

**THE ROLE OF SONGS AND DANCES IN THE PROMOTION OF TOURISM
HERITAGE CASE STUDY; BOMAS OF KENYA, NAIROBI.**

**BY
ALICE K. MOENGA
BTM/20008/82/DF**

**A RESEARCH REPORT SUBMITTED TO THE SCHOOL OF BUSINESS AND
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DECLARATION

I, ALICE KERUBO MOENGA hereby declare that the work contained in this research entitled "the role of Music and Dances in promoting tourism heritage in Kenya a case study of Bomas of Kenya in Nairobi" with the exception of acknowledged references, ideas and concerns, this is my original work and it has never been submitted to any institution for academic purposes.

Signature.....*Alice*.....

Date:.....*31st / 10 / 2011*.....

APPROVAL

This research report entitled "the Role of songs and dances in promoting tourism heritage in Kenya a case study of Bomas of Kenya". This is to certify that ALICE KERUBO MOENGA has been under my supervision and the proposal should be submitted to the school of business and management with my approval as supervisor

Signature.....

Date.....31/010/2011.....

MR. FRANCIS OKELLO

Supervisor

DEDICATIONS

I dedicate this research to my parents, Mr. Edward Ondimu Moenga and Mrs. Terecy Moraa Moenga,

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First and foremost, I thank Almighty God for unconditional love, blessings, protection and care He has given me. Also for good health and strength up to the end of my research.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Tourism was a product that relied on simultaneous production and consumption of products and services. In effect, if tourists don't visit a destination, then there are no measurable outputs of the industry's activities. However if tourists visit a destination, the implication of this for the destination population is that it will become into encounter with an alien population. That encounter was beneficial or detrimental to the host community/population depending upon the difference in cultures and the nature of encounter. Kadit (1979)

Kenya's culture was the total sum of diverse cultural activities that were performed by various tribes in Kenya. Kenya had approximately 42 tribes, and all these tribes had separate cultures, rules and regulations along with different languages. Kenya was rich of culture and tribes had a right to make their contributions.

Kenya culture had been made rich with contributions that were made in form of colourful and varied patterns of dresses and accessories, songs and dances through the several ages by several tribes that inhabit Kenya. These tribes included: Luhya, Luo, kikuyu, Kamba, Kisii, Masaii, Kalenjin among others. Most dances in Kenya had come from their ritualistic festivals that were accompanied by chanting and several types of songs as well. For example, the Maasai were known for their dance after a successful hunting, while the Agikuyu people were known for their strong meaningful songs and dances which promoted fidelity. Leaky (1977). It was a foundation which was built then morally and mentally. Jomo Kenyatta (1993). It also encouraged openness and transparency.

Drums played a major role in the performance of these dances. For example the Luhya tribe had a very unique drum called Isukuti, the Abagusii had a nine string instrument called Obokano .

Songs on the other hand had always played a major role in the lives of people. This is especially women used to sing in every occasion like child birth, naming, circumcision, harvesting and death ceremonies among others in the pre-colonial era. Mugo (1992) "where are these songs?" reflects the essence of the songs of these women because these songs were also a source of history. We came to know about lifestyle of people through these songs. The government in conjunction with Kenya Tourism Board (KTB) had taken measures that would enhance development of Kenya culture through promotion of national culture, through songs and dances and printed literature.

1.2 Problem Statement

Tourism had a number of potential cultural costs. While tourism could help recognize and promote distinctive cultures, it can also alter or distort patterns in the process. Akama (1999) had noted that tribal handcrafts and cultural performance had been removed from the authentic social and cultural context had been commercialized to fit the whims of tourism. In addition various forms of unwanted behavior had been noted among these tribes.

Realizing the effects of tourism on people and understanding its cultural consequences is imperative. Since tourists come from industrialized countries, tourism had introduced and spread social and cultural values of these countries. There was evidence of social cultural effects ranging from clothes we used to wear, food we ate and other lifestyle and attitudes which could all be influenced by tourism.

Tourism had also helped to recognize and promote the distinctive culture of communities and had led to conservation and utilization of traditional arts, handcrafts dance, music, songs, drama, customs and ceremonies dress and other aspects of traditional lifestyle. The study aired out the contribution of songs and dances to the promotion of tourism heritage. (Fredrick 2009)

1.3 Purpose of the Study

The aim of the study was to assess the contribution of songs and dances to the promotion of tourism heritage.

1.4 Specific Objectives

1. To find out major contributions of songs and dances to the development of tourism in Kenya.
2. To find out the challenges faced by the Kenyan culture
3. To establish the role of government in the enhancement of culture for tourism development

1.5 Research Question

1. To what extent do these songs and dances contribute to the tourism heritage?
2. What are the challenges facing the Kenyan culture?
3. What was the role of government towards promoting culture?

1.6 Scope of the Study

The research was carried out at Bomas of Kenya, and it sought to explore the contributions of those dances. The theory behind the research was that, culture (songs and dances) greatly contributed towards the promotion of tourism heritage. Some said that if Kenya tourism depended on songs and dances it would be as good as nothing. In that respect, their contribution was greatly considered. The study was scheduled to take at least three months.

1.7 Significance of the Study

The study was to show that culture was vital and also a major tourist attraction especially in songs and dances, since they varied from tribe to tribe which worked hand in hand with other attractions to the success of tourism heritage.

The research was helpful to the government and invited it to be more actively involved in the promotion of tourism heritage.

The research helped tourism marketers in marketing the Kenya's rich culture especially on songs and dances so as to bring their ethics which had been eroded by western culture.

The research was also useful to other researchers who were willing to carry out their research in a similar topic.

1.8 Limitations of the Study

Limited authority: Being an individual research, as opposed to institutional research, there was limited trust attached to the authority of the researcher to attain maximum attention of the research. Bomas of Kenya was a busy tourism body, they opted to pay more attention to institutional researchers other than individual research.

