservation (Goeldner & Ritchie, 2011; Honeck et.al., 2020).

Despite this progress made by tourism, 2020 became a year of devastation and calamity, COVID-19 pandemic ravaged the whole world creating immense negative impacts on the industry (Honeck et.al 2020). Both the market and destinations, representing supply and demand, were shocked as borders were closed shutting out foreign markets and businesses closed (Honeck et.al 2020). Despite this pandemic, the industry is picking up faster than most economic sectors in Kenya.

The purpose of tourism development "is to maximize the potential for tourism to eradicate poverty by developing appropriate strategies in cooperation with all major groups, and indigenous and local communities" (Agenda 21 Declaration). This ideology puts a whole new spin on development activities as they relate to tourism by moving away from solely economic gain to emphasizing environmental protection, community involvement, and greater cooperation (United Nations Division for Sustainable Development, 1992).

Sustainable tourism development has therefore stressed and encouraged local involvement in the planning and development process, as well as the ability of communities to help build their future through the independent running of their projects; Community Participation (CP) (African Development Bank Group, 2016; Kenya Tourism Board, 2016; UNWTO, 2017).

The concept of CP is not new to the tourism industry, especially when referring to development (Plummer & Taylor, 2004). Many studies conducted have produced empirical findings that have clearly shown that CP is a crucial requirement in development for ensuring sustainability (Sakata & Prideaux, 2013; Salazar, 2012). CP ranges from involvement in the decision-making processes at the highest level down to active economic involvement and promotion of the destination at the lowest level (Mak, Cheung, & Hui, 2017). Zhao and Ritchie (2008), and Li, Chok, and Macbeth (2007) (cited by Prabhakaran, Nair & Ramachandran, 2014) further agree that communities significantly contribute to decision-making. The idea of CP has been further solidified by acceptance of the Brundtland Report, of 1987 and later by Local Agenda 21, Baker (2006) emphasizing the fact that development must be sustainable if the livelihoods of future generations are to be safeguarded (United Nations Division for Sustainable Development, 1992).

Mak et.al., (2017) in their article on sustainability, argue that the local community will be more supportive of tourism development if they have a chance to participate in the planning and development process and to help create a more democratic community through Community Based Tourism (CBT) projects (Giampiccoli & Saayman, 2018). However, a lack of interest in or knowledge of tourism development can be a major barrier to the success of CP in rural areas (Dogra & Gupta, 2012). The participation of the local community in tourism is a driving force for change and a catalyst for development. It also strengthens communities because it involves making connections between individuals within the community, with these relationships helping to create a sense of belonging, trust, and credibility (Mak et.al., 2017; Rasoolimanesh & Jaafar, 2016).

CBT which is one of the greatest supporters of sustainable development has been known to provide a larger share of economic benefits both to the government and to the local communities as well as conservation of the environment and biodiversity due to its minimal impacts (Novelli, 2016; Snyman, 2014; UNWTO; 2014) and discouraging over exploitive forms (Giampiccoli & Saayman, 2018).

CBT aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development (Giampiccoli & Saayman, 2018). CBT hinges on the collective receipt of benefits and collective incentives to conserve resources (Baniya, Shrestha, & Karn, 2018). Rest, quoted by Suansri (2003) in his book on Community-Based Tourism explains that CBT is not simply a tourism business that aims at maximizing profits for investors, but rather more concerned with the impact of tourism on the community and environmental resources.

Beeton (2006) on the contrary disagrees claiming that CBT does not have the transformative intent of community development and does not focus on community empowerment and poverty eradication but rather more on conservation (Musila & Kihima, 2021). This notion is supported by Blackstock, whom she quoted in her book adding that local communities are presented as homogenous entities for whom consensus is rare; and finally, proponents of CBT failed to ignore the external (power-based) constraints to local control (Beeton, 2006).

Tanui and Chepkuto (2015) and The Travel Foundation (2015) are of the perception that successful community involvement in CBT is only conceivable if factors enabling their participation are in place. Factors like tourism resources, the community's full support, voluntary commitment, capacity building, stakeholder support, equitable benefit distribution, transparency, and ability to make decisions are among those identified by various researchers (Nierkerk, 2014; Plummer & Taylor, 2004; Saufi, O'Brien, & Wilkins, 2014).

Rasoolimanesh and Jaafar (2016) argue that several other factors might also influence the level of participation, such as socio-demographic characteristics (Aworti, 2012), political culture, limited educational opportunities to engage local people in tourism development, and longevity of CP (Kwoba, 2016). They go on to add that motivation, opportunity, and ability have a role to play in influencing CP in the development of tourism projects in rural areas (Rasoolimanesh & Jaafar, 2016). Motivation concerns the willingness of the residents and interest to become involved in the development process depending on their perceptions of the impact of tourism development on their community (Kayat, 2002)

Opportunities on the hand refer to preconditions, such as the political will, rules, and channels that make it possible for the participation of residents in tourism activities and conservation to take place, while ability relies on factors like knowledge and skills of the community on tourism business development as well as financial resources to participate (Pyke, Law, Jiang, & De Lacy, 2018).

Scholars have highlighted that Kisite Mpunguti Marine Park (KMMP) attracts the largest volume of visitors of all Kenya's marine parks and consequently earns the highest revenue in the Coastal Area (County Government of Kwale, 2013; Emerton & Tessema, 2001; Kenya Wildlife Service, 2015). Shimoni and Wasini Island which are the influential zones in KMMP have taken advantage of the KMMP market, with local communities starting CBT initiatives to tap into the already available market (Kenya Wildlife Service, 2015). In the Management Plan done by KWS, it is highlighted that tourism potential in the Kisite Mpunguti Ecosystem (KME) is still underdeveloped despite the positive outcome of the KMMP (Kenya Wildlife Service, 2015).

Kenya is still struggling with this approach to sustainable tourism development since the adoption rate nationwide is still significantly low (Ireri, 2013; Kenya Wildlife Service, 2015; Nyamweno et al.,2016). There is a need to establish the necessary tools to bring out the full potential of CP (Lowndes et al., 2006; Stoker, 2006). The purpose of the study, therefore, was to assess the contribution of select determinants to CP in CBT within the KME. This is significant since the impact created by these factors can contribute to decisions on CBT development by not only investing in those factors that greatly influence participation by the community but also finding ways of enabling the less significant determinants to increase the rate of CP in CBT projects in Kenya. This research therefore aimed at investigating the CBT projects run by the local community,

the contribution of the select determinants in promoting CP its challenges, and its effectiveness in promoting CBT.

1.3 Research Problem

The concept of CBT is complex and still evolving, especially in the African context. Despite the positive gradual embrace of the concept of community involvement in sustainable tourism worldwide, Kenya is yet to fully realize its potential through this collaboration (Ireri, 2013; Mbuvi et al., 2015). There is no much-documented data on CBTs in Kenya especially due to issues of recognition and engagement (Gona, Ondiek & Muhando, 2017). Most communities that have embraced CP, especially in CBT are still not fully enjoying the fruits of this new development concept (Okech et al., 2012).

In the year 2006, the tourism policy (new 2020 draft) was revised to include community involvement in conservation, especially in planning and decision making as well as partaking in the sharing of the benefits from the projects (Ministry of Tourism and Wildlife, 2006). Despite this opportunity, this policy only saw the rise of a few community-based projects nationwide mostly located around protected areas, including community-run conservancies, ecotourism projects like nature trails, picnic sites, tree platforms (Arabuko), Boardwalks (Mida Creek), Canopy walks (Ngare Ndare), lunch bandas (Kinanzini) among others (Okech et al., 2012; Ireri, 2013).

Even with the inclusion of community involvement in the policy, less success has been reported in recent years as seen in the low adoption and participation rate in CBT initiatives countrywide. In regions such as Kisite Mpunguti, Kenya, where tourism is a significant driver of economic development, the participation of local communities in tourism initiatives is essential to enhance the benefits to the local population and also to ensure the conservation of natural and cultural resources (Ireri, 2013; Kenya Wildlife

Service, 2015; Mbuvi et al., 2015). Despite the recognized importance of community participation, achieving effective and meaningful participation remains a challenge in many CBT projects.

Some researchers view this slow progress as a result of a lack of a guiding framework that can direct CBT projects development (Gona et.al.,2017; Musila & Kihima, 2021) while others attribute it to a lack of belief by communities in the benefits brought about by tourism as compared to other sectors like agriculture, fishing, and mining (Nyamweno et al., 2016; Okech et al., 2012). At the KME, at least four CBT initiatives fully run by the local community have been established even with the high potential nature of the area (County Government Of Kwale, 2013; Kenya Wildlife Service, 2015).

Others see it as a result of challenges experienced highly and widely by communities undertaking these projects which have also contributed to hesitation and fear by other communities to engage (Maina, Osuka, & Samoilys, 2011; Stone & Stone, 2011). These problems include a lack of finance, marketing (Giampiccoli & Saayman, 2018), little knowledge of opportunities and how to take advantage of them, unfair benefit distribution, limited tourism resources as well as management issues (Kenya Wildlife Service, 2015; Nyamweno et al., 2016).

Some researchers are of the perception that successful community involvement is only conceivable if factors enabling CP are in place. Factors like the community's full support, voluntary commitment, capacity building, equitable benefit distribution, transparency, and ability to make decisions are among those identified by various researchers (Nierkerk, 2014; Saufi et al., 2014; The Travel Foundation, 2015). Though several studies in Kenya have investigated CP studies (Giampiccoli & Saayman, 2018;

Gona et.al.,2017; Musila & Kihima, 2021; Nyamweno et al., 2016; Okech et al., 2012), none has used the CLEAR model to investigate determinants of CP in CBT.

Therefore, guided by the CLEAR participation model on factors influencing CP, This study sought to assess the select determinants and the influence they have on CP. In addition, it sought to identify strategies to employ in increasing the rate of community involvement in CBT at KME and nationwide especially in regard to investing on the determinants in the study adding to literature on the area of study.

1.4 Research Objectives

1.4.1 General Objective

The general objective of the study was to assess determinants of community participation in CBT within KME.

1.4.2 Specific objectives

1) To assess the nature of community participation in CBT taking place in KME

2) To examine the relationship between availability of tourism resources and community participation in CBT.

3) To determine the relationship between community cohesion on community participation in CBT.

4) To establish the relationship between stakeholder's support and community participation in CBT.

5) To examine the relationship between the presence of mobilization and community participation in CBT.

6) To establish the relationship between response to CBT issues and community participation.

1.5 Hypotheses of the Study

Ho_1: There is no significant relationship between availability of tourism resources and community participation in CBT.

Ho_2: There is no significant relationship between community cohesion and community participation in CBT.

Ho_3: There is no significant relationship between stakeholder's support and community participation in CBT.

Ho_4: There is no significant relationship between presence of mobilization and community participation in CBT.

Ho_5: There is no significant relationship between timely response to CBT issues and community participation.

1.6 Research Questions

a) What are the community participation approaches in CBT at the KME?

b) What are existing CBT Initiatives running and alternative sources of income for community at the KME?

c) What is the condition of Tourism resources at the KME?

1.7 Significance of the Study

KME where KMMP is has been a jewel in not only the coastal region but in the entire country as it is the highest contributor of income among all the parks and reserves (in Kenya (County Government Of Kwale, 2013; Emerton & Tessema, 2001; Kenya Wildlife Service, 2015). Tourism planners and developers both at the county and national levels can use these findings from this study therefore as a benchmark to encourage tourism-developing counties to invest in CBT as an income-generating tool for local communities, especially in rural areas.

Policies can be created based on these findings, especially on strategies to be used by stakeholders in ensuring effective community participation as well as full implementation of these strategies. Strategies like organizing public participation forums to enable local communities to suggest tourism product ideas as done by the Kwale County government, promoting conservation through jointly or individually establishing community-managed conservation areas to protect tourism resources as in the case of Shimoni, Wasini, and Kibuyuni residents among others.

The findings of this aimed to also inform planners, especially at the county level on how factors like availability of tourism resources, sense of attachment and unity, support from stakeholders, capacity building, and empowerment impact community participation as identified by some researchers (Lowndes et al., 2006; Stoker, 2006). The level of impact created by these factors can contribute to decisions on CBT development by investing in those factors that greatly impact participation by the community to increase the rate of CBT adoption.

Since community involvement is a necessary tool for development to achieve sustainable tourism development as highlighted in the Tourism Policy (The Travel Foundation, 2015), policymakers can also develop strategies that might stimulate better use of CP as a tool in CBT based on these factors boosting ecotourism.

This study also helps stakeholders like the county government and KWS to acquire information necessary to identify solutions to challenges and way forward to long-term development and operation of the CBT initiatives as well as longevity of CP in various aspects of development in a destination.

1.8 Scope of the Study

The research focused on Shimoni and Wasini Island areas within the Kisite Mpunguti Ecosystem (KME) in Kwale County. Shimoni and Wasini Island which are the influential zones in KMMP have taken advantage of the KMMP market, with local communities starting CBT initiatives to tap into the already available market (Kenya Wildlife Service, 2015). In the Management Plan done by KWS, it is highlighted that tourism potential in the Kisite Mpunguti Ecosystem (KME) is still underdeveloped despite the positive outcome of the KMMP (Kenya Wildlife Service, 2015). The study was able to assess select determinants and their impact on CP in CBT. The research, carried out from March 2018 through January 2019, involved administering questionnaires to communities within the ecosystem. A target population of 940 members of engaged or benefiting from the CBTIs was identified. For the study. Key officials of CBT initiatives as well as key informants from Kwale County's tourism office, KWS, the private sector (Tour operators and hotels) as well as Marine Police Unit (MPU) were also interviewed. The researcher employed the use of a research assistant who assisted in locating the respondents, assembling them as well as distributing and collecting questionnaires.

1.9 Limitations of the Study

The researcher encountered the issue of a few respondents not willing to respond. Respondents especially from one CBT initiative; Shimoni Slave caves were not willing to participate in the interview and a few undertook the questionnaires. Several attempts to persuade all of them into being involved, and in the end the researcher managed to get 58% (18 members) of the Shimoni slave caves sample size (31members) which was deemed above average and sufficient for obtaining data without being biased. Road network in the region is identified to be bad, especially during rainy seasons. Therefore,

this lengthened the time for data collection, however, the rainy season was short lived and construction of a tarmac road followed soon after decreasing the time taken to access the study site.

Since the community members of these CBT initiatives were mostly aged and several lacked real formal education, communication in English was impossible. Swahili language widely used in the area was used by the researcher, however, challenges in translating some words from English to Swahili were often experienced. Research assistants who were locals and educated were used in the research for purposes of reaching the respondents and translation of questions to the respondents.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter examines literary concepts, models and empirical findings reckoned to be relevant to the current study. Reviewing literature enables the researcher to gather and synthesize information applicable to the study. It also gives an insight into what has been done regarding community participation and ecotourism as well as identifying gaps to guide in developing a significant problem for further research. This helps in narrowing down what needs to be researched to avoid duplication.

2.2 Community Participation

2.2.1 Concept of Community Participation

The understanding and practice of participation has not been universal. Several schools of thought have valid provisions for its meaning and practice which range from manipulative to self-mobilization, from passive to active and so on (Kieti, Manono, & Momanyi, 2013; Reed, 2008). Of significance is the interpretation of participation by two schools; Philosophical and Normative. The philosophical school interprets participation as an ultimate necessity whose major objective is to mobilize for collective action, efficiency, environmental sustainability, empowerment, and improvement of transparency (Cornwall, 2004; Tosun, 2006). On the other hand, the normative school interprets participation as an alternative to increasing efficiency where people involved will agree with and support the new sustainable developments (Tosun, 2006).

Karl (2000) also identified three main aspects of participation in any rural development projects and programs that need to be evaluated. These include; the extent and quality of participation, the costs and benefits of participation to the different stakeholders, and

the impact of participation on outcomes, performance, and sustainability. These aspects and elements, therefore, bring a meaningful understanding and role of community participation in development, especially in the case of ecotourism in this study. Bringing in the notion of community participation, therefore, enhances the success of sustainable development since the locals are the most important stakeholders if this is to be achieved. According to Marson (2011), the concept of 'community' has four elements of focus. These elements are people; location in geographic space; social interaction; and common ties.

CP is therefore understood as the involvement of a group of people residing in a specific geographic area and conditioned by the sub-cultural or life processes of cooperation, assimilation, competition, and conflict in a particular project or endeavor (Pender, 2006) It is an active process by which beneficiary client groups influence the direction and execution of a development project intending to enhance their well-being in terms of income, personal growth, self-reliance or other values they cherish (Martin & Mcheimech, 2016; Anuar & Sood, 2017).

CP can also be understood in three different ways as highlighted by Nierkerk, 2014 in her article. First, is that under the best conditions, most people will tend to avoid CP (Nierkerk, 2014). Second, is that community participation is a voluntary process in which the community will only engage in destination development if they only feel that it will help them (Bramwell & Lane, 2009). Lastly, the community often wants to participate in destination development but is rarely provided the opportunity to do so effectively (Zhao & Ritchie, 2008).

2.2.2 Forms of Community Participation

There exist various typologies used to describe the concept of CP in tourism, these include but are not limited to; Plummer and Taylor CP levels, Pretty's, Arnestein's, Tosun's and Andrea Cornwall's typologies. These typologies have more or less similarity with one another as they describe participation degree changing from passive to active as shown in the table below.

Table 2. 1: Community Participation Typologies

ARNESTEIN'S LADDER OF PARTICIPATION (1969)	PRETTY'S TYPOLOGY (1995)	TOSUN'S TYPOLOGY (2000)	ANDREA CORNWALL'S TYPOLOGY (2008)
➤ Citizen control- locals are owners and in charge of projects	➤ Passive Participation is where the locals are just informed of what has happened or will happen without requiring their response	➤ Coercive – a top-down indirect approach mostly involving manipulation of the locals with no benefits	➤ Co-option through adding the locals to the development process
➤ Delegated power and authority to the locals	➤ Participation in information giving to the researchers through surveys without influencing the outcome	➤ Induced – top-down indirect approach with a limited choice of how to participate	➤ Compliance with the rules and regulations of project development by the locals
➤ A partnership between local communities and other stakeholders	➤ Participation in consultation for views on issues but decisions and solutions arrived at can be manipulated to the researcher's preference	➤ Spontaneous- bottom-up direct approach which entails full local participation in the management of the projects and sharing profits	➤ Consultation with the locals to give their opinions through meetings
➤ Placation through consultation and workshops to minimize hostility and mistrust by the locals	➤ Participation for material incentives like basic needs for the locals, but participation ends when rewards end		➤ The cooperation of locals with tourism stakeholders in working together toward sustainable projects
➤ Consultation with the locals to share information and	➤ Functional participation usually at a later stage, which		➤ Co-learning between the locals and other stakeholders

inform them of the significance of tourism	could be in groups to achieve laid down project goals		in exchange of knowledge and skills
➢ Informing and improving the relationship between the locals and other tourism stakeholders	➢ Interactive participation through collaboration with locals who will later assume the management of the project		➢ Collective action through the organization of locals and tourism resources for benefit of the entire community
➢ Therapy to soothe and appeal to the locals through rewards	➢ Active participation where the locals are in charge of their projects and their sustainable future		
➢ Manipulation of the locals' thinking, attitudes, and characters			

Source: (Kieti et al, 2013; Mensah, 2017)

Six different forms of participation identified by Plummer and Taylor (2004), could be used for this study in understanding the contribution of the community. The first level which involves notification is the most basic level where the involvement of communities takes the form of the community being informed of activities that might affect them. The second level is attendance which refers to the situation in which community members traditionally and physically just attend meetings without contributing anything but being physically there to listen (Kumar, 2002; Plummer & Taylor, 2004; Pretty, 2008), here, people do not have opportunity to influence proceedings. There are reasons identified by researchers as to why this is so, more often, matters regarding planning, implementation, and monitoring are done at the national level leaving little to none for the community members (Musila & Kihima, 2021). Lack of coordination, transparency, and trust among stakeholders like the government and private sector also attribute to less involvement by the locals (Wondirad, Tolkach, & King, 2020), they also are of the impression that local communities don't have the expertise to contribute in decision making (Wondirad & Ewnetu, 2019).

The third level is the expression which is a form of participation that involves communities being given (or seizing) the opportunity to express their views (Plummer & Taylor, 2004). There is the creation of space for communities to share information and knowledge, and officials reciprocate, notify them of project activities, and expect their participation in implementing the activities that are later decided upon by government officials (Kappeler & Gaines, 2012; Lowndes, et al. 2006).

The fourth level is discussion which refers to the participation of communities in discourse that is in debating and discussing ideas in their formative stage. The fifth level is decision-making (or mutual decision-making) where in which the community is fully involved in the decision to be made; they are given space for discussion and equal

decision-making and input into the planning and allocation of resources (Lowndes, et al. 2006). Last but not least, there is initiative (or self-management), which is the highest level of participation found when communities initiate ideas and can mobilize themselves to make them happen (Plummer & Taylor, 2004).

| INITIATIVE/SELF-MANAGEMENT |
| DECISION – MAKING |
| DISCUSSION |
| EXPRESSION |
| ATTENDANCE |
| NOTIFICATION |
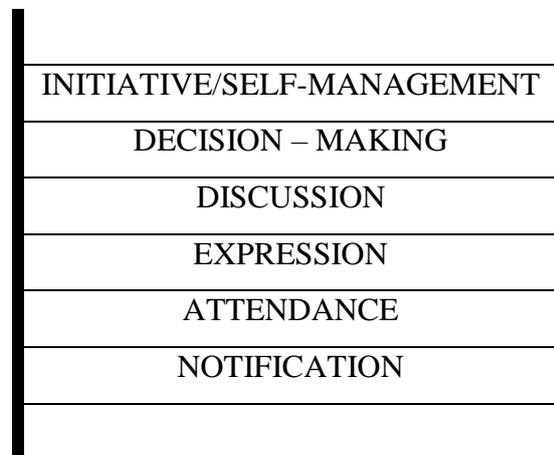
Figure 2. 1: Model of participation ladder
Source: (Plummer & Taylor, 2004)

From the study by Kieti et al., (2013) and Mensah, (2017), it is evident that there is a myriad of forms of participation. This means that colossal care must be taken when using and interpreting them. It should always be qualified for the context of the study. In addition, observers seem to agree that the application of participatory approaches further calls for an appreciation of the socio-economic demographics such as gender, age, social status, economic status, level of education, and disability.

2.3 Eco-tourism and Community Participation: The Nexus in Conservation in Kenya

Despite the success and progress brought in by tourism, most developing countries have experienced its adverse negative impacts ranging from environmental degradation to economic laxity and negative socio-cultural influence (Waswa, Otor, & Mugendi,

2007). Of concern in this study, however, is the impact on the environment hence the need for the practice of sustainable tourism through the involvement of the community.

The aspect of sustainability in the tourism industry is a major concept of concern for the better part of the last century through to the current century; sustainability is a major consideration in every bit of development proposal identified if tourism growth and survival are to be maintained (UNWTO, 2017). This, therefore, triggers the need for conservation as one of the roots of sustainable development.

Conservation came up as a result of the realization of the significance of actively managing and governing the use of wildlife and natural resources to salvage them before there is nothing left in the near future (UNWTO, 2014). There came a wake-up call on the surging and rapid decline and potential extinction of natural resources through sport-hunting and farming. Colonial administration, therefore, formulated hunting regulations and licenses (Akama, Maingi, & Camargo, 2011).

Sustainable development focuses on three major areas identified as pillars of Sustainable development in the World Summit on Sustainable Development;

i. Economic sustainability means generating prosperity at different levels of society and addressing the cost-effectiveness of all economic activity. Crucially, it is about the viability of the community projects and activities and their ability to be maintained in the long term (Baker, 2006; Kenya Tourism Board, 2016).

ii. Social sustainability means respecting human rights and equal opportunities for all in society. It requires an equitable distribution of benefits, with a focus on alleviating poverty (United Nations Division for Sustainable Development, 1992). There is an emphasis on local communities, maintaining and

strengthening their life support systems, recognizing and respecting different cultures, and avoiding any form of exploitation (UNWTO, 2017).

iii. Environmental sustainability means conserving and managing resources, especially those that are not renewable and those that are critical in terms of life support (The Travel Foundation, 2015). It requires action to minimize pollution of air; land and water, and to conserve biological diversity and natural heritage (Waswa et.al., 2007).

The concept of eco-tourism has been researched and practiced now for quite a while since its discovery in the 1980s. Eco-tourism has been supported within the academic literature as an imperative community economic development strategy due to its potential to guarantee economic and social benefits, while protecting the environment (Okech et al.,2012; Mensah, 2017

Several scholars agree on the fact that eco-tourism is nature-based travel (Kepher, 2005; Hill & Gale, 2009; Seba, 2012; Mensah, 2017). The International Eco-tourism Society quoted by Kepher (2005) as well as Nyamweno, Okotto, Tonui and Agong (2016) defines it as "responsible travel to natural areas that conserves the environment and sustains the well-being of local people". The two elements of nature and locals are reiterated by other authors too (Seba, 2012; Wearing & Neal, 2009). These two elements therefore with the aspect of sustainable development, form the basis of CBT, especially in this study.

Figure 2.2 below by Ross and Wall quoted by Nyamweno, Okotto, Tonui and Agong (2016), shows a summary of how eco-tourism contributes to sustainability.
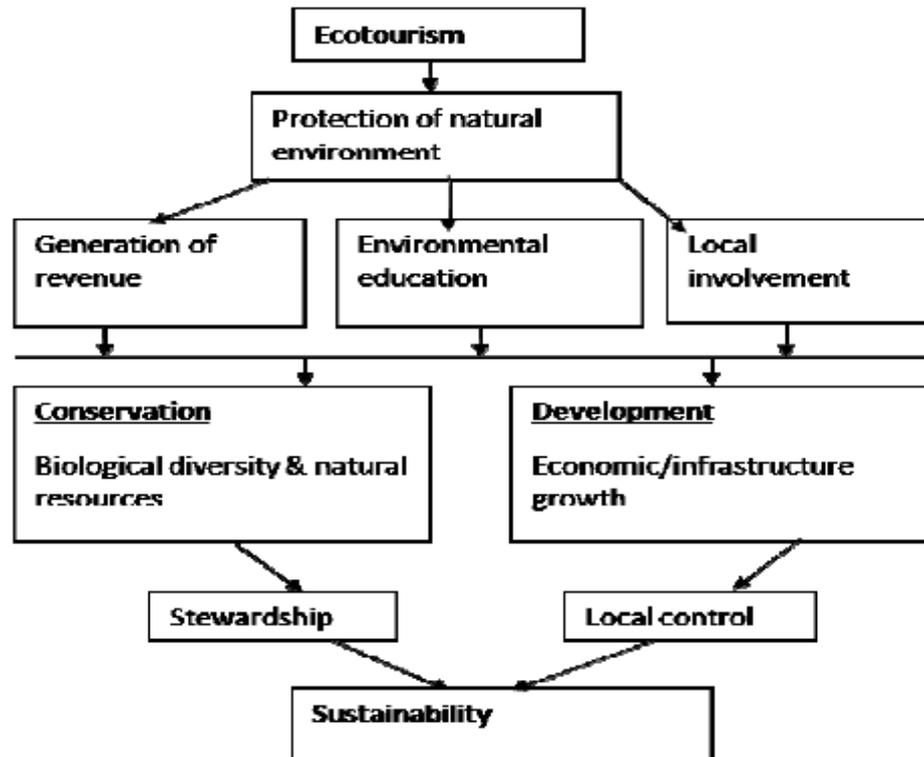
Figure 2. 2: Eco-tourism-Community Participation Nexus

Source: Nyamweno et al., (2016)

Theories on community participation in eco-tourism development advocate obtaining

maximum levels of both community control and benefit to achieve sustainable tourism.

CP enables local communities to play a key role in the outcomes of eco-tourism CBT

projects (Waswa et.al., 2007). A statement by Okech (2006) in her conference report

sets the record straight on community and eco-tourism focus;

> *"While there is no doubt that ecotourism can play an important role*
> *in the revival of stagnant economies in many parts of Kenya, it must*
> *be ensured that eco-tourism plans adequately consider the needs,*
> *aspirations, and values of indigenous communities, and protection of*
> *natural resources"*

Eco-tourism is a form of sustainable development that has now taken root in Kenya,

especially in the rural areas where communities have begun eco-tourism CBT projects

in and around protected areas like forest reserves, national parks, and reserves among

others. An ecotourism magazine article by Ireri (2013) talks of the existence of many

ecotourism projects in Kenyan forest areas as well as more several investment opportunities for local communities (Ireri, 2013; Mbuvi et.al., 2015).

Extensive research indicates that however, the road to ecotourism in Kenya has been a long one with challenges in achieving its potential (Ireri, 2013). Tourism product over-dependency and lack of market diversity in Kenya, limited the full utilization of the country's natural resources which brought the tourism industry to the brink of collapse (Waswa et.al., 2007). The biggest problem was of course community involvement.

Despite all these, the road to achieving and reaping the benefits of eco-tourism has been slowly building up and currently many areas in the country practice this form of sustainable development through CBT, driven and aided by the need to achieve the Sustainable Development Goals.

2.4 Community-Based Tourism and Community Development

CBT and community development are inherently connected because they share the same natural and cultural resources (Suansri, 2003). CBT seeks to address the developmental question of how tourism can contribute to the process of community development (Suansri, 2003).

Community-based initiatives are enterprises owned and managed by the community. Suansri (2003) defines CBT as tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, to enable visitors to increase their awareness and learn about the community and local ways of life (Suansri, 2003). Nelson (2005) reiterates this when he sees CBT as tourism that involves local communities, occurs on their lands, and is based on their natural and cultural assets. He further adds that CBT hinges on the

collective receipt of benefits and collective incentives to conserve resources (Baniya, Shrestha, & Karn, 2018).

CBT aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development (Giampiccoli & Saayman, 2018). Juma & Vidra, (2019) suggests that CBT presents a way to provide an equitable flow of benefits to all affected by tourism through consensus-based decision-making and local control of development. CBT is not simply a tourism business that aims at maximizing profits for investors, but rather more concerned with the impact of tourism on the community and environmental resources (Juma & Vidra, 2019).

Beeton, (2006) on the contrary disagrees claiming that CBT does not have the transformative intent of community development and does not focus on community empowerment and poverty eradication but rather more on conservation (Musila & Kihima, 2021). This notion is supported by Blackstock, whom she quoted in her book adding that local communities are presented as homogenous entities for whom consensus is rare; and finally, proponents of CBT failed to ignore the external (power-based) constraints to local control (Beeton, 2006).

Many choices made regarding tourism development are usually driven by either the increasing presence of tourists in the lives of host communities or a growing understanding of the impacts of tourism (Moscardo, 2008). Many researchers have in the past identified several positive impacts of tourism on local communities adjacent to the areas with tourism activities (Beeton, 2006; Bramwell & Lane, 2000; Mazumder, Al-Mamun, Al-Amin, & Mohiuddin, 2012; Murphy & Murphy, 2004; Singh, Timothy

& Dowling, 2003) and various policies and strategies are used to both encourage these positive impacts and to control or eliminate negative consequences (Moscardo, 2008).

2.5 Community-Based Tourism Benefits

Tourism in a wider context is a tool for improving community development and in turn, alleviating poverty. For local economic development to improve, tourism's impact on rural areas must be considered and valued (Riccioli, 2019). Riccioli 2019 identified the following values that tourism bring to the local community: Wages from formal employment in tourism establishments like hotels, bonuses and revenues rising from locally owned enterprises, revenue from land or house rental (homestays), community-run enterprise like the CBTs that can create bonuses, this income can provide significant development capital and provide finance for a clinic, teachers housing and school books, as well as for corn-grinding mills. Infrastructures, for example, construction of schools, health facilities, roads (Mensah, 2017), piped water, electricity, and communications, improvement of community image, especially through the CBT Initiatives that are placed in the limelight as benchmarks or success stories and training of community-based members by the government on tourist handling.

When talking about Community Based Tourism, however, the concept of ecotourism comes to play since rural areas where most CBT Initiatives are found are hubs for ecotourism. Sustainable tourism achieved through ecotourism is a concept that advocates for sustainable development, which has three pillars that CBT Initiatives are anchored on; Economic, Social, and Environmental (Juma & Vidra, 2019). This, therefore, means that community-based tourism is a model vital for conservation, especially in rural areas and for it to succeed, benefits from this model must be realized by the owners (Mensah, 2017).

