

# Journal of Hospitality and Tourism Management



 **Stratford**  
Peer Reviewed Journals & books

## **Stakeholders' Participation in Sustainable Tourism Development in Elgeyo Marakwet County, Kenya**

**Dorice Ronoh Morong', Dr. Albert Chege Kariuki &  
Jane Bitok**

**ISSN: 2616-8472**

## Stakeholders' Participation in Sustainable Tourism Development in Elgeyo Marakwet County, Kenya

\*<sup>1</sup>Dorice Ronoh Morong', <sup>2</sup> Dr. Albert Chege Kariuki, 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: [doricemorong50@gmail.com](mailto:doricemorong50@gmail.com)

*How to cite this article: Morong', D. R., Kariuki, A. C & Bitok, J. (2019). Stakeholders' Participation in Sustainable Tourism Development in Elgeyo Marakwet County, Kenya, Journal of Hospitality & Tourism Management, 1(1), 77-93.*

### Abstract

Sustainable tourism improvement in rules and administration practices are useful to all types of tourism destinations, including mass tourism and the different niche tourism sections. Sustainability standards allude to the environmental, monetary and socio-cultural parts of tourism improvement, and an appropriate balance must be set up between these three measurements to ensure its long haul manageability. For sustainability in tourism to be enhanced and developed to the expectations, there should be consented participation of each and every player in the tourism sector. This study determined the extent of stakeholders' participation in sustainable tourism development in Elgeyo Marakwet County. Descriptive research design was adopted and the target population included 2 County government officials, 1 national government representative, 1 Kerio Valley Development Authority (KVDA) official, 1,250 Athletes (High Altitude camp), 3 hotel managers, 4,876 tourists, 3 private investors and 24,450 community members. The sample size for each category was determined and distributed proportionately as follows: Community Members were 316, tourists 63 and athletes 16. Census approach was used for County Government Officials, National Government official (Tourism Regulatory Officer), KVDA (tourism officer), hotel managers and private investors since they were few in number. Therefore, the total sample size was 405 respondents. Purposive sampling technique was utilized to choose the respondents for every one of the community members, tourists and athletes. Questionnaires and interview guides were used to collect the data. Data analysis was done using descriptive and inferential statistics techniques. Results revealed that stakeholders' participation had a positive and significant relationship with tourism development.

This could be attributed to the collaborations and the leadership role provided by the Elgeyo Marakwet County government towards tourism development. Stakeholders' role and contribution to the development of tourism diversification Elgeyo Marakwet County was key. The study concluded that creating enabling environment through policy making was one of the key roles played by stakeholders'. It was recommended that the roles of stakeholders should be facilitated through adequate funding and training to increase their creativity and corporation for effective tourism diversification.

**Keywords:** *Stakeholders participation, Sustainable Tourism development and Elgeyo Marakwet County*

## **1.0 Introduction**

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

Tourism in the world has developed by an astounding 7% in 2017 to achieve an aggregate of 1,322 million, as indicated by the most recent UNWTO World Tourism Barometer (Cornelissen, 2017). This is well over the sustained and steady pattern of 4% or higher development since 2010 and speaks to the strongest outcomes in seven years. This momentum was likely to proceed in 2018 at a rate of 4%-5%. This is somewhat above the 3.8% average increment anticipated for the period 2010-2020 by UNWTO in its Tourism Towards 2030 long haul forecast.

In any case, tourist entries in Africa have stayed low compared to the other different continental regions like Europe and USA. For example, in terms of destination, Europe remains the most well-known, followed by Asia and the Pacific then America, while Africa controls the least piece of the market (UNWTO, 2016). Correspondingly, the total size of the Indian tourism industry is around \$100 billion and it is anticipated that it would develop to over \$275 billion in the following decade (Manzoor, 2015).

In Kenya, tourism has been known to be the fastest growing industry and is presently the second most astounding foreign exchange earner after tea (GOK, 2014). Its receipts was KES 682.0 billion in 2016 and KES 722.3 billion out of 2017 speaking to 9.8% of GDP (World Travel and Tourism Council, 2017). In 2016, Three hundred and ninety nine thousand (399,000) jobs were created directly by tourism and travel, which translates to 3.4% of the whole employment. This trend was predicted to grow by 3.0% in 2017 to 411,000 jobs (World Travel & Tourism Council, 2017). Moreover, in 2016, visitors export created KES 173.1 billion and this was anticipated to develop by 5.2% out of 2017.