Inadequate time: Time factor was one of the basic factors when conducting research. Limited time lead to limited research answers. Therefore, being a student with other academic responsibilities entitled, lead to limitations during research and lack of detailed research results. The school timetable also limited the number of trips to be taken by the researcher during his or her field study.

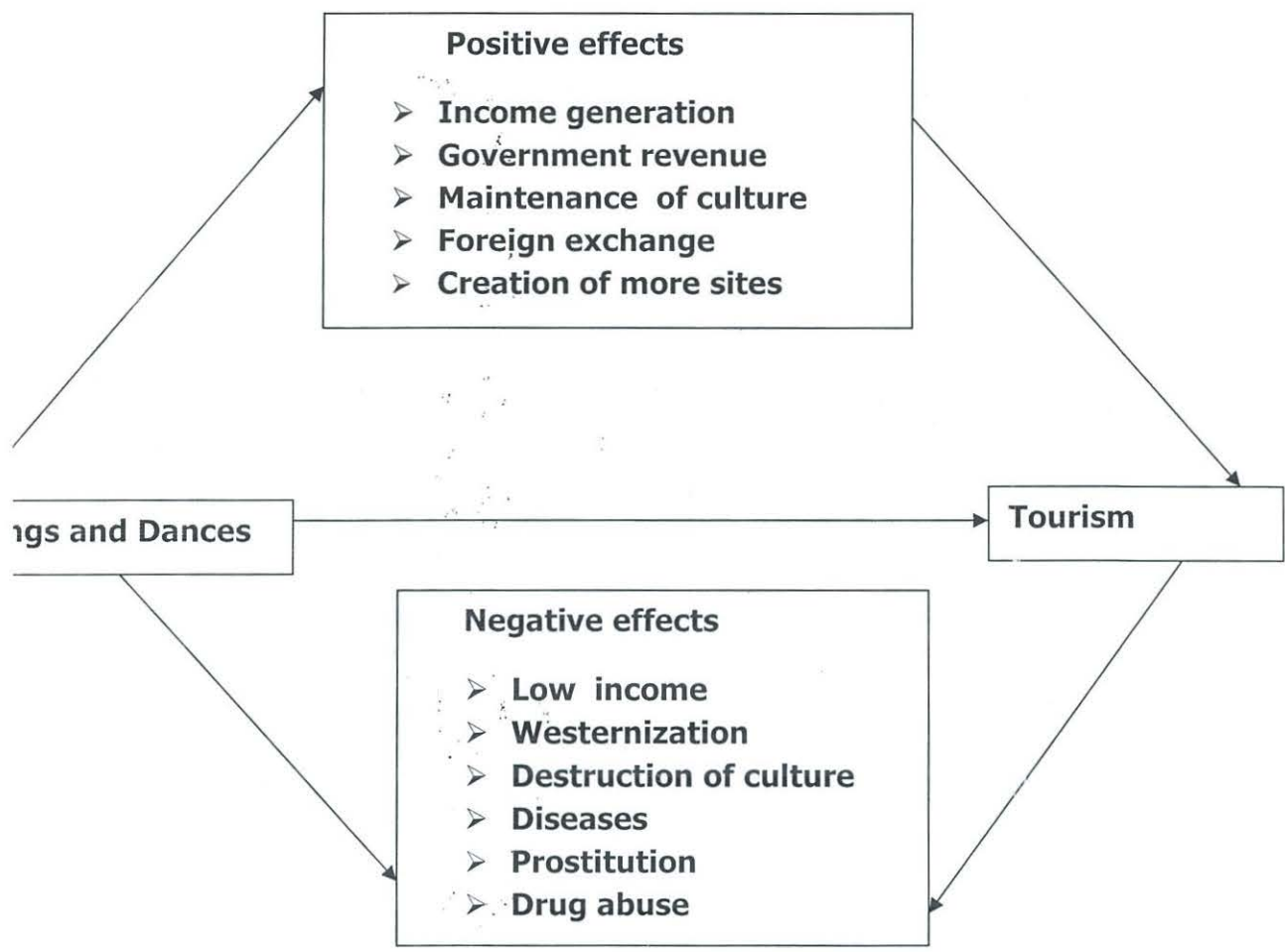
Inadequate finance: That played a major role in limiting the attributes to research projects. As a student who highly depended on the little pocket money got from the parents, was highly affected by adequate finance. The purchase of certain materials as well as recommendable were very demanding to the

researcher. The researcher had to spend substantial amount of money on transport to visit the institution, phone calls, downloading from the internet, writing, material as well as recording material.

1.9 Conceptual Framework

The conceptual framework defines the topic of research through the explanation of the variables within the topic independent variables determine, predict and influence the dependent variable. Independent for the topic is songs and dances, dependent variables are prone to control by the independent variables. For this proposal the dependent variables is tourism. It also consists of the interviewing variables which consist of positive and negative impact of the songs and dances. It can be illustrated with the model as shown below.

Conceptual Framework Of Study



Source: Researchers conceptualization.

When the Bomas management will put the singers and dancers problems in solution this will help emphasis in loyalty and high commitment, that will bring good performance. Since traditional dancers will be working effectively and efficiently which will eliminate negative impacts like prostitution, westernization, destruction of culture, low income as well as prostitution to the

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

According to Ondimu (2003) tourism was characterized by a few tourist, mostly the adventurous who discovered the spoilt area. In such areas there were few visitors, facilities and services. Residents would earn low income from these new areas. As time went by, there was a demand and supply growth more tourists would visit the destination and the residents would be forced to give better services. With time, more facilities would be required to be put up and more people employed so that the number of tourist does not decline. Large numbers of tourist were present often outnumbering the residents, (siding 1998).

Songs and dances were manifested of human creativity and were sometimes called expressive culture. Most Kenyan communities expressed themselves creatively in their dances, music, songs, painting, sculpture pottery, storytelling among others (Acher B. 1973).