According to Mensah (2017), success in fostering sustainability in rural tourism resources comes when the natural environment supports itself by generating economic benefits for the community which will in turn protect the environment, this is one of the essential principles of community-based tourism. Many entrepreneurial opportunities are created by community-based tourism to improve the livelihood of the community (Anuar & Sood, 2017) such as curio shops (cultural souvenirs, art, craft and beadwork, weaving), cultural centers, tour guiding, running homestays (Riccioli, 2019), nature works among others. These opportunities enable the local community to reinforce their ability to manage tourism resources therefore running, managing, and sustaining successful CBT projects (Anuar & Sood, 2017).

Interestingly, Park, Phandanouvong, and Kim, (2017) in their article point out that the local community that partakes in the CBT Initiatives, even though CBT is meant to be controlled entirely by the locals, are rarely given the opportunity to take part in the evaluation of the success or failure of community participation based on the roles they take in those initiatives.

The benefits of community-based tourism need not be in monetary form, of better significance is the acquisition of skills in development, management and leadership, confidence, and trust in the initiatives as well as each other. These sustainable skills will help in steering the community toward financial freedom and subsequently poverty alleviation (Mensah, 2017). Another sustainable benefit of CBT is that of conservation, Mensah argues that with the revenues earned from the initiatives, the locals are likely to be motivated to protect the environment and engage in socio-economic activities that have minimal impact on the environment (Mensah, 2017; Bhanoo, 2015).

Table 2. 2: Tourism impacts on local communities

Tourism Development	Modifies the internal structure of the community
	Divides the community into those who have/have no relationships with tourists
	Employment in tourism offers more opportunities for women
	Instigates social change
	Improves quality of life through infrastructure development
	Increased pressure on existing infrastructure
Tourist-Host Interactions	The nature of contact influences attitudes/behavior/values relating to tourism
	Young locals are most susceptible to the demonstration effect
	Cultural exchange/increased understanding and tolerance
	Increased social interaction increases communication skills
	Hosts adopt foreign languages through necessity
	Hosts develop coping behavior and avoid unnecessary contact
Cultural Impacts	Arts, crafts, and local culture revitalized
	Meaning/authenticity is not necessarily lost
	Acculturation process likely to occur
	Assumed negative effects of commodification of culture

Source: Beeton (2006)

2.6 Tourism Stakeholder Contribution in Promoting Community Participation

The stakeholder involvement notion has built popularity in the tourism industry due to the belief that it enables the community to gain more from tourism products (McComb, Boyd, & Boluk, 2016) than any other stakeholder in tourism. Various researchers have in the past reiterated the need for stakeholder inclusion in tourism development especially in community-based tourism development (Kibicho, 2008; Bronkhorst, Ritchie, & Sheehan, 2010; Kontogeorgopoulos, Churyen & Duangsaeng, 2015; Imbaya, Nthiga, Sitati, & Lenaiyasa, 2019). Stakeholder support is also key in destination management and marketing.

Co-management is one way of stimulating CP that involves combining traditional knowledge of the local community on the environment with modern scientific knowledge mainly from the tourism stakeholders. This combination of knowledge leads

to increased biodiversity and better management of tourism resources since local communities are the shepherds of these natural resources the government is working to conserve. It is therefore anticipated that conservation done by the local community will create a balance between the people and environment by mobilizing the community in partaking in CBT initiatives to alleviate poverty and strengthen their role of decision-making in sustainable development (Kieti et.al., 2013).

Beritelli (2011) in his research on 'Cooperation among prominent actors in a tourism destination' suggested that a successful tourism network has to encompass tourism stakeholders working together consistently and interdependently to maintain a proper balance of competition driven by trust and mutual benefit. Creating adequate awareness about the significance of working in collaboration should be done by tourism stakeholders (Wondirad, Tolkach, & King, 2020) especially the government and private sector.

He also went ahead to add several other factors that influence CP which include; attitudinal change and coordinated campaign to eliminate the poor culture of collaboration, allocation of adequate resources (finance and human power), and reinvesting part of the CBT revenues collected in the region, nurturing trust and mutual understanding amongst tourism stakeholders through time by conducting several discussions and negotiations this will bridge the distance gap that locals feel exist between them and tourism stakeholders, creating sufficient opportunities for tourism stakeholders to get to know each other and find common goals as well as building a system in which tourism stakeholders regularly meet and discuss issues regarding working in collaboration, resource conservation and sustainable tourism development (Wondirad et.al., 2020).

2.6.1 Role of Kenya Wildlife Services

As mentioned earlier, KMMP is the highest revenue contributor in comparison to other marine parks and reserves in Kenya, outshining them also in the amount of operating surplus generated annually (Kenya Wildlife Service, 2015) The Kenya Wildlife Service has been the largest contributor to tourism development in the Kisite Mpunguti Ecosystem. This is evident especially so in their Management Plan for Kisite Mpunguti Marine Conservation area (KMMCA) of 2015-2025. Within the plan, the following actions were listed to enable the achievement of the identified objectives within the above period (Kenya Wildlife Service, 2015).

Table 2. 3: Objectives and Action plans for KME by KWS

Objective	Action
1. Provision of adequate infrastructure and tourism facilities	a) Construction of Eco lodge in Shimoni forest (had not been achieved by the time of data collection)
	b) Upgrade of KWS Eden Bandas in shimoni (was underway during data collection)
	c) Install lavatories in tourists boats in liaison with KMA (had not been achieved by the time of data collection)
	d) Encouraging the use of carboys by boat operators to reduce the use of plastic bottles (sustainable initiative) (had not been achieved by the time of data collection)
	e) Establishing a KMMCA tourism forum (to include KTB, hoteliers, tour operators and the CBT Projects) (was in progress during data collection)
2. Improve and diversify the tourism product	a) Developing nature trails in untapped areas of Mpunguti, Mkwiro, and Wasini Islands, Shimoni forest. (locals benefit-guided tours, bird watch, and mangrove) (was underway during data collection)
	b) Procurement of a large boat for tourists(community-run)-to supplement the community's boats (had not been achieved by the time of data collection)
	c) Developing a 2-3 day package together with the local community(enables the tourists to stay in the KME and sample the locals' culture and other services) (had not been achieved by the time of data collection)
	d) Organization of regular workshops for boat operators in liaison with the county. (to train on visitor handling) this was underway during data collection as informed by county and KWS representatives.
3. Develop cultural tourism based on local culture within the ecosystem	a) Establishing a Kaya cultural center in Shimoni forests (run by locals) to promote culture conservation and earn revenue (had not been achieved by the time of data collection)

	b) Sensitization of local communities on local homestays together with the Kenya Community-Based Tourism Organization (had not been achieved by the time of data collection)
	c) Encouraging the inclusion of CBT Projects in the tour package by Tour Operators. (reduces friction between the two groups) this was in progress as reported by tour operators
	d) Training of the locals (CBT Project owners) on tourism management to avoid wrangles and poor management. KWS had already taken up the task and trained local boat operators which had led to harmony in management of their CBTIs
	e) Renovating Shimoni Slave Caves while maintaining its authenticity in liaise with the NMK (had not been achieved by the time of data collection)
4. Market KME both locally and Internationally	a) Upgrading the website to include locals tourism projects. The county and KWS had made an effort by mentioning some of the CBTIs on their websites.
	b) Developing an all-inclusive map and guidebook of KME's products
	f) Liaising with KWS headquarters to have KMMCA added to the Tembea Kenya marketing campaign, this was in progress at the time of data collection
	g) Working with Wildlife clubs of Kenya to target schools, some schools from the county had been registered already by the time of data collection
5. Improve visitor handling and management	a) Developing local visitor handling standards for tour operators and training the local tour guides on these standards (had not been achieved by the time of data collection)
	b) Training of local conservation groups in project management, conservation, and customer handling skills, progress had been made as seen in the presence of coral planting in wasini, mangrove protection and seaweed planting in kubuyuni.

Source: Kenya Wildlife Service (2015)

2.6.2 Role of the County Government

The County is located southwest of the Kenyan coast with its headquarters in Kwale town. Just like the other 46 counties, the county government of Kwale aspires to improve the economy of the county and contribute to the national Sustainable Development Goals. Tourism, therefore, was identified as the key sector in job creation and attracting foreign revenue (County Government of Kwale, 2013). It was also realized that tourism development in the county pivots on coastal beaches, wildlife in the marine parks and reserves, local communities, and their culture (County Government of Kwale 2018).

Through the Kwale County Integrated Development Plan 2018-2022, the county identified several factors that have negatively impacted tourism in the County these include insecurity, poor infrastructure, poor marketing, underutilization of the local community and its culture, over-dependence on traditional forms of tourism and negative publicity (Kwale County Government 2021). It is now in the process of rehabilitating more beach access roads, constructing public amenities like the washrooms along the beach access roads, improving waste management systems, improving safety on the beaches, partnering with key stakeholders to develop and diversify tourism products with a key focus on eco-tourism, sports adventure and homestays and marketing Kwale as a tourist destination (County Government of Kwale 2018).

The county's strategic goals anchor on the three pillars of sustainable tourism development goals (Kwale County Government, 2021), where community participation is a major objective to be achieved through creating public awareness of the benefits of tourism development, capacity building through training, especially to the neglected

communities, provide education on planning, management, and ownership of tourism projects among others.

2.6.3 Role of Non-Governmental Organizations (NGOs)

These are organizations operating at the national and increasingly, at the international level and at a very local scale, which have administrative structures, budgets, and formal members and which are non-profit-making'. Their main agenda is public interest rather than commercial It is argued that the NGOs are closer to local people than most formal institutions, and, therefore, are more aware of issues that contribute to the economic status of the local people (UNESCO, 2015; Lewis & Kanji, 2009). NGOs give loans and grants as one way of contributing to economic growth, and this is done by assisting either individuals or groups (Alshboul, 2016).

NGOs are also influential in lobbying for certain government policies. Governments impose tourism policies and regulations; sometimes these policies and regulations are not convenient for the host community and affect negatively the environment and tourist resources. Therefore, NGOs can play an important role in making people aware of the negative effects of the policies, and in some cases take legal actions against the governmental policies and regulations. The following functions of NGOs both local and international were identified by Mao Kung, a community plan blogger with an interest in NGOs contributions:

➢ Humanitarian performances to assist local communities through education, healthcare and savings for self-help groups.

➢ Creating grassroots community volunteers and networking and implementing their specific goals and objectives.

➢ Building of infrastructure for local communities for example health centers, drilling of boreholes, water sources, road pathways, community dams and bridges for use by community members

➢ They take a participatory approach to funding Community-Based projects.

➢ Since timely communication is important in ensuring success in community participation, NGOs ensure that experts in the field of tourism and project development are brought in whenever new initiatives are started and when the need arises to provide information and train on these areas.

➢ They also act as mediators in conflict resolution as well as providing legal advice.

➢ Whenever there are issues to be addressed to the government, NGOs assist in advocating for them as well as lobbying for policies that will support their projects.

➢ NGOs become a channel where innovations and technology are injected into rural communities (Kung, 2013).

2.6.4 Role of Other Tourism Stakeholders

Tourism stakeholders like the tour operators, Accommodation providers (hotels, lodges, cottages, and bandas) and Museums of Kenya, although vilified by some community members, especially those running the CBT Projects, have a role they play in the overall success of the community-based tourism. Murphy (as cited by Kontogeorgopoloulos et al., 2015) argues that the success of CBT initiatives depended on the effective collaboration of the economic, environmental, social, and management elements of sustainable tourism.

Most CBT initiatives that are done in collaboration with tourism stakeholders, where participation of the locals is attending meetings and taking part in benefit sharing, face the challenge of no meaningful power to the locals and use of ideas brought by others just for adoption (Kontogeorgopoulos et al., 2015; Wearing & McDonald, 2013). The other challenge they face is that of all-inclusive packages from tour operators, especially foreign ones. There is limited benefit the CBT initiatives will get since most of the money is paid to the tour operators and little is given back to the community (Wearing & McDonald, 2013). This probably explains the reason why the locals do not have a positive attitude toward these stakeholders (Arnstein, 1969).

The success of rural tourism development initiated by tourism stakeholders depends on the knowledge they have on the ground about the destination products as well as the locals' way of life (Pyke et al., 2018). However, this leaves a path open for stakeholders to just start a project and call it a community project without considering the true benefit and interactive participation of the locals in starting, running and management of the projects (Wearing & Neal, 2009). Stakeholder collaboration should therefore consider looking into issues affecting the local community to enable sustainable development. The success of stakeholder collaboration in true practice is limited and requires a study into what could be done to improve stakeholder collaboration (McComb, Boyd, & Boluk, 2016).

Tour operators are vital stakeholders in the promotion of sustainable tourism, this is because they are responsible for the development and sale of tourism products and are therefore in direct contact with the suppliers (locals) and the tourists whom they can influence in the direction of sustainability (Cavagnaro, Staffieri, & Ngesa, 2015). Cavagnaro et al in their research on the roles of inbound tour operators in sustainable

tourism discovered that tour operators assist the local community in their CBT projects by participating in the development of biogas projects, hiring the locals as guides, and contributing to educating children of the locals as identified by several interviewed tour operators (Cavagnaro et.al., 2015). The private sector can also partner with the local communities to run businesses like homestays and other family-run bed-and-breakfast facilities (Alshboul, 2016).

Gona et.al., (2017) reports that there are various organizations and associations in the tourism industry that can support CBT initiatives and give them a fighting chance in the competitive world. Kenya Community Based Tourism Network (KECOBAT) for example assists in policy development, training, and provision of standards and guidelines of operations for members. While the Federation of Community Tourism Organizations (FECTO) and Ecotourism Kenya (EK) assist in product development, providing market access and training as well to members.

2.7 Determinants of Community Participation

The assumption that equitable participation would lead to equitable benefits has not gone unchallenged (Blackstock, 2005; Tosun, 2006). Roberts (2011) in her article titled; "an exploratory analysis of factors mediating community participation outcomes in tourism" notes how the politics of community participation have been exacerbated by the reality that communities in different regions have different values aims objectives and that participation outcome may not reflect the interests of the entire communities.

2.7.1 Availability of Resources

Remote Kenyan local communities possess several factors that would enable them to undertake CBT initiatives. These factors include the community's substantial land

resources possessing considerable natural and cultural significance suitable for ecotourism experiences, as well as extensive knowledge of the land and the cultural and spiritual significance of the natural environment (Okech et al., 2012).

Community-Based Tourism in the county of Kwale especially in the KME is developing well with several ecotourism attractions recorded according to past research done in Kenya (County Government Of Kwale, 2013; Emerton & Tessema, 2001; Kenya Wildlife Service, 2015) as portrayed in the table below. This paints a good picture of the potentiality of community participation in CBT now and in the near future.

Table 2.4: KME Exceptional Resource Values

Category	Exceptional Resource Values
Biodiversity	_ Sea Turtles _ Marine mammals (whales, dolphins, dugongs) _ Shimoni Tropical Forest _ Coral reefs _ Coconut Crabs _ Mangrove ecosystem _ Important Bird Area _ Seagrass beds
Scenic	-Kisite and Mpunguti Islands _ Jiwe Mtu _ Jiwe Jahazi _ Sandy beaches _ River Ramisi Estuary _ Sii Island
Social	-Tourism _ Wasini Boardwalk _ Fishing _ Trade
Cultural	_ Shimoni Slave Caves _ Kayas in Shimoni forest and Wasini Island _ Historical Ruins _ War Graves

Source: (Kenya Wildlife Service, 2015)

2.7.2 Community Cohesion

A community has a psycho-cultural dimension; this includes a community sentiment that implies shared communal values, convictions, and goals with regard to human interaction with nature, the supernatural, time and other people (Marson, 2011). One of the main components of community sentiment is a sense of togetherness.

A sense of community can be a strong motivator for participation. Conversely, an absence of identity or commitment to a locality can militate against participation. It hinges on the sense of stability the community has shown in the length of stay within that particular region as well as the history and culture they have shared since (Lowndes, Pratchett, & Stoker, 2006; Stoker, 2006). The table below indicates social dimensions of community cohesion and their indicators that help in achieving effective community participation;

Table 2.5: Community Cohesion Dimensions and Indicators

Dimensions	Indicators
1. Inclusion	• Opportunities to participate • Building strong and positive relationships among all diversities in the community
2. Equality	• Type of economic participation, income distribution, type of skills and levels of qualification • Equal opportunities for both genders, youth, and people with disability
3. Recognition	• The virtue of pluralism and heterogeneity of the major ethnic group • People of different diversities are valued and appreciated
4. Belonging	• Sense of being part of the community and shared values and history • Common mission
5. Trust	• Trust in personal and collective potentials, relationships • Related responses to issues

Source: Adopted from Kamble and Bouchon (2016): Sari et.al.,(2014)

A sense of belonging to a community is a resilient instigator of participation (Lowndes et al., 2006). This factor, therefore, hinges on the notion that people's sense of belonging to a unit encourages them to work together to improve themselves and for the betterment of the community, and if people do not feel that then they tend to alienate themselves (Beeton, 2006; Tam, 1998).

If one feels like a part of something bigger and meaningful, then one tends to get involved within that entity. A stable community, trusts in one another, have common interests and belief in collective action and has a higher passion to engage in development projects than communities without these commonalities (Putnam, 2000). Of implication to note also is that if community participation is perceived to belong only to a particular demography, then the same will not be realized (Stoker, 2006), which is of significance to establish in this research as far as Community Based initiatives are concerned.

Apart from being an economic activity, the tourism industry creates a platform where diverse communities come together to work at different levels. This helps not just social contact but also gives a common goal to make an interesting experience to tourists; therefore contributing to "authentic cohesion" (Klein, 2011). Sari et .al., (2014) in their research on 'The role of Social cohesion to reduce social conflict in tourist destination cycle' pointed out that tourism can create a sense of solidarity and a sense of belonging to the community and industry as a whole, especially in the presence of foreign tourists.

2.7.3 Stakeholder's Support

Those with an interest or stake in the decisions being made - should be involved at all stages of planning for any management endeavor in protected areas, including sustainable tourism in and around Marine Protected Areas. Stakeholders include local

community members, government, NGOs, as well as the tourism industry and tourists, and many other groups (Moscardo, 2008).

Roberts (2011) cites that the government must be fully committed to ensuring that community involvement in tourism planning is not merely a window-dressing exercise and that the communities understand that participation by tourism stakeholders would lead to improvements. For communities located in marginal areas and developing countries, the need to create meaningful institutional support is more crucial since local capacity in terms of knowledge and resources may be minimal or absent (Roberts, 2011).

2.7.4 Presence of Mobilization

Governments in both developed and developing countries have slowly shifted from a top-down approach to a bottom-up approach to running and management of CBT projects, giving power to the community to be involved in the planning, development and eventual running of these projects (Harwood, 2010; Murphy & Murphy, 2004; Moscardo, 2008; Nierkerk, 2014; Ofilada, 2012) and the same is slowly taking shape in Kenya (Nelson, 2005; Nyamweno et.al., 2016; Okech et al., 2012).

CBT encompasses the desire to encourage empowerment, gender equity, capacity building, education, and the strengthening of cultural identity and traditions (Moscardo, 2008). Empowerment, as described by Beeton, (2006), is the capacity of individuals or groups to determine their affairs therefore capacity development is an element of empowerment (Beeton, 2006; Moscardo, 2008).

By developing communities and tourism they build the capacity of a community to achieve its own or greater objectives. Capacity building is useful too in areas such as the development or strengthening of mechanisms for impact assessment with all

stakeholders. For capacity development to be effective, logical solutions that work locally and meet local requirements and conditions need to be created (Beeton, 2006). It is therefore important to consider all the stakeholders develop trust and foster partnerships especially with the community and this can be achieved through empowerment (Wondirad et.al., 2020).

2.7.5 Response to CBT Issues

Ecotourism needs ecological sensitivity and respect for the ecological culture of residents (Okech et al., 2012). From this perspective, listening to the opinion of residents, and collaborating with the residents in conjunction with an appropriate governance structure is of prime importance in CBT. However, many CBT Initiatives have numerous problems because of conflicts among stakeholders such as local government and residents (Murphy & Murphy, 2004). These projects will have to put more emphasis on ecological sensitivity and residents' lives. The opinions of residents have to be heard with more care. Community tourism attempts to integrate the interests of all community stakeholders, including the residents as an important group (Murphy & Murphy, 2004).

2.8 Monitoring Systems for Community Participation

To successfully achieve effective community participation at the very least, it is required that adequate arrangements for reporting and accounting for the outcomes of the various CBT projects that are taken on at the local level. In addition, these projects need to be monitored and assessed for their effectiveness. This requires the development of sustainability indicators that can be used at the regional or local scale (Beeton, 2006). The main considered indicators are mostly primarily based on the common desired outcomes of the community, in terms of the main areas of activity,

such as increased economic growth, sustainable use of the region's land and water resources and an improved quality of life or social wellbeing (Beeton, 2006).

Control for community tourism development is concerned with the implementation, monitoring and adjustment of tourism initiatives that support community tourism goals and objectives (Murphy & Murphy, 2004). It is increasingly recognized that involving local communities in monitoring CBT activities can effectively and efficiently maximize positive output (Bellefield, Sabogal, Goodman, & Leggett, 2015). Communities as stated by Beeton (2006) need to agree on what core data and monitoring programs ought to be set up, which ones are important for them and how can they be measured (what indicators are appropriate) followed by the establishment of benchmarks that can monitor and measure key areas such as economic, market opportunity, environmental, experiential, infrastructure/ development and socio-cultural (Beeton, 2006; Budruk & Phillips, 2011).

Heleno, Brandão, & Breda, (2021) identifies several steps that allow monitoring to occur successfully, these are: planning and monitoring, scoping key issues, developing indicators, collecting data, evaluating results, planning the response, communicating results and reviewing and adapting. Moscardo, (2008) adds that the criteria to evaluate successful CBT includes several development indicators as follows: CBT should practically involve the broad community, equal distribution of benefits gained from CBT, good and careful management of tourism is significant, strong partnerships and support from within and outside a community, uniqueness of the place should be considered to sustain the destination and environmental conservation should not be neglected.

2.9 Challenges that Inhibit Community Participation in Community-Based Tourism

Community participation is regarded both as a way of challenging the prevailing tourism development model which typically sees the tourism infrastructure of the developing world managed by influential multinationals of the industrialized countries and as an important instrument to realize sustainable tourism development at a destination (Dogra & Gupta, 2012).

Factors inhibiting community participation have been researched by several scholars (Bello, Carr, & Lovelock, 2016; Dangi & Jamal, 2016; Dodds et al., 2018; UNWTO, 2012; Zielinski, Seong, Botero, & Yanes, 2018) although most of these studies have failed to clearly identify the reason for the initiatives' failure or success. Zielinski et al., (2018) are of the notion that these studies were either purely quantitative or based just on secondary information. They are of the idea that to get a more in-depth understanding of these barriers, interviews and observations have to be involved and also to provide knowledge on how and when these initiatives started and failed.

Gona et.al., (2017) noted in their report on ' Status of CBT in Kenya" that communities tend to steer away from starting CBT Initiatives due to the negative perceptions of CBT products by interest groups and stakeholders. They include that the product is a high risk, inconsistent, unreliable, bad governance, poor quality, and short term among others. Mensah (2017) during his research on benefits and challenges faced by community-based ecotourism in park-fringe communities, reported the following challenges; Lack of capital in terms of finance and human capital to run the community-based projects, lack of fair benefit-sharing schemes that enable the revenue to trickle down to the locals, lack of capacity in terms of knowledge and skills in running and

management of community-based projects especially those that were started by the government or NGOs and left for the locals later.

Other challenges identified also included higher expectations due to anticipations of higher benefits by the locals, but low returns due to a large number of beneficiaries and long waits for receipts, inability to meet tourist requirements due to barriers like lack of organization, inadequate skills, and lack of market power due to ownership challenges; no full control of tourism resources (Mensah, 2017).

2.10 Theoretical Review

2.10.1 Tourism Development Theories: Their Relevance to CP in CBT

Theories explaining tourism development have been keenly discussed in the past by tourism researchers (Beeton, 2006; Marson, 2011; Mazumder et.al., 2012; Murphy& Murphy, 2004; Plummer & Taylor, 2004). A conclusion that seems to emerge from this research is that understanding these theories enable one to comprehend community development through tourism (Beeton, 2006). Murphy and Murphy (2004) reiterate this point when he notes that;

> "Regardless of the definitions used and the theoretical approach taken, few deny the need to concentrate more on the development of theory in the area of community tourism. If the growing academic and practical interest in community tourism is to take on a more solid form it needs the structure of a theoretical framework. If it is to take its place in the lexicon of tourism research it also needs to be positioned within the developing general theory of tourism."

Two outstanding theories that may explain tourism development in relation to community development include Doxey's, (1975) Irridex model and Butler's, (1980) Destination Area Lifecycle (Murphy & Murphy, 2004). Doxey noted that residents' tolerance of tourism changes with its growing size and dominance, he charts a graph explaining this reaction ranging from euphoric acceptance of the industry to open

antagonism (Beeton, 2006; Murphy & Murphy, 2004). Doxey went on to propose that local tolerance thresholds and the hosts' resistance to increasing tourism development were based on a fear of losing community identity (Beeton, 2006). This theory is often referred to by community planners when considering the potential negative aspects of tourism.

Butler describes four stages that a destination (or place) goes through in terms of tourism development, demonstrating how they follow a lifecycle that moves from an exploration stage to a stagnation stage resulting in either rejuvenation or decline (Murphy & Murphy, 2004; Beeton, 2006). He, therefore, proposes a change of attitude on the part of those who are responsible for planning, developing, and managing tourist areas such as the local community in charge of CBT initiatives since tourist attractions are not infinite and timeless but should be viewed and treated as finite nonrenewable resources. Strong CBT enterprises in a tourism destination can control the influx of outsiders into the region (Giampiccoli & Saayman, 2018).

Both Irridex and Butler's TALC can be considered in conjunction with each other since the exploratory phase of the life cycle correlates with Doxey's euphoria and moves up along the curve to antagonism when carrying capacity is exceeded (Beeton, 2006). These two therefore clearly consider what's happening from the tourists and host community's aspect as the destination life cycle progresses. It can however be seen that Butler is focusing more on the industry and its development, while Doxey is recording the changing reactions of the host populations to this development as seen in the figure below charted by Murphy and Murphy (2004).
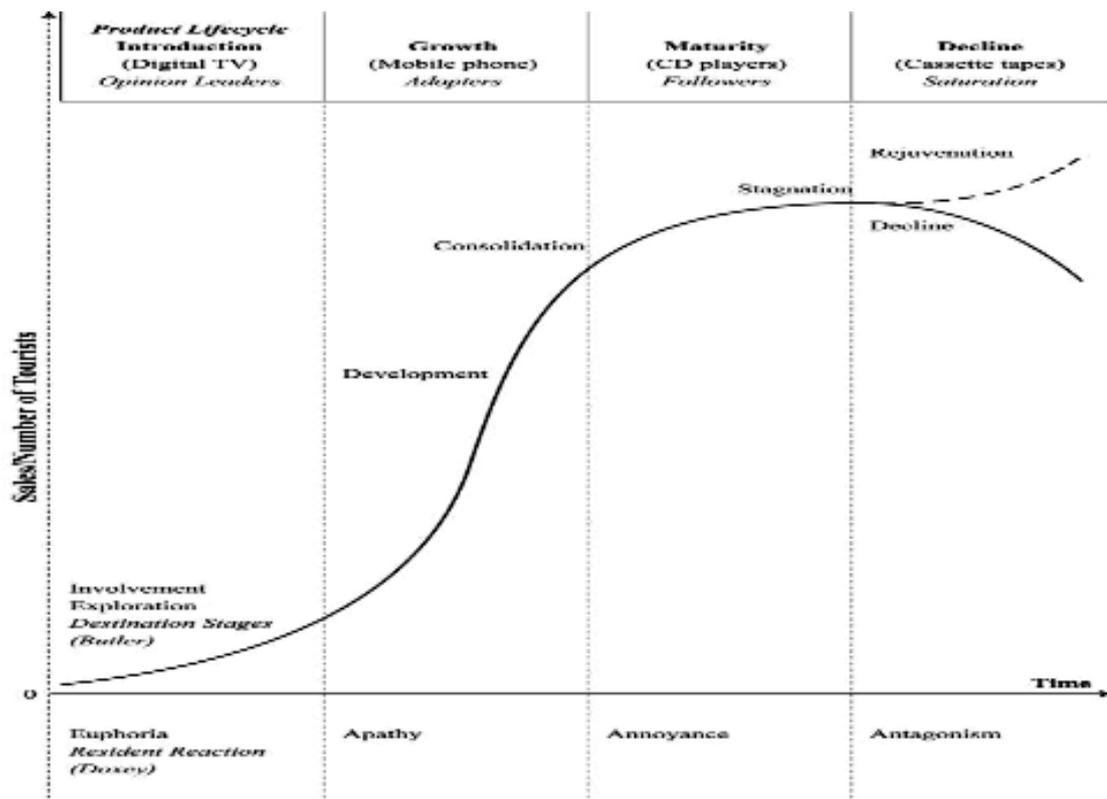
Figure 2.3: Destination lifecycles with potential resident reactions

Source: Murphy and Murphy (2004)

Perhaps another significant theory in community development is Murphy's ecological model of tourism planning which combines local decisions (such as resident participation and site capabilities), regional objectives (such as ecological models) and national goals economic and social policies (Beeton, 2006). Murphy and Murphy (2004) explain that this model consists of five components which include the first *ecological process*; the exchange of materials between the living (human) and non-living (cultural and physical environment) substances of a community. It also includes *community focus and stakeholders* who are the principal actors in economic, environmental, and socio-cultural sectors. *Connectivity* among all the levels (local, regional and national) is the fourth and the most important component while *the balance* of the considerations, actors and levels for the system to continue to prosper is the last (Murphy & Murphy, 2004).

Beeton (2006) stresses the importance of including local communities in every stage of tourism planning and emphasizes that as the scale of planning decreases, 'more public participation should be expected and encouraged. The community development planning approach can be difficult and time-consuming; therefore often it can be neglected in favor of a top-down planning approach (Harwood, 2010). These theories including those discussed in the theoretical framework inform a lot on the development of community-based ecotourism initiatives as well as giving guidelines on determining their efficacy on ecotourism and community growth.

2.10.2 The Center for Scientific Collaboration and Community Engagement (CSCCE) Community Participation Model

Most research on community involvement has therefore utilized Plummer and Taylor's participation model (2004), Sherry Arnstein's Ladder of Participation (1969), South Lanarkshire Council's Wheel of Participation, 1998 and Lawndes and Pratchet's Clear Participation Model.

The CSCCE community participation model defines four modes of community members' involvement that can occur within a community (Center for Scientific Collaboration and Community Engagement, 2020). These modes describes the roles played or activities carried out by the concerned community members in CBT projects. They include; convey/consume, contribute, collaborate, and co-create (Center for Scientific Collaboration and Community Engagement, 2020). The CSCCE also describes another mode; Champion that can be carried out by some community members within the CBT project or by a community individual not part of the community project. CBT Project officials can act as champions of the group as they have the leadership positions in the project (Center for Scientific Collaboration and

Community Engagement, 2020). These modes identified can be occurring in multiples or a community member can be engaged through only one mode.

This model was created to help community managers and others interested in developing a community to describe the modes of which activities can be carried out within any community using a common framework to describe community participation. The model also enables the plotting of community member activities to programming and other infrastructural support that the community leader, stakeholders, or funder may provide to the community (Center for Scientific Collaboration and Community Engagement, 2020).

UNICEF article on community engagement also describes four levels of community engagement in development and humanitarian contexts similar to CSCCE modes. These levels are seen in the context of how stakeholders can engage the community in development (UNICEF, 2024). These levels include; informing and mobilizing the community to participate in addressing community concerns (convey-a role played by community manager), with strong external support, consulting and involving the community to improve service delivery (contribute), collaborating with the community to enable decision making from the community, with or without external support (collaborate), empowering the community to develop systems for self-governance, establish and set priorities, implement interventions, and develop sustainable mechanisms for development with partners (co-create) (UNICEF, 2024).