Elgeyo escarpment with its indigenous vegetation gives a chance to create countryside tourism in the North Rift locale (Page & Dowling, 2012). It was demonstrated that some German visitors visit Elgeyo escarpment consistently to parachute since the slope gives a helpful bluff to this action (Kipruto *et. al*, 2007). Trekking, hiking, diving, bird watching and racing are some of the adventure activities that tourist can venture in while in Elgeyo Marakwet County. These activities are of great significance to the study by providing insight of the adventure tourism. Employment, revenue generation, foreign exchange and innovation technology through exchange programs can be derived not only by the county but also by the country. Despite the

identified tourism products, the county has a greater potential for tourism product diversification. The study endeavored to investigate the extent of stakeholders' participation in sustainable tourism development.

## **1.2 Statement of the Problem**

The tourism policy report advocate for the arrangement time for the marketing/advertising programs included a more expanded tourism item past the customary wildlife and beach. Hence, marketing/advertising of social tourism, sports tourism, eco-tourism and numerous others turned out to be more articulated than before. For example, yearly social celebrations in Lamu and Turkana are currently noticeable element in Kenya's tourism advertising items. In overall 11 tourism items have been promoted amid this period. The adventure tourism is never marketed/showcased (Tourism plan, 2013-2017). Thus, tourism distribution in the country is skewed and just couple of regions gets significant number of visitors'. Kenya National Bureau of Statistics (KNBS, 2014) demonstrates that Coast Kenya gets 60% of the considerable number of travelers in the nation while the Western Kenya Zone (incorporate North-Rift area) gets a negligible 2%, accordingly making it 62% tourism fascination in Kenya (GOK, 2014).

Elgeyo Marakwet County being one of the regions in the North Rift area gets an offer of the 2% travelers that the Western Kenya zone gets. This is in spite of her potential in adventure tourism that is yet be exploited for product diversification. The Kenya Tourism Board has been entrusted to showcasing Kenya as a destination focusing on Safari, wildlife and beach products.

Reviewed studies have revealed conceptual and contextual gap. For instance, Rono, Obwoyore and Owour (2015) surveyed the pastoral communities' perception and attitudes on the development of ecotourism in the county of Laikipia Kenya. This study presented a contextual/geographical gap that the current study addressed. Most examinations have focused on nature-tourism leaving different types of enterprise tourism. Thus, the investigation by Rono, Obwoyore and Owour (2015) on the states of mind and recognition towards ecotourism among pastoral communities in Laikipia County, Kenya; utilized an alternate technique in its examination. The investigation utilized a sociological survey outline with 232 network individuals. Information was examined utilizing SPSS, MS-Excel and MINITAB whereas the study utilized SPSS and descriptive research design with a triangulation approach, Nair, Ali and Hussain (2017) utilized an exploratory factor analysis to conduct research to get tourism development factors.

The current study used descriptive research design. The studies presented a methodological gap that the current study addressed. The study is also different in methodology. The previous studies used either qualitative or quantitative this study uses mixed methods.. Lejárraga and Walkenhorst (2013) discussed economic policies, trade on tourism and productivity diversification. The outcomes from the econometric examination showed that various noteworthy determinants of tourism linkages exist. Impact of experience tourism as a technique for item expansion was the premise of the investigation. Thus this presented a conceptual gap as the former was on policy, tourism trade and productive diversification.

### **1.3 Research Objective**

To determine the extent of stakeholders' participation in sustainable tourism development.

### **1.4 Research Hypothesis**

Ho: Stakeholders' participation does not have a significant influence on sustainable tourism development.

## **2.0 Literature Review**

Literature was reviewed based on theoretical perspective, conceptual framework and empirical review.

### **2.1 Theoretical Review**

#### **Chaos Theory**

Singh and Singh (2002) related chaos theory to present day administration theory. They deduced that chaos theory gives a hypothesis to clarify occasions in project administration, and task supervisors must be set up for unobtrusive, non-direct effects all the time (Singh & Singh, 2002). Product development is thus a chaotic process, implying that identifying key tourism adventure products is also a chaotic process. Tourism stakeholders as project managers should be on board to spearhead the formulation and implementation of policies that are related to the development of adventure products. This will in turn provide the best practices in tourism and minimizes the factors influencing tourism diversification leading to successful tourism diversification.

Chaos theory informs tourism product development in terms of its project management. Project managers who are part of the tourism stakeholders' must be prepared for nonlinear influences on tourism diversification. As a result they should withstand the challenges and steer the projects (tourism products development) in a focused cause that will see it success. So chaos theory is relevant in the sense that tourism product development is largely influenced by its stakeholders'.

### **2.2 Empirical Review**

Kruja and Hasaj (2010) studied comparison of stakeholders' perception towards sustainable tourism development and its impact in Shkodra region. The stakeholders included residents, entrepreneurs, government official and tourists. Findings indicated that perception of sustainable tourism principle varied among the stakeholders. However majority of the residents were welcoming to tourists.