When we think of music we have in mind something that can be seen, felt and appreciated, (kirui 1988).

According to meldiviel (1975) songs and dances could be promoted and developed into tourism product. Many people in Kenya do associate songs and aesthetic experience (as a sense of beauty appreciation, harmony and pleasure) with objects and events having such qualities. Most people have a word for something that attracts our attention, direct our thoughts and have more than ordinary significance without being judged as beautiful by many people who experience that work. (Sindiga 1998).

2.1 Overview of the Tourism Industry

According to Tourism guide (2004), it's the national parks and exciting wildness safaris that had made Kenya one of the most favorite tourist destinations in the world. Kenya had got much more than that. The east African countries had to offer endless choice of tourists attractions to travelers from all the nooks and corners of the world. The varied and diverse tourist's attraction in Kenya could make anyone simply amazed as the nation had got something for everyone. Beside the popular national parks, the breath taking mountain scenery, splendid beaches and coral reef spectacular lakes and deserts, different arts and the extensive savanna grassland are there to make your trip to Kenya a special one. No matter how the place that touches you most. (Ibrahim 1998)

According to Ondimu (2004) site seeing in Kenya is popularly regarded as the "jewelery of the east Africa. Kenya offers most of the sophisticated tourism infrastructure in the region. Thousands of visitors from across the world traveled to Kenya every year to discover its unique and diverse tourist attractions and to be very true they were never disappointed.

Kenya was the land of national parks and wildlife safaris. It was surely the most sought after destination for all those who would wish to go to Africa for vocation. It was a home of fifty national parks and reserves that you could find the eight wonder of the world that is the Maasai Mara National Park where the scenes of lifetime migration of millions of wildebeest and zebras to Serengeti National Park in Tanzania, can be a lifetime experience for tourists (Dennis Orutu 2004).

Kenya offers endless opportunities for adventure and recreation. Mt. Kenya and the western highlands in Kenya offered suburb conditions for trekking and hiking. Kenya was also the home to some of the most spectacular lakes in the world ranging from glacial lakes at the top of Mt. Kenya to Rift valley lakes.

This lakes included: L. Victoria, L.Baringo, L.Turkana, L. Naivasha, L. Bogoria among others.

These lakes were known for their renowned enhancing natural beauty as well as rich and diverse avifauna. There are thousands of birds species harbored at these lakes where hundreds of birds lovers and ornithologists come to see and study. These lakes included: L. Victoria, L. Naivasha, L.Nakuru, and L. Baringo where the breath the king scenery of flocks of flamingo and other migratory birds. Other tourist's attraction in Kenya included the spectacular eastern arm of the Africa Great Rift Valley, Lamu Island and the modern cities including the coastal beaches. (Richard 1997).

2.1.1 Forms of Tourism

According to the world Tourism Council (WTC), it came up with three classification of tourism.

- Domestic tourism which involved residents of a particular country travelling within their country. That is within the country's geographical boundaries.
- Inbound tourism, involved nonresidents travelling to a given country outside their geographical boundaries.
- Out bound tourism involved residents travelling in another country outside their geographical boundaries.

The three basic forms of tourism can be combined and come up with:

- Internal tourism which comprise of domestic and inbound tourism.
- National tourism which comprises of domestic and outbound tourism
- International tourism which comprise of inbound and outbound tourism

2.1.2 Tourism Attractions And Activities

According to Allama (2003) attractions in a destination were the basis of tourism development. Attractions were the most essential elements of the tourists product. Tourists' attractions had different activities that took place. These activities were discovered and they were developed.

Sinclair (2004) categorized attractions in Kenya in several categories. Under these categories, he further divided them into specific categories. They included:

Natural Attractions

Climate: These can either be warm or sunny or dry. This type of climate is best for tourists who came from winter place such as Europe, north and south pole. Such climate will enable various activities to take place such as nature walks, mountain climbing, primates tracking, rock climbing, game drive, birds and butterfly watching. (Ibrahim 2009).

Scenic beauty: Those included agricultural landscape such as tea estate, also we had mountain, ranges, hills, plateau, the great rift valley and beaches: activities included pleasure driving whereby stopovers were to be made to have a view in adventure such As rafting, and rock climbing.

Coastal region: In these areas, we get beaches and marine life. Beaches are ideal for swimming, sun bathing and water sports, scuba diving, snorkeling and boating, it attracts tourist who want to relax and those who want to engage in activities such as sport fishing.

Flora and fauna: These can be of good importance especially if when it is combined with other natural attractions. Floral and fauna include national parks, game reserves, forests, botanical gardens. Activities in this attractions include game drive, bird and butterfly watching, education and research.

Parks and conservation areas: The flora and fauna in this area are designed for conservation such as zoos, sanctuaries, botanical gardens. They also attract domestic tourists.

special features: These include mountains found around the equator line, caves with paintings and utensils, hot springs, geysers, Rock Art, and mild forms of volcanic activities. Activities include: exploration of caves, and mountain climbing.

Cultural Attractions.

Archeological, historical and cultural sites: these included cultural and national monuments, historical building and towns, religious buildings. Tourists here will reflect trends in recent years participation by tourist laymen in archeological excavation. (Krapf 1942).

Distinctive cultural patterns: These differ from those of tourists and unique to one place can be of much interest to many tourists. This included: customs, dress code, ceremonies, lifestyle and religious belief and practices and are often associated with rural village life.

Museums and cultural centres: Themes such as archeology, history, ethnology and industry and many specialized subjects, cultural centres include art galleries and antique shops.

Cultural festivals: These are related to the traditions and arts. Large religious festivals and pagents attract many tourists as well as residents.

Hospitality of the people: Tourists were attracted on areas where people were friendly, with hospitable character, their tolerance and acceptance of tourists visiting the area. Honesty and reliability of the residents in their dealing with tourists are also important factors. (Medlik S. 1972)

TOWN AND CITIES

Large urban area with their varied architectural style, historical building and districts, shopping facilities, restaurants, parks, and street life are of interest to most tourists. Most of them enjoy general sightseeing, and absorbing the ambience of a city's characters as well as visiting specific attractions features such as museums and public buildings. Some cities have theater performance including plays, operas concerts dances which attract tourists as well as residents. (Fredrick 2008).

