

**TOURISM SUSTAINABILITY AND ENTREPRENEURSHIP
DEVELOPMENT IN AND AROUND NAIROBI
NATIONAL PARK, KENYA**

A Thesis Presented to the College of Higher Degree
and Research of Kampala International
University, Uganda

By
Kirunyu Hannah Muthoni
MBA/22632/123/DF

In Partial Fulfillment of the Requirements for the Award of a Master's
Degree of Business Administration in Tourism Management

November, 2014

DECLARATION A

“This dissertation presented is my original work and it has not been presented for a degree or any other academic award in any university or institution of learning”.

KIRUNYU HANNAH MUTHONI



Name and Signature of candidate

11/11/2024

Date

DECLARATION B

“This is to confirm that the researcher’s work has been done under my supervision and submitted for examination with my approval”.

.....

Name and Signature of supervisor

.....

Date

DEDICATION

This research proposal is dedicated to God the almighty, for His Grace and blessing to me. To my parents Mr. Joseph Kirunyu and mother Mrs. Jacinta Wanjiku, my sisters, Anastasia, Teresia, Faith, my aunties and uncles, my friends Meso Swart and the husband, Santino, Rukundo, Maduk, Sagal and to all those who made this research become a success.

ACKNOWLEDGEMENTS

My first appreciation is to God for making me able to reach this day. Secondly, I wish to extend my gratitude to everyone who provided vital assistance towards the completion of this report.

First and foremost, I express my sincere thanks to my supervisor Dr. Nuwe John Bosco for his guidance which made the completion of this work a success.

I wish to thank the Kampala International University (KIU) teaching staff administration and management team for providing me with great knowledge in my academics.

TABLE OF CONTENTS

DECLARATION A.....	i
DECLARATION B.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENTS	iv
ACRONYMS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
ABSTRACT.....	x
ABSTRACT.....	x
CHAPTER ONE	1
THE PROBLEM OF ITS SCOPE	1
1.0 Introduction.....	1
1.1 Theoretical perspective	3
1.1.1 Conceptual perspective	3
1.1.2 Tourism in Kenya	4
1.1.3 Tourism entrepreneurship in Kenya or other countries	5
1.1.4 Contextual perspective.....	6
1.2 Statement of the problem	6
1.3 General objective of the study	7
1.3.1 Specific objective of the study	7
1.4 Research questions.....	7
1.5 Research hypothesis.....	8
1.6 Scope.....	8
1.6.1 Geographical scope:.....	8
1.6.2 Content scope.....	8
1.6.3 Theoretical scope	8
1.6.4 Time scope:.....	9
1.7 Significance of the study.....	9
1.8 Operational definition of key terms	10

CHAPTER TWO: LITERATURE REVIEW	11
2.0 Introduction.....	11
2.1 Theoretical frame work.....	11
2.2 Conceptual framework.....	12
2.3 Related literature	19
 CHAPTER THREE: METHODOLOGY	 27
3.0 Introduction.....	27
3.1 Research design	27
3.2 Research target population.....	28
3.2.1 Sampling procedures.....	28
3.2.2 ampling size	29
3.3 Data collection methods.....	30
3.4 Research instruments	30
3.5 Validity and reliability of the instruments	31
3.6 Data gathering procedures	32
3.7 Data analysis	33
3.8 Ethical Considerations	34
3.9 Limitations of the study	34
 CHAPTER FOUR: PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS	 35
4.0 Introduction.....	35
4.1 Profile of respondents	35
4.2 Extent of Tourism	37
4.3 Extent of Entrepreneurship development in and around Nairobi national park, Kenya	40
4.4 Relationship between Tourism and Entrepreneurship development in and around Nairobi national park, Kenya.....	42
4.5 Regression Analysis.....	44