Naidoo and Prabha (2011) carried out an investigation on inhabitants' mentalities towards tourism benefits in Mauritius. Results uncovered that larger part of the inhabitants are supportive of tourism improvement in the district. Social and financial effect had noteworthy effect on tourism advancement, while natural effect impacted future tourism development.

The characters and perceptions of neighborhood networks or occupants are of excellent interest while taking a gander???? at and managing the fiscal, socio-social and ecological parts of

tourism change in a given zone (Sánchez, 2014). When in doubt terms, the area network sees that tourism brings money related open entryways especially for a people whose customary predetermination was to emigrate and has other constructive outcomes, for instance, extended premiums in establishments and higher quality hospitality and retail establishments.

Nair, Ali and Hussain (2017) explored stakeholders' discernments, demeanors and contribution in tourism advancement for a developed Malaysian beach resort destination. An exploratory factor investigation was directed to get tourism improvement factors including connection to community, contribution of government, tendency towards tourism advancement, and state of mind towards tourism improvement. It was followed by cluster examination, which uncovered three gatherings, including Optimists, Favorers and Nay-Sayers speaking to various levels of discernments, dispositions and inclusion towards tourism improvement. The discoveries of this investigation repeated the significance of building up a tourism improvement methodology that is in accordance with the necessities and needs of the stakeholders. These findings and conclusions might be gainful for tourism policymakers in Malaysia and somewhere else where basic requirement for stakeholders' administration exists.

Rono, Obwoyore and Owour (2015) evaluated the states of mind and recognition towards ecotourism among pastoral communities in Laikipia County, Kenya. This was required by the way that neighborhood communities were not profiting from the tourism returns and were not associated with basic leadership. The examination utilized a sociological review outline with 232 community individuals. The exploration depended on essential and optional information for data from which the examination was directed and conclusion created.

Essentials information was gathered through one-on-one meetings inside family units utilizing organized examiners and conducting focus group discussions using checklists. Quantitative information from surveys was investigated utilizing Statistical Package for the Social Sciences (SPSS), MS Excel and MINITAB, after which it was introduced utilizing recurrence tables, charts and bar charts to represent the discoveries. Discoveries recommended that there was inspirational disposition among pastoral communities towards ecotourism in Laikipia as upheld by 73.7% of the respondents, while 79.3% of them see it as gainful. By and large, community mentality and discernment on ecotourism was influenced by community and motivational elements. The discoveries of this investigation add to the learning of community observation towards ecotourism, and will help in understanding the parts of the diverse stakeholders in the business.

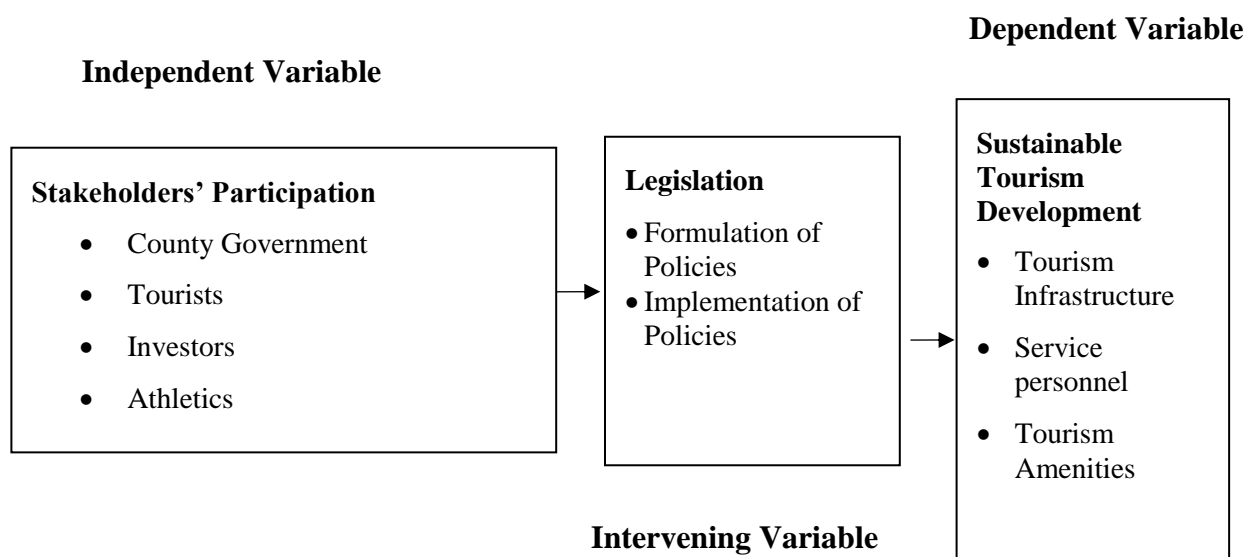
Stakeholders' discernments towards tourism advancement inside destinations have been stressed by researchers and professionals. Be that as it may, writing has just centered local occupants' function in tourism advancement, leaving a hole in information on Stakeholders' commitment in tourism improvement process. Exploratory factor examination ought to be led to get tourism improvement factors including connection to community, contribution of government, tendency towards tourism advancement, and demeanor towards tourism advancement.