TOURISTS FACILITIES AND SERVICES AT ATTRACTIONS

Accommodation facilities: These included: resorts hotel inns, camping sites, caravans etc. the way they were designed can induce the tourist to visit and stay at the place.

Transport: Interesting historical and unusual forms of transport can be made into attractions. For instance the palace on wheels tours in the northern India which utilizes railway coaches previously owned by wealthy princes.

Cuisine: Cuisine in a destination can be significant secondary tourist attraction. This is especially if the area offers a special type of cuisine that is well prepared and well presented.

SPECIAL TYPES OF ATTRACTIONS

Most of these were artificially made, they included shopping center. This was developed as a major attraction in cities and in international airports. Duty free was encouraged so that more can be purchased by the tourist. Items included liquor, jewellery, watches, perfumes, and electronic (Ondimu 2003).

Special events: They included sports, fairs and exhibition as a major tourist's for a short period. The facilities constructed were used permanently by the country hosting the events.

Entertainment: Night clubs and discos provided evening entertainment that was popular with many tourists and was considered essential for successful operations of most hotels and resorts.

2.2 Effects Of Tourism On Social Economic Aspect

Changes in the social behavior

This may encourage people to adopt a behavior which is unacceptable traditionally. The youths imitate the behavior of the whites in all possible ways including bleaching of hair using dangerous chemicals.

Boys are putting on wigs to look like black Americans while girls stripping almost naked to attract white tourists. (Harsel 1994)

Diseases

In the course of interaction with tourists dangerous diseases like venereal and acquired immunodeficiency syndrome (AIDS) are contracted. These tourists are the source of foreign diseases. (Akama 2004).

School drop out

In major areas of tourists attractions many children are running away from school as they are being influenced by the easy life offered by the tourists.

Petty gifts and money are offered to girls by some tourists only to put them in a family way. The children are thus distracted from studies and become social drop out, T.C. Sharma (2002).

Drugs

By imitating the highly competitive tourists' way of life, the young generation is gradually getting addicted to drug taking for example marijuana. The harmful effects both physical and mentally are depriving Kenya of able bodied people who end up either in jails or hospitals.

Poaching

Wildlife is the major source of attraction to the tourists. It's a known fact that skins, ivory and other articles have been smuggled out of Kenya. a few tourists have been convicted of poaching wildlife that attracted them to Kenya.

Debts.

In order to provide the infrastructure required for tourists such as hotels and lodges to cater for their needs on transport, the host country may have tomorrow large sums of money from abroad. If tourists do not come in large numbers as expected, the host country may find it difficult to pay the debt (Krapf 1955).

POLITICS

If there is any political or economical instability in the host country, it leads to tourists not coming. This was seen in 2007-2009 Kenya's post election violence, where 98% of the hotel booking were cancelled and the number of international tourist drastically went down as Kenya's political state was declared unstable.

Physical environment

Uncontrolled tourism may cause damage to the physical environment and also pollute natural beauty and sports with garbage. The building of hotels, lodges, roads, airport and even landing air strips destroys parts of environment.

2.3 Historical Development Of Tourism In Kenya

The east Africa government as far as 1948 foresaw the tourist potential in the region and formed the east Africa tourist and travel association (EATTA). Its aim was to encourage and develop tourism in the east Africa regions. In those days the association was a small affair limited to by lack of capital but with a strong purpose. In 1949, it managed to persuade the alliance international de tourism, to choose Nairobi for its annual conference.

This gave Nairobi the much needed international advertisement. It was from this conference that the east Africa tourism industry sprang and developed. By 1965 the industry had grown up so much that the whole management and planning could not as the east African had undergone many changes including independence.

The Kenya tourist development corporation was formed in 1965 to replace the east African tourist and travel association. Its main aim was to develop tourism by providing accommodation and transport. The corporation works thus closely with National parks trustee although a more definite relationship between the two bodies might be an advantage. the cooperation thus has financial interest in many several hotels all over the country including the coastal areas and lodges, Malcon (2010)

It has a share in the charter flights and has undertaken the construction of a traditional village on the outskirts of Nairobi, Bomas of Kenya. the Kenya tourist development cooperation spends a considerable amount of money on publicity intended to promote Kenya's tourism industry, Mayaka (2004).

2.4 History Of Songs And Dances In Kenya

According to Smith, (1990), as a man stood in a stature in the evolution he needed to think less of survival and more pleasure and pastimes. In this did the seeds of art and fertile soils to grow into large banyan tree with many branches and shoots. The Indian literature celebrates the 64 arts amongst these songs and dances (music) are considered the crowning glory across many culture and civilization. Man was created by him and to him he shall return ultimately likewise, the ultimate goal of songs and dances are a reunion the higher self.

Like most things that are beautiful and ancient, the origin of music are shrouded in a thick fog which even the most powerful search of light that sets

music apart. Modern philosophers opine that as man was toddling towards becoming a human being his wonder of universe and his own capabilities gave birth to four things: sacrament, shrine, magic and music. When one speaks of music, its but natural civilization. But music had its own origin before life originated Timothy (1973).

It sprung from the bang that gave it rise to thus universe-the Nada Bindu, which gave birth to music with variegated forms and colours; (Bryon 1996)

Music and language are two faces of the same coin. In the beginning was the word and so was music. Man could not have evolved into what he is without the instrument of language and languages reaches its pinnacle in music. Even a casual glance at history will reveal that all great civilization considered music sacrosanct and heed in reference, even the most primitive tribes have music.

