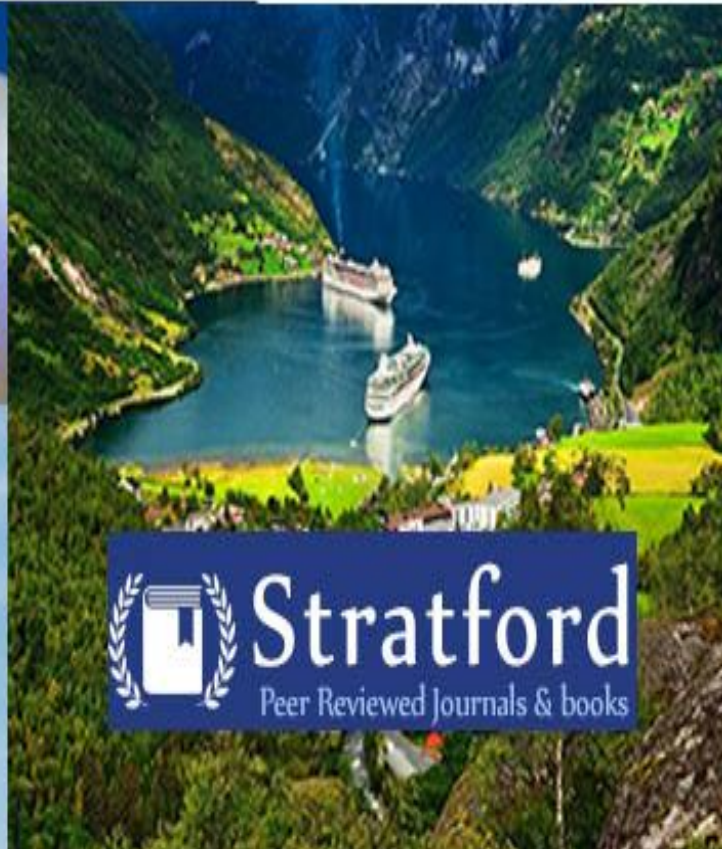


# Journal of Hospitality and Tourism Management



## **Traditional Rituals and Cattle Rustling Influence on Tourism Development in Baringo County, Kenya**

**Diana Chebotibin, Jane Bitok & Dr. Esther Munyiri, PhD**

# Traditional Rituals and Cattle Rustling Influence on Tourism Development in Baringo County, Kenya

<sup>1</sup>\*Diana Chebotibin, <sup>2</sup> Dr.Esther Munyiri, PhD. & <sup>3</sup> Jane Bitok.

<sup>1</sup>\*Postgraduate Student, Kenyatta University

<sup>2</sup>Senior Lecturer, Kenyatta University

<sup>3</sup>Lecturer, Kenyatta University

\*E-mail of corresponding author: dianatibinss@gmail.com

*How to cite this article:* Chebotibin D., Munyiri E. & Bitok J. (2018), Traditional Rituals and Cattle Rustling Influence on Tourism Development in Baringo County, Kenya, *Journal of Hospitality & Tourism Management* Vol 1(1) pp. 21-39.

## Abstract

Baringo has a rich variety of cultures and is an ideal definition of social and cultural diversity. With increasing supply of cultural attractions in Baringo there is stiff competition among attractions at the local, regional and international level. The study sought to investigate the influence of traditional rituals and cattle rustling on tourism development in Baringo County. Exploratory research design utilizing mixed method that is both qualitative and quantitative methods. The target unit of analysis was the 7 resort managers, 3 county government officials, 399 Community members and 395 tourists. The sample size to was 804 respondents. Data was collected by administration of questionnaires and interview guide. Data were analyzed mainly by use of content analysis and SPSS. The statistics generated were descriptive statistics and inferential statistics which are the Pearson correlation and regression. The findings established that traditional rituals and tourism development were positively and significantly related ( $r=0.129$ ,  $p=0.001$ ). However, cattle rustling had a negative effect on tourism development in Baringo County ( $r= -0.024$ ),  $p=0.497$ ). The regression analysis indicated that traditional rituals and cattle rustling had a negative influence on tourism development. The other factors that attracted tourists to Baringo County included Lake Bogoria National Reserve, Lake Baringo, rugged terrains and beautiful valleys. Tourism development is influenced by cultural practices which if well developed, it could lead to fast tourism development in Baringo County. Based on the results of the findings and the conclusions drawn from the study, the study recommended that traditional rituals whose permission is granted should be developed for tourism attraction e.g. rain making process and traditional cleansing ceremonies. Cattle rustling should be fully eradicated to avoid tourism migration.