Government policies that help economical tourism improvement protect the characteristic and social assets of destination and support private division investments. To the degree that administrations can make welcoming situation for venture and facilitate with the private division in asset planning, the opportunity for investment that supports advancement objectives makes strides. The ATDI expect that high environmental execution and low joblessness cooperate to make an ideal atmosphere for practical advancement (ATDI Report, 2016). For sustainability in tourism to be enhanced and developed to the expectations, there should be consented participation of each and every player in the tourism sector. Political will is of great importance to supporting and building tourism development. Attainment of sustainable tourism development require systematic procedural observation of effect, presenting the vital and restorative measures when necessary. Sustainable tourism should look forward to making utilization of the available natural resources that are components of tourism development. It also involve protecting the environment with the aim of preserving biodiversity and heritage which are key to tourism attraction.

Respect to the socio-cultural legitimacy of host network, protect their gathered and living social legacy and customary characteristics, and add to social understanding and resilience and guarantee sensible, whole deal money related exercises, giving monetary points of interest to all accomplices that are really appropriated, including stable business and wage gaining opportunities and social organizations to networks, and adding to dejection disposal. Supportable tourism progression should in like manner keep up an irregular condition of guest satisfaction and certification a critical issue to the traveler, raising their care about manageability issues and progressing sensible tourism hones among them. (A Guide for Policy Makers, UNEP and UNWTO, 2005). At one extraordinary tourism item advancement can be grasping all components with which the guest to a destination comes into contact.

### **2.3 Conceptual Framework and Measurement of Variables**

The conceptual framework presents the variables of the study and its indicators. Figure 1 is the illustration of the variables which were investigated in the study.



**Figure 1: Conceptual Framework**

### 2.3.1 Stakeholders Participation

Stakeholders are characterized as people or gatherings that can be influenced by the activities of an association (Freeman, 1999). It can likewise be considered as individuals who have an enthusiasm for the association. Consequently, while considering partners it is imperative to have criteria that mirror the classes and the necessities of the partners theoretically (Fassin, 2008). Partners can be assessed using 'The Agile Stakeholder Management Framework for gatherings, designers and portfolios'.

In this framework stakeholders' participation comprises of county government officials roles, the tourists, Kenya tourism board and ministry of tourism functions. The extents of stakeholders' participation explain and reveal the role they play in tourism product diversification. The extent to which the stakeholders affect tourism diversification can be examined by delving into their role (Jemilo, 2012). However, stakeholders' participation can be affected by a number of factors which include resources budgeted for tourism activities, knowledge on tourism management and marketing and the relationship with other stakeholders. The participation of all stakeholders, who have requisite knowledge on adventure tourism product required to accomplish tourism sustainable development.

### 2.3.2 Legislation

The intervening variable is the legislation which involves formulation and implementation of policies on tourism. Tourism policies formulation and implementation can encourage or discourage tourism product diversification. Both National and County governments is tasked with the legislation of laws for sustainable developments



### **2.3.3 Sustainable Tourism Development**

Sustainable Tourism development has been featured as an outcome of exploitation of regular asset (Malviya, 2005) by the respondents (tourists and stakeholders’). As indicated by Schmitz (2013) diversification can be accomplished through exploitation of regular assets which had not beforehand been marketed and the development of new attractions in the augmentation of the life cycle. The study portrays tourism item improvement as the methodology by which the assets of a goal are formed to meet the requirements of worldwide and local customers. This spreads everything from engineered workplaces or attractions, to exercises requiring contrasting levels of physical information, and organized events, for instance, celebrations and meeting. The study exploited the influence of stakeholders’ participation on sustainable tourism development.

### **3.0 Research Methodology**

Descriptive research design was used in the study since it portrays the situation as it is at the season of research (Kothari, 2004). This helped the researcher in finding the contribution of adventure product to sustainable tourism development in Elgeyo Marakwet County. The study was carried out in Elgeyo Marakwet County. Elgeyo Marakwet County is located in North rift region and borders Uasin Gishu and Baringo County. The County has a population of 369,998 with equal (50%) male and female individuals (KNBS, 2009). This area was chosen for study simply because it is well-endowed with adventurous product which include Kerio Valley escarpment supported by the undulating topography of the county forming together very beautiful scenery. Elgeyo Marakwet County is known globally for its athletic ability producing award winning athletes over the years. The county hosts athletes who visit to train in the high altitude zones of the county, and international paragliders who visit the county to train in the new sport that has been seen to gain popularity in the county in the last five years.