The Banda's are considered the progenitor of all music on earth. The music sprung from pranara Nada or Omkara. There two justification in this regard. One is that venan, said to be revealed by God himself, are various expressions of the panama and are earliest recorded documentation of music among other things. This part, all that sprung up from the inexhaustible ocean was patterned on the style of Vedas. This refers to music as a whole as there is no death of parallels in other civilizations.

Kenya has perhaps the most diverse assortment of popular music forms, in addition to multiple types of folk songs.

2.5 Music And Tourism

According to Sidinga (2003) he suggested that apart from traditional songs and dances, one can also get to hear modern music and see modern dances from forms of Kenya. Guitar is used extensively in modern Kenya music, form the regular drums and flutes. Modern music forms contain jazz, hip-pop, reggae, raga, rap, afro fusion music and pop and popular music. Benga is a model

type of music that has emerged over here. Rap music has become extremely popular in Kenya and it has led to birth of two unique genre of music called "Genge" and "kapluka" beats. The influence of Christianity in the country has led to the growth of unique music style called Gospel.

Music is a universal language. People who do not speak other people's languages can at least appreciate music together. Tourists who visit the Maasai and karamoja villages always appreciate the performance and to some extent some of them will dance to their tune. Ole talap (1977)

Mark (1996) suggested that music is a form of communication that includes a non-verbal component. The information transmitted is often abstract emotion rather than concrete ideas and experienced in a variety of ways by different listeners. from the kind of melody, one is able to tell what kind of atmosphere it is. This can be either grief, or sadness or happy or anxiety. Music is a powerful vehicle for expressing emotions as well as ideas. It can be a central mechanism for symbolizing culture. The traditional and folk songs have originated from various sources especially for the Maasai, Luhya, Kikuyu among others.

As far as music is concerned, Sukuti is the traditional form of luhya in western Kenya, while mwomboko dance was the Kikuyu of central Kenya. Sukuti is also a local name for a drum. In this dance form, people sway to the rhythm of the drum, bells, horns and whistles. Both men and women participate in the dance. The Isukuti drum together with Liidungu and Uburkhana are famous that they are played in numerous national ceremonies in Kenya.

The luhya culture is a repertoire of songs which says a lot about social activities and wildlife. Thus should be promoted as an important resource for tourism. The music which is usually accompanied by instruments holds a lot of potential for cultural tourism in this area.

According to Ndambuki (1988), the music holds lot of potential tourism in Kenya. their music is divided into several group based on age.

Most festivals and ceremonies hold a lot of potential in developing tourism in Kenya. Most of them are accompanied by songs and dances. These are also represented at Bomas of Kenya meaning homesteads of Kenya, where these songs and dances and other forms of culture are greatly presented. The rich and diverse circumcision ceremonies especially among the Tiriki, Lukha and Kabras are accompanied by songs and dances. The annual bull fighting of the Isukha as well as wedding ceremonies cannot be interesting if music was not part of them. If such ceremonies should be marketed, they can be a major source of tourism.

According to Ondimu (2003) the Luhya can see an enormous instrument called obokhano. They also use the ground bow which is made by digging large ground over which an animal skin is pegged. A small hole is cut into the skin and string is placed across the hole creating a unique sound. The music can be developed and turned into cultural based attractions with a view to developing and enhancing them for tourism.

As noted by Odenyo (2005), music was shaped by the total way of lifestyles and life patterns of individual Kenyans. Because of that, music had characteristic which distinguished it from the music of other communities. Thus can be seen, heard and felt in their melodies, rhythms mode of presentation and dancing styles, movements and formations. The melodies in the music were lyrical, with a lot of vocal ornamentation. The dancing styles were elegant and graceful, involving body movements in a rigorous manner.

2.6 Music And Cultural Events

During important ceremonies in Kenya, songs are performed different ceremonies and time. Music and dance were inseparable.

Songs include courtship and marriage, war, death and dirges, field work songs and songs sung during canoeing, songs and songs for scorns, grazing songs,

songs for watering animals, songs for praying for rain or floods to stop, drinking songs and songs for children. (Ming 1998)

Birth: When a baby was born, women would say “you are invited to the pea’s party to come and see the visitor” this message was joined by songs and chants related to the occasion from relatives and close friends bearing gifts.

Circumcision: This is civic and religious rite. Among all communities it had several; stages. Before initiation boys would sing and dance. The dance is pushing contests with boys from other villages. Before circumcision boys sing to the old folks to show that they were ready. A few weeks before circumcision they would sing the whole day and night. Before three months , boys would not do any work after they were circumcised but go round singing their circumcision songs. (Ombati 1995).

Funerals: Music was performed during funerals to praise the departed. To console the bereaved, to keep the people awake at night, express pain and agony and during cleansing and chasing away the spirit who visit the village at night. Other events that songs and dances are performed amongst communities were during marriages, beer drinking, welcoming back the warriors from war, while going for wars, during wrestling matches and many others, Orutu (2008).

CHAPTER THREE

METHODOLOGY

3.0. Introduction

In this chapter the researcher provided the overview of the methodology of study. It also included research design, location of the study, Research sample, data collection procedure and data analysis.

3.1. Research Design

The researcher intended to take on a descriptive and analytical research design. These was selected because the tourism industry had not had a lot of research as the other fields thereby providing a platform for good analysis quantitatively as well as qualitatively.

3.2 The population size and area of the study

The targeted population of the research was 50 people who were working at the Bomas of Kenya cultural centre in Nairobi. The sample included both men and women in that organization.

3.2.1 Sample size determination

The sample comprised 20 respondents in total and was divided as follows. 5 were KTB officials, 10 local community personnel and 5 Nongovernmental organizations (NGO'S) in Kenya.

3.3 Location of study

The research was conducted in one location, Bomas of Kenya. The research consisted of mostly the administrators of the organization.

3.4 Research sample

The researcher entrusted sample design to direct the research topic. A definite sample was to ensure accuracy and operation within the range of agreeable limit to the research. Researcher conducted the research by interviewing at least 5 people from each different tribes who were present their songs and dances at the Bomas of Kenya. However, in order to attain a comprehensive certainty to the research, the researcher interviewed some of the tourists present at the Bomas of Kenya and also the Kenya tourism boards to come up with a comprehensive report capable of conclusion.