COMMUNITY PARTICIPATION MODES

The CSCCE community participation model, describes how the community members contribute to development through the four modes of behaviors;

1. CONVEY/CONSUME

The local community usually begin in this stage, with a community leader or stakeholder representatives *Conveying* information for community members to *Consume* independently of one another (Center for Scientific Collaboration and Community Engagement, 2020). A good example in the tourism sector is where community leaders partner with tourism stakeholders like county tourism officers, tour operators and other NGOs to mobilize the community and create awareness about benefitting from tourism through CBTIs. They can do this through the use of public participation forums, seminars and workshops, meetings among others.

The local community therefore participates or consumes by availing themselves for these meetings, attending the public participation forums, seminars and workshops to listen and learn (Kumar, 2002; Plummer & Taylor, 2004; Pretty, 2008), what can benefit them (Kieti et al, 2013; Mensah, 2017).

2. CONTRIBUTE

As soon as awareness creation is done, the second mode can be introduced where local community members are encouraged to *Contribute* in different way. Often these contributions are invited or facilitated by a community leaders as well as tourism stakeholders working towards empowering the community into starting the CBTIs (Center for Scientific Collaboration and Community Engagement, 2020).

There is the creation of space for communities to share information and knowledge, and officials reciprocate by notifying them of project activities to be carried out (Kappeler & Gaines, 2012; Lowndes, et al. 2006). The local community therefore contributes through providing views and opinions on tourism resources available that can be utilized in product development (Kieti et al, 2013; Mensah, 2017), as well as providing

feedback on performance of these CBTIs later own including challenges experienced in the whole process. One function of the contribute mode is to enable members to discover the skills and interests of others, making it easier in selecting leaders to represent them when projects kick off.

3. COLLABORATE

The local community *Collaborate* with one another, often without needing an explicit invitation from the community manager (Center for Scientific Collaboration and Community Engagement, 2020) in coming up with ideas on what CBT products can be developed, they also work together to write business proposals of the same with the guidance of experts. Working with tourism stakeholders in planning for development and management of CBT Initiatives and decision making on resource use and conservation are other ways collaboration can be achieved (Kieti et al, 2013).

4. CO-CREATE

This mode is the most supported action by sustainable tourism as its role depicts the major principles of CBT. This mode describes how members work together within the community to *Co-Create* (Center for Scientific Collaboration and Community Engagement, 2020) or initiate ideas and develop them into business (Plummer & Taylor, 2004). They become sole owners of the project which therefore calls for active participation where community is in charge of running these projects independently and sharing proceeds from the venture (Kieti et al, 2013; Mensah, 2017). Communities therefore partake in writing and submitting CBT business proposals to source for funds as well as direct engagement in starting and running of the CBT Initiatives

5. CHAMPION

When community members are motivated to take on more responsibility for the success, sustainability, and/or running of the community (UNICEF, 2024), they take on the role of *Champion*. This role can be played by CBT elected officials/leaders or a community leader not directly related to the projects. They can invite members to attend forums, meetings, workshops and seminars, mobilize members to undertake conservation, assist in conflict resolution, management of CBTI's accounting books and records among others. They can achieve these through all the four modes discussed above by taking up a leadership role sometimes substituting the community manager (Center for Scientific Collaboration and Community Engagement, 2020).

COMMUNITY MANAGEMENT GOALS

As the community passes through these four modes of community member participation, the role of the community managers/leaders or officials evolves and adapts. In the *Convey* mode, those in management act as the disseminators of information by sensitizing new members on the goals of the CP and CBT and pointing out how they can get involved. In this phase, the community managers may also seek feedback from the community, and start to foster connections between members (Center for Scientific Collaboration and Community Engagement, 2020; UNICEF, 2024).

As community members start to *Contribute* and *Collaborate*, the community managers acts more as instigators or facilitators. Instead of calling for meetings and creating awareness, they invite others to share information and knowledge through providing their views and opinions on what resources are available to them for product development and in turn the facilitators provide the technical or practical support for

them to be successful (for example training on proposals development, management marketing) (Center for Scientific Collaboration and Community Engagement, 2020; UNICEF, 2024).

Once community members are comfortable with *Co-Creation*, however, the role of the community manager changes again, cheerleading member efforts and sharing them more broadly rather than participating directly (e.g., by *Conveying* their accomplishments in a newsletter, press release, or social media post and websites) (Center for Scientific Collaboration and Community Engagement, 2020.

2.10.3 The CLEAR Participation Model

Several theories, frameworks and models also have been known to attempt to state and clarify the notion of community participation as well as its applicability. Social exchange theory for example based mostly on the fact that participation will occur and continue if only there is a reward to be obtained. It stresses on an environment where there is a mutual exchange of something for a reward, (Emmerson, 1976; Perdue, Long, & Allen, 1990; Sita & Nor, 2012) in this case involvement in ecotourism for benefits like employment, income among others. This however is only one of the necessities for the realization of sustainable development through community participation.

Lawndes and Pratchet's Clear Participation Model however best suits the study. This model was first developed by Lowndes and Pratchet (2006) as an investigative tool that aims to help policymakers and practitioners understand what may block and what might drive citizen participation in their communities, thereby helping them to enhance citizen engagement. It was a successful tool developed out of research funded by the UK Economic and Social Research Council under its Democracy and Participation Programme (Lowndes, Pratchett, & Stoker, 2006).

The tool bases on the argument that the community will participate depending on the resources they have access to, the extent to which they feel attached to the wider community, whether they are assisted to participate by the government, NGOs, and other private organizations, and lastly, if they are mobilized and if they experience a response from the concerned organizations (Lowndes et.al., 2006). It develops from a theoretical and empirical wide research into participation and is more of a diagnostic tool to comprehend what needs to be present for the community to take part in development.

The Clear model has been used successfully by many municipalities in various countries in Europe and Australia after being investigated and tested (Stoker, 2006). It most especially will act as an indicator of the presence of success or failure in community participation. The power of this model is that it assumes a holistic view meaning that it strives to model the public to enable full participation by identifying areas lacking in the people that prevent them from participating and determining how that can be corrected (Onyango, Mutui, & Wabwire, 2019). It gives precedence to the community given the fact that it is all about community development. The model as displayed below encompasses five tools in form of factors that ensure participation and when these are present or not, determine whether community participation will work or not.

Key factor	How it works	Policy targets
Can do	The individual resources that people have to mobilise and organise (speaking, writing and technical skills, and the confidence to use them) make a difference	Capacity building, training and support of volunteers, mentoring, leadership development
Like to	To commit to participation requires an identification with the public entity that is the focus of engagement	Civil renewal, citizenship, community development, neighbourhood governance, social capital
Enabled to	The civic infrastructure of groups and umbrella organisations makes a difference because it creates or blocks an opportunity structure for participation	Investing in civic infrastructure and community networks, improving channels of communication via compacts
Asked to	Mobilising people into participation by asking for their input can make a big difference	Public participation schemes that are diverse and reflexive
Responded to	When asked people say they will participate if they are listened to (not necessarily agreed with) and able to see a response	A public policy system that shows a capacity to respond – through specific outcomes, ongoing learning and feedback

Figure 2. 4: Factors promoting Community Participation: CLEAR

Source: (Lowndes et al., 2006)

1. **Can do-Availability of Resources**

Lowndes and Pratchett view this factor in terms of resource availability and possession by the community (Lowndes, et al., 2006) which includes tourism natural, and manmade resources. Stoker (2006) also reiterates the same adding that if these items are not present, may hinder participation. He acknowledges that knowledge and skills are likely to be found among well-educated communities, and of higher socio-economic status.

Aworti (2012) argues that participation increases with education. Well-educated households will anticipate the benefits of community tourism projects well in advance and therefore participate in its development (Lall, Deichmann, Mattias & Shaudhury, 2004; Aworti, 2012). Okech, (2006) in her conference proceedings, however, reveals

that most Kenyan communities lack adequate skills due to a lack of education and training to fully run successful projects.

2. Like to- Community Cohesion

A sense of belonging to a community is a resilient instigator of participation (Lowndes et al., 2006). This factor, therefore, hinges on the notion that people's sense of belonging to a unit encourages them to work together to improve themselves and for the betterment of the community, and if people do not feel that then they tend to alienate themselves (Beeton, 2006; Tam, 1998).

If one feels like a part of something bigger and meaningful, then one tends to get involved within that entity. A stable community, trusts in one another, have common interests and belief in collective action and has a higher passion to engage in development projects than communities without these commonalities (Putnam, 2000).

Of implication to note also is that if community participation is perceived to belong only to a particular demography, then the same will not be realized (Stoker, 2006), which is of significance to establish in this research as far as Community Based initiatives are concerned.

3. Enabled to- Stakeholders' Support

It is known that without an opportunistic environment, development is less likely to occur. Community participation likewise is dependent upon support from various groups including the government, NGOs as well as the private sector and other channels that provide a platform for communities to get involved. In this case, the Kenya Wildlife Service has prominently helped several community-based ecotourism initiatives in the KME (Kenya Wildlife Service, 2015). Stoker in his report expressed that this opportunity is provided by groups or organizations, networks, civic infrastructure as

well local authorities (Stoker, 2006). Therefore, mutual participation between these groups and the community provides continuous reassurance and feedback that the cause of engagement is relevant and that participation is adding some value (Kumar, 2002; Lowndes et al., 2006; Pretty, 1995).

It is evident that successful community-based organizations require a supporting framework of policies, legislation, the judiciary and other functional links with government institutions (Musila & Kihima, 2021; Claridge & O'Callaghan, 1997). The study sought to determine, the extent of support and the impact of this opportunity provided in promoting ecotourism.

4. Asked to- Presence of Mobilization

This factor is somehow similar to the third factor. This is so since the groups or organizations offering support or opportunity could be the same that mobilize the community to partake in the development and practice of ecotourism. Lowndes, et al., (2006) assert that studies have shown that people tend to participate in something if they are requested and that depends on how they are approached (Lowndes, et al., 2006). The approach may involve explaining the significance of CBT projects in terms of the benefits and consequences of not participating.

Care however should be taken when creating sensitization as Moscardo (2008) cautions that limited awareness of tourism can contribute to false expectations about the benefits of tourism and a lack of preparedness for the changes associated with tourism, and limits opportunities for locals to benefit from tourism business opportunities.

Capacity building is one of the most significant techniques in ensuring participation. Educating people on the significance of participation as well as pointing out potential negative impacts of not working together will tend to steer people towards participation.

Mason, Judiann and Aubel (2001), recognize that community empowerment is enhanced through participation and transfer of skills whereby communities assume responsibility for identifying problems, prioritizing needs, mobilizing resources, negotiating, planning, implementing and evaluating activities for the common good on an on-going basis.

5. Responded to- Response to CBT Issues

For communities to partake in sustainable projects, they have to believe that their involvement is going to bring some change, or positive impact (Lowndes, et al., 2006; Stoker, 2006). This can be demonstrated through previous experiences with other projects.

This can be a tough factor to achieve since it requires a lot of convincing if there are no similar projects to relate to. People need to always believe that they are going to be listened to and that their views and challenges during the entire process of CBT development are taken into account (Stoker, 2006).

To ensure continuous participation, therefore, those involved in enabling community participation have to ensure they give the locals assurance that their views are being considered while working quickly to remove any obstacles in their way hindering them from achieving full community participation (Roberts, 2011). Of significance also is for them to understand that if positive results are not seen at the beginning, then improvement can be done by going through their shortcomings and new opportunities.

2.11 Conceptual Framework

The conceptual framework below was used to explain the contribution of several determinants in enabling Community participation in the development of CBT as a way of creating and formulating a concept by rationalizing ideas and actions to deal with the

research problem and provide recommendations (Kombo & Tromp, 2006). Community involvement in tourism development is a significant concern; it is imminent that communities contribute to the growth and survival of tourism in major ways. The framework depicts how significant community participation eventually leads to the thriving of the Community-based ecotourism concept.

The determinants identified are a reflection of the factors discussed by the CLEAR Model used. The community has to be motivated by these determinants to ensure complete participation or undertaking of community-based projects through the following modes; Consume, Contribute, Collaborate and Co-create as well as being Champions in their CBT projects. Determinants are identified which include; the availability of resources and community cohesion which are crucial if they are to work together.

The other determinant is the provision of opportunities to engage in community participation by tourism stakeholders. Does an environment for community involvement exist or being created by the relevant stakeholders? Mobilization by the relevant stakeholders like the central government, the county, voluntary groups like NGOs, as well as the private sector is also another factor that contributes in a colossal way to community participation. This can be done through capacity building and the creation of awareness of the benefits and success of community participation. Lastly, the massive involvement by the community will be hard to achieve if the community is not able to see any evidence that their views are being considered, is there any prompt response to their concerns and issues? This stresses the significance of timely response and communications between the local community and the concerned stakeholder

groups, especially regarding challenges faced throughout the entire process of development.

Determinants (IV)　　　　　　　　　　　**Community Participation (DV)**

Availability of resources
- ➢ Tourism resources
- ➢ Finances
- ➢ Business and management knowledge & competency
- ➢ Time to develop and run CBT projects

Community Cohesion
- ➢ Communal Identity
- ➢ Communal stability
- ➢ Inclusion
- ➢ Recognition and equality
- ➢ Communal trust
- ➢ Communal spirit

Stakeholders' Support
- ➢ CBT management
- ➢ Local and national government
- ➢ Private sector
- ➢ NGOs

Presence of Mobilisation
- ➢ Sensitization and empowerment
- ➢ Forms of mobilization

Response of CBT Issues
- ➢ Means of communication
- ➢ Handling challenges, conflict resolution, priotisation of issues
- ➢ Evidence of CP

Models/indicators of community participation
Consume
- ➢ Attend public participation forums;
- ➢ CBO meetings

Contribute
- ➢ Views and opinions
- ➢ Surveys
- ➢ Feedback

Collaborate with stakeholders
- ➢ Joint planning and development of CBTs
- ➢ Joint decision making
- ➢ Joint management

Co-create
- ➢ Write and submit business proposal
- ➢ Start and run project independently
- ➢ Manage and make decisions for their CBTs

Champion
- ➢ Invite members to forums, meetings, workshops and seminars
- ➢ Mobile members on sustainability

Figure 2. 5: Determinants of Community Participation in Community Based Tourism

Source: Adopted from, (Lowndes et al., 2006)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This chapter reviews the research approach employed by this study. This ranges from profiling the study area, selecting the appropriate research design for the study, identifying the target population, and selection of a representative sample by use of applicable sampling techniques. The section also informs on the data sources, methods of data collection, data analysis, and interpretation as well as ethical considerations and research constraints.

3.2 Study Area

3.2.1 Kisite Mpunguti Ecosystem (KME)

The geographic scope for KME covers Kisite Marine National Park and Mpunguti Marine National Reserve (with their three islands, Kisite, Upper Mpunguti, and Lower Mpunguti), which form the core area of the plan, and an influence area comprising the Wasini Channel, Wasini Island, Shimoni forest and the Slave Caves. KWS has management jurisdiction over the Core area but can only influence management decisions in the influence zone (Kenya Wildlife Service, 2015).

Shimoni area and Wasini Island are the major influence areas within the ecosystem with tourism activities where the eight community-based tourism initiatives are located. Shimoni area is home to Shimoni Slave Caves Community Project, Kisite Community Boat Operators, and Lamukan weaving and basketry community, while Wasini Island is home to Wasini Women Boardwalk, Wasini Youth Boat operators, Wasini Beach Management unit and Mkwiro Eco-friendly community (County Government Of Kwale, 2013; Emerton & Tessema, 2001).

3.2.2 Population, culture, and religion

Shimoni area has a population of approximately 5706 people (Kenya National Bureau of Statistics, 2009) who are mainly the Digos. With the birth of Swahili through intermarriage between the Arabs and The Mijikendas long ago, the community often communicates in both Digo and Swahili (Emerton & Tessema, 2001).

Wasini/Mkwiro Islands have a population of about 1920 living on the north coast in the two villages Wasini and Mwkiro, respectively at the west and east side of the island, and inland in the hamlet Nyuma Maji, which means in Swahili 'behind the water'. In Wasini-village and Nyuma Maji live the Bantu people the Vumba, who are of Arabic origin. The population is about 99% Muslim, from liberal to orthodox.

Table 3. 1: Study area population

Study Area	Population		Households
	Male	**Female**	
Shimoni	2077	1992	965
Wasini and Mkwiro	794	843	295
Totals	**2871**	**2835**	**1260**

Source: KNBS, (2009)

3.2.3 Climate

Both Shimoni and Wasini/Mkwiro experience a monsoon type of climate marked by hot and dry weather from January to April/ May and cool temperatures from June to August. . The long rains are experienced from March/ April to July. The total annual rainfall varies from 900mm– 1500mm per annum along the coast to 500mm to 600mm per annum in the hinterland. Average temperatures range from 26.30C to 26.60C in the coastal lowlands, and 24.60C to 27.50C in the hinterland (County Government Of Kwale, 2013).

3.2.4 Infrastructure and Communication

Currently, Shimoni, has access to electricity and wireless internet. There are bank agents' booths in Shimoni, with several M-PESA agents and one post office along the main roads. Furthermore, there is an internet cafe established in early 2012, by the name Bum Bums. While several wells exist in the community complemented by bottled water sold in the kiosks and shops along the shopping Centre, it lacks a dependable supply of fresh water (Emerton & Tessema, 2001).

Wasini Island doesn't rely on boreholes as a fresh water the source for it lasts for only one week. There exists no fresh water that is piped, instead, there are rainwater catchments on the island sufficient for the demand. Kenya's power grid does not reach the island nor is there public electricity generators, so people are setting up privately owned solar panels increasingly on their roofs to generate electricity (Wasini Guide, 2014).

3.2.5 Tourism

The Shimoni slave caves (SSC) is a historical site now a tourist attraction, previously, the caves were used by slave traders up until the 19th century. There are SSC tours organized for both domestic and foreign tourists making it one of the primary attractions for Shimoni. All profits from the attraction go to several other community initiatives in Shimoni since it is a community project. Other tourist attractions include Wasini Women Board walk in Mkwiro ecofriendly project located in Mkwiro) which take divers within and outside protected marine areas at Kisite Mpunguti Marine National Park (Kenya Wildlife Service, 2015).

Tourism and fishing form the major sources of income on Wasini Island, high poverty levels have greatly reduced in the last 30 years due to tourism from Kisite Mpunguti

Marine National Park. Snorkeling and diving in the marine park around a small island of Kisite which is sub-merged during high tide (Kenya Wildlife Service, 2015). There is a nature boardwalk in the beautiful coral gardens established and run by Wasini Women Group, with Profits going to the needy students in Wasini and other community members (Kenya Wildlife Service, 2015).

Accommodation in the Shimoni area and Wasini Island is still minimal and underdeveloped. There are a few eco-lodges, camps, and bandas with a proposal from KWS to build a campsite and bandas just next to their offices in Shimoni (Kenya Wildlife Service, 2015). Some of the accommodations include; Pemba Channel Lodge, Betty's camp, Shimoni Bandas, Betty's Camp, Mwazaro Beach Mangrove Eco-Lodge, and Shimoni Reef Lodge in the Shimoni area. Wasini Island on the other hand has no accommodations except a few restaurants offering African dishes; Paradise divers and Charlie Claw's restaurants (Wasini Guide, 2014).

Some Community-Based Tourism Initiatives within Kisite Mpunguti Ecosystem

The Kisite Mpunguti Ecosystem (KME) is a hotspot for tourism activities due to the KMMP which has been identified by researchers to be earning the highest revenue among all marine parks in Kenya. This is potential for the local communities in both Shimoni and Wasini Islands to start CBTIs that can help in alleviating poverty levels. However few initiatives were started meaning only few locals have taken interest in tourism more than other income generating projects like fishing among others. In the Management Plan done by KWS, it is highlighted that tourism potential in the KME is still underdeveloped despite the positive outcome of the KMMP (Kenya Wildlife Service, 2015).

The following are some of the initiatives that were started by the locals and are still running now.

1. **Kisite Mpunguti Community Boat Operators (KCBO)**

Based in the Shimoni mainland, Kisite Community Boat Operators (KCBO) is a group of individuals from the local communities in the Shimoni area. The members consist of boat owners and boat operators who are licensed and experienced in handling tours in the marine park and reserve as well as the marine conservation areas run by the community (FGI-KCBO). For the boat owners, who are mostly senior members of the community, their participation is passive through consuming and contributing to the projects by getting a percentage of the revenue from their boats. These proceeds go to maintenance of the boats and a source of livelihood. They also attend regular meetings called by the CBTI officials to be informed on the performance of the CBTI as well as contribute ideas on improving them. They also assist the officials in solving conflicts that arise from the initiatives.

They offer services ranging from travel packages that include day tours, hotel and homestay accommodation in Shimoni and Wasini Island (FGI-KCBO). The CBT Initiative has a small office on the shores of the ocean with employees hired by the group, one as a secretary to maintain records and receive walk-in clients and others as crew members. Technology is still a challenge in the area and that is why the office has no computer or phone, mode of communication between members and the office, therefore, is just the use of mobile phones (FGI-KCBO). They depend on the tour operators and KWS to bring in clients as well as walk-in clients. The money for the boat rides and park entry is collected through M-Pesa payments directly from clients or through the tour operators for the case of boat rides alone and records are kept of each money collected before being deposited at the group's accounts (FGI-KCBO).

Sharing of proceeds from their initiatives is based on stipulations from the group's constitution. These tasks include supporting children of members who are having difficulties in payment of fees and destitute children (best three performing students in the community), buying scuba diving equipment for guests, safety equipment like life jackets, boat insurance, boat maintenance, helping sick members with hospital bills among others in order of priority agreed by the members and based on the number of leftover proceeds (FGI-KCBO; Kenya Wildlife Service, 2011).

2. Shimoni Slave Caves Community Project (SSC)

Shimoni caves are a historical site formerly used as Kaya shrines and as a hiding place for the people of Shimoni against attacks by marauding tribes from the hinterland (Abdullahi, 2019). The word Shimoni means 'the place of the cave'. Archaeological findings indicate that these caves were formed millions of years ago by tiny coral polyps under the sea. Over the millennia, the coastline has been forced upwards by the movement of tectonic plates until what was once a beautiful coral reef is now dry land. The caves were used by slave traders to hide the slaves before they were shipped out to the slave market in Zanzibar, this is evidenced by reports of rusted chains found in the caves (Abdullahi, 2019).

The Shimoni slave caves have been registered by the National Museums of Kenya (NMK) as an important national historical heritage managed by the local community (Abdullahi, 2019). The project is run entirely as a self-help by the local community to earn revenue that supports various areas in the community. These include buying much-needed medicines for the dispensary, books for local schools, educate needy bright students.

3. Wasini Women Group Boardwalk (WWGB)

Wasini town residents with high poverty levels have mostly traditional models of housing with a few modern designs lined together with small paths that are rocky and sharp due to corals as well as duty (Charlie Claw's, 2021). The residents know each other well and strangers can be identified from miles away which is probably the reason why it is seen as a village (FGI-WWGB).

Behind this village is a stunning garden of coral remnants that stretch towards the sea. It is here that the women have built a boardwalk through the garden that gives stunning views of the coral garden and mangroves (Wasini Guide, 2014). The Wasini mangrove and Coral Garden Conservation project is an eco-tourism project run by the Wasini Women Group started and funded by a biodiversity conservation program a joint venture of the Kenyan government and the European Commission (Charlie Claw's, 2021). Its main aim was to protect the beautiful fossil corals and the mangroves while creating a source of income for the locals (Wasini Guide, 2014).

The WWGB is a women-only group that was started in 1978 by Wasini women to raise a money-making venture (Charlie Claw's, 2021). The boardwalk was constructed as an idea by KWS and tourists are guided around the garden or can undertake self-guided tours. The group is a 70+ member team with most of them participating as non-active members in attending meetings regularly and sharing benefits yearly (WWBW-1). The active members partake in the collection of excursion fees, guiding tours (Wasini Guide, 2014), and running a boutique in their office location.

The group is guided by a constitution that stipulates the rules and regulations of the group, requirements for being a member and an official as well as revenue distribution plans. In case of any disputes among members or with the rest of the community, the

constitution provides guidelines on how to resolve them as well as the chain of command in handling such disputes. The roles and responsibilities of each official and members are also clearly stated with punitive measures for members absconding from their duties stipulated (FGI-WWBW).

Proceeds from the venture go to various community projects including; payment of pre-primary teachers who are also members, schooling of destitute children, procurement of some medicines, contribution to transport the sick to the hospital especially those that cannot afford, payment of nurse-aids among others (FGI-WWBW).

With various community projects they support as above, the Initiative requires a constant supply of tourists to be able to meet their targets, but this has been challenging given the gradual decline of the market due to various reasons. Boat operators bringing tourists to Wasini Island tend to always bypass the women's group project and the only time is when they have sourced the tourists themselves (FGI-WWBW). This has sometimes led to conflicts between them requiring the intervention of tourism stakeholders like KWS (KWS-2). Others on the other hand are also gradually assisting the Initiative through marketing to its market (Charlie Claw's, 2021; Wasini Guide, 2014).

4. Mkwiro Eco-Friendly Conservation Group (MEF)

Mkwiro is one of the islands of Wasini found in the southern part of Wasini Island. It is characterized by rocky (coral stone) and sandy terrain. One end of the island with one primary education school (Seacology, 2015). It is here that the ocean water desalination plant is being constructed to provide clean water for consumption to serve the two islands (FGI-MEF).

MEF Community Conservation Project is a group that takes the frontline in the conservation of both marine and terrestrial environments together with the Mkwiro Beach Management Unit by overseeing the cleanliness of the island and manning the no-fishing zones in the community marine conservation areas (Seacology, 2015). Initially, it was a women-only group that started to promote income-generating activities that included local crafts (see plate 2.2 below), and development but later men joined in both as members and officials (FGI-MEF).

The project is housed in one of the Mkwiro BMU offices on the island built by the international NGO; Seacology where the handicrafts are stored and displayed. There is no subscription to join the group but members contribute a weekly amount to support and run the project (FGI-MEF). They are governed by a constitution like any other group and it stipulates the rules and regulations governing the members. The group sometimes goes through conflicts that have weeded out members to a manageable size such as disagreement on weekly contribution due to lack of cohesiveness (FGI-MEF). The money also assists in emergency cases like transporting a member or family to a hospital in Shimoni or Msambweni (FGI-MEF).

Lack of marketing and funding has delayed the development of the project as they have only depended on their contribution, well-wishers (politicians) who are hard to come by and loans from banks but have not received any help whatsoever from the county and KWS except for the marine police who aid in boat rescue (FGI-MEF). Seacology is the only NGO that has supported them through funding back in 2015 (FGI-MEF). The officials expressed concern about the sustainability of their project and were ready to welcome any support on training on developing business proposals, running and managing the project as well as marketing (FGI-MEF). The CBT Initiative was observed by the researcher to be missing on the websites of most stakeholders in KME).

3.2.6 Other Economic activities

Fishing is the main source of income for both areas. Fishing is mainly left for the older generation with the young generation concentrating on tourism-related activities (SPACES, 2013). Fishing areas are strictly observed to avoid overfishing and fishing in the protected zones with community-conserved areas run by the locals (WBMU-1). Fishing is done in the sometimes rough waters of the Pemba Channel, between Wasini and Pemba, and the more calm waters between the island and the mainland. Also, there are several sports fishing vessels anchored on the shore of Shimoni.

There is minimal agricultural work done in both Shimoni and Wasini most of it being in the Shimoni area, with farming mostly taking place during the long rainy seasons (SPACES, 2013). The food crops grown include maize, cassava, beans, grams, and semi-commercial crops like coconuts and mangoes.

3.3 Research Paradigm

Research paradigms are philosophical frameworks that guide a study, therefore, offering a pattern of belief and knowledge from theories and practices as well as influencing how research is undertaken and interpreted (Mackenzie & Knipe, 2006). This study was guided by a pragmatic paradigm based on the epistemology that there is no single way to knowledge because there are multiple truths in the world and is based on experience (Creswell & Clark, 2011). It underpins the notion that our perception of the world is unique and influenced by our social experiences (Kaushik & Walsh, 2019). Bryman (2012) goes on to add that knowledge of the multiple dashes of realism is gained through a combination of multiple research methods including both qualitative and quantitative research methods as the researcher hopes to gain a better

understanding of the research problem being studied from the opinions of respondents experiencing it as well as scientifically testing facts, hence mixed method research.

3.4 Research Design

Since the research employed both quantitative and qualitative methods, a suitable mixed methods research design was selected. The choice of this design was due to the need to cross-validate and corroborate the findings of the study, this happens when both the quantitative and qualitative data collection is carried out concurrently (Creswell & Creswell, 2017). The study, therefore, adopted convergent mixed methods research design. This research design allows for comparison of different perspectives from both types of data (Creswell & Creswell, 2017).

Convergent research design (sometimes referred to as concurrent design), quantitative and qualitative data is collected at the same time but independently, analyzed separately, then merged in the interpretation and discussion (Fetters, Curry, & Creswell, 2013; Creswell & Clark, 2017). Data collection in this design was embedded where a type of data is dominant and the other is expolaratory or small. The less dominant data is used to answer preliminary or secondary questions that would complete the research (Creswell & Clark, 2017). Therefore the researcher was able to use qualitative results in explaining and supporting primary quantitative data.

3.5 Target Population

This study focused on community members residing within the Kisite Mpunguti Ecosystem (KME) in Pongwe/Kidimo location, Kwale County engaging or benefiting from CBT, as well as representatives from Kwale County, Kenya Wildlife Service (KWS) headquarters for the Kisite Mpunguti Marine Park (KMMP), Marine Police Unit Shimoni detachment, select tour operators and hotels in the region. The study

area's target population was 940 members and officials engaging or benefiting from eight CBTIs as the target population. Qualitative data on the other hand required respondents for interviews and focus group interviews (FGI's), and the target groups were select stakeholders in tourism that had a relationship with the local community in CP. They included the national and local government (KWS, Marine Police, and County Government of Kwale), the private sector (Tour Operators and Hotels), and the Management officials of CBT initiatives. These numbers were acquired from the relevant tourism stakeholder offices representing the specific key stakeholder representatives contributing to CBTIs specifically in the county the study site is located.

3.6 Sampling Techniques

3.6.1 Simple random sampling technique

Simple random sampling technique was used to select the community members of the CBTIs to respond to two hundred and seventy-three (273) semi-structured questionnaires. Simple random sampling is the most basic form of probability sampling and provides the theoretical basis for the more complicated forms (Lohr, 2010). It is a sampling method used to select cases at random from a uniform population (Walliman, 2016). It is also a straightforward method of sampling that assigns each element of the target population an equal probability of being selected (Hair, Celsi, Money, Samuel, & Page, 2016).

Random sampling was done by the researcher and the research assistants, they assisted in identifying members of these projects to avoid a mix-up with the tourists or other locals. First step in random sampling involved identifying the target population for study which included identifying and listing all eight (8) CBTIs in the KME as per records from the county and the officials from the identified CBTIs, this was a total of 940 members. Secondly, after listing the CBTIs and their members, a sample which had

been calculated earlier from each CBTI was noted down then consecutive numbers were assigned to the 940 members identified in the list.

A computer program was then used to generate random numbers and match the numbers to the ones on the list. Finally, with the 273 sample respondents identified, the researcher and the assistants went to the CBTIs as well as other places of operations to hand out questionnaires to the members identified randomly. In some cases, all members of the CBTIs were called for a meet up and questionnaires dispatched according to the list of randomly generated numbers as soon as the researcher had dealt with introductions.

3.6.2 Purposive sampling technique

The study employed a purposive sampling technique which is used to identify potential participants where the appropriate candidates for the study may be hard to identify from the population (Thompson, 2012). It involved identifying all tourism stakeholders that are associated with tourism and further selecting specific key stakeholder representatives contributing to CBTIs specifically in the county the study site is located, especially on areas of support, challenges and mitigation strategies. Management officials of the eight CBT initiatives were also identified using this method to provide information on management issues through focus group interviews.