CHAPTER FIVE: DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS.....	46
5.0 Introduction.....	46
5.1 Discussions	46
5.2 Conclusions.....	50
5.3 Recommendation	51
5.4 Areas for further research	51
REFERENCES.....	52
APPENDICES	55
APPENDIX I: RESEARCH INSTRUMENTS	55
APPENDIX II A: TRANSMITTAL LETTER.....	60
APPENDIX II B: TRANSMITTAL LETTER FOR THE RESPONDENTS	61
APPENDIX III: INFORMED CONSENT	62
RESEARCHER’S CURRICULUM VITAE	63

LIST OF TABLES

Table 1: Respondents of the study	28
Table 2: Cronbach Alpha validity and reliability test results	31
Table 3 Profile of respondents	36
Table 4: Extent of Tourism	38
Table 5: Extent of Entrepreneurship development in and around Nairobi national park, Kenya	41
Table 6: Significant relationship between Tourism and entrepreneurship development in and around Nairobi national park, Kenya	43
Table 7: Regression Analysis between the Dependent and Independent Variables	44
Table 8: Responses from the interview guide	45

ABSTRACT

The study investigated the relationship between the extent of tourism sustainability and entrepreneurship development in and around Nairobi national park, Kenya. The study was guided by three specific objectives and these were i) determining the extent of tourism sustainability; ii) the level of entrepreneurship development in and around Nairobi national park, Kenya, and (iii) the relationship between the extent of tourism sustainability and entrepreneurship development in and around Nairobi national park, Kenya. The target population was 3168 and out of which a sample size of 355 was made, a descriptive research design was used to collect data from 355 respondents using self-administered questionnaires and interview guide as the main data collection instruments. The findings indicated that, the extent of tourism sustainability was found to be satisfactory on average (mean= 2.97) which implied that many tourists in Nairobi national park travel for recreational, leisure, family or business purposes usually of a limited duration, the level of entrepreneurship development in and around Nairobi national park was rated satisfactory (mean=3.01). The two variables are positive and significantly correlated, and this implies rejecting the null hypothesis that there is a significant relationship between the extent of tourism sustainability and entrepreneurship development in and around Nairobi national park, Kenya ($r = .495$ & $\text{Sig} = 0.000$). The study concurred with the enterprise Drucker's (2006) three sigma theory which states that many businesses prosper, later decline and fail because of the assumption they make, that form the basis for their fundamental business decisions. Recommendations based on findings were that; the management of Nairobi national park should make sure that the tourists gain benefits from social leisure such as development character and self-identity, should put in place more business activities which will encourage the tourists always spend more money on business tourism than leisure tourism in Nairobi National Park and should see many interesting places apart from birding interests only.

CHAPTER ONE

THE PROBLEM OF ITS SCOPE

1.0 Introduction

According to Venkataram, 1997; Shane and Venkataram, 2000; Shane, 2003. “Entrepreneurship is an activity that involves the discovery, evaluation, and exploitation of opportunities to introduce new goods and services, ways of organizing, markets, processes, and raw materials through organizing efforts that previously had not existed” The success of a business is due to many factors, but the greatest determinant of a business’s success is the entrepreneur him/herself.

In today's tough and uncertain economy, an organization needs strong entrepreneurs to lead their staff toward accomplishing business goals. But entrepreneurs are more than just leaders who are problem solvers, cheerleaders, and planners as well. And entrepreneurs do not come in one-size-fits-all shapes or forms. Entrepreneurs fulfill many roles and have many different responsibilities at each level of management within an organization.

In our world today Tourism is not only one of the fastest growing and world’s largest industry, but also the biggest employer. Globalization has brought about economic changes in general, but also particular changes in the tourism industry. The focus of the tourism industry has shifted from air travel, overnights, and meals and so on to total experiences or fantasy worlds associated with specific destinations. This new tourism phenomenon is not only influenced by economic factors but also by new cultures and a new generation of tourists.