The unit of analysis were the county government authorities, national government, Kerio Valley Development Authority (KVDA) Athletes (High Altitude camp), hotel managers, tourists, private investors and community members of the following areas: Tambach, Anin, Kapchemutwa, Kaptarakwa and Soy South. Since the population of each of the National Government official, KVDA, County Government Officials, Private Investors and Hotel Managers was small, census approach was adopted and their population formed the sample size for the study respectively. Yamane (1967) simplified formula was used to calculate the sample size thus Community Members were 316, tourists 63 and athletes 16. Therefore the total sample size was 405 respondents. Data was obtained from semi-structured questionnaires captured through both closed-ended and open-ended and the 5-point type Likert scale research questions of the study. The study used interview schedule to obtain data from hotel managers. Data analysis was carried out by the use of descriptive and inferential statistics. Descriptive statistics included mean and standard deviation. An inferential statistical technique like correlation and regression coefficients was used to draw a causal relationship between the adventure tourism and product diversification in Elgeyo Marakwet County.

The regression model used was;

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

Where:

Y = Tourism Development

{ $\beta_i$ ;  $i=1$ } = The coefficients for the various independent variable

$X_i$  for;

$X_1$  = Stakeholders Participation

## 4.0 Results and Discussion

### 4.1 Response Rate

A total of 288 questionnaires were properly filled and returned, 107 of the respondents never filled questionnaires and some returned the questionnaires answered but uncompleted. This is despite administering three hundred and ninety five (395) questionnaires. The response rate result is shown in Table 1.

**Table 1: Response Rate**

| Category          | Questionnaires        | Frequency  | Percentage (%) |
|-------------------|-----------------------|------------|----------------|
| Athletes          | Returned              | 11         | 68.75          |
|                   | Unreturned            | 5          | 31.25          |
|                   | <b>Total</b>          | <b>16</b>  | <b>100</b>     |
| Community Members | Returned              | 232        | 73.42          |
|                   | Unreturned            | 84         | 26.58          |
|                   | <b>Total</b>          | <b>316</b> | <b>100</b>     |
| Tourists          | Returned              | 45         | 71.43          |
|                   | Unreturned            | 18         | 28.57          |
|                   | <b>Total</b>          | <b>63</b>  | <b>100</b>     |
| <b>Total</b>      | <b>Total Returned</b> | <b>288</b> | <b>72.91</b>   |
|                   | <b>Unreturned</b>     | <b>107</b> | <b>27.09</b>   |

The questionnaires were administered to 16 athletes, 316 community members and 63 tourists. On the questionnaires administered 68.75% (11) of the athletes, 73.42% (288) community members and 71.43% (45) of the tourists responded to the questionnaires. This represented a response rate of 72.91% (288 out of 395). According to Bailey (2000) a response rate of 50% is adequate, while a response rate greater than 70% is very good. Based on the observation, the response rate for this study of 72.91 percent is therefore a good response rate for the study. Kothari (2004) also asserted that a response rate of 50% or more was adequate for a descriptive study.

A high response rate of 72.91 percent can be attributed to the data collection technique and target population of the study. The use of questionnaires which were simple to understand and the aid of a research assistant could have contributed to the response rate. The target population was mainly respondents who were available in the area during the time of study. For the interview guides, two (2) County Government Officials, three (3) Hotel managers, and two (3) 20 private investors were interviewed. However, tourism regulatory officer from national government and tourism officer from KVDA were not available for the interview due to their busy schedules..

## 4.2 Descriptive Statistics

### 4.2.1 Descriptive Statistics on Stakeholders Participation

The study assessed the influence of the roles of stakeholders’ on tourism diversification in Elgeyo Marakwet County. Results were presented in Table 2.

**Table 2: Roles of Stakeholders’**

| Statements  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Mean       | Std. Dev   |
|---|-------------------|----------|---------|-------|----------------|------------|------------|
| Elgeyo Marakwet County government has provides the required leadership on tourism diversification                                 | 0.0%              | 6.9%     | 13.8%   | 49.1% | 30.2%          | 4.0        | 0.8        |
| Elgeyo Marakwet County collaborates with other tourism stakeholders in enhancing tourism diversification                          | 7.8%              | 9.5%     | 4.3%    | 45.7% | 32.8%          | 3.9        | 1.2        |
| Kenyan government has thrived sustainable tourism development in various destinations in the county                               | 1.7%              | 13.8%    | 10.3%   | 44.8% | 29.3%          | 3.9        | 1.0        |
| Elgeyo Marakwet county has established unique, authentic and manageable tourism products  | 8.6%              | 8.6%     | 7.8%    | 44.0% | 31.0%          | 3.8        | 1.2        |
| Ministry of Tourism has enhanced fairness principle, sustainability principles and community principle in tourism diversification | 0.0%              | 12.1%    | 19.8%   | 41.4% | 26.7%          | 3.8        | 1.0        |
| <b>Average</b>  |                   |          |         |       |                | <b>3.9</b> | <b>1.0</b> |

The study found that 79.3% of the respondents agreed that Elgeyo Marakwet County government had provided the required leadership on tourism diversification. While 74.1% of the respondents were in agreement that Kenyan government had thrived sustainable tourism development in various destinations in the county. The result implied that had the required leadership for tourism development.