3.5 Sample Technique

The researcher implied three sample techniques to carry out the research such as purposive sampling, quota sampling and non probability technique to get information from the respondents.

3.5.1 Sampling procedures

Quota sampling was to determine the repetitive where matrix describing the characteristics of the targeted population was to be used to know what proportion of the population was female and male, and what population under various age and education level of the population. Purposive sampling of the population was to be on the basis of researcher's own understanding and knowledge of the population being studied. Non probability techniques was need to be employed of rotary. Without replacement till the number of the respondents will be got.

3.6 Methods of data collection

Instruments of data collection.

Both primary and secondary data collection were used to collect data questionnaires. It meant a set of questions were organized in order to obtain information from the respondents. Alternatively the researcher was to use

questionnaires in the personal interviews as a guide to the questions should be relevant to the study.

3.6.1 Interviews

An interview guide was to be used especially with the secretariat coordinator, administrative officer and the employees. In this method, the researcher would interview the employees who were working in Bomas of Kenya. The interview will focus on influence of Musician performance. The written reports, speeches and minutes of the company can be given to the researcher to analyze them.

3.6.2 Observations

In the method, the researcher will go to the area of interests, analyzes things which are happening there, it will enable the researcher to access the validity and reliability of the data as given by the respondents.

3.6.3 Questionnaires

The researcher was to use questionnaire containing relevant questions capable of obtaining solutions to the problem under research.

3.7 Sources of data

The main sources of data collection to be used in collecting data would include;

- i) **Primary source;** this involved collecting data by interviewing respondents' and submission of questionnaires to be filled by the respondents from local community, KTB, NGOs.
- ii) **Secondary sources;** data was collected from previous reports on the research problem. The major sources of data here was libraries, internet, text books and journals to analyze the problem.

3.8 Expected Research limitations

The study was delayed by the various problems as they follow.

Rudeness and hostility among the respondents, researcher could find some respondents are rude and hostile these would be big obstacles for a researcher to get information.

Managers were not easily accessible for the researcher to get full information, it was cumbersome. Some organizations did not allow the researcher to access or know the organization problem because it could show the bad image of organization, and that could affect the performance, hence reduce profit.

Financial limitation was also seen as another factor costs being too high to be met by the researcher and that contributed to the delay of the research because it was hard for the research to continue with the right budget.

Some of the people were not willing to give out information due to lack of trust hence research delay.

Some respondents need money in order to reveal information

It took long to complete the study some times more than five months.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter analyses the information got from the field. It showed the general information and the answers of the research questions. The findings represented and discussed in the chapter were got from primary sources and are discussed in line with the research objectives. As stated in the analyzing of data the information got from the field is presented in form of tables and figures.

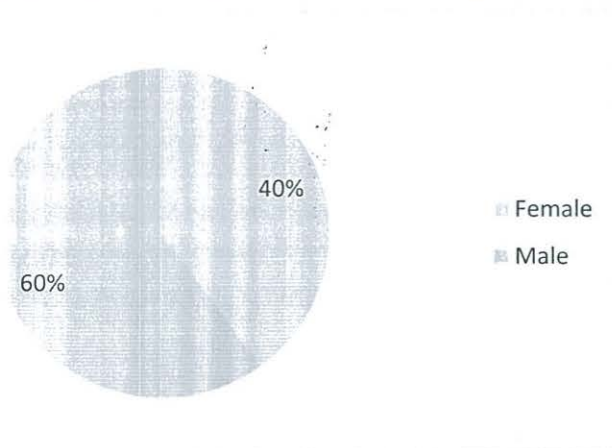
Response Rate.

All the 20 respondents targeted filled and completed their questionnaires and in the researchers' opinion, the response rate was significantly 100%. This part analyzed the information of the respondent in relation to their Gender, Age, Educational Levels and salary scale.

4.2 Background Information.

4.2.1. Findings Gender Distribution

Figure 4.1 Gender Distributions of Respondents



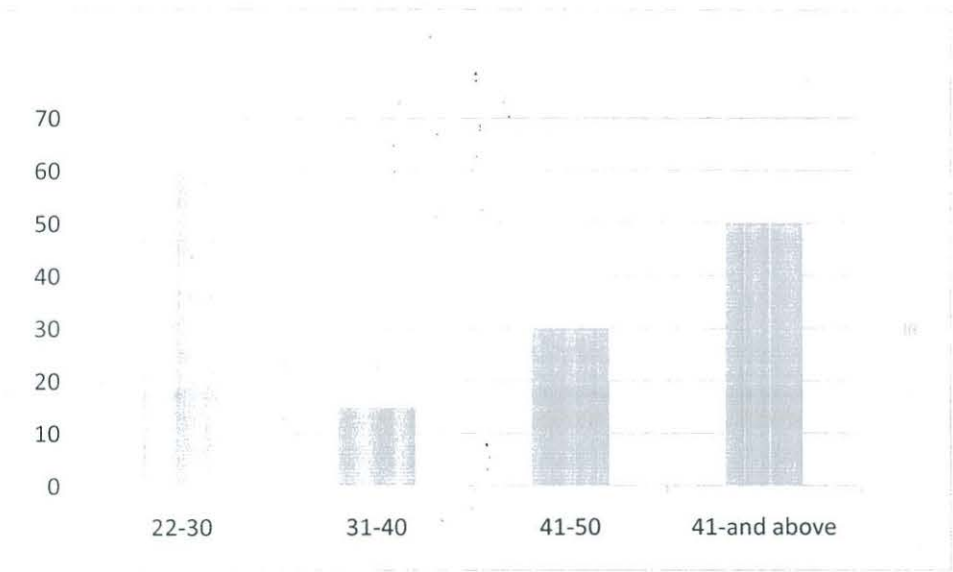
Source: Bomas of Kenya

The chart above shows categories of respondents that were involved in the study. Gender findings revealed 60% were male and 40% were female. The implication of the above was that male respondents were more than female respondents in the study but however one can clearly observe that there is no big imbalance in the gender.