**Keywords:** *Traditional Rituals, Cattle Rustling, Tourist Development and Baringo County, Kenya.*

## **1.0 Introduction**

### **1.1 Background of the Study**

Culture is a main 'pull factor' that influences visitors' initial decision to travel to destinations in different parts of the world (Liu, 2004). Thus in most regions of the world, particularly in Europe and North America, cultural attractions have become important in the development of tourism (Buhalis, 2010). At the global level, cultural attractions are usually perceived as being icons of important streams of global culture that enhances appreciation of cultural diversity among people from different parts of the world and forms a basis for tourism attraction (Richards, 2011).

Culture and tourism have a mutually beneficial relationship that can strengthen the attractiveness and competitiveness of regions and countries (Rumberger & Rotermund, 2012). Culture is increasingly an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace such as Kenya, Botswana, Ethiopia and Egypt (Bond, 2014). Tourism provides an important means of enhancing culture and creating income which supports and strengthens cultural heritage, cultural production and creativity (Dwyer & Kim, 2013). Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive and competitive as locations to live, visit, work and invest in (Akama, 2012).

According to Kiprutto *et al.*, (2007) there are many aspects of culture that can be offered for tourism in the North Rift region, and they include traditional homesteads of Kalenjin; for instance those of the Pokot and Turkana. In addition, there are cultural artifacts, musical instruments, pottery, iron smelting products, clothing and adornments, guard containers and furniture of the communities that have lived in the region for centuries (Vesley, 2004).

### **1.2 Statement of the Problem**

In Kenya, tourism is a fast growing industry and is currently the second highest foreign exchange earner after tea with 25% contribution to GDP (GOK, 2004). Tourism grew from US\$ 699 million in 2005 to US\$ 803 million in 2006 (UNWTO, 2007). Unfortunately, tourism in the country is spatial; Nairobi emerged the top destination within the country taking 29.6 percent of the tourists, followed by Mombasa at 14.7 percent, Naivasha 12.1 percent, Nakuru 5.6 percent and Diani Beach at 2.9 percent (KNBS, 2008). Only few regions like Maasai Mara National Park and Coastal region receive substantial number of tourists (GoK, 2004).

In the recent years, tourism has highly relied mostly on wildlife, natural sceneries and summer seasons. The cultural tourism has mostly been common with the Maasai community. However, there are other communities with more diverse practices than the Maasai community. They include the Ilchamus, Pokot and Tugen who are located in Baringo County and have cultural aspects that are unique to them and can influence tourism destination. The study focused on the cultural practices (traditional rituals and cattle rustling) of Pokot, Tugen and Ilchamus that can influence tourism destination.

### 1.3 Specific Objectives

- i. To establish the influence of traditional rituals practiced on tourism development in Baringo County.
- ii. To assess the influence of cattle rustling on tourism development in Baringo County.

### 1.4 Research Hypotheses

- i. **H<sub>01</sub>:** Traditional rituals do not have a significant influence on tourism development in Baringo County.
- ii. **H<sub>02</sub>:** Cattle rustling do not have a significant influence on tourism development in Baringo County.

## 2.0 Literature Review

The literature review involved theory, empirical and conceptualization.

### 2.1.1 Modernization Theory

In the context of the modernization theory, tourism has been advocated as a development strategy to generate foreign exchange, to increase the balance of payment, increase GDP, attract development capital, increase the transfer of technology, increase employment (Mutuhnu, 2011) and promote modern western values of life (Buthelezi, 2007). Ndulu (2004) contends that the processes of tourism development could only be elucidated within the context of the development stage of a country.

Modernization in tourism development also stipulates for the consumption of ‘experience’ as an end product. Tourists improved their social structural status when they manage to travel and consume these experiences (Wang, 2000) and hence fulfill their ego needs (Maslow, 1987). Tourists’ attraction by the cultural factors in Baringo county could generate foreign exchange, to increase the balance of payment, increase GDP, attract development capital, increase the transfer of technology, increase employment. The modernization theory informs the study on the roles of cultural aspects on tourism development in Baringo County, Kenya.