The result agreed to Hardy and Beeton (2010) that the piece of the organization should be to drive supportable tourism change inside their goal. It should set the key heading for tourism inside a goal. By and by, the nearby government is frequently working after the system of the national state and it's regularly an essential effect on administration, including policymaking for feasible advancement.

The county government of Elgeyo Marakwet should provide leadership for tourism development. Seventy eight point five percent of the respondents agreed that Elgeyo Marakwet County collaborated with other tourism stakeholders in enhancing tourism diversification.

This implies that the collaboration by the county government could have enhanced the tourism development in the county. The result conformed to that of Abdalla (2013) who concluded that there was need for leadership, strategy and effective collaboration between all stakeholders as vital for tourism development.

Similarly, 71.0% of the respondents agreed that Elgeyo Marakwet County had established unique, authentic and manageable tourism products. This means that the uniqueness and authenticity of the tourism product developed by the county government contributed to the tourism development. The results informed that of Chili and Xulu (2015) who affirmed that the function and standard of tourism advancement for the general public should be practical.

The government at all levels has the commitment of guaranteeing that the situation of the poor is tended to and pivoted through sustainable tourism improvement. Further, 68.1% of the respondents agreed that Ministry of Tourism had enhanced fairness principle, sustainability principles and community principle in tourism diversification that was implemented by the county government as stipulated in tourism act 2012. These practices of fairness, sustainability and community participation are of great importance to the development of tourism in the county.

It could have contributed to the tourism development in the county. The result agrees to that of Minder (2014) who observed that sustainable development of tourism must take after three standards, in particular: reasonableness rule, maintainability standards, and community guideline, on which the manageable advancement of the nearby government frameworks depends on to assemble and upgrade positivity and flourishing to communities through tourism.

Further, most of the respondents agreed that the stakeholders' role and contribution to the development of tourism diversification was a key. The participation helps in marketing and provision of essential services in the hospitality industry. It was also established that the county government of Elgeyo Marakwet relied on tourism policies from the national government.

On a five point scale, the average mean of the responses was 4.0 implying that the respondents agreed on most of the statements concerning the roles of stakeholders’ on tourism diversification. A standard deviation of 1.0 indicated that the variation in the responses was minimal.

### Interview Guide Responses

Hotel managers agreed that stakeholders’ roles have profound effects on tourism diversification. Stakeholders participated in tourism marketing, improved infrastructure and handling tourists’ complaints and evaluated the improvement of existing tourism products. Creating enabling environment through policy making was one of the key roles played by stakeholders’.

Both county government officials and private investors agreed that stakeholders’ participation through collaborations, consultation and joint seminars on the tourism development had yielded to continued growth of tourism. Policy making, regulations and laws formulation were the key areas that were for stakeholders’ participation.

### 4.2.2 Descriptive Statistics on Tourism Development

The study finally sought to assess the tourism development in Elgeyo Marakwet County. Results were presented in Table 3.

**Table 3: Tourism Diversification**

| Year/Rate | Less than 5% | 5.1%-10% | 10.1%-20% | 20.1%-30% | Above 30% | Mean | Std. Dev |
|-----------|--------------|----------|-----------|-----------|-----------|------|----------|
| 2015      | 1.7%         | 50.9%    | 25.0%     | 10.3%     | 12.1%     | 2.8  | 1.1      |
| 2014      | 0.0%         | 47.4%    | 40.5%     | 10.3%     | 1.7%      | 2.7  | 0.7      |
| 2013      | 1.7%         | 49.1%    | 42.2%     | 5.2%      | 1.7%      | 2.6  | 0.7      |
| 2012      | 4.3%         | 55.2%    | 32.8%     | 3.4%      | 3.4%      | 2.7  | 2.9      |
| 2011      | 6.9%         | 56.9%    | 29.3%     | 6.9%      | 0.0%      | 2.4  | 0.7      |

The findings on table 3 indicated that in the year 2015 tourism diversification growth was recorded from 5.1% to above 30% as agreed by the respondents. In the year 2014 tourism diversification growth was recorded between 5.1% and 30% as agreed by the respondents. Similarly, in the year 2013, 2012 and 2011 tourism growth was recorded between 5.1% and 20% as agreed by the respondents.