4.2.2. Findings on Age of Respondents.

The respondents were in the following age brackets

Figure 4.2: Ages of respondents



Source: Bomas of Kenya

Figure 4.2 above indicates that 52% of the respondents were between 22-30 years.18% were between 41-50 years, 30% were between 31-40 and no one was above 50 years. The revealed that Bomas site mostly employ the youth as indicated in the figure above which is with the highest percentage.

4.2.3 Findings of Years of Experience.

Table 4.2, Years of Experience

Years	Frequency	Percentage (%)
Less than one year	–	–
1-5 years	2	13
5-10 years	12	53
More than 10 years	6	34
Total	20	100

Source: Bomas of Kenya.

The research findings revealed that musicians and traditional dancers Bomas site spend some good time in the site whereby 53% were between 5-10 years, 1-5 years had 13%, less than a year scored 0% and finally 34% had worked for 6 years and above. This implies that at least all the Musicians and traditional dancers in Bomas site have got the required experience, and it could also be true that they work under a contract that is why they work for long.

4.3 Musicians

4.3.1 Findings on whether Musicians are in the Bomas site

Response	Frequency	Percentage (%)
Yes	16	87
No	4	13
Not sure	–	–
Total	20	100

Source: Bomas of kenya

The findings showed that Musicians exist in Bomas site whereby 87% gave out a positive response while 13% were negative response. This showed that musicians are found in the site that they contribute a lot to its existence.

4.3.2 Findings on whether Musician use approaches in promoting tourism

Response	Frequency	Percentage (%)
Yes	15	80
No	5	20
Not sure	–	–
Total	20	100

Source: Bomas site

The table above shows that 80% said yes, 20% said No, and for those no one for those who were not sure. This implied that musicians use some approaches when trying to promote tourism in the site. The research revealed that there were approaches that existed in the site that had some influence in the promotion of tourism.

4.4 Findings on whether local community understands the existence of musician and traditional dancers in Bomas

Table 4.4.1 shows whether local community understand the existence of tour operators in the site

Response	Frequency	Percentage (%)
Yes	20	100
No	–	–
Not sure	–	–
Total	20	100

Source: Bomas of Kenya

The findings from the field revealed that 100% of the local community confirmed that they understood the existence of musician and traditional dances and their influence in the site. All the respondents explained that they were aware of musicians existence in the site and that they are aware of their contribution to promoting tourism in the site.

4.4.1 Findings on whether respondents know the challenges that Musician face in the site

Response	Frequency	Percentage (100%)
Yes	14	88
No	6	12
Not sure	–	–
Total	20	100

Source: Bomas site

The findings of the field revealed that 88% knew the challenges that musicians face in the site while 12% said that they did not know the challenges that the musicians were facing in the site. This shows that majority of the respondents are aware of the challenges that musician face in the site and that the results were positive.

4.5 Relationship between music and the tourism industry

4.5.1 Findings on whether music contribute to the development of the tourism industry

Response	Frequency	Percentage (%)
Yes	20	100
No	–	–
Not sure	–	–
Total	20	100

Source: Bomas site

The findings revealed that respondents understood the contribution of music and dances in the development of tourism industry with all the members agreeing with 100% meaning that they are aware of the contributions of music and dance in the tourism industry.

4.5.2 Findings on whether music have positive effects in the promotion of tourism at the site

Response	Frequency	Percentage (%)
Strongly disagree	–	–
Disagree	4	10
Not sure	–	–
Agree	–	–
Strongly agree	16	90
Total	20	100

Source: Bomas of Kenya

The table above indicated that 80% of the respondents confirmed by strongly agreeing that there were positive effects of music and dance in the site and that there was a big relationship between music and tourism industry. A very small percentage revealed that songs had no positive effects in promoting tourism at the site. Therefore according to the response by those who were questioned it showed that musicians played a big role in the promotion of tourism at Bomas of Kenya site.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.

5.0 Introduction

This chapter presents the summary of major findings in line with the study objectives, presents the conclusion of the study and recommendations.

5.1 Summary of Findings

The study was conducted with four major objectives; To find out major contributions of songs and dances to the development of tourism in Kenya, To find out the challenges faced by the Kenyan culture, To establish the role of government in the enhancement of culture for tourism development, to assess the contribution of songs and dances to the promotion of tourism heritage in the site and to provide a way forward on how tourism can promote tourism industry in Kenya.

5.1.2 Finding about the relationship between Music and Tourism

The results showed that there is a big relationship between music and tourism and that without Music tourism would not be effective therefore tourism went hand in hand with music and dance. All these depend on each other so as to be effective.

5.2 Conclusion

The research revealed that there were musicians that existed at Bomas site and that the respondents were aware of them and these tour musicians had an influence in the site operations. Therefore to solve the musicians challenges they should understand what causes the challenges and immediately resolve them.

The Bomas site should have different types of techniques to manage the challenges that exist in the site to make the site work effectively towards promoting tourism in Nairobi, Kenya.

5.3 Recommendations

The tour site should put in place policies that will help manage the site in terms of managing challenges and any problem that may arise and interfere with the operations of Bomas site. The site should also put up ways or techniques that are to help in the site operations.

There should also be problem-solving meetings, where there is a provision of opportunities for terms to resolve key operational problems and issues in a controlled group environment. Still facilitation of positive, constructive resolution issues has to be considered.

Therefore the site should also train traditional dancers and musicians regularly and also reviewing the sites performance regularly, this will assist in the promoting and motivating musicians towards their daily operations. Rewarding the musicians can also assist in promoting the tourism activities towards making it effective.