In tourism, the different destinations compete worldwide through globalization. Increasingly, travel consumers worldwide is seeking experiential, Life enriching vacations that involve culture, nature, the outdoors and learning. These consumers want authentic experiences that focus on local

culture and foods, allowing them to engage all of their senses, they want to get 'behind the scenes' and be enriched by the people and places they visit. This trend provides the tourism industry with a new type of visitor who is seeking for more than just a view from a car or a bus, They seek a greater understanding of nature and the world we live in. This trend means exciting new opportunities for the Eritrean tourism sector, as we have a bounty of resources to work with.

Tourism is a service industry. As such, it is quite sensitive and it is absolutely secure with the attitude of the service provider. This would imply that in the business of tourism the entrepreneur has to know oneself from inside out. Entrepreneurs need to know their own strengths and weaknesses because “entrepreneurship involves the ability to build a ‘founding team’ with complementary skills and talents” This is to indicate that the entrepreneur and all the members of his/her organization have to realize that the service they offer to the visitor is all summed up in their attitude.

In the course of time the entrepreneur and his organizations members will create an image in the eyes of their customers. Therefore Tourism is a business that would have to create a memorable experience for the visitor and making their vacation dreams come true. A visitor can not love a country simply for its geographical features but for its people from whom outstanding services were offered. Tourism is well-suited to people who enjoy meeting new people, learning about their culture and various believes, sharing their experience, and ensuring that guests are treated as well as the service provider would like to be treated when traveling. As an industry Tourism depends on synergy, partnership and harmonious working environment. Hotels, attractive sites, travel agencies, sightseeing tours, transportation agencies, government authorities and the host country in general have a significant role to play to promote their tourist attractions.

One of the important tool to promote their business in particular and the country in general is advertisement. Individual entrepreneur or a group of entrepreneurs as the synergy demands could jointly advertise their organizations and the country in international media outlets. Undoubtedly it will have a high rate of return. Good service is an advertisement by itself. However considering the time element it takes, Advertisement has a quick rate of return.

1.1 Theoretical perspective

The study was specifically be based on drunker's (2006)three sigma theory which states that many businesses prosper later decline and fail because of the assumptions they make that form the basis for their fundamental businesses decisions made about society, markets, customers, products, technology, their mission, among others which become obsolete as time goes by. The reason for using this theory in this study was because development is a business environment that is dynamic in that even the most sound business theories eventually become obsolete. This calls for organizations to become innovative in all aspects by introducing new ideas, new methods of producing superior products at a cheaper cost, opening of new markets, discovering new sources of supply of raw materials and periodically examine their fundamental assumptions to see if they continue to reflect the current realities in order to remain relevant in the market and remain abreast with competition in the market arena for any organization to achieve business success. On the basis of that theory of the study, it proposes that entrepreneurship development in tourism in Kenya.

1.1.1 Conceptual perspective

In this study, the independent variable in this study is tourism sustainability. Boyd and Goodwin (2000) refer tourism as a sector that can promote pro-poor economic growth since it can enable diversification of local economies as well

as offering opportunities to micro and small scale enterprises(MSEs) such as earnings from selling goods and services like food, crafts, building materials and guide services.

The dependent variable is entrepreneurship development. Sobers, (1997) refers entrepreneurship development as output or result of an organization as measured against its intended output (or goals and objectives). In this study, entrepreneurship development refers to how the organization scores on the various dimensions such as providing employment to people, infrastructural development and internet sales.

1.1.2 Tourism in Kenya

The Kenya Tourism Board is responsible for maintaining information pertaining to tourism in Kenya. Tourism is the second largest source of foreign exchange revenue following agriculture. The main tourist attractions are photo safaris through the 19 national parks and game reserves. Other attractions include the mosques in Mombasa; the renowned scenery of the Great Rift Valley; the coffee plantations at Thika; a view of Mt. Kilimanjaro, across the border into Tanzania; and its beaches along the Indian Ocean.