### 2.2 Empirical Review

According to the Travel Industry Association of America and the National Restaurant Association (2008), food is central to deciding vacation destinations for at least 25% of leisure travelers and 58% stated that they are somewhat/very interested in taking a trip to engage in culinary or wine related activities. Torres-Sovero, González, Martín-López, and Kirkby, (2012) argue that in many destinations, the “creative industries” or the “cultural industries” have also been identified as having an important relationship with tourism. As tourism increasingly shifts away from its previous preoccupation with landscapes and natural resources (sun, sea and sand, for example), tourists become more involved in symbolic and sensory consumption of the images and ideas associated with particular destinations (Dwyer and Kim, 2013). People want to go to destinations which are associated with particular famous people, ideas or events, and they want to experience the sights, sounds and it seems especially the tastes of the destinations they visit (Buhalis, 2010).

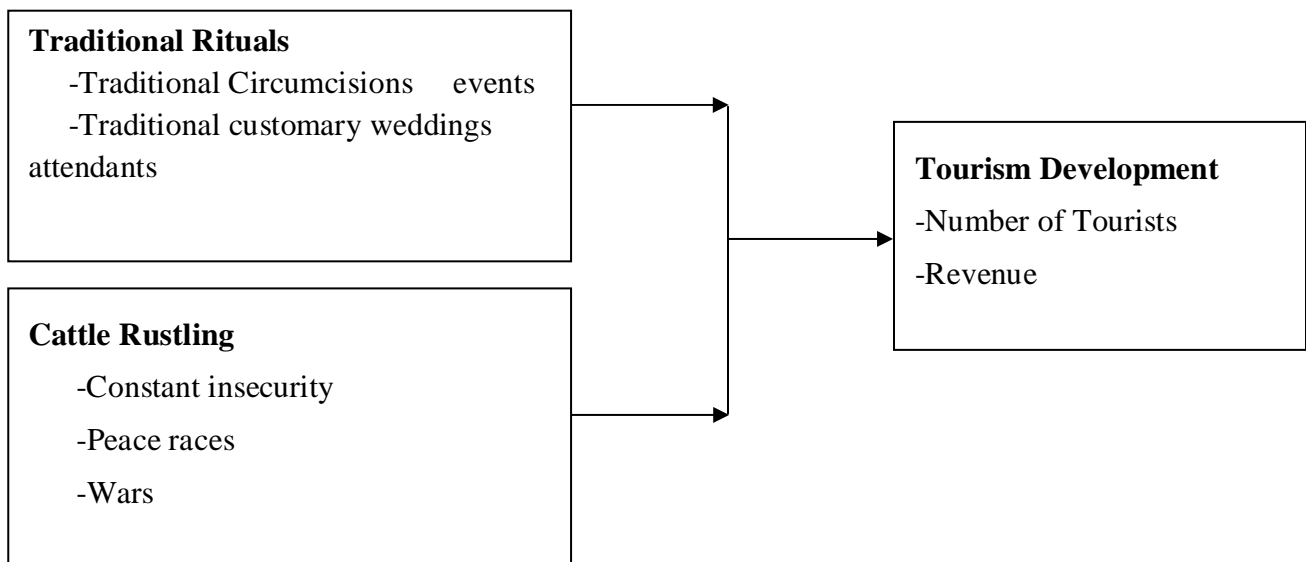
Mkutu (2010) argued that pasture and water conflicts have long been part of the socio-cultural pattern of the pastoral communities in Kenya. The communal land ownership tenure system mostly evident in pastoralist areas provides everyone an equal right of exploiting the resources (Vukonic, 1996). The lands are traditional tribal grazing areas, such that migration in search of pasture and

water by one tribe into areas that belong to other tribes often causes conflict between pastoralists (Ondicho, 2000). Traditionally, whenever scarcity of pasture and water or disease depleted a community's livestock, it often sought to replenish numbers through raiding/rustling (Mkutu 2010). Cattle's raiding is also a source of pride.

According to Kiprutto et al., (2007), tourists are attracted to cattle raided regions by annual athletics events such as Tecla Lorupe Run for Peace held in West Pokot District every November aimed at ending cattle rustling amongst pastoral communities living in the region. Small annual events in the region include Chepkoilel Cross Country, Discovery Kenya, Paul Boit Memorial Eldoret Marathon, AK National Championship and Safaricom half marathon (Kibicho, 2005). The events have contributed to tourism in the region with majority of tourists being sport related (Kiprutto et al., 2007).

### 2.3 Conceptual Framework

Below is a figurative representation of the variables that were explored by this study.