Similarly, majority of the respondents (75% or more) agreed that the tourism diversification growth was recorded between 5.1% and 20% in the period 2011 to 2015. This implied that

tourism diversification growth was recorded between 5.1% and 20% in Elgeyo Marakwet in the period 2011 to 2015. The average mean of the responses was 2.5-3.0 implying that the respondents agreed on most of the ratings concerning tourism diversification growth. A standard deviation of 1.22 indicated that the variation in the responses was minimal.

For sustainability in tourism to be enhanced and developed to the expectations, there should be consented participation of each and every player in the tourism sector. Political will is of great importance to supporting and building tourism development. Attainment of sustainable tourism development require systematic procedural observation of effect, presenting the vital and restorative measures when necessary. Sustainable tourism should look forward to making utilization of the available natural resources that are components of tourism development. It also involve protecting the environment with the aim of preserving biodiversity and heritage which are key to tourism attraction.

Supportable tourism progression should in like manner keep up an irregular condition of guest satisfaction and certification a critical issue to the traveler, raising their care about manageability issues and progressing sensible tourism hones among them. (A Guide for Policy Makers, UNEP and UNWTO, 2005). At one extraordinary tourism item advancement can be grasping all components with which the guest to a destination comes into contact.

#### 4.3 Correlation Analysis between Stakeholders Participation and Tourism Development

Correlation analysis was conducted to establish the association between stakeholders' participation (independent variable) and tourism development (dependent variable). Results were presented in Table 4.

**Table 4: Correlation Matrix for Stakeholders Participation and Tourism Development**

|                            |  | Tourism Development | Stakeholders Participation |
|----------------------------|--|---------------------|----------------------------|
| Tourism Development        | Pearson Correlation<br>Sig. (2-tailed) | 1.000               |                            |
| Stakeholders Participation | Pearson Correlation<br>Sig. (2-tailed) | 0.200<br>0.032      | 1.000                      |

The Pearson correlation coefficient was used to establish the association between the stakeholders' participation and tourism development. The study findings indicated that the association between stakeholders' participation and tourism development was positive and significant. This was supported by a Pearson coefficient of 0.200 and level of significance of

0.032. This implied that enhanced roles of stakeholders’ could lead to improved tourism diversification.

The results conformed to Chili and Xulu (2015) that the function and standard of tourism advancement for the general public should be practical. The legislature at all levels has the commitment of guaranteeing that the situation of the poor is tended to and pivoted through sustainable tourism improvement.

#### 4.4 Hypothesis Testing using Regression Analysis

The study conducted regression analysis between stakeholders’ participation (independent variable) and tourism development (dependent variable). This was in order to establish the relationship between stakeholders’ participation and tourism development in Elgeyo Marakwet County. Results were presented in Table 5.

**Table 5: Model Fitness for Stakeholders Participation**

| <b>R</b> | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Std. Error of the Estimate</b> |
|----------|-----------------|--------------------------|-----------------------------------|
| 0.953    | 0.909           | 0.908                    | 0.77441                           |

The results on Table 5 indicated that stakeholders’ participation was an appropriate variable in explaining tourism development in Elgeyo Marakwet County. This was supported by coefficient of determination also known as the R square of 90.9%. This meant that stakeholders’ participation (independent variable) explained 90.9% of the variations in the dependent variable tourism development.

Therefore the model was fit and suitable for the study on tourism development in Elgeyo Marakwet County. The results agree to Hardy and Beeton (2010) who contended that the piece of the organization should be to drive supportable tourism change inside their goal. It should set the key heading for tourism inside a goal. By and by, the nearby government is frequently working after the system of the national state and it's regularly an essential effect on administration, including policymaking for feasible advancement.

**Table 6: Analysis of Variance (ANOVA) for Stakeholders Participation**

|            | <b>Sum of Squares</b> | <b>df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b> |
|------------|-----------------------|-----------|--------------------|----------|-------------|
| Regression | 690.034               | 1         | 690.034            | 1150.621 | .000        |
| Residual   | 68.966                | 115       | 0.507              |          |             |
| Total      | 759.000               | 116       |                    |          |             |

Table 6 shows the results on the analysis of the variance (ANOVA). The results indicated that the overall model was statistically significant. Similarly, the results imply that stakeholders' participation was a good predictor/indicator of tourism development in Elgeyo Marakwet County. The F statistic of 1150.621 and the reported p value (0.000) confirms that the model is significant.