3.7 Sample Size Determination

3.7.1 Questionnaires

This research employed the sample size determination formula adopted from (Mugenda and Mugenda, 1999) and based on purposive sampling to form respondents. They postulate that when the target population is more than 10,000 individuals, then a sample of 384 individuals is recommended as preferred sample from (Mugenda and Mugenda,

1999). Since target population was 940, they recommend the statistical formula shown below which yields a sample size of 273 respondents:

$$nf = \frac{n}{1 + \dfrac{n}{N}}$$

nf= Desired sample size when the population is less than 10,000

n= Desired sample size when the population is more than 10,000

N= estimate of the population size

$$nf = \frac{384}{1 + \dfrac{384}{940}}$$

=272.63

= 273

Table 3.2: Sample Size determination

Group	Target population	Sample size	Sampling Technique	Research Instrument
CBTIs in Shimoni and Wasini Islands;			Purposive	- Questionnaire (CBTIs members)
➢ Shimoni				
1. Kisite Community Boat Operators Self Help Group	246	72		
2. Shimoni Slave Caves Community Project	108	31		
3. Lamukan weaving and Basketry project	40	12		
4. Community Managed Marine Protected Areas	56	16		
➢ Wasini/Mkwiro				
1. Wasini Women Boardwalk Community Project	130	38		
2. Wasini Youth Boat Operators	190	55		
3. Mkwiro Eco-Friendly	110	32		
4. Wasini Beach Management Unit	60	17		
➢ **Total**	**940**	**273**		

Source: (KNBS, 2009; Researcher, 2018)

3.7.2 Qualitative research samples

Qualitative research samples are much fewer since there is a point of diminishing return. The point of diminishing is when a study goes on and on until additional data does not essentially lead to new information. This point is also known as a point of saturation (Bryman, 2012). A target population of representatives from select tourism stakeholders totaled up to thirty-seven (37). These numbers were acquired from the relevant tourism stakeholder offices representing the specific key stakeholder representatives contributing to CBTIs specifically in the county the study site is located.

All stakeholder representatives from the 2 stakeholder categories (public and private sector) were interviewed until point of saturation while the last category comprising of local community CBTIs officials, were subjected to Focus Group Interviews (FGIs).

In each stakeholder category, several stakeholder representatives were purposefully selected from the categories and subcategories informed by several topics: for example, National and county government's involvement, private sector, conservation and protection, CBT projects management, and their input in CP.

Table 3.3: Interview and Focus Group Interview categories

Stakeholder Category	Sub Category	Stakeholder	Target Population (surveyed)
Public Sector	National Government	Kenya Wildlife Service	3
		Kenya Marine Police Unit	2
	County Government	Department of Tourism Trade and Enterprise	2
Private Sector		Tour Operators	5
		Hotels	3
Local Community		CBTI Management Officials (Focus Group Interviews)	22
Total			**37**

Source: Researcher, (2020)

3.8 Data Collection Instruments

The collection of data involved the use of semi-structured questionnaires and semi-structured interviews, focus group interviews as well as a field observation checklist. Given the identified groups of respondents mentioned in the target population and sampling above; community members participating in the CBTIs, their officials and key stakeholder representatives. Each group was therefore assigned an appropriate instrument to enable collection of data suitable for the research objectives and enable answering of research questions (Annum, 2017; Jawad, Buriro, & Lanjwani, 2017; Paradis, et al., 2016)

3.8.1 Questionnaires

The researcher administered a total of two hundred and seventy-three (273) questionnaires. These were semi-structured and comprised of both open and closed-ended questions were used. The questionnaires which were the main research instruments used to collect the bulk of the data used in this thesis were administered by the researcher with the help of two research assistants.

The questionnaire is divided into several sections with each section representing the six objectives. The objectives and questions were guided by the CLEAR Participation model and adopted from the conceptual framework guiding this research. C.L.E.A.R is an acronym for the determinants studied; **C**an do (with resources they have access to), **L**ike to sense of community cohesion encourages participation), **E**nabled to (whether they are assisted to participate by the government, NGOs, and other private organizations, Asked to (if they are mobilized and if they experience a response from the concerned organizations), and lastly Responded to (CBT issues are addressed on time) (Lowndes et.al., 2006).The questions in the questionnaires were written in English. However, to facilitate easy communication with some respondents who could neither read nor understand English, the questions were translated into the Swahili language by either the researcher or the research assistant, and responses were recorded in English. This was done to enable uniformity in understanding the questions.

A pilot study was carried out prior to the actual fieldwork on a few respondents from Funzi; a nearby island to the study area. Predesigned questionnaires were administered to a sample of randomly selected respondents. Pre-testing was done to ensure clarity of the questions, validity, and reliability, and identify and correct errors, and ambiguities in the data collection instruments. It also ensured that all areas necessary to test to

enable the achievement of the general objective of research were included. Where necessary the researcher restructured the instruments to ensure understanding and consistency in the responses given.

The actual data collection was done by the researcher and the research assistant by distributing the questionnaires on the spot. Afterward, the remainder of the questionnaires was split between the researcher and the research assistant to ensure the tackling of more numbers, however, the assistant did an introduction on the community projects visited first.

Inspection and editing were continuous exercises throughout the fieldwork period to enable the researcher to detect any blank spaces, gaps, and unexpected responses. Whenever any of these situations arose, re-visits were carried out to verify the reasons for the omission. Re-visits also enabled the researcher to seek clarification on any unexpected responses given.

3.8.2 Interviews

Several in-depth interview sessions were also carried out to ensure the collection of sensitive information and extensive and elaborate information for analysis. These sessions were carried out by the researcher and were semi-structured. This instrument was important because it is appropriate for collecting rich data expected in the field, as it has the highest response rates and permits more questions. It is possible to ask complex questions and can also use extensive probes. This interview schedule had open-ended questions that are appropriate for the collection of in-depth data much needed in this research.

One-on-one Interviews were carried out and involved the Kenya Wildlife Service, County government representatives, Marine Police Unit, and the private sector (tour

operators and hotels). The Interviews focused on several areas related to stakeholder involvement in promoting community participation in Kisite Mpunguti Ecosystem. Specific areas included stakeholder contribution in support and promotion of community participation in CBT and overall ecotourism development in the Kisite Mpunguti Ecosystem. It also focused on highlighting challenges faced by stakeholders in supporting these CBT Initiatives and how these challenges were dealt with as well as strategies to improve CP and CBT in the County.

The interviews also sought to establish channels of communication used by the stakeholders in interacting with the community members, especially in tourism and CBT projects benefits awareness and addressing challenges faced by communities in developing and running the CBT initiatives.

3.8.3 Focused Group Interviews (FGI's)

Five sessions of Focused group interviews (FGI's) were held with management officials mainly from several CBT Initiatives at the KME. These sessions were from five different CBTIs officials, that the researcher was able to assemble for the focus group discussions. These interviews which were held under the guidance and supervision of the researcher focused on community benefits from the CBT initiatives they worked with and how they were being distributed to the rest of the community members. It also covered ways in which challenges, conflicts, and training are being handled as well as the roles of other tourism stakeholders in these initiatives. Issues facing community management officials in leadership and mediating between the stakeholders and the CBT Initiatives members were also dealt with in depth.

FGI is a qualitative method in which a researcher interactively questions a group of participants to solicit a group feedback situation with the assumption that these

participants have shared experiences in the area being researched (Grim, Harmon, & Gromis, 2006). Through this technique, the researcher was also able to collect in-depth information on a wide range of issues that sought the consensus of the majority in seeking clarity, recall, verification, and validation. Data collected using this technique validated and also complemented and supplemented that from other techniques.

Table 3. 4: Interview and Focus Group Interview coding

Category	Code
CBT officials: Focus Group Interviews (FGI)	
➢ Kisite Community boat operators (KCBO)	FGI-KCBO (5 officials)
➢ Wasini women boardwalk (WWBW)	FGI-WWBW (5 officials)
➢ Wasini youth boat operators (WYBO)	FGI-WYBO (4 officials)
➢ Mkwiro Eco-friendly (MEF)	FGI-MEF (5 officials)
➢ Wasini Beach Management Unit (WBMU)	FGI-WBMU (3 officials)
Kenya Wildlife Service representatives (KWS)	KWS-1 to KWS-2
Marine Police Unit representative (MPU)	MPU-1 TO MPU-2
County Government representative	CG-1
Private Sector	
➢ Tour Operator	TO-1 to TO-3
➢ Hotel Owner	HO-1 to HO-2

Source: Researcher, (2020)

3.8.4 Observation

The researcher used a structured non-participant observation that possesses defined units to be observed as indicated in the checklist (see appendix VII). This involved collecting impressions of the study area by looking and listening, systematically and purposefully to learn about the area of interest without getting involved enhancing reliability in data collected. Observation was undertaken during the entire period of the fieldwork and was done concurrently with the questionnaire distribution and interview

sessions. The structured nature of the observation enabled specific items related to the study to be observed and recorded systematically in a checklist provided.

It involved observing the tourism resources available for the community to utilize in CBT projects in the county. It also assessed the condition of these resources if available, and the challenges in accessing and converting these resources into CBT products. Observation of these resources was hoped to find out if the community was utilizing the resources or not. This method enabled the researcher to observe whether these resources' presence was contributing to encouraging the community in participating in CBT projects or not and the impact the current state of these resources had on community participation. The results of this method were interpreted to support the quantitative results of objective one.

3.9 Validity and Reliability of Research Instruments

3.9.1 Quantitative Research Instruments

An in-depth literature review was done to guarantee that the instrument covered the concepts intended for this study. The researcher also undertook a pilot test on the questionnaires to achieve realistic content and determine the validity of the study.

Reliability is the measure of the degree to which research yields consistent results or data after repeated trials (De Vaus, 2002), it relates to research trustworthiness and conformability of research data (Bryman, 2008). It is the degree of consistency that the research instruments or procedures that demonstrate, the reproducibility of a measurement. The test of reliability of the questionnaires was achieved through a pretest on a sample of respondents from nearby Funzi Island using a test-retest method. A 5% sample from the total sample size (273) was picked resulting in 14 respondents

for the pilot test. Using SPSS, reliability test results of the measurement scale items were generated by the use of Cronbach Alpha.

The Cronbach's Alpha coefficient is the index of reliability used for testing the internal consistency of the Likert-type scale in the questionnaire. The alpha coefficient ranges in value from 0 and 1; in general, the higher the score, the more reliable the generated scale is (Reynaldo & Santos, 1999). Sauro and Lewis (2012) indicated that ≥ 0.67 is an acceptable reliability coefficient, with 0 being poor and 1 being perfect reliability but may decrease to ≥ 0.6 and increase to ≥ 0.8 stringent reliability studies.

Five Cronbach's Alpha reliability tests were carried out based on five Likert scale questions representing the five hypotheses as shown in Table 3.4 below. The reliability coefficient of all the independent variables in the study indicated the suitability of the instruments with the highest reliability coefficient alpha being the availability of resources at ($\alpha = 0.823$) and the lowest being Timely response to CBT issues at ($\alpha = 0.636$). Overall, the reliability coefficient alpha of ($\alpha = 0.815$) was recorded hence questionnaires were believed to be reliable instruments enough to be used in this study.

Table 3.4: Cronbach's Alpha reliability statistics

	Number Of Items	Alpha
Availability of resources	5	0.823
Community cohesion	7	0.718
Stakeholders' support	8	0.741
Presence of mobilization	7	0.761
Timely response to CBT issues	11	0.636
Totals	**38**	**0.815**

Source: Researcher, (2020)

3.9.2 Qualitative Research Instruments

Validity on instruments for qualitative data collection was measured through the completeness and trustworthiness of information given in the pilot study in both quantitative and qualitative data. Test and retest of qualitative tools to ensure all questions tested responds to the objectives of the study.

The ability of the research to be replicated, repeated and stability of results through interviews, focus group or observation. Choice of knowledgeable research assistant to carry out interviews ensures verification of data thus enabling credibility, dependability and confirm ability of collected data.

3.10 Data Analysis Techniques

3.10.1 Quantitative and Qualitative Data

Both types of data collected were subjected to the quantitative and qualitative methods of analysis. Numerical data were coded using the Statistical Package for the Social Sciences (SPSS version 20). SPSS was chosen because it provides the user with a comprehensive set of procedures for data transformation and file manipulation. Using this package, comparisons between variables could be made easily. Demographic profile data was further subjected to an enumerative study using Chi-square (χ^2) to establish how demographic attributes influence actions by testing the hypothesis. Descriptive measures used included measures of central tendency and dispersion, percentages, and frequencies to describe variables under study.

Data from Likert scale were analyzed and interpreted using means and standard error. The analysis was then interpreted using the extent of spread of sample means from the population mean with the upper and lower limits set. A mean score of above 4.00 indicated a positive or very high influence with the Likert scale statement, a mean score

of up to 3.00 and above 2.00 indicates a moderate influence while a mean score of 2.00

and below signifies a negative or low influence as indicated in table 3.5 below.

Table 3. 5: Response categories and interpretation

Response	Weighting	Cut point limit of mean score	Interpretation
Strongly Agree	5	=>5.00	Very High
Agree	4	=>4.00	High
Neutral	3	=>3.00	Moderate /Medium
Disagree	2	=>2.00	Low
Strongly Disagree	1	=>1.00	Very Low

Qualitative data were processed and prepared for analysis using content analysis by

transcribing, editing, coding, and classification. Transcribing is significant to make

sense of data from interviews. It allows the researcher to organize, analyze and compile

data for conceptualization. Collected data was organized into themes with similar

meanings and or relationships. Tabulation and pictorial representations are also of

paramount importance because they conserve and reduce explanation and descriptive

statements to a minimum. They also facilitate the process of comparison and summation

computations. Data from interviews, FGIs and observations was then discussed and

summarized.

3.10.2 Inferential Analysis

Data transformation using the SPSS was first undertaken to make it easier to visualize

data and improve interpretability, attain homogeneity of variance, and for data to

conform to normal distribution before being subjected to regression analysis.

Parametric analysis using Binary Logistic Regression was used to predict the

relationship between predictors (independent variables) and predicted variables

(dependent). Furthermore, Nagelkerke,s R^2 and Wald Statistics were used to determine

the association of dependent and independent variables and assess the significance of

the independent variables in predicting the dependent variable. In Binary Logistic Regression the dependent variable which is binary can only take two values of 0 or 1, in this study, 1 stood for (Yes) participated in CBT Initiatives due to determinants of CP and 0 stood for (No) not participated in CBT Initiatives due to determinants of CP. Odds Ratios was used to determine the ratio of probability of predictors predicting the outcome (positively or negatively). This means that either when one variable(s) increases (independent) the other variables (dependent) increases (positive) or negative when one decreases as the other increases. This is the appropriate method of analysis where dependent variable has binary outcomes (Yes/No) and independent variables are measured on an ordinal or nominal scales (Statistics Solutions, 2021).

3.10.3 Assumptions of Binary Logistic regression

The following assumptions inform binary logistic regression analysis;

i)   The dependent variable should be dichotomous/binary in nature (only two nominal/categorical values.

ii) Logistic regression does not assume a linear relationship between the dependent and independent variables.

iii) Should have one or more independent variables that need not be interval, nor normally distributed, nor linearly related, nor of equal variance within each group

iv) Homoscedasticity is not required. The error terms (residuals) do not need to be normally distributed (Latif, 2023; Statistics Solutions, 2021).

In the Binary Logistic Regression model the predicted variable is represented by Community Participation while predicting variables include the determinants of CP-availability of resources, community cohesion, stakeholders' support, presence of

mobilization, and timely response. It was to establish if the relationship is significant or not as well as if the effect is positive or negative.

The binary logistic regression model is represented as;

$$logit(p) = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \beta X_5 + \sum$$

βX_1 (availability of resources)

βX_2 (community cohesion)

βX_3 (stakeholders' support)

βX_4 (presence of mobilization)

βX_5 (Timely response to CBT issues)

β = regression coefficients based on the predictor variables

Regression model equation above signifies that a unit change in availability of resources, community cohesion, stakeholders' support, presence of mobilization, and timely response, would lead to a total change in community participation.

Chi-square (χ^2) cross tabulation test was also used to determine the overall relationship between the independent variables (determinants) and dependent variable (community participation).

Table 3. 6: Summary of Data Analysis Plan

Research Objective	Method of Analysis
i. To assess the nature of community participation in CBT taking place in KME	Descriptive statistics; Chi-square cross-tabulation, chi-square test of independence
ii. To examine the relationship between availability of resources and community participation.	Binary Logistic Regression at a 5% significance level Reject at $p<0.05$, fail to reject at $p>0.05$
iii. To determine the relationship between community cohesion and community participation.	Binary Logistic Regression at a 5% significance level Reject at $p<0.05$, fail to reject at $p>0.05$
iv. To establish the relationship between stakeholders' support and community participation.	Binary Logistic Regression at a 5% significance level Reject at $p<0.05$, fail to reject at $p>0.05$ Content analysis
v. To examine the relationship between presence of mobilization and community participation.	Binary Logistic Regression at a 5% significance level Reject at $p<0.05$, fail to reject at $p>0.05$ Content analysis
vi. To establish the relationship between timely response to challenges and community participation.	Binary Logistic Regression at a 5% significance level Reject at $p<0.05$, fail to reject at $p>0.05$ Content analysis

Source: Researcher, (2020)

3.11 Logistical and Ethical Considerations

Researcher logistics refer to the procedures or actions that a researcher has to deal with to guarantee successful achievement of a study (Mugenda & Mugenda, 2008). Logistics observed by the researcher included obtaining a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI) and a clearance

letter to undertake research from the County Government of Kwale (Appendix 11 and 12 respectively), and obtaining the respondent's voluntary consent to participate in the study.

In the field, the respondents were duly notified of the fieldwork exercise through the introduction of the researcher and research work with the help of the research assistants before the distribution of questionnaires and carrying out interviews. This helped in creating a conducive atmosphere for both the researcher and respondents to interact positively as well as informing the respondents of the purpose of the study and their rights as stated in the introduction letter (Appendix 1).

The researcher did not by any means humiliate coerce, exploit, or subjects in the process of the research and informed the respondents of the endeavor to make the interpretation of the results consistent with the data as well as respecting and honoring all guarantees of privacy, confidentiality, and anonymity and the use of codes in identifying the individual respondents when researching. All photographs used in the thesis that were taken in the study site were kept confidential and only presented on the thesis document as communicated to the respondents. Consent to use and display the photographs was also obtained in advanced.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Overview

The chapter comprises the response rate, demographic information of the respondents, results, and discussions based on the research objectives. Finally, there was a discussion of the results based on the research objectives.

4.2 Response Rate

4.2.1 Questionnaires

In the study, the researcher distributed 273 questionnaires for collecting data. Consequently, 206 questionnaires were returned. This is a response rate of 75%. A response rate of 50% is adequate for data analysis while 70% and above is exceptionally good (Mugenda & Mugenda, 2008). Therefore, this rate of response was sufficient enough for analysis and reporting.

4.2.2 Interviews and Focus Group Interviews

Out of thirty-seven (37) officials from the management of the CBT Initiatives and key stakeholder representatives in the study area, ten (10) of them were interviewed and twenty (22) took part in FGI's. This shows over 86% response rate which is good for analysis. Qualitative researchers are usually of the opinion that, no number of interviewees is predetermined but that sample size is determined as data is being collected (Taylor, Bogdan, & DeVault, 2016) when the saturation point of data collected has been reached (Bryman, 2012). This number was considered sufficient since the point of saturation was reached.

4.3 Demographic information of respondents

Demographic information of the community members aimed to support or show areas of disparity in the relationship among the locals' social profiles and their reasons for participation. This is supported by Juma and Vidra (2019) in their paper titled 'Community-based tourism and sustainable development in the rural regions that demographic profiles like gender, age, birthplace, and level of education among others allow for inclusivity in CBTs without it then the whole process of community participation is endangered.

4.3.1 Gender

According to Table 4.1 concerning the gender of respondents, the females were 49% while the male was 51% and this varied among the respondents (χ^2=0.175, df=1, p=0.676). This shows that the male respondents were more than female ones. The disparity is supported by the statistics of gender population in the Shimoni area and Wasini island where the study area is, where the male population is reported to be higher than the female (KNBS, 2009).

These findings seem to be consistent with Juma and Vidra (2019) who reported in their paper that the disparity in gender statistics could be a result of cultural discrimination among most Kenyan societies regarding access to economic opportunities (Muyoka, 2016). An article on Gender Equality and Women empowerment by UN points out that women empowerment is an important component in gender equality campaign, it focuses on the identification and alleviating imbalances of power and enabling women to independently manage their livelihood (United Nations, 2020).

4.3.2 Age

Concerning the age of respondents, the respondents whose ages were between ages 18 – 30 years were 33%, 31 – 40 years 44%, 41 – 50 years 18%, 50 – 60 years 3%, and finally over 60 years old was 2% and this varied among the respondents (χ^2=140.220, df=4, p=0.001). This is a clear indication that most respondents in the study were between ages 31-40 years which form the majority of the working in Kwale County and Kenya overall as well as the most productive age bracket in the population (Juma & Vidra, 2019; County Government Of Kwale, 2018), they are also most likely to participate as corroborated by Ali, (2018) in his article titled 'Determinants of community participation in the implementation of community projects: A case of Garissa Sewerage Project'.

The age bracket of 18-30 years, which was second in frequency meant that youth are also major participants in community-based tourism especially as noted in the boat operators' projects of both Wasini and Shimoni. The least age group of respondents was that of 51 years and over which had only 4 respondents meaning that the senior generation are less involved in community projects mostly leaving it to the younger generation.

4.3.3 Marital Status

On matters of marital status, singles had 18%, married had 73%, separated had 3%, divorced had 4% and widowed had 2% and this varied among the respondents (χ^2=375.019, df=4, p=0.001). The study clearly shows that most respondents in the study were married meaning that a high level of working locals at the KME have families. This also could mean that a high level of primary and secondary level respondents as shown below could have been a result of early marriages, poverty, or other challenges (County Government Of Kwale, 2018).

4.3.4 Level of Education

Concerning the level of education, respondents with the primary level were 43%, the secondary level 42%, the tertiary level 2%, and finally, none had 12% and this varied among the respondents (χ^2=188.612, df=4, p=0.001). This is an indication that most of the respondents in the study had primary and secondary levels as the highest level of education with low cases of tertiary-level graduates.

These findings were supported by the Kwale County Integrated Plan 2018-2022 that reports most wage earners to be possessing primary and or secondary level education whether formal or informal (County Government Of Kwale, 2018). Literacy is also identified as an element in community participation with literate community members more likely to participate in community projects than illiterate (Chandago & Kisimbii, 2020), low education levels in the community lead to the establishment of unsustainable projects (Onyango, Mutui, & Wabwire, 2019). Poverty and little capacity building on the need and importance of education might also be a large contributor to these findings as supported in the county report (County Government Of Kwale, 2013). On challenges mentioned by the interviewed respondents, most identified illiteracy as one of the barriers to community participation (KWS-2; CG-1; FGI-KCBO).

Table 4. 1: Demographic profiles of respondents

Variable	Frequency	Percentage	Chi-Square (χ^2)
Gender			
Male	106	52	
Female	100	49	χ^2=0.175, p=0.676,df=1
ge of respondents			
18-30 years	67	33	
31-40 years	91	44	
41-50 years	38	18	
51-60 years	5	2	
Over 60 years	5	2	$\chi2$=140.220, p=0.000,df=4
Marital status			
Single	36	18	
Married	150	73	
Separated	6	3	
Divorced	9	4	
Widowed	5	2	$\chi2$=375.019, p=0.000 df=4
Level of education			
Primary	89	43	
Secondary	88	43	
Tertiary	4	2	
University	1	1	
None	24	12	$\chi2$=188.612 p=0.000 df=4

Source: Field Data, (2020)

4.3.5 Cross-tabulation of Demographic Characteristics and Community Participation

The cross-tabulation of chi-square statistics was used to test the relationship between demographic characteristics and community participation as shown in Table 4.2. These data was analyzed in support of the first objective on nature of participation, the findings aim to reveal whether the social demographics of the locals encouraged CP. From the findings it showed that there was a significant association between the demographic variables studied; gender (χ^2 = (117.736), (7) p<0.05, age of respondents (χ^2 = (99.466), (28) p<0.05, marital status (χ^2 = (68.633), (28) p<0.05 as well as the level of education (χ^2 = (96.349), (28) p<0.05 and community participation. These

findings, therefore, indicated significant relationship to CP implying that all the demographic variables had a significant influence on community participation in CBT at the KME.

These findings can be corroborated by the results of studies by Jaafar et al., and Oladele (cited by Hassan et al., 2019) who identified age as an influencing factor of the community toward CP. Regarding findings on gender significance, Fakere, and Ayoola, (2018) posit that it is a significant predictor in CP and is also supported by Mensah (2017).

Gender equality and women empowerment is on of the SDGs that kenya as country stives to achieve especially in the economic world. This would ensure that both genders will get equal opportunities not only in contributing to the growth of economy, but also socially and politically(Papadopoulou, 2021). The male gender in many African societies and religions however seems to still dominate in high positions and decision-making than females as seen in most community projects (Chandago & Kisimbii, 2020; Ali, 2018). Over time, it has been widely established that when women are accorded equal access to education, decent work, economic decision-making, and even political representation, communities will obtain many benefits, sustainability in economies will be achieved, and generally humanity will be affected positively (Papadopoulou, 2021).

Onyango et al., (2019) connote in their research that the level of education has a direct association with public participation in projects with those with knowledge and skills participating more. Marital status was found to have a significant impact on CP, supporting the research of Yeboah (2013) who state that marital status (Fakere & Ayoola, 2018), income, and education have a relationship with CP in tourism development.

On the contrary, Hassan, Ong'ayo, and Osore (2019) in 'Assessing the Influence of Demographic Factors on Community Participation in a Demand-Driven Development Project: The Case of Hazina Ya Maendeleo Ya Pwani Approach in Coastal Kenya' and Fakere and Ayoola, (2018) on 'Socioeconomic characteristics and community participation in infrastructure provision in Akure, Nigeria' connote that age has no significant influence on CP but however they back the findings as they state that people with a high level of education tend to know the importance of development in improving community livelihoods (Fakere & Ayoola, 2018) and therefore education is a determinant of CP in development projects (Hassan et al., 2019). Chandago and Kisimbii, (2020) also reported in their article that there is a weak correlation between literacy levels and community participation as in these findings.

Table 4. 2: Cross-tabulation of Demographic Characteristics and Community Participation

	Pearson Chi-Square	**Df**	**Asymp. Sig. (2-sided)**
Gender	117.736	7	0.001
Age of Respondents	99.466	28	0.001
Marital Status	68.633	28	0.001
level of education	96.349	28	0.001

Source: Field Data, (2020)
N=206; p>0.05

4.4 Main Objective: To assess determinants of community participation in Community Based Tourism within Kisite Mpunguti Ecosystem.

The main objective of the study was to assess determinants (availability of resources, community cohesion, other stakeholder support, presence of mobilization, and response to CBT issues) of community participation in Community Based Tourism within Kisite Mpunguti Ecosystem.

4.4.1 Objective One: The nature of community participation in Community Based Tourism

The study sought to find out the nature of community participation in CBT taking place in KME by identifying the CBT project they are involved was the only economic activity they had or had another. As depicted in Table 4.3, 32% of the respondents reiterated that community-based ecotourism projects were their only source of income. 68% of them were of a contrary opinion.

> These findings indicate that most of the respondents, though engaging in community-based projects have an alternative source of income, and were hinted by the respondents that the alternative source is a fallback, especially in low seasons (FGI-KCBO; FGI-WWBW).

These results are supported by research done by (Juma & Vidra, 2019; Manyara & Jones, 2007; Tanui & Chepkuto, 2015) who assert that local communities in rural areas also partake in other economic activities besides tourism.

Similarly, these findings are supported by Yeboah, (2013) who in his research titled 'Assessing Community Participation in Selected Ecotourism Projects in the Brong-Ahafo Region, Ghana' stated that other income activities are important in supplementing tourism projects. Therefore those with other sources of income tend to participate in tourism projects (Odege, 2014).

Table 4. 3: Only source of income

		Frequency	Percent
Valid	Yes	65	32
	No	141	68
	Total	206	100

Source: Field Data, (2020)

From Table 4.4 on the alternative source of income, the local business had 26%, fishing had 15%, self-help group had 2%, a teacher had 5%, farming had 9%, weaving had 8%, masonry had 2% and rentals had 2%. 32% of them had no response because they had previously indicated that community-based ecotourism projects were their only source of income in the variable above.

This also is a clear indication that local businesses and fishing form a major alternative source of income at the KME since this is a coastal community whose major activity is fishing. These findings are supported by other researchers who have earlier researched community participation in tourism, that local communities have alternative sources of income to complement the CBT initiatives they are engaged in (Chok & Macbeth, 2007; Ireri, 2013; Juma & Vidra, 2019).

Table 4. 4: Alternative source of income

		Frequency	Percent
Valid	Local business	53	26
	Fishing	30	15
	Self-help group	5	2
	Teacher	10	5
	Farming	18	9
	Weaving	17	8
	Masonry	5	2
	Rentals	3	2
	Total	141	68
Missing	No response	65	32
Total		206	100

Source: (Researcher, 2020)

Those with an alternative source of income and those whose CBT initiatives were the only source of income were compared using their means to determine how the economic strength of CBT at the KME. Although the means were relatively low, many

respondents indicated they depend on another alternative source of income to complement CBT initiatives as indicated by the mean of 2.97 and a Standard Error (±SE) of 0.148 as the set of data is much closer to the mean value with those claiming only source of income registering a mean of 1.68 and SE of ±0.032. This means that most locals feel that tourism alone cannot be a sufficient source of income for them and allows for alternative businesses to be run by the members of these CBT initiatives.

An article by Juma and Vidra, (2019) on CBT and sustainable tourism in rural regions agree that despite the knowledge of how CBT is a model for sustainable tourism growth and the necessity for its application, rural communities still depend on various other sources of livelihoods as per resource availability or access as well as cultural practices. Some of the alternative sources of income activities include farming, animal rearing, and small and medium-scale retail enterprises among others.

Table 4. 5: Sources of income; CBT and other alternatives

Items	N	$\bar{x}$	SE
Alternative source of income	Valid-141 Missing-65	2.97	0.148
Only source of income	206	1.68	0.032

Source: Researcher (2020)

Condition of Tourism resources at the KME

Structured non-participant observation was used to enable the researcher to interact with the study area and get first-hand information on the condition of tourism resources in the KME. Information gathered is purely subjective as was made by the researcher view and interpretation. On the first resource which was tourism resources in the region, the researcher observed that various observable tourism resources were available including Shimoni forest, Shimoni slave caves, mangrove ecosystem, coral gardens, marine flora, and Fauna just as identified in the management plan of KMMP (Kenya Wildlife Service, 2011).

The second resource, tourism support ICT infrastructure the researcher observed one internet cyber café in the Shimoni shopping center and the only one in the entire KME that was working but with slow internet, as described by the owner. The cybercafé however was not convenient for the CBT Initiatives in Shimoni;

> *"..There is a cyber café in Shimoni but the problem is that the internet is slow and it also costs a lot if we were to use it daily for marketing and checking on customer inquiries and feedback. With our revenue, we would not be able to maintain a website and attend to members' financial needs.."* (FGI-KCBO).

Wasini and Mkwiro islands however did not have any internet connection (Wasini Guide, 2014). Electricity absence in both islands as observed by the researcher was the major problem and one of the contributors to the lack of internet. To add to that, none of the CBT initiatives had other ICT equipment in their offices for example Computers, fax machines, and copiers among others. The only way direct communication was done was through mobile phone calls and social media like Facebook.

On the condition of the community-based projects and their accessibility, the researcher observed that KCBOs had one small rented office space at the banks of the ocean in Shimoni shopping center with access to the beach area where their boats are docked and road transportation. The office was barely large enough to allow hospitable reception of the tourists leading them to be received at the docks where their boats are just as they board for their tour of KMMP. Walk-in customers could only be received in the office one by one provided the clients were not in a large group. The office did not possess enough furniture and fittings to resemble a tour office but was better off than their competitor WYBOs who had no space for an office.

> *"...we will look for an office with larger space and more rooms for our customers since we do not have a relaxation room for them as they wait to be attended to, especially the walk-in customers. This will require us to create a budget for that which may not be possible now…"* (FGI-KCBO).

Both KCBOs and WYBOs had fairly old boats some large enough to carry up to twenty-five (25) passengers each with easy access by the tourists. Shimoni Slave Caves also had an even smaller office to receive their clients enough to fit only around three (3) people at a time. The caves were dilapidated due to traffic and ocean water but it is still accessible due to the boardwalk maintained by the initiative management the elements of the slave trade like the hooks where chains were secured are still visible and people can feel the history of the slave trade.