**Figure 1: Conceptual Framework**

### 3.0 Research Methodology

An exploratory research design was adopted in this study. Data were collected using qualitative and quantitative technique so as to achieve the objective. The target unit of analysis was the 7 destination managers, 29,512 tourists, 120,000 community members and 3 county government officials. Since the population of destination managers and county officials was small, census approach was adopted. Yamane (1967) sample determination formula was used to obtain the respondents for community members and tourists. Data was collected through the administration of the questionnaires and interviews. Descriptive statistics, inferential statistics and content analysis was used to analyze the data. A linear regression model was used to test the significance of the influence of the traditional rituals, cattle rustling and tourism development. The linear regression model was laid as below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Tourism Development

$X_1$  = Traditional Rituals,  $X_2$  = Cattle Rustling,  $e$  is error term and  $\beta_0$  represents the constant.

## 4.0 Results and Discussion

### 4.1 Response Rate

The number of questionnaires that were administered were 794 (399 for community members and 395 for Tourists). However, 541 Questionnaires (275 for community members and 266 for Tourists) and 7 Interview guides were properly filled and returned. 253 of the respondents never returned the questionnaires while three of the respondents for interview guides were not reachable/available. The response rate result is shown in Table 1.

**Table 1: Response Rate**

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

Questionnaires were administered to 395 tourists and 399 Community Members. On the questionnaires administered, 69.09% (266 out of 395) of the tourists responded to the questions while 68.92% (275 out of 399) of the community members responded to the questions. The 541 questionnaires administered out of a total of 794 were properly filled and returned representing 68.13 percent. Three County Government Officials and 7 destination managers were supposed to be interviewed in the study. Two (66.7%) out of the three county government officials and 5 (71.43%) out of seven destination managers were interviewed during the study. A total of 7 of the 10 interview guides were responded to translating to 70.0 percent.

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

### 4.2 Descriptive Statistics

#### 4.2.1 Descriptive Statistics on Influence of Traditional Rituals

The study sought to establish the influence of traditional rituals practiced on tourism development in Baringo County. Results were presented in Table 2 and 3

**Table 2: Traditional Rituals Responses for Community Members**

N =275

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

### Responses for Community Members on Traditional Rituals

Results in Table 2 shows that 91.0 percent of the respondents' agreed that traditional blessings ceremony were popularly attended by tourists. 87.0 percent of the respondents agreed that tourists were always present to experience the sights and the taste of the Tugen traditional rain making process. Similarly, 90.5 percent of the respondents agreed that traditional wedding ceremony among the Pokot community attracted many tourists to the area. 95.2 percent of the respondents also agreed that pass out or graduations of Moran initiates among the Ilchamus community were popular tourists' attraction events. Finally, 89.6 percent of the respondents agreed that cultural cleansing ceremony celebration stage was an increasingly important element of the tourism product. The mean shows the average score for the statements. Most of the scores averaged at 4.3 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.78 thus indication that the variation was reasonable, assumed to be natural variation.

The result informed that of Buhalis (2010) who observed that people want to go to destinations which are associated with particular famous people, ideas or events, and they want to experience the sights, sounds and it seems especially the tastes of the destinations they visit. The tourists may

be considering Baringo County so as to be associated with famous traditional rituals such as Tugen rain making event, Pokot cleansing ceremony and Ilchamus Morans graduations.

### Responses for Tourists on Traditional Rituals

Additionally, the tourists were requested to indicate their responses on the traditional rituals. Results were presented in Table 3.

**Table 3: Traditional Rituals Responses for Tourists**

N =266

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

Results in Table 3 revealed that tourists acknowledged that traditional rituals influence tourism development. 56.2% of the tourists agreed that traditional Ilchamus Morans pass out ceremonies was the most attractive events they considered when visiting Baringo County. Similarly, 54.4% of the respondents agreed that traditional cleansing ceremony was one of the product that they considered when visiting Baringo County while 57.6 % of the respondents indicated that rainmaking event was one of the attracting event in Baringo County. The result implied that though the traditional rituals were sacred and secret, tourists still found them as factors to consider for their destination choice.

Some of the traditional rituals the tourists agreed to have experienced include cleansing ceremony and pass out/graduation of Morans from the Ilchamus community. Tourists also revealed that most of the traditional rituals were restricted, thus they minimally participated. Blessing, cleansing and child naming ceremonies were some of those restricted to outsiders. However, traditional rituals such as rainmaking and pass out/graduation of Ilchamus Morans were agreed to have influenced their choice of destination. Their first sight and experienced on the rituals fascinated them and



most kept the dates/seasons of occurrence of such events because of their commemoration/reminiscence. The mean shows the average score for the statements. Most of the scores averaged at 3.91 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.86 thus indication that the variation was reasonable, assumed to be natural variation.