Lee Jolliffe, in her book *Transformations*, argues that Kenyan tourism hasn't developed on its conservation of natural resources, though "beach tourism, eco-tourism, cultural tourism, sports tourism all form part of the portfolio." During the 1990s, the number of tourists travelling to Kenya decreased, partly due to the well publicized murders of several tourists. However, tourism in Kenya has been the leading source of foreign exchange since 1997, when it overtook coffee, and the trend continued, with the exception on 1997–1998.

A large proportion of Kenya's tourism centers around safaris and tours of its great National Parks and Game Reserves. While most tourists do visit for safari there are also great cultural aspects of the country to explore in cities like Mombasa and Lamu on the coast. The Maasai Mara National Reserve is usually where the Maasai Village can be found that most tourists like to visit. There is also a lot of beaches to visit in Kenya, where you can experience water boarding, surfing, wind surfing and many more fun activities that are good for Kenya's economy.

1.1.3 Tourism entrepreneurship in Kenya or other countries

Kenya's tourism industry is very seasonal as it is highly inclined to international tourists' load whose flow is affected by weather and other factors in the source countries. There are three seasons in a year, namely; Peak season, shoulder and low season. Peak season spans November to March, low season starts in April to June while shoulder season is between July and October. The industry has five key stakeholders namely; Government, tourists, tourist service providers, development agencies and host communities. In the past, the latter have not been fully involved in the development of the sector, but now there are efforts to involve them in the tourism policy formulation and encouraging them to claim a share of the tourism cake by investing in Community based tourism.

In Kenya all hotels and restaurants are required to pay a training levy to the Catering and Tourism Development Levy Trustees (CTDLT). The revenue from this levy is utilized to support tourism marketing through the Kenya Tourist Board (KTB), development of standards, and training in the tourism sector, but there have been concerns on the effectiveness of the fund as it is only used to support one government training institution (Utalii College). Recently, CTDLT made a milestone in the standardization of tourism training in the country by developing a training curriculum for the tourist guides,

development of other curricula is also envisioned. CTDLT should encourage the development of a tourism professional body that offers a platform for the professionals to be involved in the planning and management of tourism in Kenya.

1.1.4 Contextual perspective

The study took place in different entrepreneurs in and around Nairobi national park in Kenya where business success has been reported to be low. For example in 2007, the Maasai Mara park which used to be highly visited by tourists in and around Kenya affirms that there were the parks marked very little sales, rarely getting profit, having very small market share, yielding very little earning per share to shareholders, poor customer satisfaction, poor sustainable growth, and poor employee stewardship among others, which can put the growth of entrepreneurship companies at risk.

1.2 Statement of the problem

Tourism sustainability has become a popular global leisure activity that has the potential to become a major generator of jobs were by tourism has brought in large amounts of income in payment for goods and services available, accounting for 30% of the world's exports of services, and 6% of overall exports of goods and services. Within the development stage tourism paradigm, local involvement within developing destinations would appear to be confined to the activities of the formal sector. Indigenous entrepreneurship is particularly evident in the ancillary services that support the tourism industry. (Sobers, 1997).

Although there is entrepreneurship development in Kenya, there are various challenges that need to be established for a better entrepreneurship in the sector. This may include: Poor infrastructure, Low levels of technology, and Lack of education and skills. Kenya has been putting for policy making,

infrastructures development as well as capacity building to support tourism development in Nairobi national park. Despite the efforts of the government of Kenya to reach sustainability in tourism which is still in its infancy, there is still a lot to be done. Many obstacles are still slowing down the tourism development in Kenya in general, and in Nairobi national Park specifically. These obstacles and barriers to tourism for tourism sustainability need to be identified investigated and solutions to be provided and address the need to consider sustainability during the early stages of tourism development in the destination (Johnson, 2006).

1.3 General objective of the study

The general objective of the study was to examine the role of tourism sustainability and entrepreneurship development in and around Nairobi national park, Kenya.