Wasini women Boardwalk and coral garden was not very different from the other initiatives. Their office was also small but sizeable enough to attend to clients and display their curio items. Accessibility to this project is by boat to the island from Shimoni for which clients on the tour of KMMP are taken to Wasini Island as part of the tour. The condition of the boardwalk at the time was poor since most of the side rails were missing and required maintenance, (see plate 2 and 3 in appendix VII and VIII respectively).

The seawater was also making the poles weaker (Charlie Claw's, 2021). Mkwiro Ecofriendly project on the other hand though the building where the office is located is not complete, the space is large enough to accommodate guests and they have room to display their curio craft items (Seacology, 2015) (see plate 4 in appendix IX).

> *"...The building also is expected to host a meeting room for members once complete though they hope to get funding soon..." (FGI-MEF).*

Since it is an island too, accessibility is by boats which are priced slightly fair. The KME is serviced by various hotels and restaurants that are available to both local and foreign tourists. Though not many like other places in the coastal region, they suffice for the customers who would wish to spend the night at the KME since most of them just undertake an excursion. Around the Shimoni area, the researcher noted the

following accommodation facilities; Shimoni Gardens Cottages, Betty's Camp, and KWS Shimoni bandas (Kenya Wildlife Service, 2011). In Wasini Island, they include Charlie's Claws restaurant, Blue Monkey cottages, and coral Wasini adventure among others. Unfortunately, there are no hotels or restaurants on the remote island of Mkwiro, and customers visiting the island can dine and stay in Wasini or Shimoni (Wasini Guide, 2014).

4.4.2 Objective two: To evaluate the relationship between availability of resources and community participation in Community Based Tourism

This objective aimed at looking at the relationship of availability of resources and CP. On a 5likert scale, respondents were asked to determine the significance of availability of select resources in their choice to participate in CBT as shown in Table 4.6 below. The resource elements measured were five in number, and the significance level of the presence of these elements contributes to examining how their availability contributes to CP. Those resources with a mean of 4 and above were deemed to have a high significant level of availability to respondents in CP, those with a mean of 3 and above were moderate and 2 and below were less or weak significance.

The locals reported a high significance level of availability on all the elements signaling that they agreed that all these resources were highly important to them in undertaking the CBT initiatives. Availability of time to develop and run CBT Projects yielded a mean of ($\bar{x}$ = 4.79 SE =0.04) being the highest, followed by finances, ($\bar{x}$ = 4.76 SE =0.04) and business knowledge and skills ($\bar{x}$ = 4.76 SE =0.03) being the second most important element, while tourism resources yielded a mean of ($\bar{x}$ = 4.71 SE =0.06) and management knowledge and competency ($\bar{x}$ = 4.70 SE = 0.04) coming last.

A mean of 4.71 ±0.06 indicated a very high mean which was coded as very important in the analysis. This means that from most respondents (86%), the availability of natural resources like marine and terrestrial flora and fauna were important in undertaking CBT projects. On the contrary, 4% of the respondents felt that the presence of natural resources like marine and terrestrial flora and fauna were not important. These findings could be a result of some of the owners of the existing CBTs not directly utilizing these resources and thus may not see the benefits.

Availability of finances as a resource also recorded a $\bar{x}$ = 4.76 ±0.04. This means that the community (83%), believes in the necessity of financial resources in starting and running economic projects like the CBT projects. 3%, however, declared little importance on availability of finance as a resource from their views. These findings are in support of notions from other researchers that for the success of any CBT Initiative, tourism resources like funds must be present (Beeton, 2006; Zielinski et. al 2018).

A $\bar{x}$ of 4.76 was also recorded for presence of business knowledge and skills as a resource and is an indication that is much closer to 5 which was coded as very important in the analysis. The standard error of 0.03 is the smallest and it means that the data is all concentrated close to the mean, exhibiting little variation or spread. This means that for most respondents, possessing business knowledge and skills was very important (79 %) in running CBT projects. 3%, on the other hand, did not know its significance. Availability of management knowledge and competency also recorded a very high mean of 4.70. This means that for most respondents, having management knowledge was important (77%). The standard error of 0.04 means that the data is less spread out from the mean of 4.70, exhibiting little variation or spread. Finally, the availability of time to develop and run CBT Projects exhibited the highest mean of all resources, $\bar{x}$ =

4.79 ±0.04. This meant that the local community regarded highly (85%) the value of time at their disposal to develop and run CBT Projects.

These results, therefore, indicate that the availability of the below-mentioned resources are very important to the local communities living at the KME in starting and running their CBT Projects. These findings concur with earlier research on community participation about the significance of both tangible and intangible resources (Mbuvi et.al 2015; Nierkerk, 2014; Tanui & Chepkuto, 2015; The Travel Foundation, 2015). These findings are also supported by Lowndes, Pratchett, and Stoker, (2006) research through their CLEAR model of Participation who argue that community participation will take place only if factors like availability of resources are present.

Table 4. 6 Availability of Resource Elements

Significance of availability of Resources elements							
	Not important % (F)	Somehow important %(F)	I do not know% (F)	Important %(F)	Very important %(F)	M	SE
Tourism resources (Mangrove ecosystem, Shimoni Tropical Forest, Marine animals, coral reefs, cultural resources, etc)	4 (9)	1 (2)	0 (0)	8 (17)	86 (178)	4.71	0.06
Finances	0 (0)	3 (6)	1 (1)	14 (29)	83 (170)	4.76	0.04
Business knowledge and skills	0 (0)	0 (0)	3 (6)	18 (37)	79 (163)	4.76	0.03
Management knowledge and competency	0 (0)	2 (3)	4 (9)	17 (35)	77 (159)	4.70	0.04
Availability of time to develop and run CBT Projects	0 (0)	0 (0)	6 (12)	9 (19)	85 (175)	4.79	0.04

Key: M=Mean; SE= standard error; % = percentage; F= frequency.

Source: Field Data, (2020)

4.4.3 Objective three: The relationship between community cohesion and community participation in Community Based Tourism

The third objective looked at the relationship between community cohesion and CP. Elements of community cohesion and length of stay were assessed in relation to their contribution to CP. On the feeling by respondents of being part of the local community as depicted in Table 4.7, 58% of the respondents were reported to have a very strong feeling of being part of the community, 41% had a strong feeling, 1% felt somewhat part of the community while those with no feeling of attachment to the community was 1%. This meant that a majority of the respondents had a strong feeling of attachment to the community. These findings are consistent with previous studies that reported that the strength of the community is the pride in unity among themselves to work together and depend on one another (Pyke et al., 2018).

Table 4. 7: Feeling of being part of the local community

		Frequency	Percent
Valid	Very strong feeling	119	58
	Strong feeling	84	41
	Feel somewhat part of the community	1	1
	No feeling of attachment to the community	2	1
	Total	206	100

Source: Field Data, (2020)

On the duration of stay, as shown in Table 4.8, 6% of the respondents claimed to have stayed in the study area for a range of 1-5 years, 12% had stayed for 6-10 years while 82% of them had resided there for over 10 years. This is to insinuate that most respondents had stayed in the study area for over 10 years meaning they had an attachment to the community. These findings are in support of McCool & Martin, (1994) as well as Williams et al., (1995) (as cited by Kwoba, 2016) in their book on the

dynamics of cultural tourism that the length of residency of the local communities affects their attitude to participate in community-based tourism.

Table 4. 8: Duration of stay

		Frequency	Percent
Valid	1-5 years	13	6
	6-10 years	24	12
	Over 10 years	169	82
	Total	206	100

Source: Field Data, (2020)

Concerning multiple responses on Community Institutions that the respondents belong to as in Table 4.9, 29% and 63% of cases stated that they belonged to Community Based Organizations (CBOs), 24% and 53% of cases to Beach Management Units (BMUs) had and 16% and 34% of cases belonged to Community Forest Association (CFAs). 5% and 10% of cases were members of the Community Wildlife Association (CWA), 27% and 58% of cases of Community women development groups (chamas) and finally, 1% and 1% of cases were members of other community associations. The findings revealed that most respondents belong to one of these leading groups; Community Based organizations, Beach Management Units, and Community women Development groups due to the slightly higher percentage and percentage of cases.

Table 4.9: Multiple responses on Community Institutions

Multiple responses on Community Institutions		Responses		Percent of Cases
		N	Percent	
CBO	Community-Based Organizations (CBOs)	127	29%	63%
	Beach Management Units (BMUs)	108	24%	53%
	Community Forest Association (CFAs)	69	16%	34%
	Community Wildlife Association (CWA)	20	5%	10%
	Community-women development groups (chamas)	117	27%	58%
	Others	1	1%	1%
Total		442	100%	218%
a. Dichotomy group tabulated at value 1.				

Source: Field Data, (2020)

Community elements

Regarding the importance of community elements to the community as shown in Table 4.10, the respondents reported a very high significance level ($\bar{x}$ of above 4.5) of all the community elements in enabling community cohesiveness which in turn supports CP. The standard error also showed that the means are clustered around population mean, exhibiting less or little variation or spread. The findings conveyed that working together ($\bar{x} = 4.89$, SE = 0.02), community trust in authority ($\bar{x} = 4.83$, SE = 0.04), recognition and belonging ($\bar{x} = 4.83$, SE = 0.04) inclusions and relationships ($\bar{x} = 4.81$, SD = 0.03) being the highly essential community elements followed by cultural values ($\bar{x} = 4.66$, SD = 0.05) and beliefs and attitudes ($\bar{x} = 4.50$, SD = 0.06).

These results, therefore, indicate that most of the community members in the KME regard the indicated elements to be very important to them in their community with only a few having a contrary opinion. Chandago and Kisimbii, (2020) concur with these findings as they established in their research that community elements such as

culture and beliefs determine community participation in community projects (Muyoka, 2016).

Sari et .al., (2014) in their research on 'The role of Social cohesion to reduce social conflict in tourist destination cycle' pointed out that tourism can create a sense of solidarity and a sense of belonging to the community and industry as a whole, especially in the presence of foreign tourists.

Stoker (2006) notes that a sense of belonging is a pillar of CP, thus people with these feelings tend to work together as a community for the betterment of their lives and if they feel alienated or have no sense of attachment to the community, they would not work together (Holman, 2015; Sari et .al., 2014). A stable community, trusts in one another, have common interests and belief in collective action and has a higher passion to engage in development projects than communities without these commonalities (Putnam, 2000).

Table 4. 10: Community elements

n=206	Community elements						
	Not important %(F)	Somehow important %(F)	I do not know %(F)	Important %(F)	Very important %(F)	M	SE
Cultural values (morals)	1 (2)	3 (7)	2 (5)	15 (31)	78 (161)	4.66	0.05
Recognition and Belonging	2 (3)	3 (7)	0 (0)	6 (13)	89 (183)	4.83	0.04
Beliefs and attitudes	1 (2)	5 (10)	4(9)	23 (48)	67 (137)	4.50	0.06
Inclusions and Relationships	0 (0)	2 (3)	1 (1)	14 (28)	85 (174)	4.81	0.03
Working together	0 (0)	0 (0)	2 (3)	8 (16)	91 (187)	4.89	0.02
Community trust in authority	0 (0)	2 (4)	0 (0)	12 (24)	86 (178)	4.83	0.04

Source: Field Data, (2020)

4.4.4 Objective four: To establish the relationship between Stakeholders' support and community participation in Community Based Tourism

This objective sought to establish the relationship between support from stakeholders like the government, private sector, and NGOs excluding community and tourists and CP in CBT. It analyzed areas like the availability of support from and types of stakeholders, their roles as well as how they promote CP at the KME currently.

4.4.4.1 Support from stakeholders

Regarding whether the locals believed that stakeholders support their community in matters regarding CBT projects, seven tourism stakeholders were identified including the CBT officials for respondents to determine how often they believe they worked with them as in Table 4.11. Out of the seven, two of the stakeholders were above the mean of 4.00 indicating that most of the local community regarded very highly the contribution of KWS and the local CBT officials. The County Government of Kwale, NGOs, MPU, and tour operators were rated as moderate supporters with a mean above 3.00 and the least supporters of CBT initiatives were identified to be hoteliers and Museums of Kenya with a mean of 2 and below.

Most of the respondents were of the view that KWS had supported them significantly which is why the stakeholder had the highest mean ($\bar{x}$ = 4.53, SE= 0.06). The standard error of 0.06 means that the sample mean is less spread out from the population mean of 4.53, exhibiting lower variation or spread.

These findings are supported by a report on Kisite Mpunguti Marine Protected Area Management Plan by KWS which listed down areas in which stakeholder has helped the CBT Initiatives in the KME (Kenya Wildlife Service, 2015). 3% of the respondents however stated that they had never received support from Kenya Wildlife Service, these

findings especially concur with accounts from one of the projects (Mkwiro Ecofriendly project) whose officials reiterated to have not received any support from KWS (FGI-MEF).

Most of the respondents also acknowledged a positive contribution by their community officials with them rated with a mean of ($\bar{x}$ = 4.33, SE= 0.08).

> These findings show that CBT projects' management is supportive of their members and this notion is supported by all the officials of the CBT projects as they stated to have assisted members in benefit distribution, and conflict resolution among other ways (FGI-KCBO; FGI-MEF; FGI-WYBO and FGI-WWBW; FGI-WBMU).

Regarding support from the county government, most of the respondents felt that they had r received support moderately from them, ($\bar{x}$ = 3.76, SE= 0.08).

> The lowest percentage does not seem to know whether they have received the support or not and this points to the passive members of the initiatives who were mentioned by some management officials as just beneficiaries of the receipts (FGI-KCBO, FGI-WWBW).

Other moderate supporters identified by the locals included NGOs ($\bar{x}$ = 3.74, SE= 0.08), marine police ($\bar{x}$ = 3.63, SE= 0.09) and tour operators ($\bar{x}$ = 3.01, SE= 0.11), both exhibiting higher variation and spread from the mean.

These findings coincide with Kung who reported in his blog titled 'Review of the accomplishments of NGOs and Government' that NGOs take a participatory role in funding community projects as well as providing training among others (Kung, 2013). FGI officials from MEF and KWS also reiterated these sentiments (FGI-MEF; KWS-

1)for example Seacology an NGO that previously assisted MEF project immensely in providing funding to start and maintain their project as well as showcasing their products in the Seacology website. Interviewed MPU officials also identified various ways they have supported the CBT initiatives;

> *"...Our main role is to provide safety and security in and around the marine environment to the people doing business, like boat operators and their passengers both travelers and tourists. We also train the boat operators on safe practices while at sea..." (MPU-1&2).*

Tour Operators recorded a low mean of the three stakeholders, barely at a moderate level. This means that some percentage of the respondents did not feel that tour operators had provided any support to them and some did.

> FGI officials from some CBT Projects echoed that they depended on clients from KWS, NGOs, and some boat operators as well as repeat clients as they have never received any from the tour operators directly (FGI-WWBW; FGI-MEF).

> *"...Tour operators and Hotels do not do much for our projects except maybe in referring and delivering their customers to us for transport to the marine park. Some also assist in marketing us..."* (FGI-KCBO1; FGI-WYBO).

> *"…Our customers who want to visit the KMMP, are directed to boat operators from both Shimoni and Wasini since they are the ones who own boats. We have been organizing in liaise with the county government of Kwale in training local guides in the area* (TO-1; TO-2).

On the other hand, low recorded means meant that the locals barely received help from these stakeholders for their CBT initiatives. Hoteliers had a mean of $\bar{x} = 2.55$ with a SE of 0.09 exhibiting higher variation or spread from the mean.

> *"...Our contact with the local CBT Initiatives is mostly through our clients whom we recommend to visit their CBTs. The locals in the area also supply us with some perishable groceries like fish and vegetables..." (HO-1; HO-2).*

A research article by Mshenga and Richardson, (2013) on Micro and Small Enterprise participation in tourism in coastal Kenya report that contribution by locally owned hotel enterprises is likely to support the locals through the purchase of agricultural supplies from the local farmers but a more direct way of ensuring that locals benefit from the hotels must be found. Jaldesa (2017) also goes on to add that the government, private sector as well as NGOs are enablers who are helpful in sustainable marketing of the CBTs, training, and funding institutional structures and programs.

National Museums of Kenya (NMK), came out as the least contributor with a mean of $\bar{x} = 1.89$, and a standard error of 0.09. Only a few were of the contrary opinion, who must have been the few members of Shimoni Slave Caves community projects who took part in the research as most of them and all officials declined. The community-managed project was registered by the NMK as an important national historical heritage and provides only technical assistance to it as well as training of guides to work on the project (Abdullahi, 2019).

Table 4. 11: Stakeholders' support

n=206	Stakeholders' support						
	Never %(F)	Rarely %(F)	I do not know%(F)	Sometimes %(F)	Always %(F)	M	SE
Marine police	13 (27)	12 (25)	2 (4)	45 (92)	28 (58)	3.63	0.09
County Government	8 (16)	8 (17)	2 (5)	63 (130)	18 (38)	3.76	0.08
Kenya Wildlife Service	3 (6)	3 (7)	2 (4)	21 (43)	71 (146)	4.53	0.06
Kenya National Museum	60 (124)	11 (22)	17 (35)	4 (9)	8 (16)	1.89	0.09
Tour operators	32 (66)	10 (20)	6 (12)	30 (61)	21 (47)	3.01	0.11
Hotels	32 (65)	21 (43)	17 (35)	22 (45)	8 (18)	2.55	0.09
NGOs	9 (19)	4 (8)	9 (19)	59 (121)	19 (39)	3.74	0.08
Community officials	8 (17)	1 (1)	5 (10)	22 (46)	64 (132)	4.33	0.08

Source: Field Data, (2020)

4.4.4.2 Roles played by Stakeholders

About the multiple responses on roles played by stakeholders represented by the percentage of cases as shown in Table 4.12, On Marine Police roles, 43% of the respondents claimed that MPU mobilizes and sensitizes the community. They organize the locals, especially those using the marine environment on matters of safety and security (MPU-1&2). 35% alleged that their role was in education and training, 12% claimed empowerment, while others (9%) indicated that it was the role of marketing. offering incentives had 16%, conflict resolution had 17%, project evaluation had 13%, security and emergency response had 68% and compensation had 5%.

The highest percentage of the respondents, therefore, agreed that the main role of the MPU is to provide security and emergency response to members of the community within the marine environment.

> These leading roles were supported by officials who described ways the MPU has responded to emergency matters facing boat operators and their clients while at sea and training on maritime laws (FGI-MPU; FGI-KCBO; FGI-WBMU).

Concerning the roles of the County government of Kwale, mobilization and sensitization had 49%, education and training had 76%, empowerment had 48%, and marketing had 15%. Offering incentives had 25%, conflict resolution had 20%, project evaluation had 44%, security and emergency response had 23% and compensation had 41%. From the above findings, conflict resolution and marketing appear to be the least roles performed by the county government as identified by the respondents. Most respondents were of the view that carried out the education and training role more.

> *"...The county tourism team also do meet once a year to review received project proposals from the Kwale community fraternity for financing and any other support to potential CBTs. The best project proposals are selected according to the priority of the viability and creativity of the business idea to ensure fairness to the local community while fulfilling the county's social objective and mandate of encouraging community participation through the development of CBT Initiatives. Several potential investors are also identified that can support the winning proposals..."* (CG-1).

Regarding the roles of Kenya Wildlife Service, 74% of the respondents claimed that the KWS role was mobilization and sensitization, education and training 81%, empowerment 68%, marketing 81%, offering incentives 63%, conflict resolution 75%, and project evaluation had 51%, security and emergency response had 25% and compensation had 50%. The leading roles therefore supported by many respondents were education and training as well as marketing.

These sentiments concur with the information from FGI's of CBT officials;

> "...*KWS has been a number one supporter of our CBT initiatives through payment of concession, training of tour guides and on proposal development to attract funding...*" (FGI-KCBO).

One of the KWS representatives was glad to report that;

> *"... after training the community members on proposal development by COMRADE; a conservation group and KWS, two CBT Initiatives' proposals were picked up by UNDP and were funded to a tune of six million Kenyan shillings each. These were Mkwiro Eco-friendly and Wasini Women boardwalk..."* (KWS-1).

On the roles of National Museums of Kenya, mobilization and sensitization had 11%, education and training had 16%, empowerment had 25%, marketing had 20%, offering incentives had 4%, conflict resolution had 12%, project evaluation had 35%, security and emergency response had 25% and compensation had 11%. These findings indicate that the highest percentage of respondents agreed that NMK's main role was that of project evaluation, these concur with the report done by Abdullahi (2019) in his article titled 'centuries-old slave cave becomes interesting tourist attraction' that the NKM's

role is to SSCs, one of the CBT Initiatives is that of supervising the management and evaluating their work. The respondents however felt that the least contribution by NMK was offering incentives. It is also noted that NMK was the least stakeholder among all others surveyed in this objective. This could be due to the little impact it has on the initiatives except for the SSCs project which was initiated and registered by NMK.

Concerning the roles of tour operators, mobilization and sensitization had 40%, education and training had 19%, empowerment had 10%, marketing had 59%, offering incentives had 26%, conflict resolution had 4%, project evaluation had 13%, security and emergency response had 11% and compensation had 11%. Marketing came out as the leading role, followed by mobilization and sensitization and offering incentives.

> Interviewed tour operators also agreed that their roles were mostly limited to the above two roles (TO-1 to TO-3).

Concerning the roles of hotels, mobilization and sensitization had 17%, education and training had 15%, empowerment had 24%, marketing had 63%, offering incentives had 20%, conflict resolution had 15%, project evaluation had 7%, security and emergency response had 6% and compensation had 15%.

> Hotels on the hand emerged to be supporting the community mostly through marketing their CBT initiatives which were also echoed by the interviewed hoteliers (HO-1; HO-2).

From the above results, five areas were least supported by the respondents as contributions by tour operators and hotels, these include education and training, conflict resolution, project evaluation, security, and emergency response as well as compensation meaning that the private sector does not do much to support CBT Initiatives at the KME.

These sentiments were also echoed by CBT officials from FGI's who were of the view that the support from hotels and tour operators was minimal (FGI-KCBO; FGI-MEF; FGI-WWBW).

On the roles of Non-governmental Organisations (NGOs), 73% of the respondents alleged that NGOs were responsible for mobilization and sensitization, 77% claimed that it was education and training, 33% for empowerment, and 23% for marketing. Offering incentives was 70%, conflict resolution had 6%, project evaluation had 41%, security and emergency response had 1% and compensation had 7%.

NGOs were praised by some members as well as the officials of the CBT Initiatives for example MEF and WWBW who identified NGOs like Seacology and World Wildlife Fund (WWF) respectively as vital groups in the development of their initiatives through funding, training, and marketing (FGI-MEF; FGI-WWBW).

Three NGOs roles were identified by the respondents as major by the high percentages, these are mobilization and sensitization, education and training, and Offering incentives while the least was security and emergency response and compensation.

Table 4. 12: Multiple responses of roles played by stakeholders (Percentage of cases)

Roles Played	Stakeholders (Percentage of cases)						
Multiple responses	**Marine Police**	**The county government of Kwale**	**KWS**	**Kenya National Museums**	**Tour operators**	**Hotels**	**NGOs**
Mobilization and Sensitization	43%	49%	74%	11%	40%	17%	73%
Education and training	35%	76%	81%	16%	19%	15%	77%
Empowerment	12%	48%	68%	25%	10.3%	24 %	33%
Marketing	9%	15%	81%	20%	59 %	63 %	23%
Offering incentives	16%	25%	63%	4%	26 %	20 %	70%
Conflict resolution	17%	20%	75%	12%	4%	15%	6%
Project evaluation	13%	45%	51%	35%	13%	7%	41%
Security and emergency response	68%	25%	25%	25%	11%	6%	1%
Compensation	5%	41%	50%	11%	11%	15%	7%

Source: Field Data, (2020)

4.4.4.3 Promoting Community Participation in Community-Based Tourism at Kisite Mpunguti Ecosystem by stakeholders

Stakeholder participation like in other rural areas in Kenya is an important factor in community-based tourism development in Kisite Mpunguti Ecosystem (KME). Tourism stakeholders interviewed in this study included the KWS Shimoni office, the County government of Kwale Department of Tourism and ICT, the Private Sector (select Tour Operators and Hotels), and the Kenya Marine Police Unit (Shimoni detachment).

Despite the negative response of their support in the area by the community, it is evident that the presence of tourism stakeholders has led to some positive changes to the CBT initiatives in KME. The extent of their presence and participation in these initiatives however varies from one local to the other as stipulated by the members of the surveyed CBT initiatives.

KWS was identified by at least each of all community officials to be the one that has assisted them much more than any other stakeholder in various ways (FGI-KCBO; FGI-WWBW; FGI-WYBO; FGI-MEF). KWS representatives identified various ways in which they have made an impact on CBT development especially in enhancing community participation. This includes education and training as well as marketing through the KWS website (KWS-1; FGI-KCBO).

County government despite their opinion of actively participating in fostering community participation in the KME in various ways (CG-1), most of the community members felt that they have not received at all any help from them (FGI-KCBO; FGI-WWBW; FGI-MEF) while some accredit their role to that of training CBT members on stress and rescue, performing CPR, and foreign languages (FGI-KCBO), as well as training on tour guiding in, liaise with KWS (FGI-KCBO; FGI-WYBO).

The various ways of the contribution to community participation identified by the county include organizing public participation forums for the community in the county, undertaking exploratory surveys of all tourism resources in the county and building an inventory, licensing CBT projects, and addressing any challenges in developing and management of these projects (CG-1).

The private sector which includes tour operators and hoteliers has a role to play in supporting local CBT projects (Giampiccoli & Saayman, 2018). Despite the local communities at the KME expressing their discontent in the extent of support given by these private stakeholders to promote their CBT initiatives, there came out a few areas where these stakeholders contributed to enhancing CP in CBT as relayed by interviewed representatives of select tour operators and hoteliers.

The Maritime Police Unit as another stakeholder is an agency within the Kenya Police Service mandated to provide security services along Kenyan oceans, seas, and lakes (Kenya Police Service, 2021). Maritime Police Unit provides security to anyone and anything requiring protection whether people or property (MPU-1). Although the MPU is not a major player in tourism, its role is vital for the safety of the players and the overall success of the industry. Security is a major issue along Kenyan coasts (MPU-1; Kenya Police Service, 2021) and Kenya in general. Terror threats and attacks have done more than shake the industry as well as the country to the core. Countless lives; both local and foreign have been lost in the past to terrorism while economies of affected countries have experienced a new low with those depending on tourism like Kenya feeling the hardest pinch.

The maritime Police Unit, therefore, was seen to be a significant stakeholder in this study due to its effect on the industry. As will be discussed in detail, the MPU works with those CBT Projects that utilize marine resources, these include the two boat operating tourism businesses; Kisite Mpunguti Boat Operators and Wasini Boat operators as well as women project in Wasini and Mkwiro eco-friendly group.

1. **Marketing**

Marketing is an essential factor in promoting the growth and success of any business, especially in tourism that sells services as their products. It came out evidently that CBT initiatives at the KME recognized the significance of this factor and a cry for help in designing marketing material and funds was echoed.

Marketing CBT products to both domestic and international tourists is one of the key roles attributed to Kenya's wildlife service (FGI-KCBO; FGI-WWBW; FGI-WYBO). This view supports the KMMP Management plan 2011-2021 that highlights one of their

objectives to be all-inclusive marketing of all that KME has to offer which includes CBT products like local boat operating services, Shimoni Slave caves tours, Wasini coral garden tours Mwkiro eco-friendly local craft curios among others (Kenya Wildlife Service, 2015). Despite this, others did not agree claiming that they are yet to see the impact of KWS in the marketing of their products (FGI-WWBW; FGI-WYBO; FGI-MEF). They merely saw the role of KWS as that of training their members on conservation.

KWS representatives however felt that these CBT Initiatives need to understand that the digital era has taken over and therefore adapt to the change. One of them points out;

> "…*They need not complain of lack of marketing when the KWS website has all the information about the two regions; Shimoni and Wasini which is visible to any tourist worldwide. The Wasini island website also has plenty of information on community projects in Wasini including the coral gardens…*" (KWS-1).

The important area in which these projects need to concentrate now is the domestic market which would require them to employ digital social media like Facebook, Instagram, and blogs to reach the domestic market especially (KWS-1&2). KWS is working on another way to market KME which involves brief PowerPoint presentations of Shimoni and Wasini destination itineraries at the KWS grounds before departure. These itinerary presentations will contain summaries of areas to be visited including the services of all the CBT initiatives to create guest enthusiasm (KWS-1). Benchmarking with other successful CBT Initiatives in the coastal regions is being carried out and feedback is relayed to the community members by KWS and the county on how best they can improve their tourism projects (CG-1). This is done during their monthly meetings (KWS-1).

The county government of Kwale reiterated that members of CBT initiatives are encouraged to better their tourism products to maximize the economic earnings as well

as licensing their projects (CG-1). Some of these existing tourism projects are also marketed through the county's website (CG-1; Kwale County Government, 2021).

One of the major roles identified by the private sector was marketing as they reported that through their websites, most of these CBT projects and their relevant information were presented and potential customers would know in advance of their existence (TO-1; TO-2; HO-1; HO-2). Other means also included social media like Facebook and Instagram. Members of CBT projects especially those in Wasini Island differed on this sentiment and even went ahead to claim that the boat operators bringing customers to the island would do so just for them to have lunch and are never taken to the CBT initiatives there like the coral gardens because tour operators did not inform the tourists of their existence (FGI-WWBW; FGI-MEF).

2. Mobilization and Capacity Building

Mobilization and Capacity building is a significant factor in enabling an all-inclusive CBT initiatives as it entails gathering communities to empower them by supporting the local communities in gaining knowledge and skills to improve their economic and social status through education and training (Imbaya & Nthiga, 2021; Moscardo, 2008)).

On awareness creation, public participation forums are organized by the Ministry of Tourism, Investment, and ICT annually. Under these forums, community members are given a chance to identify any tourism projects they would like to undertake according to their capability. This is significant since the community knows what works for them best according to available resources (CG-1; APEC Tourism Working Group, 2010).

Exploratory surveys of existing tourism attractions as well as tourism resources available in the county are also carried out by the county. This is to ensure that any existing attractions; documented and undocumented are identified and inventoried including tourism resources that can be developed. This enables the county's objective of diversifying tourism products to enable the growth of the tourism sector as a priority (Kwale County Government, 2021).

KWS also contributed to training the community in different areas like acquiring leadership skills, management skills, financial skills, guest handling, and how to engage in collaboration with others (KWS-1). Education and training of boat operators on tour guiding and maritime security liaising with MPU (KWS-2; MPU-1; FGI-KCBO) is also an ongoing activity.

Training of tour guides on communication skills when handling guests is provided by KWS to the CBT members, especially the boat operators who constantly interact with guests who visit the marine park as well as the Wasini boardwalk members, which has enabled these initiatives to gradually gain customer loyalty and trust. (FGI-KCBO; FGI-WYBO; FGI-WWBW).

KWS also carries out regular meetings with the CBT members and some annually with the rest of the community as a whole. During these meetings, KWS is also able to communicate with any available investors, connect them and train them on developing proposals that can attract funding. One of the representatives was glad to report that;

> *''...After training the community members on proposal development by COMRADE; a conservation group and KWS, two CBT Initiatives' proposals were picked up by UNDP and were funded to a tune of six million Kenyan shillings each. These were Mkwiro Eco-friendly and Wasini Women boardwalk...''* (KWS-1).

The county tourism team also do meet once a year to review received project proposals from the Kwale community fraternity for financing and any other support to potential CBTs. The best project proposals are selected according to the priority of the viability and creativity of the business idea to ensure fairness to the local community while fulfilling the county's social objective and mandate of encouraging community participation through the development of CBT Initiatives (CG-1; Kwale County government, 2021). Several potential investors are also identified that can support the winning proposals.

Lastly, the tour operators communicated that they work with the county government to create awareness in the local community in starting and running CBT projects as well as their benefits (TO-2; TO-3). Some claimed to be organizing to train liaising with other stakeholders in the community especially those in the CBT projects as professional local guides as this was still lacking ((TO-1; TO-2).

3. Safety and Security

MPU's role in supporting community participation lies majorly in the provision of security as mentioned earlier. This is done through various ways including enforcement of maritime laws on the boat operators and their clients for those operating as businesses for example KMBO and WYBO, personal boats offering transportation of goods and people from the mainland to both island of Wasini and Mkwiro (MPU-1 & MPU-2). Those boat operators ferrying goods and people across national borders are also inspected (MPU-1).