The result informed that of Buhalis (2010) who observed that people want to go to destinations which are associated with particular famous people, ideas or events, and they want to experience the sights, sounds and it seems especially the tastes of the destinations they visit. The tourists may be considering Baringo County so as to be associated with famous traditional rituals such as Tugen rain making event, Pokot cleansing ceremony and Ilchamus Morans graduations.

### **Interview Responses for Destination Managers and County Officials**

Most of the destination managers agreed that traditional rituals attracted tourist to Baringo County. This was attributed to the increased number of tourists who resided in the resorts during the traditional ritual ceremonies. The popular traditional rituals included cleansing ceremonies among the Pokot, circumcision and 'pass out' among the Ilchamus community and rain making process. There was also a disagreement on traditional rituals attracting tourist to Baringo County. This was attributed to the nature of secrecy that accompanied some of the rituals like the Pokot circumcision ceremony. County government officials agreed that traditional rituals partly affected tourism development. This was because, most of the rituals were highly secretive and only selected few could attend. This discouraged most of the tourists from engaging in the traditional rituals. Only a few traditional rituals like cleansing ceremony, passing out of Morans and weddings were partly allowable for tourists.

The findings implied that traditional rituals influenced tourists' attraction in Baringo County. The findings were consistent with those of Torres-Sovero, González, Martín-López, and Kirkby, (2012) who argued that in many destinations, the "creative industries" or the "cultural industries" have also been identified as having an important relationship with tourism. Moreover, tourism increasingly shifted away from its previous preoccupation with landscapes and natural resources (sun, sea and sand, for example) to symbolic and sensory consumption of the images and ideas associated with particular destinations. Traditional rituals could be an alternative of landscapes and natural resources sceneries as tourists' product.

#### **4.2.2 Descriptive Statistics on Influence of Cattle Rustling**

The study also sought to assess the influence of cattle rustling on tourism development in Baringo County. Results were presented in Table 4

**Table 4: Cattle Rustling Responses for Community Members**

N =275

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

### Responses for Community Members on Traditional Rituals

Results in Table 4 shows that 83.8 percent of the respondents' percent agreed that tourists attended annual athletics events, in the cattle raided regions of Baringo County. 74.7 percent of the respondents agreed that the annual peace events in the cattle raided areas of Baringo County rarely attracted tourists. Similarly, 83.8 percent of the respondents agreed that the socio-cultural pattern of the pastoral communities in Baringo County were interesting area of tourists' research on cultural diversification. 87.1 percent of the respondents also agreed that insecurity in Baringo County severely affected tourists' visits. Finally, 89.6 percent of the respondents agreed that wars among communities practicing cattle rustling negatively impaired tourism.

The mean shows the average score for the statements. Most of the scores averaged at 3.75 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 1.1 thus indication that the variation was reasonable, assumed to be natural variation.

The result informed that of Kiprutto *et al.*, (2007), who observed tourists are attracted to cattle raided regions by annual athletics events such as Tecla Lorupe Run for Peace held in West Pokot District every November aimed at ending cattle rustling amongst pastoral communities living in

the region. It was also in tandem with study by Mkutu (2010) who argued that pasture and water conflicts have long been part of the socio-cultural pattern of the pastoral communities in Kenya.

### Responses for Tourists on Cattle Rustling

Additionally, the tourists were requested to indicate their responses on the cattle rustling influence on tourism development. Results were presented in Table 5

**Table 5: Cattle Rustling Response for Tourists**

N =266

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

Results in Table 5 revealed that tourists revealed that cattle rustling influenced tourism development in Baringo County. 76.3 percent of the respondents' agreed that insecurity as a result of cattle rustling and conflicting communities interrupted and disturbed their visits to Baringo County often. Similarly, 56.6% of the respondents indicated that they attended peace races in the county. Most of the tourists acknowledged that their visits in the county had been interrupted often as a result of cattle rustling and conflicts among the Pokot, Tugen and Ilchamus communities. Therefore cattle rustling, wars, conflict among communities living in the county have interrupted, disturbed their stay in the county. However, they participated in peace races held in the County.

The mean shows the average score for the statements. Most of the scores averaged at 3.75 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 1.1 thus indication that the variation was reasonable, assumed to be natural variation.