1.3.1 Specific objective of the study

- i) To examine the extent of tourism sustainability in Nairobi national park in Kenya.
- ii) To assess the extent of entrepreneurship development in Nairobi national park in Kenya.
- iii) To establish the significant relationship between tourism and entrepreneurship development in Nairobi national park in Kenya.

1.4 Research questions

The study attempted to answer the following research questions:

- i) What is the extent of tourism sustainability in Nairobi national park in Kenya?
- ii) What is the extent of entrepreneurship development in Nairobi national park in Kenya?

- iii) Is there any significant relationship between tourism and entrepreneurship development in Nairobi national park in Kenya?

1.5 Research hypothesis

Ho There is a significant relationship between tourism sustainability and entrepreneurship development in Nairobi national park in Kenya.

1.6 Scope

1.6.1 Geographical scope:

The study was carried out in Nairobi national park which was established in 1946, it is the first national park located approximately 7 kilometers south of the centre of Nairobi, Kenyan's capital city. The park covers an area of 117.21 square kilometers' (28,963 acres) the parks altitude ranges between 1,533 meters (5,030 ft) and 1,760 meters (5,774 ft) it has a dry climate. The park is the only protected part of Athi-kapiti ecosystem which makes up less than 10% of the ecosystem.

1.6.2 Content scope

The study was based on tourism sustainability and entrepreneurship development in Nairobi national park, Kenya. It was concerned in determining the relationship between tourism sustainability and entrepreneurship development in and around Nairobi national park and to find out the factors affecting the development tourism industry in Nairobi and also to suggest measure against factors affecting the development tourism industry in Nairobi Kenya.

1.6.3 Theoretical scope

The research was specifically based on drunker's (2006) three sigma theory which states that many businesses prosper and later decline and fail because of

the assumptions they make that form the basis for their fundamental businesses decisions (about society, markets, customers, products, technology, their mission, among others) which became obsolete as time goes by. This was because the business environment dynamic in that even the most sound business theories eventually become obsolete. This calls for organizations to become innovative in all aspects by introducing new ideas, new methods of producing superior products at a cheaper cost, opening of new markets, discovering new sources of supply of raw materials and periodically examine their fundamental assumptions to see if they continue to reflect the current realities in order to remain relevant in the market and remain abreast with competition in the market arena for any organization to achieve business success.

1.6.4 Time scope:

The study was carried out for a period of four months in the year 2014. That time period was chosen because the consistent decline in its performance started around that time.

1.7 Significance of the study

This study is an instrument for guidance to those involved in the planning and implementation of tourism development in Kenya and specifically, for Nairobi national park. The information acquired in this research has a considerable benefit to various bodies and institutions under mentioned:

To the government : the targeted government agencies including Kenya development Board, Ministry of Trade and Industry will use the study outcome for planning and decision making for better development of tourism in Nairobi National Park to overcome the barriers which can hold back the development of tourism in the destination. Given the limited number of

research studies on Kenya in this subject, the research results will be a valuable source of information on the tourism industry in Kenya.

Academic and further researcher: The results of this research will also increase the productiveness of the tourism and will form the basis for future researchers who will wish to pursue their research in the same field.

1.8 Operational definition of key terms

The following terms were used to carry the meaning presented:

Tourism sustainability; referred to as is the act of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. It also involves primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment and shopping.

Entrepreneurship refers to an individual who organizes and operates a business (es).

Effectiveness: Acceptable levels of satisfaction by suppliers while at the same time the buyer is guaranteed of continued supply and supply loyalty.

Productivity: A measure of the net output per unit of resource.

Strategy: A plan and an intended course of action for building and sustaining long-term competitive advantage.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The purpose of Literature review was to help in conceptualizing the study by acquiring a broad based knowledge of possible topics. It helped in build on what is known in a specific area, avoid duplication, and get a clearer understanding of the research issues. It assists in validating the research. It helped to compose a critique of the materials identified as results by the study.

2.1 Theoretical frame work

The study was based on the discussion of economic thought which had focused on the business success as a special case of business success, and hence could make the business success theories, which asserts that there are factors (referred to as entrepreneurship development) that influence the business success of any entrepreneur firm (Drucker, 2006).