These maritime laws include but are not limited to inspection of the operating water vessels to ensure that they are seaworthy and up to standards required for the type of services offered (MPU-1). Lifesaving equipment must also be present and in good

working conditions (MPU-1 & MPU-2). MPU also ensures mandatory proper wearing of life jackets by both the passengers and boat crew throughout the water journey as well as ensuring that the boat operators do not exceed the carrying capacity of the vessel to avoid capsizing and when they capsize the MPU comes to the rescue (MPU-1; MPU-2; FGI-KCBO; FGI-WBMU).

> "…*Some boat operators are reckless and greedy to the point where they overload their boat past its limit……minutes later, we are called to rescue a capsized boat. These boats are mostly those ferrying goods but we have had cases of those ferrying passengers too…*" (MPU-2)

Emergency cases occur sometimes and evacuation of sick patients is needed from the two islands that do not have proper health care, either to Shimoni clinics or to hospitals in Msambweni and Mombasa. MPU owned boats are usually called upon in such cases since most people do not afford abrupt boat transfers (MPU-2). Poverty in the two islands of Mkwiro and Wasini was notable and the community felt that this was due to neglect by the government (FGI-WWBW; FGI-WYBO; FGI-MEF). Tourists also sometimes get evacuated when they get ill suddenly on the waters (MPU-1). When locally owned boats fail to function way into the sea, MPU is called to rescue the boat dragging it to the shorelines depending on the cause of failure. (MPU-1; MPU-2; FGI-WBMU).

4. **Other roles played by interviewed stakeholders**

Infrastructure development -The County through the County Integrated Development Plan (CIDP) of 2018-2022 has invested a lot in restructuring tourism in Kwale including improvement of both main and beach access roads as well as pedestal walkways and street lights (CG-1; County Government of Kwale, 2018). Notably is the Shimoni road which is the main access road to the

Kisite Mpunguti Marine National Park and Reserve which was developed in liaison with the national government of Kenya by Chinese contractors.

"*….Once the road is completed Shimoni/Wasini towns will be opened to many as it has been a challenge accessing these towns by tourists and traders alike…*" (CG-1).

The largest beneficiary is the KME since it will be able to receive more clients than ever.

Concession- As for support provided to the existing CBT projects, the biggest contribution of KWS to the projects is in form of concession which is a percentage of earnings to the park that is given to the boat operators for bringing in customers to the KMMP like commission (KWS-1&2; FGI-KCBO; FGI-WYBO). This provides mutual benefit to both KWS and the boat operators since KMMP is managed by KWS and they do not have their boats. Quarterly training is carried out by KWS.

Market supply- Tour operators identified bringing customers to consume products from the CBT initiatives in KME as they visit the marine park as their major technique of support (TO-1; TO-2; TO-3). Their point of contact was with the boat operators (both KCBO and WYBO) as they would ferry customers to the park and the other CBT attractions especially in Wasini Island (TO-1; TO-2; TO-3).

> "*…We maintain close interaction with the boat operators to ensure that our customers get the best experience and value for their money. As for those CBT projects on the mainland Shimoni, our drivers would take the tourists directly to them if interested* (TO-1; TO-3).

A few hotel businesses that mainly worked with the local community in the KME region were those located in the region as reported by some CBT management officials (FGI-KCBO; FGI-WWBO). Those interviewed stated

that their main approach of support to the community was supplying customers who had booked accommodation with them as well. These customers would be those needing to visit the KMMP as well as the Wasini Island (HO-1; HO-2).

> "…*The rest of the community also benefit indirectly from our customers, especially the local fishermen and grocery owners who supply fish and vegetables to the restaurants where our customers take lunch* …" (HO-1; HO-2).

4.4.5 Objective five: To examine the relationship between presence of mobilization and community participation in CBT

This objective looked at the impact of the presence of mobilization on CP in CBT. Areas of mobilization analyzed include the creation of awareness on CP and capacity building; by whom and with the use of what forms as well as whether it would motivate the community to engage.

According to Table 4.13, the respondents were inquired on whether there existed any form of awareness creation and capacity building sessions. 94% agreed and 6% disagreed that there existed any form of awareness creation and capacity-building sessions.

Table 4. 13: Existence of any form of awareness creation and capacity-building sessions

		Frequency	Percent
Valid	Yes	194	94
	No	12	6
	Total	206	100.0

Source: (Field Data, 2020)

4.4.5.1 Community Participation awareness creation and capacity building

On the multiple responses of stakeholders undertaking a task as shown in Table 4.14, the Ministry of Tourism had 11% and 42% of cases. The county government of Kwale

had 16% and 66% of cases, and Kenya Wildlife Service had 22% and 87% of cases. Tour operators had 8% and 31% of cases, Hotels had 15% and 17% of cases, and NGOs had 20% and 80% of cases. Community Officials had 18% and 71% of cases and others had 2% and 8% of cases. From the findings, Kenya Wildlife Service was the main stakeholder undertaking the task of creating awareness as well as capacity building on community participation given the highest percentage of cases according to most respondents.

These findings are in agreement with the sentiments of the KWS representatives who reiterated that;

> *"...KWS had done a lot for the communities at the KME including support to existing CBT initiatives. The locals have been educated on the benefits of tourism as well as the conservation of tourism resources as well..." (KWS-2).*

Table 4. 14: Multiple responses of stakeholders undertaking the task

Multiple responses of stakeholders undertaking the task		Responses		Percent of Cases
		N	Percent	
Stakeholders Undertaking task	Ministry of Tourism	84	11%	42%
	The county government of Kwale	131	16%	66%
	Kenya Wildlife Service	173	22%	87%
	Tour operators	62	8%	31%
	Hotels	33	4%	17%
	NGOs	160	20%	80%
	Community Officials	141	18%	71%
	Others	16	2%	8%
Total		800	100%	402%
a. Dichotomy group tabulated at value 1.				

Source: (Field Data, 2020)

Regarding the multiple responses on forms used to mobilize and sensitize the local community as portrayed in Table 4.15, 13% and 29% of cases of the respondents identified community forums, 35% and 78% of cases said it was Workshops and seminars, 8% and 17% of cases claimed that it was focus group discussions, 17% and 38% of cases said CBOs meetings, 15% and 34% of cases Community Wildlife Association (CWA) while 12% and 26% of cases identified the Community Based Tourism Operator's Forum had. From the findings, workshops and seminars were the main forms of mobilization and sensitization with the most percentage of cases according to most respondents. These major forms were also identified by most stakeholders including the CBT Initiatives' officials as communication channels used to reach the local communities in mobilization and sensitization, training and problem solving among others as shown in Table 4.33 below.

Table 4. 3: Multiple responses of forms to mobilize and sensitize

Multiple responses of forms to mobilize and sensitize				
		Responses		Percent of Cases
		N	Percent	
Forms to mobilize and sensitize	Community Forums	58	13%	29%
	Workshops and seminars	156	35%	78%
	Focus groups discussions	33	8%	17%
	CBOs meetings	76	17%	38%
	Community Wildlife Association (CWA)	68	15%	34%
	Community-Based Tourism Operator's Forum	51	12%	26%
Total		442	100%	222%
a. Dichotomy group tabulated at value 1.				

Source: (Field Data, 2020)

4.4.5.2 Reasons for community participation in Community-Based Tourism

From Table 4.16 below, the respondents were requested to provide reasons why they participated in Community Based Tourism Project on a 5-point Likert scale. A mean of

4.00-and above generally indicated leading reasons or high motivators for participation in CBT projects by the locals at the KME, while a mean of 3.00 and above indicated moderate motivators while those with 2.00 and below are low/very low or poor motivators. From the findings, most of the reasons identified were above average. The local community agreed that the leading reason for CP in CBT was the 'Provision of education bursaries and covering medical expenses with the highest $\bar{x}$ of 4.03 and SE of 0.06. The standard error of 0.06 means that the data is less spread out from the mean, exhibiting lower variation or spread.

Moderate or medium motivators include the availability of infrastructural developments in the KME, with a $\bar{x}$ of 3.98 and SE 0.06. This means that most respondents were of the view that due to infrastructural developments, community participation was enabled. Riccioli (2019) concurs with these findings when he reports that for community participation to improve, tourism benefits such as infrastructure development should be seen as an aid in the running of CBT projects (Mensah, 2017).

Training offered on how to run these projects is another supported reason for participation with a $\bar{x}$ of 3.95 and SE 0.06. This is to show that most of the respondents were in agreement that training on how to run the CBT projects is a necessity for participation to occur and was offered to them to some extent by relevant stakeholders. Technical resources that guide on proper management of CBT initiatives and sustainable resource utilization is one of the key areas where training is needed by the locals who have already stretched out their resources (Ruchina, 2016).

> Other tourism stakeholders like KWS, County Government among others through the interviewed officials also reiterated that training was significant and had seen progress in the performance of the CBT

Initiatives since training on areas like proposal development, tour guiding and conservation had been carried out (KWS-1; CG-1).

Participation due to being encouraged by stakeholders is a moderate reason as indicated by $\bar{x}$ of 3.88, SE of 0.07. This indicates that an average number of respondents agree that stakeholder mobilization and Capacity building are significant and motivated them to start and run CBT initiatives. These sentiments are echoed by Lowndes et al, (2006) who in their participation framework stated that local communities will partake in community development if stakeholders asked or encourage them to.

Tour operators interviewed also reiterated that they had in the past worked with the county government of Kwale to undertake community mobilization on starting and managing enterprises in form of CBT (TO-2; TO-3).

The findings also agree with sentiments from various researchers that argue that stakeholder contribution through mobilization and capacity building will ensure successful community participation in CBT initiatives (Aworti, 2012; Dodds et. al 2018; Kontogeorgopoulos et. al 2015).

Concerning whether they are participating because there is financial support from the county government and KWS, the respondents indicated that these stakeholders have been offering some financial support to the local community in starting and running their CBT initiatives supported by a $\bar{x}$ of 3.75 and SE of 0.07. This meant that most of the respondents felt that even though the respondents identified lack of funds as one of their major challenges in starting and running their CBT initiatives at the KME, in Table 4.28 below, they still recognized some financial support by the above stakeholders.

The downside of this is that if financial support is always provided by others other than from the community ideas through CBT initiatives, the chances of over-dependency on financial supporters or donors are high (Ruchina, 2016) as already seen in the MEF CBT project whose growth has stagnated and not much is happening in terms of tourism activities. Hamzah (2014) in his book chapter on 'Critical success factors of creating CBT' noted that the chances of developing an overdependence syndrome are high leading to cases of death in CBT projects. He goes on to add that donors and financial enablers tend to instill their goals in the community more than the community goals of creating a source of income and enhancing autonomy coming second (Hamzah, 2014).

As a source of direct income, respondents agreed that these CBT Initiatives were their source of direct income depicted by $\bar{x}$ of 3.59 and SE of 0.07. These findings concur with those of various other researchers who argue that CBT Initiatiatives have been adopted largely for the creation of direct income and as a tool for poverty alleviation (Blomley, Nelson, Martin, & Ngobo, 2007; Chok & Macbeth, 2007; Kieti & Akama, 2013; Park, Phandanouvong, & Kim, 2017; Snyman, 2013; Snyman, 2014).

The least of the reasons for engaging in CBT initiatives according to the locals' response was that of participation due to a lack of any other activity to engage in with a $\bar{x}$ of 2.37 and SE of 0.07. This indicated that on this variable, most respondents disagreed that they are partaking in CBT projects because there is no other activity to engage in. As earlier noted in other sources of income Table 4.9 above, these findings are similar to the highest percentage (68%) of respondents who had stated that this is not their only source of income. Kayat (2002) in his research on 'factors influencing community participation in CBT a case of Kampung Relau homestay program in

Malaysia', found out that local communities were participating in the project to achieve

self-development and self-respect by playing a role in development.

Baniya, Shrestha, and Karn (2018), however, differ with the findings on the fact that

sometimes, CBT is the only activity or source of income the community has. In their

research in Nepal on 'Local and community wellbeing through CBT', they describe a

scenario of abject poverty in the rural mountainous areas in Nepal where CBT was

highly welcome as a medium of creating much-needed employment (Baniya et.al.,

2018).

Table 4. 16: Reasons for participating in Community Based Tourism Project

n= 206	Reasons for Participating in Community-Based Tourism Project						
	Strongly disagree %(F)	Disagree %(F)	Neutral %(F)	Agree %(F)	Strongly agree %(F)	M	SE
There is no other activity to engage in	8 (18)	68 (141)	4 (9)	14 (28)	5 (10)	2.37	0.07
It is my source of direct income	4 (9)	19 (39)	3 (6)	61(126)	13 (26)	3.59	0.07
The training was offered on how to run these projects	4 (9)	6 (12)	2 (3)	67(138)	21 (44)	3.95	0.06
There is financial support from the county government and KWS	5 (10)	11 (22)	4 (8)	66(136)	15 (30)	3.75	0.07
Encouragement by stakeholders	2 (4)	13 (27)	3 (7)	58 (119)	24 (49)	3.88	0.07
Enablement of infrastructural developments	2 (5)	4 (8)	6 (13)	68 (140)	19 (40)	3.98	0.06
Provision of education bursaries and cover of medical expenses	1 (2)	6 (13)	7 (15)	60 (123)	26(53)	4.03	0.06

Source: (Field Data, 2020)

4.4.6 Objective six: To establish the relationship between response to CBT Issues and community participation

The objective looked at the significance of response by stakeholders to issues experienced by the communities especially those involved in CBT projects and CP. Areas of response assessed include the medium of communication used, challenges faced, if and when solved; how and by whom were they solved.

4.4.6.1 Modes of Communication used between stakeholders and the community

Communication is a major tool in linking tourism stakeholders to the community to achieve sustainable tourism (Garbin & Peterlin, 2015). For any progress to be reported in CBTs it requires timely communication between members and concerned stakeholders is enabled especially in areas where training is required to be imparted, conflicts and wrangles are resolved, new ideas are sourced and feedback is expected among others.

On the multiple responses on the mode of communication as depicted in Table 4.17, 15% and 36% of cases respondents identified community forums, 32% and 78% of cases identified Workshops and seminars, and 10% and 24% of cases identified focus group discussions. 11% and 27% of cases were of the opinion that it was CBOs representatives, 17% and 41% of cases claimed Community Wildlife Association (CWA), and 16% and 40% of cases identified Community Based Tourism Operator's Forum. From the findings, it was clear that workshops and seminars stood out as the medium of communication with the most percentage of cases according to a majority of respondents.

Table 4. 17: Multiple responses on the mode of communication

Multiple responses on the mode of communication				
		Responses		Percent of Cases
		N	Percent	
Mode of communicati on	Community Forums	74	15%	36%
	Workshops and seminars	159	32%	78%
	Focus group discussions	49	10%	24%
	CBOs representatives	54	11%	27%
	Community Wildlife Association (CWA)	83	17%	41%
	Community-Based Tourism Operator's Forum	82	16%	40%
Total		501	100%	246%
a. Dichotomy group tabulated at value 1.				

Source: (Researcher, 2020)

There were also other various means identified by the stakeholders like the County Government, KWS, and MPU among others that they use in communicating with the local community as summarised in Table 4.18 below.

Table 4. 18: Stakeholder channels of communication

Tourism stakeholder	Channel of communication
Kenya Wildlife Service	-Social media, emails, forums, through officials in a Public Interest Committee (PIC) meeting, seminars, and workshops for training (KWS-2) -Monthly face-to-face meetings with officials and members, daily meetings with officials, focus group discussions (KWS-1)
County Government	Public Participation Forums, office visits for conflict resolution, village administrators, seminars, and workshops for training (CG-1)
Private Sector	Workshops, Social Media (Facebook, Twitter). (TO-1&2; HO-1&2)
Kenya Maritime Police Unit	Beach Management Unit (BMU) officials, forums to communicate new laws and train on safety and security (MPU-1 &2)
Community Officials	Daily or weekly meetings/ Seminars, focus group discussions, workshops (FGI-KCBO; FGI-WWBW; FGI-WYBO; FGI-MEF)

Source: (Field Data, 2020)

4.4.6.2 Challenges faced in partaking in Community-Based Tourism Projects

According to Table 4.19, the respondents were asked to state the challenges of participation in the Community Based Tourism Project on a 5-point Likert scale. Most of the respondents had a high feeling that the listed challenges were those faced by the community in starting and running the CBT initiatives with a mean of above 4.00. The leading challenges identified include lack of funds, poor road networks, lack of financial management skills, insufficient marketing of CBT projects in the county, insufficient knowledge about running and management of the projects, and poor leadership with means of above 4.00 ($\bar{x}$ of 4.55 ±0.05, $\bar{x}$ of 4.39 ±0.03, $\bar{x}$ of 4.30 ±0.04, $\bar{x}$ of 4.21 ±0.04, $\bar{x}$ of 4.11 ±0.04 and $\bar{x}$ of 4.10 ±0.06) respectively.

Following these are the moderate challenges as reported by the locals, which include unfair distribution of benefits to the community, lack of commitment by the community in participation, and lack of community unity with means of 3.50 and above ($\bar{x}$ of 3.98 ±0.06, $\bar{x}$ of 3.97 ±0.05 and $\bar{x}$ of 3.78 ±0.07) respectively. The least identified challenge which was below a mean of 3.50 was constant wrangles among members of the community ($\bar{x}$ of 3.42 ±0.08).

On lack of community unity, 53% of the respondents agreed and 21% of them strongly agreed to mean that most of the respondents, therefore, agreed that lack of community unity was one of the challenges in community participation. The standard error of ±0.07 means that the means are less spread out, exhibiting less variation or spread.

> The results are supported by the interviewed stakeholder officials who reiterate that lack of community unity is a challenge and has in the past led to the dissolution and split of a CBT initiative (Kenya Wildlife Service, 2015; KWS-1&2; FGI-KCBO; CG-1).

64% strongly agreed that lack of funds was the most challenging hurdle in running the CBT projects. Locals state that they lack funds that could be used in marketing, development of quality products, and expansion. The standard error of ±0.05 means that the means are less spread out, exhibiting little variation or spread.

These were areas majorly identified by CBT officials from various CBT initiatives (FGI-MEF; FGI-WWBW; FGI-WYBO).

As earlier identified, the absence of this component may make the locals stagnate in their progress leading to the failure of the CBT projects (Musila & Kihima, 2021; Wondirad & Ewnetu, 2019; Baniya et.al, 2018; Ruchina, 2016). Communities frequently lack of financial resources and power (Akama, Maingi and Camarco, 2011), and are therefore unable to establish amenities and infrastructure required for tourism development. This makes it difficult for the community to improve on the quality of the tourism product in their locality and to access the desired markets since product development is key in establishment of CBTIs. The local community therefore becomes reliant on other stakeholders, hence constraining its participation.

Lack of funds has been identified by various researchers (Wondirad & Ewnetu, 2019; Kihima 2021) as a major challenge facing CBTIs and noted that this shortcoming appeared to be a key drawback to implementation of participatory tourism development in developing countries. Lack of funds due to limited support from donors and government agencies, if not well addressed, could lead to deterioration of tourism.

Poor road networks and weather were other hurdles with 58% of the respondents agreeing that poor roads have been a challenge to the survival of their CBT projects. A standard error of ±0.03 was observed meaning that the means are clustered from the population mean. As observed by the researcher, road conditions were especially worst

during the rainy season since the road network wasn't tarmacked as you access the KME. This has been the case for a long time even before the start of the CBT projects (FGI-KCBO; KWS-2; TO-1&2; HO-1).

However, towards the end of the data collection period, there was the construction of a tarmac road connecting the KME from the main Likoni-Lunga Lunga road Shimoni junction to Shimoni center. And a journey that used to take one (1) hour from the junction to the center now takes only fifteen (15) minutes without fear of getting stuck midway as it used to be. This constraint was also identified by other researchers in the county to be a major hurdle, especially where tourist attractions are located in remote areas (Musila & Kihima, 2021).

63% of the respondents strongly disagree that unfair distribution of benefits to the community is a barrier to CP, 68% also identified insufficient knowledge about running and management of the projects as well as 58% of them claimed that lack of financial management skills was also another contributing challenge to CP at the KME.

Mensah (2017) concurs with these findings when he reiterates in his study on 'benefits and challenges of CBT in park fringed communities' that communities face the challenge of lack of fair benefit-sharing schemes that enable benefits to trickle down to them as well as lack of capacity in terms of knowledge and skills in running and management of community-based projects especially those that were started by the government or NGOs and left for the locals later. Musila and Kihima (2021) in their research on constraints to community participation in tourism in Mwaluganje Elephant Sanctuary, also concur with these findings as they reported 77%of the respondents agreeing that they lacked management skills and knowledge (Musila & Kihima, 2021).

Lack of skills and knowledge were identified to be a major constraint in the KME community. This was attributed to low levels of education identified in the respondents' characteristics (primary level 43%, secondary level 42% and tertiary level 2%). The findings concur with Muganda, Mgonja, and Backman (2013) who observed that due to low levels of education, community lacked knowledge, skills and interest to participate in tourism development taking place in their locality.

Lack of commitment by the members to contribute to the running of their CBT projects and Constant wrangles among members were also moderate challenges to participation as reported by the community at the KME.

> These findings are supported by CBT management officials as well as KWS representatives who connote that issues like lack of member commitment and constant conflicts amongst members have been thorny issues in supporting CBT initiatives at the KME, slowing down tourism development progress (FGI-KCBO; FGI-WYBO; KWS-1)

Armstrong (2012) (as cited by Ruchina, 2016), identifies a strong and cohesive community as well as genuine community participation as some of the principal conditions for success in CBT among others. This means a lack of commitment by the members to provide genuine participation in these projects will lead to the stagnation of the initiatives. On poor leadership, 4% disagree, while 59% agree. This means that most respondents are of the view that poor leadership is of the challenges faced by the local community at the KME. Leadership includes that of the community officials elected to be in charge of various positions in the initiative. Members felt that some leaders take advantage of the positions to serve themselves for example through

embezzlement. Lack of training in leadership skills also leads to poor management of resources and decision-making (Ali, 2018; Hedayat & Ma'rof, 2017).

Insufficient marketing of CBT projects in the county was another major constraint of CP with 66% of the respondents agreeing and 30.1% strongly agreeing to this limitation. This also indicates that insufficient marketing is reiterated by many as one of the barriers to community participation.

> These findings are supported by officials who echoed that poor leadership was a course of conflicts and mistrust among the CBT projects' officials and with the members (FGI-KCBO; FGI-WYBO; FGI-WBMU).

Similarly, most of the members of CBTIs in KME left marketing of their initiatives to KWS, and stressed that this should be the contribution of KWS as a way of supporting these projects. This is an indication of an expertise gap in matters relating to tourism in the management.

It is necessary to train the local community on the basic concept of tourism. Generally, the fixation and refusal to change makes CBTIs unappealing to the tourism industry. This implies that such projects lack the necessary magnetic power and appeal, hence the call for right skills and knowledge on the part of the local community. Though attributed to low levels of education in majority of the rural areas, failure to involve the youth who tend to be more schooled also makes the future bleak for CBTIs.

To avert such situations, there is need for more awareness creation, capacity building and policies that guide local community members on how to engage more with the policy makers and other tourism stakeholders. Moreover, Juma and Khademi-Vidra

(2019) note that only professional management can guarantee CBTIs success and that they should be managed as a business in structure and form.

Table 4. 19: Challenges of Participation in Community-Based Tourism Project

n=206	Challenges of Participation in Community-Based Tourism Project						
	Strongly disagree %(F)	Disagree %(F)	Neutral %(F)	Agree %(F)	Strongly agree %(F)	M	SE
Lack of community unity	0 (0)	18 (36)	8 (17)	53(110)	21 (43)	3.78	0.07
Lack of funds	1 (1)	2 (5)	2 (5)	31 (63)	64 (132)	4.55	0.05
Unfair distribution of benefits to the community	1 (1)	12(25)	1 (1)	63(129)	24 (50)	3.98	0.06
Insufficient knowledge about running and management of the projects	1 (1)	3 (6)	5 (10)	68(141)	23 (48)	4.11	0.04
Lack of commitment by the members	2 (3)	6 (12)	4 (8)	72(149)	17 (36)	3.97	0.05
Constant wrangles among members	2 (5)	30 (61)	6 (12)	48 (99)	14 (29)	3.42	0.08
Poor leadership	3 (6)	4 (9)	3 (6)	59(122)	31(63)	4.10	0.06
Insufficient marketing of CBT projects in the county	0.0 (0)	4 (9)	0 (0)	66(135)	30 (62)	4.21	0.04
Lack of financial management skills	0.0 (0)	2(5)	2 (5)	58(119)	37 (77)	4.30	0.04
Poor road networks and weather	0.0 (0)	1 (2)	0 (0)	58(119)	41(85)	4.39	0.03

Source: (Field Data, 2020)

4.4.6.3 Challenges Faced By Stakeholders in Supporting Community-Based Tourism Initiatives

While tourism stakeholders have a vital role to play in enabling and supporting CBT Initiatives, their work is not without hurdles. Several stakeholders identified obstacles that tend to slow down their contribution or halt others at times. Perhaps the most recurring challenge by all the stakeholders interviewed is the literacy levels of the local community, most noted that they were struggling with communication, especially with

the tourists who do not know Swahili as well as keeping and interpreting records and information in English (KWS-1 & 2, CG-1, MPU 1&2).

Cases of local community boats capsizing due to overloading are experienced leading to loss of lives and property, illiteracy is one of the contributors in these cases.

> *"...Most end up breaking the safety rules and regulations, not because they are ignorant but because they do not understand these maritime laws and sometimes interpret them wrongly…"* (KMP-1).

The local communities who have an interest in the tourism business often miss out on sponsors due to the inability to write good proposals as well as present them as a result of little to no knowledge (KWS-2). As observed by the researcher also in the results, respondents with the primary level were 43%, the secondary level had 43%, the tertiary level had 2% and finally, none had 12% and this varied among the respondents.

Financial control is one of the issues that can tear a group apart if no transparency and accountability are present among the initiatives' members. Mistrust by the members and sometimes among the officials in charge of revenue collection was reported due to a lack of transparency (KWS-1, KWS-2). Either the officials elected have little to no knowledge of accounting and financial management leading to misuse of money and embezzlement which has in the past led to the dissolution of some CBT Projects (Thetsane, 2019; Kenya Wildlife Service, 2015).

To add to that, most of these Initiatives have no records and plans of how to use the revenue collected (KWS-1) which makes it hard to assist them in improving their initiatives. Without records on how revenue is collected, spent, and saved, investors and sponsors will not be able to look at their proposals thus losing out on financial assistance (KWS-1). Trust issues also arise among members and officials when such records are not kept making it hard to unify the group. (KWS-2).

Despite the knowledge that CBT assists in providing a source of income hence reducing levels of poverty in participating communities (APEC Tourism Working Group, 2010; Dodds et al., 2018; Hamzah, 2014; Woldu, 2018), this was one of the challenges identified as a hindrance of successful community involvement in tourism. Poverty is brought about by high populations with limited resources. The increase in population in the communities within the KME puts pressure on the limited resources leading to wrangles in sharing these resources (KWS-2) it, therefore, becomes hard to train them on sustainable tourism.

Community members also have been known to fight for leadership and management positions for purposes of self-gain thwarting the common community interests (CG-1, KWS-1). Leaders with no experience and knowledge of the positions elected to therefore stall CBT Initiatives' progress leading to stagnation and eventual downfall of the initiative. As a result of this also embezzlement cases arise crippling the revenue accounts.

Other challenges experienced by the stakeholders in support of these CBT Initiatives include political interference by local and national leaders that have vested interests in the initiatives making it hard to solve issues ranging from financial management and progress (KWS-2; Musila & Kihima, 2021), lack enough human labor and technology to carry out training on the community members, for example, training and licensing of community guides (CG-1), difficulties in interpreting maritime laws to foreign tourists, weather problems while carrying out rescue operations in the ocean leading to loss of life and property due to delays and limited resources for rescue operations for example low fuel, and a limited number of rescue boats (MPU-1, MPU-2).

The county tourism department expressed concern about county development priorities where tourism comes after health and education. This means budgetary allocations for tourism may be limited given the order of priorities making it hard to fully support community involvement (CG-1). The county and the locals also differ in economic expectations, for example, communities expect immediate and direct liquid cash for tenders awarded by the county department of tourism and trade when this is a long-term investment (CG-1).

The officials of the CBT Initiatives also expressed their difficulties in managing these initiatives. Conflict among officials is one of the challenges that delays progress in the projects for example in what to do with the revenue collected and in what order of priority with each having his or her own opinion (FGI-WWBW; FGI-KCBO) and misappropriation of funds (FGI-WBMU).

Another noted conflict is that among members of the same initiative or different ones in ways of co-operation, most officials noted that members steal customers from one another with those with great influence and might take from the new and shy sometimes getting to a near physical fight (FGI-KCBO; FGI-WYBO; FGI-WBMU). This creates a negative impression to the tourists of the community at large and the country eventually which in turn sometimes forces KWS to deny customers to the affected Initiatives to prevent further image damage (KWS-1).

To add to that, members sometimes have been known to treat customers with no respect especially if the tourists do not choose them (FGI-KCBO; TO-1; TO-2). They harass them as they scramble to draw them to purchase their products with incessant talk to convince them and eventually vulgar language when they say no (FGI-WYBO; FGI-WBMU; KWS-2; Kenya Wildlife Service, 2015), this is brought about by the stiff

competition they face from other CBT Initiatives (FGI-WWBW; FGI-WYBO; FGI-KCBO and FGI-WMBU). Despite the licensing, rules, and penalties as well as training on good customer handling skills and procedures being effected by the concerned stakeholders, scrambling for guests still exists (Kenya Wildlife Service, 2015; TO-1; TO-2).

Some officials from CBT initiatives especially in Wasini Island also reported that most boat operators were not taking clients to their projects and thus miss out on market (FGI-WWBW; FGI-MEF). Some tour operators also reiterated this to some extent (TO-1; TO-2). This was however denied by some boat operator officials claiming that those initiatives did not do their part to get customers (FGI-KCBO).

4.4.6.4 Addressing challenges facing community projects

The study sought to identify if the above challenges facing community projects have been addressed or not, or if there was an attempt in Table 4.20 below. 22% of the respondents claimed that all the challenges facing the community projects have been addressed. 72% of them indicated that some of the challenges were addressed, while 6% were of the view that none of the challenges were addressed.

> Through interviews, the CBT management officials as well as stakeholder representatives also echoed these findings confirming that some challenges have been addressed while others are still done progressively. Others keep recurring and are dealt with as they occur (KWS-1&2; MPU-1; FGI-KCBO; FGI-WWBW).

Table 4. 20: Addressing challenges facing community projects

		Frequency	Percent
Valid	Yes	46	22
	No	12	6
	Some	148	72
	Total	206	100

Source: (Field Data, 2020)

4.4.6.5 Mitigation strategies for the Challenges

Various notions on responding to these difficulties were necessary to be identified to solidify and support the contribution concept of the stakeholders in community participation. On financial control/management, training is carried out by both the county government and KWS for community management officials to acquire skills on sustainable use of revenue and overall record maintenance (CG-1, KWS-2). All users of tourism resources at the KME are mobilized and made aware of the significance of these resources through forums by county government, KWS, and sometimes through Non-Governmental Organizations like World Wildlife Fund.

To reduce illiteracy levels, community members are encouraged to attend adult education classes and also ensure that all school-going children do so (CG-1). This also ensures that they can be able to read, understand and interpret financial documents, and maritime and business laws. Boat operators are also trained to assist the marine officers in interpreting the law to foreign tourists (MPU-1).

With the help of the marine police, KWS has been able to enforce stiff penalties on lawbreakers especially in customer harassment (FGI-KCBO) for example using national criminal laws where police are involved in the tourist is harmed through the tourism police unit although rarely. CBT officials are expected to reiterate the

significance of these rules and the consequences that follow to the members as well as report such incidents for action to be taken immediately (MPU-1, KWS-1 &2).

Each CBT also has its way of conflict resolution through its officials and sometimes with the help of stakeholders like KWS and the County Government. For example, others punish their members for a particular period based on the kind of mistake made (FGI-KCBO).

> "…*If one disrespects or harasses the tourists, that person is mandatorily required to not take clients meaning loss of income for one week or two depending on the severity of the case…*" (FGI-KCBO).