**Table 7: Regression of Coefficients for Stakeholders Participation**

|                             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
|                             | B                           | Std. Error | Beta                      |       |      |
| Constant                    | 1.848                       | 0.0367     |                           | 50.04 | 0.00 |
| Stakeholders' Participation | 0.604                       | 0.018      | 0.953                     | 33.92 | 0.00 |

Thus, the regression model used was:

$$Y = 1.848 + 0.604X_2$$

Where:

Y = Tourism Development

X<sub>2</sub> = Stakeholders' Participation

The regression of coefficients results on table 7 showed that Stakeholders' Participation had a positive and significant relationship with tourism development (r=0.604, p=0.005). This could be attributed to the collaborations and the leadership role provided by the Elgeyo Marakwet County government in government towards tourism development. Stakeholders' role and contribution to the development of tourism diversification Elgeyo Marakwet County was a key.

The participation helped in marketing and provision of essential services in the hospitality industry. The findings informed that of Amir (2015) suggested that stakeholders' coordinated effort ought to be upgraded to stay away from 'halt' in tourism maintainability. Further, the result was consistent with that Adisa (2013) who asserted that Government based partners have an abnormal state of capacity to impact the result of a choice and furthermore have an enthusiasm for the result while different partners (neighborhood community, competitors, investors and tourists) have low capacity to impact the choice.

### Hypothesis Testing

Bivariate regression was used for the hypothesis testing and determined using p-value (refer to Table 7). If the p value is less than 0.05, we reject the H<sub>0</sub> but if it is more than 0.05, then H<sub>0</sub> is



not rejected. The null hypothesis is that stakeholders' participation does not influence sustainable tourism development. Results in Table 4.10 shows that the p-value was 0.000. The calculated t-statistic of the study was 33.921 which is larger than critical t-statistic of 1.96.

Null hypothesis was rejected and the study adopted the alternative hypothesis that stakeholders' participation influences sustainable tourism development in Elgeyo Marakwet County. The findings agree to that of Abdalla (2013) who observed that stakeholder perspectives on tourism development in Waterloo region. Findings uncover that stakeholder stand up to various essential difficulties, which give imperatives and bottlenecks to tourism improvement in the Region. The examination inferred that there was requirement for authority, procedure and compelling coordinated effort between all stakeholders as imperative for tourism advancement.

## 5.0 Conclusions

Stakeholders' participation was positively associated and or related with tourism development. Stakeholders participated in tourism marketing, improved infrastructure and handling tourists' complaints and evaluated the improvement of existing tourism products. Creating enabling environment through policy making was one of the key roles played by stakeholders'.

## 6.0 Recommendations

The roles of stakeholders should be facilitated through adequate funding and training to increase their creativity and corporation for effective tourism diversification. Stakeholders should be in front in tourism marketing through improved infrastructure and handling tourists' complaints in an appropriate manner. They should strive to create an enabling environment through policy making which may improve tourism development.

## 7.0 References

- Abdulla, N. (2013). Stakeholder Perspectives on how Tourism Development is undertaken in Waterloo Region.
- Adisa, R. S. (2013). Agro-Tourism in North-Central Nigeria: Perceptions, Performance, Problems, and Prospects. *Journal of Travel and Tourism Research (Online)*, 13(1/2), 54.
- Ali, F., Hussain, K., Nair, V., & Nair, P. K. (2017). Stakeholders' perceptions & attitudes towards tourism development in a mature destination. *Turizam: međunarodni znanstveno-stručni časopis*, 65(2), 173-186.
- Amira F., (2015). "The role of stakeholder collaboration in sustainable tourism competitiveness: the case of Auckland, New Zealand." PhD diss., Auckland University of Technology.

Chili, N. S., & Xulu, N. (2015). The role of local government to facilitate and spearhead sustainable tourism development. *Probl. Perspect. Manag.*, 13, 27-31.

Cornelissen, S. (2017). *The global tourism system: Governance, development and lessons from South Africa*. Routledge.

Hardy, A.L., Beeton, R.J.S. (2010). Sustainable tourism or maintainable tourism: Managing resources for more than average outcomes, *Journal of Sustainable Tourism*, 9(3), pp. 168-192.

Kiprutto, N., Sitati, N., Ngiorarita, J., Akama, J., & Munyao, C. M. (2012). Impediments to Regional Tourism Development in Kenya's North Rift Region. *International Journal of Business and Commerce*, 2(4), 39-50.

Lejárraga, I., & Walkenhorst, P. (2013). Economic policy, tourism trade and productive diversification. *International Economics*, 135, 1-12.

Manzoor, A., K. (2015). Adventure Tourism in India. *International Journal of Multidisciplinary Research and Development*, 2(4), 374-379.

Moncheva, S., Racheva, E., Kamburska, L., & D'Hernoncourt, J. (2012). Environmental and management constraints on tourism in Varna Bay, Bulgarian Black Sea coast. *Ecology and Society*, 17(3).

Nare, A. T., Musikavanhu, G. M., & Chiutsi, S. (2017). *Tourism diversification in Botswana-a stakeholder perspective*.

UNWTO, (2013). World Tourism Organization, Madrid.