The result informed that of Kiprutto *et al.*, (2007), who observed tourists are attracted to cattle raided regions by annual athletics events such as Tecla Lorupe Run for Peace held in West Pokot District every November aimed at ending cattle rustling amongst pastoral communities living in the region. It was also in tandem with study by Mkutu (2010) who argued that pasture and water conflicts have long been part of the socio-cultural pattern of the pastoral communities in Kenya.

## Interview Responses for Destination Managers and County Officials

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

The finding implied that cattle rustling negatively influenced tourists growth thus impaired tourists' attraction to Baringo County. The finding was consistent with that of Kiprutto et al., (2007), who observed that tourists were attracted to cattle raided regions by annual athletics events such as Tecla Lorupe Run for Peace held in West Pokot District every November aimed at ending cattle rustling amongst pastoral communities living in the region. It was also in tandem with study by Mkutu (2010) who argued that pasture and water conflicts have long been part of the socio-cultural pattern of the pastoral communities in Kenya.

### 4.3 Correlation Analysis

#### 4.3.1 Association between Traditional Rituals and Tourism Development

Correlation analysis was conducted to determine the association between traditional rituals (independent variable) and tourism development (dependent variable). Results are presented in Table 6

**Table 6: Correlation Matrix of Traditional Rituals and Tourism Development**

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

Results for community members in Table 6 indicated that there was there was a positive and a statistical not significant association between traditional rituals and tourism development ( $r=0.04$ ,  $p=0.485$ ). Similarly, results for tourists revealed that there was there was a positive and a statistical not significant association between traditional rituals and tourism development ( $r=0.02$ ,  $p=0.382$ ). Buhalis (2010) observed that people go to destinations that were associated with particular famous people, ideas or events, and they want to experience the sights, sounds and it seems especially the tastes of the destinations they visit. Despite the statistically not significant association between traditional rituals and tourism development, there is a positive association. This implied that tourists traversed areas of Baringo County to get the sight and taste of traditional rituals such as circumcision ceremonies, cleansing and traditional weddings. Due to the occasional/seasonal occurrences in the traditional rituals, its significance level to tourism development is of little significance.

#### 4.3.2 Association between Cattle Rustling and Tourism Development

Correlation analysis was conducted to establish the association between Cattle Rustling (independent variable) and tourism development (dependent variable). Results are presented in Table 7

**Table 7: Correlation Matrix of Cattle Rustling and Tourism Development**

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

Results for community members in Table 7 indicated that there was a negative and a significant association between cattle rustling and tourism development ( $r=-0.113$ ,  $p=0.048$ ). Similarly,

results for tourists revealed that there was there was a negative and a significant association between cattle rustling and tourism development ( $r=-0.104$ ,  $p=0.029$ ). Mkutu (2010) argued that pasture and water conflicts have long been part of the socio-cultural pattern of the pastoral communities in Kenya. The water pasture conflict among the communities in Baringo County always resulted into wars that impaired tourism because of the wars insecurity. Therefore, cattle rustling had negative influence on tourism development in Baringo County.

#### 4.4 Regression Analysis and Hypothesis Testing

##### 4.4.1 Relationship between Traditional Rituals and Tourism Development

The relationship between traditional rituals and tourism development was established in the study through regression analysis. Results are presented in Table 8

**Table 8: Model Fitness of Traditional Rituals and Tourism Development**

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

For community members, Results in Table 8 revealed that traditional rituals was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 91.0%. This means that traditional rituals explained 91.0% of the variations in the dependent variable that is tourism development. Similarly, Results for tourists in Table 8 revealed that traditional rituals was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 66.0%. This means that traditional rituals as per tourists explained 66.0% of the variations in the dependent variable that is tourism development. Torres-Sovero, González, Martín-López, and Kirkby, (2012) argue that in many destinations, the “creative industries” or the “cultural industries” have also been identified as having an important relationship with tourism. In tourism development, it can be inferred that traditional rituals have a significant and positive relation with tourism.

**Table 9: Analysis of Variance (ANOVA) of Traditional Rituals and Tourism Development**

		N =275				
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1712.339	1	1712.339	2769.320	.000
	Residual	169.421	274	0.618		
	Total	1881.760	275			
		N=266				
Tourist		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1415.126	1	1415.126	2750.03	.005
	Residual	136.365	265	0.488		
	Total	1551.491	266			

Table 9 show the results on the analysis of the variance (ANOVA) for both the community members and tourists. The results indicated that the overall model was statistically significant. Further, the results imply that the independent variables (traditional ritual) was a good predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 2769.320 and the reported p value (0.000) for the community members and an F statistic of 2750.03 and the reported p value (0.005) for the tourists which were both less than the conventional probability of 0.05 significance level.