Tour operators also stated that they resorted to working closely with the boat operators to ensure clients are treated professionally and organize training of local guides (TO-1; TO-3).

Management officials also meet if conflicts arise to discuss the way forward with the presence of other members for their contribution on how to handle the situation (FGI-WWBW, FGI-MEF). During these meetings, the group constitution is consulted and applied to solve these conflicts (FGI-WWBW, FGI-WYBO, FGI-KCBO, FGI-MEF, and FGI-WMBU). On marketing challenge, some CBT Initiatives' officials were of the idea of seeking assistance in obtaining ICT equipment from the county, KWS, and any other interested stakeholder as well as improving internet connectivity in Shimoni to enable them to develop websites for online marketing of the individual CBT Projects (FGI-KCBO; FGI-WYBO).

4.4.6.6 Response rate to the challenges by the concerned stakeholders

The research also sought to determine the response rate of addressing challenges facing community projects in Table 4.21 below. Some of the respondents (6%) were of the

view that the response rate was Very slow, 18% indicated a slow rate, and 68% stated average while instant was 2%. From the results, the response rate of addressing challenges facing community projects from a majority of the respondents was average with the least percentage having a contrary opinion. 6% had no response because they were of the view that none of the challenges of community projects were addressed.

Table 4. 41: A response rate of addressing challenges facing community projects

		Frequency	Percent
Valid	Very slow	13	6
	Slow	36	18
	Average	141	68
	Instant	4	2
	Total	194	94
Missing	No response	12	6
Total		206	100

Source: (Field Data, 2020)

The respondents were inquired on whether there was motivation to engage in CBT projects as a result of some or all of the above challenges being addressed (Table 4.22). 93% of the respondents were of the view that there was motivation, while 7% of them indicated that there was not. Most of the respondents, therefore, were of the opinion that they were motivated as a result of some or all of the above challenges being addressed.

Table 4. 22: Motivation for the CBT project

		Frequency	Percent
Valid	Yes	191	93
	No	15	7
	Total	206	100

Source: (Field Data, 2020)

4.5 Community Participation

This was the dependent variable of the study. Approaches/modes of community participation were assessed to determine the ways in which the community participate in CBT. These approaches are in line with those identified by the CSCCE model of CP and various researchers as referred to in table 2.1 above and they indicate the ways in which the community participates in CBTIs in the area of study.

On the multiple responses on participation approaches/modes used by the local community in CBT initiatives, Table 4.23 below showed that 1% of the respondents (3% of cases) participated through passive involvement through being informed what will affect them *(consume),* 18% of the respondents (45% of cases) through the provision of information and consultation about tourism resources, as well as providing feedback on CBT development (*contribute)* and 35% (89% of cases) participated through working with tourism stakeholders in planning for development and management of CBT Initiatives and 21% and 53% of cases participate by working together with stakeholders in decision making on resource use and conservation *(collaborate)* . 24% of the respondents (62% of cases) were Actively engaged through writing and submitting CBT business proposals for sourcing funds and starting and running of the CBT Initiatives *(co-create).*

These findings reveal that most of the respondents are part of the CBT Initiatives highly through attending meetings called by either the CBT Projects officials, stakeholders like government, private and NGOs. This information coincides with researches done earlier that reported that most CBT initiatives run in partnership with stakeholders have the local community participating through attending meetings and receiving benefits with no power to own and manage (Kontogeorgopoulos et al.,2015; Wearing & McDonald, 2013). Although there is a significant percentage of respondents who

claimed to be actively involved in the running of these CBT projects, a larger percentage participate passively. Concerned stakeholders, therefore, need to invest in community empowerment further to encourage full participation in these projects.

Table 4. 23: Multiple responses on participation approaches

Multiple Responses on participation approaches				
Mode of CP	**Community activity**	Responses		Percent of Cases
		N	Percent	
consume	Passive involvement through being informed what will affect them and attending CBO meetings	7	1%	3%
Contribute	Provision of information and consultation about tourism resources, Providing feedback on CBT development	93	18%	45%
Collaborate	Working with tourism stakeholders in planning for development and management of CBT Initiatives	180	35%	89%
	Working together with stakeholders in decision making on resource use and conservation	109	21%	53%
Co-create	Write and submit CBT business proposals for sourcing funds	6	1%	3%
	Active and direct engagement in starting and running of the CBT Initiatives	121	23%	59%
		517	100%	251%

Source: (Field Data, 2020)

On participation in CBT projects, if resources are available, 99% of them were in agreement and 1% had a contrary opinion (χ^2=202.019, df=1, p<0.001). This meant that there was a significant difference between the observed and expected frequencies, with most respondents therefore choosing to participate in CBT projects if tourism resources are present. Regarding participation in CBT projects, if factors including community cohesion, stakeholders' support and timely response to CBT issues are enabled 98% of them were in agreement while 2% were of a contrary view; (χ^2=190.311, df=1,

p<0.001). This meant that there was a significant difference in the choice of participation by community, with a majority of respondents participating in CBT projects than not if these factors are increased. As for participation due to presence mobilization as depicted in Table 4.25 below, 90% of the respondents agreed that they will participate in CBTIs, while 10% disagreed; (χ^2=133.767, df=1, p<0.001). This is a clear indication that a majority of the respondents were of the view that there was participation due to presence mobilization.

Table 4. 24: Community Participation due to presence of select determinants of participation

		Frequency	Percent	Chi-Square (χ^2)	Asymp. Sig. p-values
Participation in CBT projects if resources are available	Yes	205	99	202.019, df=1	0.001
	No	1	1		
Participation in CBT projects if community cohesion is enabled	Yes	202	98	190.311, df=1	0.001
	No	4	2		
Participation due to stakeholders' presence	Yes	202	98	190.311, df=1	0.001
	No	4	2		
Participation due to presence mobilization	Yes	186	90	133.767, df=1	0.001
	No	20	10		
Participation due to timely response to CBT Issues	Yes	202	98	190.311, df=1	0.001
	No	4	2		

Source: (Field Data, 2020)

These findings concur with earlier research on community participation about the significance of both tangible and intangible resources (Mbuvi et.al 2015; Nierkerk, 2014; Tanui & Chepkuto, 2015; The Travel Foundation, 2015). These findings are also supported by Lowndes, Pratchett, and Stoker, (2006) research through their CLEAR model of Participation who argue that community participation will take place only if factors like availability of resources are present.

Dodds, Ali, and Galaski (2018), in 'Mobilizing knowledge and determining key elements for pitfalls and success in developing CBTs' postulates that cohesiveness of

the community determines the success of community-based tourism. Armstrong, (2012) in his study on 'An analysis of the conditions for success of community based tourism enterprises, ICRT Occasional Paper No. 21.' revealed that the principal contributors of success in community based tourism enterprises includes but not limited to a strong and cohesive community (Ruchina, 2016). It is evident that successful community based organizations requires a supporting framework of policies, legislation, the judiciary and other functional links with government institutions (Musila & Kihima, 2021; Obiero, 2012).

Stakeholder involvement notion has built popularity in the tourism industry due to the belief that it enables the community to gain more from the tourism products (McComb, Boyd, & Boluk, 2016) than any other stakeholder in tourism. Various researchers have in the past reiterated the need for stakeholder inclusion in tourism development especially in community based tourism development (Bornhorst, Ritchie, & Sheehan, 2010; Imbaya, Nthiga, Sitati, & Lenaiyasa, 2019; Kibicho, 2008; Kontogeorgopoulos, 2013). It is therefore important to consider all the stakeholders develop trust and foster partnerships especially with the community and this can be achieved through empowerment (Wondirad et.al., 2020).

CBT encompasses the desire to encourage empowerment, gender equity, capacity building, education, and the strengthening of cultural identity and traditions (Moscardo, 2008). By developing communities and tourism they build the capacity of a community to achieve its own or greater objectives. Capacity building is useful too in areas such as the development or strengthening of mechanisms for impact assessment with all stakeholders. For capacity development to be effective, logical solutions that work locally and meet local requirements and conditions need to be created (Beeton, 2006).

4.6 Hypotheses of the Study

4.6.1 HO₁: There is no significant relationship between availability of resources and community participation in CBT

Binary logistic regression was used to determine whether the independent variables had significant relationship to the dependent variable. It was also used to determine whether the relationship was positive or negative. The first hypothesis sought to examine the relationship between availability of resources and community participation in CBT.

Ho1 stated that "There is no significant relationship between availability of resources and community participation". In the results below, it is clear that 22.3% change in the criterion variable can be accounted to the independent variable of tourism resources in the model.

The Hosmer and Lemeshow test is also a test of Model fit. The Hosmer-Lemeshow statistic indicates a poor fit if the significance value is less than 0.05. Here, the model adequately fits the data because the significance is 0.738. Hence, there is no difference between the observed and predicted model.

The results of the study indicated that availability of resources is a negative predictor of CP with the Odd Ratios (OR) indicating that for every one unit increase in availability of resources the odds of community participation decreases by 0.669, hence negative relationship. The p-value also is more than the significance level of (P≤0.05) (0.093), leading to the rejection of the null hypothesis. This is to insinuate therefore that, from the findings, there is no significant relationship between availability of resources and community participation.

Table 4. 25: Variables in the Equation Table; Availability of Resources

		B	S.E.	Wald	df	p-values	Exp(B)
Step 1ᵃ	Availability of Resources	-0.402	0.239	2.830	1		0.093	0.669
	Constant	3.379	4.545	0.553	1	0.457	29.354

Source: (Field Data, 2020)

These findings however contradicts some earlier research which asserts that resources especially tourism resources are necessary for the development of CBT Initiatives (Mbuvi et. al 2015; Nierkerk, 2014; Tanui & Chepkuto, 2015; The Travel Foundation, 2015).

Resources identified in this study included tourism natural resources like marine and terrestrial flora and Fauna, culture, finance, business knowledge and skills, management knowledge and competency as well as time to engage in CBT activities. Despite the earlier descriptive results on the overall high regard for all the above resources in CBT given an overall mean of above 4.0, the regression results yielded no significant relationship of these resources to CP in CBT. A higher percentage of the local community at the KME are passive participants in that they engage only in meeting attendance and contributing views for planning (186/206; 36%) then partake later in sharing of revenue as beneficiaries. This could be the reason why most of them do not interact with the said tourism resources hence the negative association with CP. CBT Initiatives in Kenya especially those in the rural areas rely on communal natural resources like forests, wildlife, culture, and infrastructure among others for their success (Juma & Vidra, 2019).

Knowledge and skills in business management are necessary for the success of community-based projects, yet many of the CBTIs lack management skills and therefore require training (KWS-1). Research by Hassan, Ong'ayo, and Osore, (2019)

on 'Assessing the Influence of Demographic Factors on Community Participation in a Demand-Driven Development Project: The Case of Hazina Ya Maendeleo Ya Pwani Approach in Coastal Kenya' and Fakere & Ayoola, (2018) on 'Socioeconomic characteristics and community participation in infrastructure provision in Akure, Nigeria' state that people with a high level of education tend to know the importance of development in improving community livelihoods (Fakere & Ayoola, 2018) and therefore education is a determinant of CP in development projects (Hassan et al., 2019).

Onyango et al., (2019) also connote in their research that the level of education has a direct association with public participation in projects with those with knowledge and skills participating more. Most of the respondents as revealed by the findings had attained primary level of education (43%) as the highest education with less than 2% in tertiary and university levels. Despite this community were able to start and run their business.

Finance is another requirement in starting and running any project. The KME community especially those who are running the CBTIs, have struggled with the finance burden for a while, but despite that the initiatives are still afloat. They stressed on the need for concerned stakeholders to assist in funding or training on ways to obtain funds to impove their businesses.

Goodwin and Santilli, (2009) in their study on 'Community Based Tourism: A success?' agree that local community invest their money into the CBT Initiative and therefore expect success for their sacrifice. They go on to add that communities contribute their time and labor which they value to the projects and often should be seen as opportunity costs, especially in poverty-stricken areas (Goodwin & Santilli, 2009). Another study

by Fakere and Ayoola, (2018) notes that the source of finance is a predictor of CP in infrastructure provision claiming that people who have money tend to be influenced into making a purchase.

4.6.2 HO2: There is no significant relationship between Community cohesion and community participation in CBT

The second hypothesis was to determine whether there is a relation existing between community cohesion and community participation in CBT. In this case, it is clear that 10.4% change in the criterion variable can be accounted to the independent variable of tourism resources in the model.

The Hosmer-Lemeshow statistic indicates a poor fit if the significance value is less than 0.05. Here, the model indicates a poor fit because the significance is 0.001. Hence, there is a difference between the observed and predicted model. The second hypothesis was to determine the relationship between community cohesion and community participation in CBT. The findings of the study revealed that community cohesion is a positive predictor of community participation, this means that for every one unit increase in community cohesion the odds of community participation increases by 1.704. The p-value (p<0.016) is less than the significance level therefore the study rejected the null hypothesis (H$_{O2}$) and thus adopted the alternative that indeed there is a significant relationship between community cohesion and community participation.

Table 4. 26: Variables in the Equation Table; Community Cohesion

		B	S.E.	Wald	df	p-values	Exp(B)
Step 1[a]	Community cohesion	1.351	0.306	5.150	1	0.016	1.704
	Constant	-2.265	4.262	1.283	1	0.595	.104

Source: (Field Data, 2020)

Community cohesion in this study entailed several community elements that foster unity and a spirit of togetherness leading to community participation. They include but are not limited to; cultural values, language and religion, beliefs and attitudes, relationships and behavior, working together, and trust in authority. Sense of belonging and community attachment are also key elements in enhancing community participation. The closessness and interaction among the community members as observed by the researcher was strong which fostered to working together in running of the CBTIs. They were quick to organise themselves for meetings called and attending to customers promptly in an organised manner. They had also taken time to identify those in need in the community for purposes of assisting them through their proceeds even when little (FGI-WWBW).

The KME community could posibbly have noted that handling tourists promptly and organised as a community can foster even further success and unity and longevity of their businesses. Sari et .al., (2014) in their research on 'The role of Social cohesion to reduce social conflict in tourist destination cycle' pointed that tourism can create a sense of solidarity and a sense of belonging to the community and industry as whole, especially in the presence of foreign tourists.

When speaking to tourists or taking them around the local community as well as sharing their history and culture, pride and a sense of belonging and attachment is created (Sari et .al., 2014). Furthermore, when working together, tourists and local community understand each other as host–guest in tourism, creating trust, social ties and bonds (Kamble & Bouchon, 2016). Additionally, from an external viewpoint, tourism acts like a mediator representing local communities and developing a tourism destination's image. It cushions small and medium tourism enterprises, more so in marginalized and

rural areas, encouraging pride in local culture and natural environment where tourism resources are found, this inspires a sense of belonging and pride in local heritage (Kamble & Bouchon, 2016).

Armstrong (2012) in his study on 'An analysis of the conditions for the success of community-based tourism enterprises, ICRT Occasional Paper No. 21.' revealed that the principal contributors of success in community-based tourism enterprises include but are not limited to a strong and cohesive community (Ruchina, 2016).

Community participates not just for the economic benefit attached but also as a result of community unity and commitment to run and develop tourism in their region (Bagul & Eranza, 2010). Dodds, Ali, and Galaski, (2016) in their research on 'Mobilizing knowledge: Key elements of Success and barriers in community-based tourism' reiterates the above by noting that the potential for success in CBT is highly determined by the ability of community member working cohesively towards a common objective supporting the findings of this study.

4.6.3 Ho$_3$: There is no significant relationship between stakeholder support and community participation in CBT

The third hypothesis sought to establish the relationship between tourism stakeholder support as determinant and CP in CBT. In this case, it is clear that 17.7% change in the dependent variable of CP can be accounted to the independent variable of the stakeholders' presence in the model indicated by the Nagelkerke Pseudo R^2.

The Hosmer-Lemeshow statistic indicates a poor fit if the significance value is less than 0.05. Here, the model indicates a poor fit because the significance is 0.023. Hence, there is a difference between the observed and predicted model. The OR of the findings on table below indicate a negative relationship between stakeholder's support and

community participation, meaning that and increase in the predictor will result in less probability in community choosing to participate. The significance results indicate however p-value of 0.037 concluding that a significant relationship between the predictor and the outcome exists. This, therefore, led to the rejection of the null hypothesis (H_{O3a}) stating that 'there is no significance relationship between stakeholders' support and CP in CBT, thus adopting the alternative.

Table 4. 27: Variables in the Equation Table; Stakeholder Support

	B	S.E.	Wald	df	p-values	Exp(B)
Step 1[a] Stakeholder support	-7.529	3.603	4.367	1	0.037	0.001
Constant	6.341	4.554	1.939	1	0.164	567.128

Source: (Field Data, 2020)

These findings are in agreement with research by Armstrong (2012) who posits that appropriate stakeholder support is one of the principal conditions for success in community-based tourism. Government is a vital player in CP facilitation, their role is to nurture and develop CBT initiatives since their end game is to empower the local communities to take on these initiatives for economic benefits that will help in alleviating poverty (Giampiccoli & Mtapuri, 2017).

Kontogeorgopoulos et al, (2015) in their research on 'success factors in community-based tourism in Mae Kampong CBT community' also reported that stakeholders especially the government have already made significant contributions to the CBT initiatives in areas like research funding, marketing, and training.

Advise from external stakeholders is important in running and management of the CBT projects since the owners sometimes lack the skills in management and operations to ensure the success and commercial viability of the projects. These skills can be provided

by external actors (Dodds et. al., 2016). Members of the CBT initiatives in KME reported that training was needed in business proposal development, tour guiding skills, and proper business management which therefore have to be provided by tourism stakeholders like KWS and the county government. Other contributions by these stakeholders identified during the interviews with KWS, MPU, and county government have been discussed in (4.4.4.3) above.

Contrary to these findings, Wondirad and Ewnetu (as cited in Musila & Kihima, 2021) identified some challenges restraining community participation in tourism development which includes a lack of coordination among stakeholders like the government, tour operators, and hoteliers with the local community. This sentiment supports what some of the members of the CBT at the KME raised as to why they felt that other stakeholders were not supporting them. The government's concern tends to lie more on conservation while those who could support the community financially are concerned with initiatives' success/profits rather than significant matters like working with the community to ensure the growth and sustainability of their CBT Initiatives (Musila & Kihima, 2021).

Kontogeorgopoulos et al, (2015) also noted that involvement by many private and external stakeholders is not supported by many advocates of CBT, especially where funding is concerned due to the possibility of over-dependability of the CBT initiatives owners on donors discouraging the sustainability of the project. This was observed in the KME as some community members were complaining that they had not progressed since there was no funding given.

Kibicho (2008) in his research on 'CBT: a factor- Cluster segmentation Approach', identifies various key factors critical for success in CBT. These include; the

participation of stakeholders, individual and mutual benefit, and the belief that decisions made will be implemented. Giampiccoli and Mtapuri (2017) in their research on the 'role of external parties in community-based tourism development' advocated for government support being a better option to be sought than the private sector as the government is more advantageous than the private sector as they tend to be more of community development than private sector who sorts for profit to their business.

Contrary to the above, cooperation between the government and private stakeholders was identified by Ringa, Setiawina, Dewi, & Marhaeni, (2019) in their research on the role of government and private stakeholders towards the development of CBT sustainability in Kupang Nusa Tengarra in Indonesia' to be influential in community-based sustainable tourism, adding that the three pillars; government, private sector, and community must intersect to achieve CBT sustainably.

Cavagnaro et.al., (2015) in their research on the roles of inbound tour operators in sustainable tourism, also discovered that tour operators assist the local community in their CBT projects by participating in the development of biogas projects, hiring the locals as guides and contributing to educating children of the locals as identified by several interviewed tour operators. The private sector can also partner with the local communities to run businesses like homestays and other family-run bed and breakfast facilities (Alshboul, 2016; Ilham & Muh. Arfin, 2019). The success of stakeholder collaboration in true practice is limited and requires a study into what could be done to improve stakeholder collaboration (McComb, Boyd, & Boluk, 2016).

Despite the claim by the private sector that they have done much in support of the local community at the KME, there appears to be a disconnect in the understanding by the locals of what exactly support from these stakeholders entails. This goes to show that

sometimes their expectations of support are not in line with those of the tour operators and hotels. These sentiments were also echoed by interviewing some CBT officials (FGI-KCBO; FGI-MEF; FGI-WWBW).

> *"...Most of the time tour operators (TO) send customers to KMMP and then Wasini Island for lunch but fail to inform them of the community tourism projects here like the WWBW, and therefore most tourists leave the island without visiting the coral gardens..."* (FGI-WWBW).

> *"…We have not received any visitors in Mkwiro sent by TOs and hotels unless those advised by KWS or NGOs who come as our tourists directly ..."* (FGI-MEF).

Officials from MEF through the FGI had praised some NGOs that had made a significant impact on their community projects by injecting capital and training on running their projects (FGI-MEF). These NGOs identified include Seacology and Global Vision International.

> *"...We are here because of Seacology who assisted us a lot teaching us about conservation and forming a community group. As a group, we learned of taking care of our beach and attracting visitors through selling crafts we make to them..."* (FGI-MEF).

These opinions are supported by Hedayat & Ma'rof, (2017) who in their research on the 'Role of NGOs in promoting empowerment for sustainable community development postulate that NGOs capacity-build local communities to acquire ability, skills, and knowledge of mobilizing resources, planning, and evaluating community projects as well as solving problems to gain economic stability. They go in to add that NGOs also motivate the community to participate in the projects and help them to improve the quality of their lives by mobilizing them to be self-reliant through discovering their potential and relying on their resources.

4.6.4 Ho4: There is no significant relationship between presence of mobilization and community participation in CBT

The fourth hypothesis was to examine the relationship existing between presence of mobilization and community participation in CBT. In this case, it is clear that 13% change in the criterion variable can be accounted to the independent variable of stakeholder presence mobilization in the model as indicated by Nagelkerke Pseudo R^2.

The Hosmer and Lemeshow statistic indicates a poor fit if the significance value is less than 0.05. Here the model adequately fits the data because the significance is 0.145. Hence, there is no difference between the observed and predicted model. The findings of the study also revealed that presence of mobilization and CP have a positive relationship, meaning one value increase in the predictor leads high probability of participation by the community by 6.352. The p-value is less than the significance level (P≤0.05) (0.001) therefore the study rejected the null hypothesis (H_{O4}) and thus adopted the alternative which indicates that there is a significant relationshi between presence of mobilization and community participation.

Table 4. 28: Variables in the Equation Table; Presence of Mobilization

		B	S.E.	Wald	df	p-values	Exp(B)
Step 1[a]	Presence of mobilization	1.849	0.560	10.908	1	0.001	6.352
	Constant	-9.347	2.250	17.263	1	0.000	0.000

Source: (Field Data, 2020)

The findings inform that the KME community participate in CBT as a result of senzitization and capacity building. Most of the respondents indicated that the reasons as to whay they are engaged in CBT projects is mostly due to being encouraged by

stakeholders to start,training being offered by some stakeholders on how to run these projects, and benefits from that accrues from these projects.

Ahmeti (2013) in his research on 'Building Community Capacity for Tourism Development in Transitional Countries: Case of Kosovo' supports these findings as he notes that lack of community awareness of tourism benefits on them is one of the crucial reasons for the failure of local participation in tourism development (Aref et.al., 2010). Many will not see the reason why they should substitute their current economic activity for CBT projects leading to low adoption rates. Mobilization and capacity building is the best way in which the community can have their pertinent issues heard and addressed by the concerned stakeholders (Ahmeti, 2013).

Mobilization and capacity building carried out by the local community independently elicits a sense of belonging and therefore enhance tourism development through CBT Initiatiatives (Endarto, Sudibyo, & Haryanti, 2020) as well as acquiring the knowledge and skills to make management decisions as owners of the initiatives (Aref et.al., 2010).

> *"...Public participation forums are organised annually by the Ministry of Tourism, Investment, and ICT; Kwale County to enable the locals to identify CBT projects they can undertake in accordance with their capability..."* (CG-1).

One of the KWS representatives was glad to report that;

> *''... after training the community members on proposal development by COMRADE; a conservation group and KWS, two CBT Initiatives' proposals were picked up by UNDP and were funded to a tune of six million Kenyan shillings each. These were Mkwiro Eco-friendly and Wasini Women boardwalk...''* (KWS-1).

The officials of the existing CBT projects at the KME conveyed that through meetings or seminars called monthly, the significance of CBT to the community is reiterated, as what possible projects they can

participate in and how they can go about (FGI-KCBO; FGI-WWBW; FGI-WYBO; FGI-MEF).

Endarto et.al., (2020) however also notes that capacity building done through partnerships with stakeholders tends to create a conflict of interest between the locals and the external stakeholders as well as and lack of transparency, therefore, advocating for independent (community-led) mobilization and capacity building.

4.6.5 Ho$_5$: There is no significant relationship between response to CBT Issues and community participation in CBT

The fifth hypothesis looked at the relationship between response to participation issues and continuous or future community participation in CBT. In this case, it is clear that 11.4% change in the criterion variable can be accounted to the independent variable of timely response in the model.

The Hosmer-Lemeshow statistic indicates a poor fit if the significance value is less than 0.05. Here, the model adequately fits the data because the significance is 0.099. Hence, there is no difference between the observed and predicted model. The fifth hypothesis looked at the relationship between response to participation issues and continuous or future community participation in CBT. The findings of the study revealed that timely response to CBT issues is a positive predictor of community participation, this means that for every one unit increase in timely response to CBT issues the odds of community participation increases by 19.222.

Table 4. 29: Variables in the Equation Table; Timely Response to CBT Issues

		B	S.E.	Wald	df	p-values	Exp(B)
Step 1ᵃ	Timely response to CBT issues	2.956	1.496	3.904	1	0.043	19.222
	Constant	-16.288	6.526	6.228	1	0.013	0.000

Source: (Field Data, 2020)

Therefore, it can be concluded that when challenges hindering effective community involvement at the KME are addressed, the local community is encouraged to partake in starting and running or renewing their commitment to the active participation of the CBT initiatives. This can be seen in two CBTIs (KCBO and WYBO) which were formed after issues in their previous tourism initiative that led to its collapse (constant wrangles and poor leadership) were resolved by both stakeholders (KWS and Community) (Kenya Wildlife Service, 2015; FGI-KCBO; KWS-1)

The results also yielded a p-value of (0.043), showing that response to CBT issues has a significant relationship with community participation resulting in the rejection of the null hypothesis (Ho$_5$) that posits that "There is no significant relationship between **r**esponse to CBT issues and community participation". The results, therefore, showed that the availability and successful use of communication channels to mobilize, capacity build, and empower the locals into participating as identified by the interviewed respondents, had effectively led to solving some of the issues experienced in CBT.

> The findings relayed that most of the challenges faced by members of the CBT Initiatives had been solved by their officials with the help of other members with the group constitution being a guideline (FGI-WWBW; FGI-WYBO; FGI-KCBO; FGI-MEF, and FGI-WMBU). The limited internet connection in the KME did not deter the members of the

identified CBT Initiatives from operating as they seek ways to improve their access to the market (FGI-KCBO; FGI-WYBO).

Pranicevic and Peterlin (2015) in their research on communication with stakeholders in sustainable tourism' note that communication is a valid tool for participation in sustainable tourism and a lack of good communication strategy can stall a project or lead to its failure (Mendoza, 2017).

Despite the indication by the locals that some of the challenges had either not been solved or had taken a long time to solve, this did not dishearten or demoralize the community members already running CBT projects in providing continuous commitment as well as those willing to start new projects.

4.6.6 Regression Summary

According to Table 4.30 in relation to hypothesis testing, the independent variables which were response to CBT issues, availability of resources, presence mobilization, other stakeholders' support and community cohesion and the dependent variable was the community participation in CBT. This table provides the Nagelkerke Pseudo R^2 value of (0.748) which represents the variability in community participation has been explained, which is 74.8% of the variability in participation in CBT was accounted for by its relationship to community participation determinants; timely response to CBT issues, availability of resources, presence of mobilization, stakeholders' support and community cohesion.

Table 4. 30: Model Summary

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	47.132[a]	.014	.748
a. Estimation terminated at iteration number 9 because parameter estimates changed by less than .001.			

Source: (Field Data, 2020)

Regression coefficients between the outcome Variable and the Predictors

From the coefficients Table 4.32 below, participation in CBT was the dependent (outcome) variable. The table shows the relationship between the predictors and the outcome. Independent (predictors) variables of availability of resources and stakeholders' support indicated as negative predictors of CP given the negative β value of -.402 and -7.529 respectively indicating that for every one-unit increase in availability of resources and stakeholders' the odds of community participation decreases by 0.669 and .001 respectively. Community cohesion, presence of mobilization and timely response to CBT issues came out as positive predictors of CP based on the positive β values. The odds of these determinants predicting CP in CBT are 1.704, 6.352 and 19.222 times higher than not. Consequently, four out five predictors had a significant relationship with the constant based on the p-values below the significance level of (0.05). Availability of resources had a p-value above the significance level suggesting that there is no significant relationship between this predictor and the outcome variable.

Table 4. 31: Binary Regression Coefficients

	B	S.E.	Wald	df	p-values	Exp(B)
S Step 1[a] Availability of Resources	-0.402	0.239	2.830	1	.093	.669
Community cohesion Stakeholder support Presence of mobilization Timely response to CBT issues Constant	1.351 -7.529 1.849 2.956 -8.180	0.306 3.603 .560 1.496 17.107	5.150 4.367 10.908 3.904 10.003	1 1 1 1 1	.016 .037 .001 .043 .457	1.704 .001 6.352 19.222 29.354
Predictor variables- availability of resources, community cohesion, stakeholders' support, presence of mobilization and timely response to CBT issues *Outcome variable*- CP						

Source: (Field Data, 2020)

The binary logistic regression model is represented as;

$$\text{logit}(p) = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \beta X_5 + \sum$$

CP= βX_1 (availability of resources) + βX_2 (community cohesion) + βX_3 (stakeholders' support) + βX_4 (presence of mobilization) + βX_5 (Timely response to CBT issues) + $\sum$, where ß = regression coefficients based on the predictor variables, and ß0 = regression model constant.

CP=-8.180 + (-.402) + (1.351) + (-7.529) + 1.849) + (2.956)

Regression model equation above signifies that a unit change in community cohesion, presence of mobilization and timely response to CBT issues would lead to a total change in community participation. On the contrary, a unit change in availability of resources and stakeholders' support, would lead to a decrease in the outcome variable by the beta coefficient value.

Table 4. 32: Summary Result of Hypothesis

Hypothesis	Binary Regression Result (Significant when p ≤ 0.05)	Reject	Fail to Reject
HO₁: There is no significant relationship between availability of resources and community participation in CBT	$b = -.402$, $\chi^2 = 2.830$, df=1, p >0.093		Failed to Reject
HO₂: There is no significant relationship between community cohesion and community participation in CBT	$b = -.351$, $\chi^2 = 5.150$, df=1 p < 0.016	Rejected	
Ho₃: There is no significant relationship between stakeholder support and community participation in CBT.	$b = -7.529$, $\chi^2 = 4.367$, df=1, p < 0.037	Rejected	
Ho₄: There is no significant relationship between presence of mobilization and community participation in CBT.	$b = 1.849$, $\chi^2 = 10.908$, df=1, p < 0.001	Rejected	
Ho₅: There is no significant relationship between response to CBT issues and community participation in CBT	$b = 2.956$, $\chi^2 = 3.904$, df=1, p <0.043	Rejected	

Source: (Field Data; 2020)

4.7 Way Forward: Enhancing Effective Community Participation in Community-Based Tourism for Sustainable Development

Sustainable tourism is truly a popular and necessary concept in today's tourism context, every area of development in tourism is geared towards achieving the national sustainable development goals (Ministry of Tourism and Wildlife, 2021; Anukrati, 2020; GoK, 2020; Ministry for Tourism and Wildlife, 2020; GoK, 2017). Community-

Based Tourism is the best tool for achieving sustainable development, especially in rural areas where most of the tourism resources are found (Anukrati, 2020).

Tourism stakeholders interviewed had a lot to say regarding championing a more sustainable tourism destination. As observed and from the literature, there exist some sustainable practices already in the KME including the conservation of marine parks and reserve tourism resources like corals and marine animals (Kenya Wildlife Service, 2015; Kwale County Government 2021; Wasini Guide, 2014). First and foremost, the local community needs to do well in basic education (KWS-2; FGI-MEF). Most of the community members are struggling with illiteracy as well as a lack of basic needs like water and electricity and therefore should be addressed by the government.