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APPENDICES

APPENDIX 1

QUESTIONNAIRE FOR KTB OFFICIALS

Dear respondent,

I am ALICE KERUBO MOENGA a third year student at Kampala International University. I am carrying out a research study "the role songs and dances' in promoting tourism Heritage in Kenya" you have been selected to participate in this study and therefore you are kindly requested to fill the questions below. The information given here will be solely for academic purposes and will be treated with auto most confidentiality.

Thank you for your valuable time.

Instructions

- i) Be precise and concise
- ii) Answer as instructed before each question

From question 1-4 please tick the appropriate answer of your choice against the box

1. Name of respondents.....

2. Gender (a) male ☐ (b) female ☐

3. Age bracket ☐

(a) Less than 20 ☐

(b) 20-29 ☐

(c) 30-39 ☐

(d) 40-49 ☐

(e) 50 Above ☐

Education bracket ☐

Primary bracket ☐

"O" Level ☐

Degree ☐

Other specify

Tertiary ☐

Diploma ☐

5a) What role do you play in KTB?

.....

b) Which department do you work within the organization (KTB?)

.....

6. How many famous traditional dancers and musicians are at BOMAS?

.....

7. What approaches are used by traditional dancers to promote tourism in Bomas?

.....

.....

8. What are the contributions of Songs and Dances in the tourism industry?

.....

.....

9. What challenges do traditional music face in trying to promote tourism in Kenya?

.....

10. What solutions can be put in place to combat the challenges faced in promoting tourism by culture?

.....

.....

11. How has culture led to tourism development in Kenya?

.....

.....

Thank you for your cooperation.

APPENDIX II
QUESTIONNAIRE FOR THE LOCAL COMMUNITY

Dear respondent,

I am ALICE KERUBO MOENGA a third year student at Kampala International University. I am carrying out a research study "on the role of songs and dances in promoting tourism heritage in Kenya" you have been selected to participate in this study and therefore kindly requested to fill the questions below. The information given here will be solely for academic purposes and will be treated with auto most confidentiality.

Thank you for your valuable time.

Instructions

- i) Be precise and concise
- ii) Answer as instructed before each question

From question 1-4 please tick the appropriate answer of your choice against the box

- 1) Name of respondents.....
- 2) Gender (a) male ☐ (b) female ☐
- 3) Age bracket
- (a) Less than 20 ☐
- (b) 20-29 ☐
- (c) 30-39 ☐
- (d) 40-49 ☐
- (e) 50 Above ☐
4. Education bracket
- | | | | |
|-----------------|--------------------------|----------|--------------------------|
| Primary bracket | <input type="checkbox"/> | Tertiary | <input type="checkbox"/> |
| "O" Level | <input type="checkbox"/> | Diploma | <input type="checkbox"/> |
| Degree | <input type="checkbox"/> | | |
- Other specify.....

5. What is your occupation?

.....

6. What is the population of the people around the site?

.....

7. What are the main economic activities people carry around BOMAS OF KENYA?

.....

.....

8 (a) Are you aware of cultural promoters in Bomas of Kenya?

.....

.....

(b) Has music and dances benefited you as the community around the tour site?

.....

9. (a) What problems do you face while living near the site?

.....

(b) Does the government work on your problems? (Tick YES OR NO)

YES

☐

NO

☐

(c) If YES, What are the solutions to your problems?

.....

10. What message can you give your fellow community around in order to promote tourism in Kenya?

.....

.....

Thank you for your cooperation.

APPENDIX III

QUESTIONNAIRE FOR NON GOVERNMENTAL ORGANISATIONS (NGO)

Dear respondent,

I am ALICE KERUBO MOENGA a third year student at Kampala International University. I am carrying out this research study "the role of songs and dances in promoting tourism heritage in Kenya" you have been selected to participate in this study and therefore kindly requested to fill the questions below. The information given will be solely for academic purposes and will be treated with auto most confidentiality.

Thank you for your valuable time.

Instructions

- i) Be precise and concise
- ii) Answer as instructed before each question

From question 1-4 please tick the appropriate answer of your choice against the box

1. Name of respondents.....

2. Gender (a) male ☐ (b) female ☐

3. Age bracket

(a) Less than 20 ☐

(b) 20-29 ☐

(c) 30-39 ☐

(d) 40-49 ☐

(e) 50 Above ☐

4. Education bracket

Primary bracket ☐

Tertiary ☐

"O" Level ☐

Diploma ☐

Degree ☐

Other specify.....

5. What is your department in NGO?

.....

6. In your point of view, what do you think can be done to improve on tourism in Kenya?

.....

7. What has the organization done to improve on the songs and dances performance in Kenya?

.....

.....

8. How have songs and dances benefited you as a committee member of Non Governmental Organization?

.....

.....

9. How can you grade in terms of percentages the benefits of tourism in districts like Kisumu, in Kenya?

.....

.....

Thank you for your cooperation

APPENDIX V: SCHEDULE ACTIVITIES

Activity	Duration
Writing a proposal.	July-August 2011
Collection of data.	August-September 2011
Analysis of data.	September-October 2011
Typing and printing.	October 2011
Binding.	October 2011
Submitting dissertation.	October 2011

Source: Researchers conceptualization.

APPENDIX VI: ESTIMATED BUDGET

ITEMS	TIME	COST (EACH)	AMOUNT (UGX)
Transport and communication	8 days		200,000
Transport			
TOTAL.			200,000
Stationary.	QTY		
Reams of paper.	3	8000	24000
Clip board	1	2000	2000
Pencils.	5	400	2000
Pens.	10	500	5000
TOTAL			33,000.
Typing, printing	80	500	12500
photocopying.	25	500	2500
Research	80	500	40000
Proposal			2000
Questionnaire.	355 pgs	50	4000
(Dissertation).			17750
Binding proposal.			
TOTAL			78750
OVERALL TOTAL.			311750

SOURCE : RESEARCHERS CONCEPTUALIZATION