**Table 10: Regression of Coefficients of Traditional Rituals and Tourism Development**

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

The regression of coefficients results for community members in table 10 shows that traditional rituals and tourism development was positively and significant related ( $r=0.580$ ,  $p=0.00$ ). Similarly, results for tourist indicated that traditional rituals and tourism development was positively and significantly related ( $r=0.52$ ,  $p=0.005$ ). Buhalis (2010) argued that people want to go to destinations which are associated with particular famous people, ideas or events, and they want to experience the sights, sounds and it seems especially the tastes of the destinations they

visit. In relation to these, traditional rituals is an event that provide sight, taste and to some extent sound experiences that are captivating to the tourists' therefore a potential tourists event and can influence their destination.

### Hypothesis Testing between Traditional Rituals and Tourism Development

The hypothesis of the study was traditional rituals do not have a significant influence on tourism in development Baringo County. The hypothesis was tested by using simple linear regression and determined using p-value (refer to Table 10). The acceptance/rejection criteria was that, if the p value is less than 0.05, we reject the  $H_0$  but if it is more than 0.05, then  $H_0$  is not rejected. Therefore the null hypothesis is that traditional rituals do not have a significant influence on tourism in development Baringo County. Results in Table 10 shows that the p-value was 0.000 and 0.005 for community members and tourists respectively. This was supported by a calculated t-statistic of 55.703 for community members and 52.010 for the tourists which were both larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that traditional rituals influenced tourism in development Baringo County.

#### 4.4.2 Relationship between Cattle Rustling and Tourism Development

The relationship between cattle rustling and tourism development was established in the study through regression analysis. Results are presented in Table 11

**Table 11: Model Fitness of Cattle Rustling and Tourism Development**

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.943	0.889	0.888	0.82631
N =266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.793	0.628	0.612	0.68925

Results for community members in Table 11 revealed that cattle rustling was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 88.9%. This means that cattle rustling explained 88.9% of the variations in the dependent variable that is tourism development.

Similarly, Results for tourists in Table 11 revealed that that cattle rustling was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 62.8%. This means that cattle rustling explained 62.8% of the variations in the dependent variable that is tourism development.

The results informed that of Kiprutto *et al.*, (2007), who observed that tourists are attracted to cattle raided regions by annual athletics events such as Tecla Lorupe Run for Peace held in West Pokot District every November aimed at ending cattle rustling amongst pastoral communities living in the region. The phenomenon of tourists' visiting areas experiencing cattle rustling can be attributed to the peace races, despite it being negative to tourists' security.



**Table 12: Analysis of Variance (ANOVA) of Cattle Rustling and Tourism Development**

N =275

		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1672.146	1	1672.146	2448.23	.004
	Residual	209.614	274	0.683		
	Total	1881.760d	275			

N =266

		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1415.126	1	1415.126	2769.32	.004
	Residual	135.365	265	0.511		
	Total	1550.491	266			

Table 12 show the results on the analysis of the variance (ANOVA) for both community members and tourists. The results indicated that the overall model was statistically significant. Further, the results imply that the independent variables (cattle rustling) was a predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 2448.023 and the reported p value (0.004) for the community members and F statistic of 2769.32 and the reported p value (0.004) for the tourists which were both less than the conventional probability of 0.05 significance level.

**Table 13: Regression of Coefficients of Cattle Rustling and Tourism Development**

N =275

		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
Community Members		B		Beta		
	Cattle Rustling	-0.592	0.012	0.943	49.488	0.004

N =266

		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
Tourists		B		Beta		

Cattle Rustling	-0.453	0.010	0.916	45.30	0.004
--------------------	--------	-------	-------	-------	-------

The regression of coefficients results for community members in table 13 shows that cattle rustling and tourism development was negatively and significant related ( $r=0.592$ ,  $p=0.004$ ). Similarly, results for tourist indicated that cattle and tourism development was negatively and significantly related ( $r=0.453$ ,  $p=0.004$ ). Mkutu (2010) argued that pasture and water conflicts have long been part of the socio-cultural pattern of the pastoral communities in Kenya. The resultant conflicts causes cattle rustling and insecurity, which adversely affect the tourism activities in the affected areas. Therefore, cattle rustling is an insecurity which causes fear, desertion and shut down of tourism activities

### Hypothesis Testing between Cattle Rustling and Tourism Development

The hypothesis of the study was cattle rustling do not have a significant influence on tourism in development Baringo County. The hypothesis was tested by using simple linear regression and determined using p-value (refer to Table 13). The acceptance/rejection criteria was that, if the p value is less than 0.05, we reject the  $H_0$  but if it is more than 0.05, then  $H_0$  is not rejected. Therefore, the null hypothesis is that traditional rituals do not have a significant influence on tourism in development Baringo County. Results in Table 13 shows that the p-value was 0.004. This was supported by a calculated t-statistic of 49.488 for community members and 45.30 for tourists which were larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that cattle rustling influenced tourism in development Baringo County.