These are among the major challenges identified to be hindering community participation (FGI-WWBW; FGI-MEF). KWS is working with the county in mobilizing the locals to enroll their children in school and also undertake adult education to help them in starting, running, and management of the Community based ecotourism initiatives (KWS-2, CG-1). Together with the county government, tour operators are planning on giving foreign language lessons to the local guides at the KME to ensure better communication when dealing with non-English speaking customers (especially Polish, German and French) who form major clients of the KMMP (TO-1; TO-2).

Tourism in KME has not been fully utilized especially by the local community and there exist opportunities that they can take advantage of. To support the growth of sustainable tourism through CBT, KWS undertakes an initiative in creating community awareness on starting CBT projects. Existing projects are only but a few yet there is plenty of tourism opportunities especially with the KMMP attracting plenty of tourists both foreign and domestic and there is a need to capacity build the local community on

taking up these opportunities. For example, more tourist boats and eateries in(both Wasini Island and Shimoni) are required (KWS-1 &2 FGI-KCBO; FGI-WYBO; FGI-WWBW). KWS is also in the process of allocating space for curio sellers in Shimoni (KWS-2).

CBT Initiatives' officials saw the need for stakeholders to assist in direct funding of the projects or finding investors by guiding winning proposal development (FGI-WWBW; FGI-MEF). Some tour operators also mentioned that they are assisting in looking for sources of funds for the expansion of these projects by approaching customers who show a willingness to help (TO-1; TO-3).

Fishing is among the major activities of the locals, if un-checked, overfishing can happen especially in or surrounding the park and reserve. Therefore to ensure the conservation of these marine resources that contribute highly to tourism, KWS has educated the local communities on sustainable fishing for the benefit of the park as well as the community at large. It has specifically allowed the locals to fish sustainably especially in the park and reserve with a routine schedule of patrol by KWS and the marine authority on coral reef conservation (KWS-1 &2; FGI-WBMU; FGI-KCBO).

Conservation is not just an initiative for and by the community but also for stakeholders benefiting from the marine park and other marine resources. KWS for example is a good example of these stakeholders and it does a lot through the management and its employees in enabling success in conservation and overall sustainability. All KWS employees in KME are encouraged to come up with strategies for conserving and managing all protected areas in KME. A monthly beach and aquatic scientific survey is carried out to determine if the conservation strategies employed are working (KWS-1). The employees also process visitors in preparation for the visit to the park by advising

them on what to do and not to do in the park or reserve, weather patterns, and how and where to spot marine (through snorkeling and Scuba Diving) (KWS-1; FGI-KCBO). The private sector also has not been left out in regards to conservation as the interviewed representatives stated that they encourage conservation in various ways like encouraging their customers to be mindful of the environment, and ensuring the carrying capacity of guests to the park is upheld among others (TO-1 to 3; HO-1&2).

Corporate Social Responsibility (CSR) is another sustainable strategy that KWS through proceeds from the marine park employs. These CSR projects include building classrooms on Wasini island (Mkwiro and Wasini) and maintenance of the Wasini Women Boardwalk in liaison with the Wasini Women group (KWS-2). Together with sponsors and supporters, KWS has managed to mobilize the community by starting community conservation areas each run by the locals of Wasini and Shimoni.

These conservation areas have been utilized to rejuvenate the marine environment through the planting of mangroves, corals, and seaweeds, community initiatives by Kenya Marine and Fisheries Research Institute (KMFRI) in liaison with the county government of Kwale and KWS that help in restocking the marine wildlife (KWS-1 &2; FGI-WWBW; FGI-WBMU) (see plate 5 appendix IX). This not only benefits the environment but also the locals through the sale of some seaweed and boosting fishing. The rehabilitation of coral reefs in the Wasini Conservation area was funded by World Bank and the United Nations Development Program (Langat, 2018; Kenya Wildlife Service, 2015) (see plate 6 appendix XI).

Local youth boat operators in Shimoni are working with a turtle conservation group in Funzi island to train the rest of the communities on the protection of various species of sea turtles. This is a project funded and supported by an International NGO group called

Seacology to construct a facility to be used as an office for the group and conduct turtle

conservation activities (FGI-KCBO; FGI-MEF).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

This chapter presents the summary of findings based on each objective, conclusions, policy recommendations, areas for further research, and contributions of this study.

5.2 Summary of Findings

i. Concerning the nature of community participation in CBT taking place in KME, the following major findings were identified;

> ➢ Conditions of some resources as observed by the researcher showed an inadequacy of ICT facilities and lack of a tourism resource center or library at the KME.

> ➢ Most of the members of the initiatives who were actively involved were in the working age range of 18-40 years, while those over 40 years were mainly passive attending meetings and benefiting from revenue sharing, others being owners of the CBT Initiative assets like boats as is in the case of passive members of KCBOs and WYBOs.

> ➢ Findings also reveal that most of the respondents are contributing to the CBT Initiatives highly through attending meetings called by either the CBT Projects officials, or stakeholders like government, private, and NGOs. A significant percentage are actively involved in the running of these CBT projects, while a larger percentage participate passively.

> ➢ These CBT projects were not the only source of income for the local community as was indicated in the highest percentage (68.4%) of those in that echoed that they had other sources of income to supplement the CBT initiatives. The major alternative sources identified were farming and fishing.

ii.   Regarding availability of resources, regression results indicated no significant relationship between availability of resources and community participation despite the local community supporting the notion that all the resource elements identified were significant in the development of CBT initiatives, with availability of time to develop and run CBT Projects ($\bar{x} = 4.79$), finances, ($\bar{x} = 4.76$) and business knowledge and skills ($\bar{x} = 4.76$) being the most important elements.

iii.   The findings also indicated that community cohesion nurtured in community elements like cultural values, recognition and belonging, inclusion and unity among others have contributed to the success in CBT initiatives, thus concluding that the locals highly felt that CP is feasible if community cohesion exists among them.

iv.   There is a significant relationship between stakeholder support and community participation in CBT as seen in the various stakeholders identified by respondents and roles played. Most of the local community regarded very highly the contribution of KWS ($\bar{x}=4.53$) and the local CBT officials ($\bar{x}=4.33$), with the leading ways of support being sensitization, education and training, conflict resolution and marketing

v. Awareness creation and capacity building at the KME enhances CP since most of the community members are participating because of mobilization ($\bar{x}$=3.98), with the KWS and County Government being the major stakeholders undertaking the task using workshops, seminars and community forums.

vi. From the findings, timely response to challenges and other CBT issues, came out as a factor necessary in the decision to participate or not, indicated by the rate of response (72%) to challenges identified through major modes like community forums, workshops and seminars. And whether it motivated them to participate in CBT (93%). The CBT management officials as well as stakeholder representatives also echoed these findings confirming that some challenges have been addressed while others are still done progressively (KWS-1&2; MPU-1; FGI-KCBO; FGI-WWBW).

5.3 Conclusions

It is evident that the KME is a tourist hotspot of the coastal region in Kenya given the jewel of attraction, the KMMP. The role of the local community in starting, running, and management of the CBT initiatives is also evidently clear. Its presence and full participation are therefore mandatory for the success and sustainability of these projects and the local community at the KME is no exception. Active participation, therefore, is enabled by various supporting factors to ensure a mutual and sustained benefit for the community and the tourism industry. All members of the community should have chances to engage in CBT initiatives including minority groups like youth, women, seniors, and people with disability.

Gender equity is another element in community participation that was still lacking in the study area, this can be achieved through serious investment in women and youth empowerment and capacity building to decrease the disparity.

The findings of this study reveal pertinent information on the significance of these factors and their contribution to community participation. Although most of the findings on the significance of these determinants in CP are in support of previous studies by scholars, a few are of contrary opinion leading to an understanding that no one study sites is similar to the other as experiences of the undertaking are different.

Despite the lack of commitment by some members in the engagement of the CBT projects, the study revealed that community cohesion is a significant factor in community participation and is what has contributed to the long-standing of several projects at the KME as well as nationwide. Respect and the spirit of togetherness in uplifting the economic performance of the community is an indicator of community participation. Community awareness of the benefit of CBT to the locals and overall county development is key and building capacity for the local community to take part in starting and running CBT initiatives on their own is therefore inevitable if sustainable tourism is to be fully realized.

Stakeholders' support was reported to have significant impact on community participation with leading stakeholders being KWS, County Government and NGOs, despite this, the private sector comprising tour operators and hotels were identified by the community to play the least roles. This goes to show that sometimes their expectations are not in line with those of the said tourism stakeholders, or just that CBT initiatives can be autonomous in many areas and achieve success as was noted in some

CBT projects at the KME. Continuous emphasis by tourism stakeholders on the importance of these factors is therefore required.

The findings also revealed that the mobilization of the local community to realize the significance of participating in tourism by concerned stakeholders is what led to the development of the various CBT initiatives at the KME, indicating the significance of this factor in teaching and empowering local communities in realizing sustainable development in the rural areas. Some of the mentioned challenges were acknowledged by a majority of respondents to have been solved and this action had motivated a majority of them. Mitigation strategies to these challenges were identified by interviewed stakeholder representatives and were not limited to training to be provided by the County Government on sustainable revenue acquisition and management, continuous training on proposal development to raise funds as well as strict enforcement of the project's constitution to curb conflicts and commitment issues.

On the contrary, availability of resources did not prove to have any significant impact on success of CP despite the fact that previous studies claim otherwise. This contradiction could be as a result of many members of the CBT Initiatives being passively involved, thus not interacting with the identified resources.

These findings reveal that the main focus in CBTIs should be on the cooperation and coordination among the stakeholders to ensure that all these determinants identified are enabled as an obligation to increasing the rate of participation by local communities in CBT especially in rural areas. It is a wakeup call for all tourism stakeholders especially at the county government to work with the local communities first in convincing them of the significance of CBTIs to their sustainability, and enabling tools that can make

their participation a success; to include training and capacity building, infrastructure and ICT enhancement, support in product development and marketing.

5.4 Recommendations

Based on the findings of this study, several policies and practice recommendations are made that could potentially contribute to increasing the rate of community involvement in CBT projects, especially in rural areas.

5.4.1 Policy Recommendations

Based on the findings and conclusions derived and discussed earlier, the following policy recommendations are suggested to concerned parties to help in increasing the rate of CP in CBT;

i.   To ensure complete and maximum utilization of tourism resources in CBT at the KME, the county government with the help of stakeholders need to invest in further education on the potentiality of available tourism resources and how they can fully utilize them. Tourism product developers also in other counties undergoing tourism product development can be informed by this realization to ensure they invest manpower in awareness creation of CBT Initiatives and educating the local communities on how to tap into the tourism resources for CBT. This will ensure full understanding of the importance of tourism resources and maximum and active utilization of resources.

ii. Tour operators and hotels serving within Kwale County, especially the KME, should undertake serious research by carrying out impartial and inclusive consultations with the locals especially all members of all CBT initiatives to determine where they had a disconnect with them in supporting community participation given the low perception of the locals towards them on their

contribution. This will not only lead to solutions but also establish and solidify strong relationships between them and the CBT initiatives' members.

iii. Response to CBT issues came out as a very important factor in ensuring the success of these CBT initiatives at the KME, therefore concerned stakeholders like the County Government among others need to ensure that existing challenges identified in the study are addressed as soon as possible if positive progress in these initiatives is to be seen. Availability of resources like ICT infrastructure is a major challenge at the KME and many other rural areas meaning that the government needs to be proactive in fulfilling the Vision 2030 goal of ensuring the counties in Kenya are equipped with upgraded ICT capacity (access to fast internet) to enable the locals to market and sell their products. Challenges like poor roads, lack of electricity, and financial support should be prioritized in both national and county budgets.

iv. Existing CBT projects nationwide should be informed that effective participation is achieved through community cohesion anchored on principles like trust, equity, transparency, sharing responsibilities, communal identity, stability, commitment, and respect for one another and authority. Gender equity and quality education anchored in SDGs need to be given priority and can be achieved through serious investment in women and youth empowerment and capacity building to decrease the disparity. This can be achieved through providing support to women from rural areas to get basic education and manage their projects and providing opportunities for them to network and better their businesses.

v.   To ensure full and long-lasting independence in the running and management of CBT projects, concerned stakeholders like county tourism officers, others like KWS, and tour operators need to strongly drive home the need for autonomy by the local communities in running their projects to avoid over-dependence on government or NGO hand-outs through policies on funding of community projects and training.

vi.   There is an urgent need to fulfil tourism supporting sectors like developing ICT infrastructure and upgrading its capacity, especially in the rural areas to curb the challenges brought as well as develop policies and provision of incentives to the communities to also invest in other CBT products like homestays as stated in Kenya's Vision 2030 which was not existing in the study area.

5.4.2 Recommendations for Practice

i.   The community members of the CBT Initiatives need to invest a lot in social media marketing to curb the challenge of low marketing. This will reduce the need to establish websites and purchase of expensive ICT material by using their mobile phones. They should also take advantage of the websites of the County government and KWS where their initiatives are already marketed.

ii.   Local community members should change their attitude towards tourism stakeholders like the government as well as the private sector and avail themselves of training in various areas to aid in the proper management of their initiatives as well as proper customer handling. Interested groups also can forward their tourism initiative ideas and be trained on proposal development to attract funding.

iii. Rural communities should take full advantage of available tourism resources in their regions to invest in CBT and avoid waiting for hand-outs from the government and NGOs. This will ensure full economic independence, especially for women, youth, and physically disabled members.

iv. The local community should employ the spirit of working together for a better community to run successful and sustainable CBT Projects. These include a sense of responsibility, commitment to the project, and unity in decision-making to curb some of the challenges identified.

v. Most existing CBT Initiatives countrywide are not members of associations like KECOBAT, FECTO, and EK among others that assist the initiatives in awareness creation, marketing, policy advocacy, product development, and training among other roles and are therefore encouraged to join and gain a competitive advantage over others.

vi. There is also a need for further training in various areas like efficient benefit-sharing schemes that can be used by the locals as well as wise use of profits gained from the projects to deter embezzlement and wastage. Tourism developers need to also educate on the development of a sustainable CBT product and strategies to seek potential customers and retain existing ones to ensure the longevity of their CBT projects.

5.5 Areas for Further Research

The following areas, therefore, are recommended for further research;

i) The influence of select determinants on community participation in CBT projects was carried out. Similarly, research on the influence of other factors

like leadership, policy framework, networking and partnerships as well as political interference among others on community participation could be carried out.

ii) This study was carried out on local communities already engaged and benefiting from CBT Initiatives, future studies could research on communities who are not participating yet but potential to determine if the studies will vary.

iii) Research on visitor handling standards and mechanisms for proper and safe handling of tourists as this was found to be lacking at KME

iv) The potential for homestays as a CBT Initiative to increase community participation at the KME.

5.6 Contribution of Current Study

The study made some contributions in the following areas;

5.6.1 Theoretical Contributions

This study was informed by the C.L.E.A.R Participation model which believes that CP will only occur if several factors are availed. This study has not only contributed to this model but also added new findings on the level of significance of community participation determinants in CBT. It supported determinants like community cohesion, presence of mobilization, response to CBT issues as well as stakeholders' support as significant factors in achieving effective CP. It however also revealed a weak significance of the availability of resources. Findings reported however positive feedback from the local community on whether they would participate in CBT initiatives if these factors were enabled supporting previous research by other scholars that participation in the CBT projects is only conceivable if CP determinants are in place (Nierkerk, 2014; Saufi et al, 2014; The Travel Foundation, 2015) and

recommending ways to make the less significance factors work better to increase adoption of CBT Initiatives (Lowndes & Pratchett, 2006).

Study also contributed to the CSCCE model of community participation through proving the modes identified in the model were truly the approaches in which various community members participating in the CBT projects; *consume* (in which a percentage passively participated in the projects through attending meetings to be informed of what is to be done), contribute (18% participated through providing information on resources availability and feedback on tourism development), collaborate (56% participated by working with tourism stakeholders in planning for CBT projects and resource conservation)and co-create (24% participate directly in writing business proposals, starting and running of the CBT projects independently). In this the highest participation modes are collaboration and co-creation which therefore should be advocated for by CBT conveners.

The study also contributed to the social exchange theory which stresses an environment where there is a mutual exchange of something for a reward (Sita & Nor, 2012. It posited that there was active participation by the community in CBT as a result of being informed by stakeholders of the benefits they will achieve if they invest in tourism. Others also started their initiatives after seeing the success of existing ones while others joined on realizing that it was a good source of income

Several sustainable strategies were reported by the researcher on what stakeholders have done to enhance effective participation in improving sustainable development at the KME. These strategies will go a long way in ensuring that tourism remains with the locals decreasing the infiltration of outsiders as seen in Butler's TALC model (Giampiccoli & Saayman, 2018). This will, in turn, lead to the prolonging of the

positive stages of the destination life cycle affecting the locals like the exploration, involvement, and rejuvenation stages. Approaches used by stakeholders like KWS, the County Government of Kwale, some NGOs, and CBT officials include the provision of adult education to the locals on entrepreneurship skills, tour guide training, and business proposal development among others.

5.6.2 Contributions to Literature

The findings from this study make significant contributions to the knowledge that contributes to expounding and filling a gap in the literature on community participation in CBT. Few researches in Kenya have dealt with reasons for low adoption rates of CBT and of these, most have looked at constraints of CBT and forms of participation. This study however adds to CP in CBT literature on Determinants of CP. The relationship between socio-demographic variables and CP was revealed, some had significance to CP others did not support as well as contradict previous research. This can enable CBT stakeholders to know which demographics to invest more in increasing CP.

Of importance to note, most of the respondents agreed that if the researched CP determinants were made available to them then it would motivate them to start or sustain their participation in their CBT Initiatives. This finding, therefore, advises advocators of CBT to ensure that these determinants are considered and enabled in planning for CBT to encourage high levels of adoption. A revelation of major challenges affecting CBT, discouraging CP, and even leading to the collapse of some due to delay in resolving these barriers adds to previous findings in the literature.

The study also reports significant contributions by tourism stakeholders in the KME region to create tourism economic opportunities for the locals and enhance sustainable

tourism in the region. The same strategies can be applied elsewhere, especially in regions that are boarded by water bodies due to their marine resources like the coastal region, Nyanza, and some areas in Rift Valley among others.

It also contributed to the support of previous research that postulates that one of the barriers to successful community participation in CBT is the notion that a CBT venture is a 'one size fits all' (Beeton, 2006; Goodwin & Santilli, 2009; Giampiccoli & Saayman, 2018). The study noted that CBT projects at the KME were according to each group's own ideas and goals, as well as available resources, and no approach, was handed to them by anyone hence their success in running them.

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APPENDICES

Appendix I: Introduction Letter

Dear Sir/Madam,

I am a PhD student in the department of Tourism Management, Moi University, carrying out a research on "**Determinants of Community Participation in Community Based Tourism within Kisite Mpunguti Ecosystem, Kwale County, Kenya**". I wish to kindly request your participation in the study by providing information requested below. I appreciate your voluntary participation and promise that your responses will be held private and confidential and used only for the purposes of this study or other research with consent.

The questionnaire will take around 25 to 30 minutes to answer while the interview will take 15 to 20 minutes. Thank you.

Appendix II: Questionnaire for Community Members

Dear Sir/Madam,

 (Tick where appropriate).

1. Gender: Male ( ) Female ( )

2. Age:
                18 - 30 years   ( )
                31 – 40 years   ( )
                41 – 50 years   ( )
                51 – 60 years   ( )
                Over 60 years   ( )

3. Marital status:
                Single   ( )
                Married   ( )
                Separated   ( )
                Divorced   ( )
                Widowed   ( )

4. Level of education:
                Primary   ( )
                Secondary   ( )
                Tertiary   ( )
                University   ( )
                None   ( )

I.   **To assess the nature of community participation in Community Based Tourism taking place in Kisite Mpunguti Ecosystem**

1.   Is this your only source of income?

        YES   (   )

        NO   (   )

        c) If NO in (a) above, what is the alternative source of income?

_____

_____

1. Please tick the appropriate ways through which you participate in community based tourism projects

Mode of CP	Community activity	*Tick*
consume	Passive involvement through being informed what will affect them and attending CBO meetings	
Contribute	Provision of information and consultation about tourism resources, Providing feedback on CBT development	
Collaborate	Working with tourism stakeholders in planning for development and management of CBT Initiatives	
	Working together with stakeholders in decision making on resource use and conservation	
Co-create	Write and submit CBT business proposals for sourcing funds	
	Active and direct engagement in starting and running of the CBT Initiatives	

II.   To examine the relationship between availability of tourism resources and community participation in Community Based Tourism (CBT)

1. a) How important to you is the availability of these resources in starting and running CBT projects? On the scale of 1-5 (where 1= not important, 2=somehow important,3= I don't know, 4= important and 5=very important).

Availability of Tourism resource elements	1	2	3	4	5
Natural resources (Mangrove ecosystem, Shimoni Tropical Forest, Marine animals, coral reefs, cultural resources etc)					
Finances					
Business knowledge and skills					

Management knowledge and competency					
Availability of time to develop and run CBT Projects					

b) I will be willing to participate in community based tourism projects if the above resources are present

        YES   (   )

        NO   (   )

III. **To determine the relationship between community cohesion and community participation**

1. How strongly do you feel a part of the local community (trust in one another)?

    Very strongly   ( )

    Strongly   ( )

    Feel somewhat part of the community   ( )

    Have no attachment to the community   ( )

2. How long have you lived here?

    Less than 1 year   ( )

    1 – 5 Years   ( )

    5-10 Years   ( )

    Over 10 years   ( )

3. Indicate whether you are a member of the following community institutions –

Community Institutions	Tick here
Community Based Organizations (CBOs)	
Beach Management Units (BMUs)	
Community Forest Association (CFAs)	
Community Wildlife Association (CWA)	
Community women development groups (chamas)	
Others (mention)	

4. What do these community elements mean to you in your community? On the scale of 1-5 (where 1= not important, 2=somehow important,3= I don't know, 4= important and 5=very important)

Community elements	1	2	3	4	5
Cultural values (morals)					
Recognition and Belonging					
Beliefs and attitudes					
Inclusions and Relationships					
Working together					
Community trust in authority					

5. If community unity was enabled, I would participate in community based tourism projects

    YES   (   )

    NO   (   )

IV.   To establish the relationship between stakeholders' support and community participation in Community Based Tourism

1. How often do you believe that the following groups help and support your community? (1=never, 2=rarely, 3=I don't know, 4=sometimes, 5= always)

Stakeholders	1	2	3	4	5
Marine Police					
County government					
Kenya Wildlife Service					
Kenya National Museums					
Tour operators					

Hotels					
NGOs					
Community officials					

2. Please tick the appropriate role of the following stakeholders in providing

assistance in starting and running of the Community Based Tourism projects

Roles Played	Stakeholders						
	Marine Police	County government of Kwale	KWS	Kenya National Museums	Tour operators	Hotels	NGOs
Mobilization and Sensitization							
Education and training							
Empowerment							
Marketing							
Offering incentives							
Conflict resolution							
Project evaluation							
Security and Emergency response							
Compensation							

3. If there was presence of the stakeholders above in community development, would you participate in community based tourism projects

     YES   (   )

     NO   (   )

V.   To examine the relationship between presence of mobilization and community participation in Community Based Tourism

1. a) Is there any form of awareness creation and capacity building sessions provided on community participation?

     YES   (   )

     NO   (   )

b) If YES in (a) above, indicate individual(s) undertaking the task

Stakeholder	Tick here
Ministry of Tourism	
County government of Kwale	
Kenya Wildlife Service	
Tour operators	
Hotels	
NGOs	
Community Officials	
Others (mention)	

c) Indicate the forms used by the above to mobilize, sensitize and empower

Modes	Tick here
Community Forums	
Workshops and seminars	
Focus groups	
CBOs meetings	
Community Wildlife Association (CWA)	
Community Based Tourism Operator's Forum	
Others (mention)	

2. Please indicate the level of agreement on the reasons why you engage in Community Based Tourism projects. On the scale of 1-5 (where 1= Strongly disagree, 2=Disagree,3= I don't know, 4= Agree and 5=Strongly agree)

Reason	1	2	3	4	5
There is no other activity to engage in					
It is my source of direct income					
Training was offered on how to run these projects					
There is financial support from the county government and KWS					
Was encouraged by stakeholders					
Enables infrastructural developments e.g. schools, roads					
Provision of education bursaries and covering medical expenses					

3. If there was presence of mobilization, sensitization about tourism in your community would it have enabled you to participate?

    YES   ( )

    NO   ( )

VI.   To establish the relationship between timely response to Community Based Tourism issues and community participation

1. Please indicate modes of communication established for responding to views and concerns by the community and stakeholders (County, KWS, Hotels, Tour Operators) in your region. Tick all the relevant ones

Modes	*Tick here*
Community Forums	
Workshops and seminars	
Focus group discussions	
CBOs representatives	
Community Wildlife Association (CWA)	
Community Based Tourism Operator's Forum	

6. Indicate challenges facing community projects in your region. Tick as appropriate using the scale of 1-5 (where 1= Strongly disagree, 2=Disagree,3= I don't know, 4= Agree and 5=Strongly agree)

challenges	1	2	3	4	5
Lack of community unity					
Lack of funds					
Unfair distribution of benefits to the community					

Insufficient knowledge about running and management of the projects					
Lack of commitment by the members					
Constant wrangles among members					
Poor leadership					
Insufficient marketing of CBT projects in the county					
lack of financial management skills,					
Poor road networks and weather					

7. a) Have these problems been addressed or has there been an attempt to?

               YES   (   )

                NO   (   )

               SOME   (   )

  b) If YES and SOME in (a) above, please indicate the rate of response

               Very slow   (   )

               Slow   (   )

               Average   (   )

               Instant   (   )

 c) If YES and SOME in (a) above, did it motivate you to start or continue running

   your CBT projects?

     YES   (   )

     NO   (   )

8. If timely response was to be provided in the future would it motivate you to

   participate in community based tourism projects?

          YES   (   )

          NO   (   )

Appendix III: Key Informants Focus Group Interview schedule (Community Based Tourism Initiatives' Management Officials)

1. Title of your Community Based Tourism project?

   _____

   _____

2. What tourism activities are being undertaken by this Community Based Tourism project?

   _____

   _____

   _____

   _____

3. How long has the initiative been operational?

   _____

4. What are the benefits that have been reaped from this project so far, and how are they being distributed to the community members of the initiatives?

   _____

   _____

   _____

   c) If NO in (a) above, why?

   _____

   _____

   _____

   _____

5. What laws exist guiding the management of your Community Based Tourism Initiative?

_____

_____

_____

_____

_____

6. What challenges and conflicts have you experienced between you as management, and the members of this initiative?

_____

_____

_____

_____

7. What is the criteria for conflict resolution within the CBT Initiative?

_____

_____

_____

_____

8. a) Is there training on community participation within the communities in the

KME?

b) Who provides the training?

_____

_____

c) In what ways is the training being carried out?

_____

_____

_____

d) If NO, why?

_____

_____

_____

9. What more do you think needs to be done to ensure full realization of

i) Community participation in this region?

_____

_____

_____

ii) Ecotourism development in this region

_____

_____

_____

_____

Appendix IV: Interview schedule for Key Informants (Tourism stakeholders' Representatives)

1. Title of your organization

    _____

    _____

2. How do you contribute to the development of ecotourism in Kisite Mpunguti Ecosystem?

    _____

    _____

    _____

    _____

3. How do you contribute to promoting community participation in running their CBT initiatives within Kisite Mpunguti Ecosystem?

    _____

    _____

    _____

    _____

4. How do you support the already existing CBT Initiatives?

    _____

    _____

    _____

5. a) Are there any challenges you have noted in the support of these projects?

   YES   (   )

   NO   (   )

   b) If YES, what are they?

   _____

   _____

   _____

   _____

   _____

   c) How do you respond to these challenges?

   _____

   _____

   _____

   _____

   d) What channels of communication between you and the Community exists?

   _____

   _____

   _____

   _____

6. What more do you think needs to be done to ensure full realization of

   i) Community participation in this region?

   _____

   _____

   _____

i) Ecotourism in this region

_____

_____

_____

_____

Appendix V: Observation checklist: Condition of Tourism Resources at the KME

Checklist of Observation items	Observation
i) Availability of Tourism resources in the region	
ii) Tourism-support ICT infrastructure	
iii) Condition of the Community Based ecotourism projects	
iv) Accessibility to the ecotourism projects	
v) Access to leisure and recreation facilities	
vi) Access to information on tourism by community (available tourism resource centers, libraries)	

Appendix VI: Plate 1; Map of Kisite Mpunguti Ecosystem

Appendix VII: Plate 2; Coral Garden Boardwalk

Appendix VIII: Plate 3; Residents of Wasini Island at the Wasini Coral Garden

Appendix IX: Plate 4; MEF members making local crafts for sale to tourists

Appendix X: Plate 5; Sea grass Farming in Kibuyuni, Kwale County

Appendix XI: Plate 6; Coral Reef Rehabilitation in Wasini Marine Conservation Area

Appendix XII: Plate 7; Moi University Research Authorization Letter

MOI UNIVERSITY
ISO 9001:2008 Certified Institution
SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT

Telephone: 0771-296270/0790850990
Fax: (053) 43047
E-mail: deansthe@mu.ac.ke

Box 3900
ELDORET
Kenya

Ref: MU/STHE/SGS/23

4ᵗʰ May, 2018

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

**RE: RECOMMENDATION LETTER FOR JUDY JEPCHIRCHIR ROP
STHE/DPHIL/T/005/15**

The above named is a bonafide student of Moi University, School of Tourism, Hospitality and Events Management. She is pursuing a Doctor of Philosophy in Tourism Management degree in the Department of Tourism Management.

She has successfully completed her course work and has defended her proposal titled **"Determinants of Community Participation in Ecotourism within Kisite Mpunguti Ecosystem, Kwale County, Kenya".** Ms. Rop has been allowed to proceed to the field for data collection.

Any assistance accorded to her will be appreciated.

Yours faithfully,
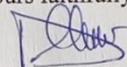
**PROF. DAMIANNAH KIETI
DEAN, SCHOOL OF TOURISM, HOSPITALITY & EVENTS MANAGEMENT**

Appendix XIII: Plate 8; Research Authorization Permit from NACOSTI

THIS IS TO CERTIFY THAT:
MS. JUDY JEPCHIRCHIR ROP
of MOI UNIVERSITY, 90420-80100
MOMBASA, has been permitted to
conduct research in Kwale County

on the topic: DETERMINANTS OF
COMMUNITY PARTICIPATION IN
ECOTOURISM WITHIN KISITE MPUNGUTI
ECOSYSTEM, KWALE COUNTY, KENYA

for the period ending:
25th May, 2019

Applicant's Signature

Permit No : NACOSTI/P/18/62450/22683
Date Of Issue : 25th May, 2018
Fee Recieved : Ksh 2000

Director General
National Commission for Science,
Technology & Innovation

Appendix XIV: Plate 9; Research Authorization Permit from County Government

of Kwale

REPUBLIC OF KENYA
MINISTRY OF EDUCATION
State Department of Education

Telegrams: "EDUCATION", Kwale
Telephone: Kwale 040-2104010
Email Address: kwalecde@gmail.com
Please when replying quote

REF:KWL/CDE/A/VOL1./125

THE COUNTY DIRECTOR OF EDUCATION
P.O BOX 20 – 80403
KWALE

DATE: 14/06/2018

Judy Jepchirchir Rop
Moi University
P o. Box 90420-80100
**Mombasa**

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on **"Determinants of Community Participation in Ecotourism within Kisite Mpunguti Ecosystem.**

I am pleased to inform you that you have been authorized to carry out research in **Lungalunga Sub County, Kwale County for** the period ending December 2018.

You are advised that this program should not interfere with normal School learning activities.

A report on the Exercise will be required as feedback.

Thank you,
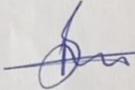
COUNTY DIRECTOR OF EDUCATION
KWALE
P. O. Box 20 - 80403, KWALE

BRIDGET WAMBUA
COUNTY DIRECTOR OF EDUCATION
KWALE COUNTY

CC.
* The County Commissioner - Kwale
* Sub County Director of Education - LungaLunga Sub-C