### 5.0 Conclusions

The study concluded that there was a significant and positive relationship between traditional rituals and tourism development in Baringo County. However, cattle rustling had a negative effect on tourism development in Baringo County. Results revealed that tourists popularly attended traditional rituals. Tourists were always present to experience the sights and the taste of the Tugen traditional rain making process and traditional wedding ceremony among the Pokot community attracted many tourists to the area. Similarly, pass out or graduation of Moran initiates among the Ilchamus community were popular tourists' attraction events. Furthermore, cultural cleansing ceremony celebration/union stages was an increasingly important element of the tourism product.

### 6.0 Recommendations

The study recommended that traditional rituals whose permission is granted should be developed for tourism attraction e.g. rain making process and traditional cleansing ceremonies. Additionally, cattle rustling should be fully eradicated to avoid tourism migration.

### 7.0 References

- Akama, J. (2012). The Role of Government in the Development of Tourism in Kenya. *International Journal of Tourism Research*, 4, 1-13.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*. 21: 97-116

- Buhalis, D. (2010). Marketing the competitive destination of the future. *Tourism Management*. 21: 97-116.
- Dwyer, L., & Kim, C. (2013). Destination competitiveness: determinants and indicators. *Current issues in tourism*, 6(5), 369-414.
- Economic Survey of Kenya (2005). Ministry of planning and national development; Nairobi, Kenya.
- GOK, (2004). Kenya Central Bureau of Statistics, 2004 abstract. Government printer: Nairobi.
- IPSOS, S., (2013). Tourism Development Report in Kenya.
- Kenya National Bureau of Statistics (2008), www. <http://www.knbs.go.ke>.
- Kibicho W (2005). Tourism and the Sex Trade in Kenya's Coastal Region. *J. Sustain Tourism*. 13(3): 256-280.
- Kiprutto, N., Akama, J. and Sitati, N. (2007). 'Marketing of the North Rift region as a Tourist Destination in Kenya', Master's Thesis. Department of Tourism and Tour Operations Management, Moi University, Kenya.
- Kothari, C. (2004). *Research Methodology: Methods & Techniques*, 2<sup>nd</sup> edition. New age International Publishers, New Delhi, India
- Liu, F. (2004). Basic Education in China's Rural Areas: A Legal Obligation or an Individual Choice? *International Journal of Educational Development*, 24: 5-21.
- Ministry of Education Kenya (2009). National Commission of Science Technology and Innovation (NACOSTI) Report. *Handbook of research guidelines and procedures*.
- Mkutu K (2010): Cattle rustling and the proliferation of small arms: The case of Baragoi division, Samburu district in Kenya. In *African Peace Forum on Improving Human Security through the Control and Management of Small Arms*. Africa Peace Forum/International Resource Group (APFO/IRG), Nairobi.

- Mugenda, O. Mugenda (2008) *Research Methods: Quantitative and Qualitative Approaches*. Nairobi: ACTS.
- Musyoki, B. (2005) Planning and developing ecotourism in Rimoi game reserve area, Kerio valley, Kenya in staff seminar proceeding Chepkoilel campus Eldoret.
- Ndulu B., J (2004). Human Capital Flight: Stratification, Globalization, and the Challenges to Tertiary Education in Africa, *JHEA/RESA*, 2(1): 57–91.
- Nyeki, D.M (2002). *Wildlife conservation and tourism in Kenya*. Nairobi. Jacaranda Designs.
- Richards G. (2011) *Satisfying the cultural tourist: challenges for the new millennium*
- Torres-Sovero, C., González, J. A., Martín-López, B., & Kirkby, C. A. (2012). Social–ecological factors influencing tourist satisfaction in three ecotourism lodges in the southeastern Peruvian Amazon. *Tourism Management*, 33(3), 545-552.
- UNWTO, (2007). World Tourism Organization, Madrid.
- UNWTO, (2013). World Tourism Organization, Madrid.