Drucker's (2006) three sigma theory which states that many businesses prosper, later decline and fail because of the assumption they make, that form the basis for their fundamental business decisions about society, markets, customers, products, technology, their mission, among others. this is because the business environment is dynamic in that even the most sound business theories eventually becomes obsolete, this calls for organization to become innovative in all aspects by introducing new products, new methods of production in economic systems at a cheaper price, opening of new markets and periodically examine their fundamental assumptions to see if they continue to reflect the current realities in order to remain relevant in the market.

Many contemporary studies trace the origins of modern thought in the entrepreneurship back to Joseph Schumpeter's work (1934; 1963). Schumpeter's theories of the economic system and the role of entrepreneurship within it have been widely discussed (MacDonald, 1971; Shionoya, 1992; 1997). His principal contribution can be found in his book 'The Theory of Economic Development' and an article 'The Fundamental Phenomenon of Economic Development'.

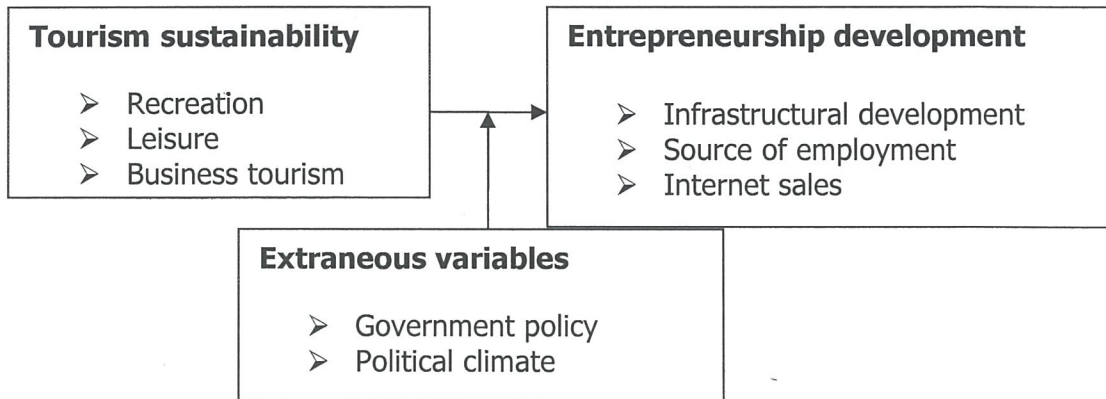
Schumpeter introduced a concept of entrepreneurship, which is quite different from the others discussed so far. His theory is focused on economic development and the role of the entrepreneur in the development process. Schumpeter argues, somewhat contrary to the established thought of the time, that the important question in capitalism is not how it supports existing structures and markets but how it creates and destroys them. In contemporary thought 'creative destruction' is now seen as one of the crucial functions of entrepreneurial activity within an economy. The function of the entrepreneur in this new theory was the person who innovates or makes 'new combinations' of production possible.

2.2 Conceptual framework

The conceptual framework in this study diagrammatically shows the relationship between the variables in the study. The independent variable is the cause which is in this case Tourism sustainability while the Entrepreneurship development is the dependent variable.

Independent variable

Dependent variable



The conceptual frame work in Fig 1 is built on the propositions by drucker 2006; Schumpeter 1934; Holden 2009; Mansourifar 2010 and lamoen (2011). The independent Variable in figure 1 was tourism sustainability which was conceptualized in terms of recreation, leisure and business tourism, these constructs were assumed to be having a significant relationship with the dependent variables such as infrastructural development, source of employment and internet sales. The conceptual framework also connotes that other factors such as economic climate and government policy may also intervene in this relationship.

Tourism

Tourism refers to the travel for recreational, leisure, family or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (Carson, 2002).

Recreation

Recreation is an activity of leisure, leisure being discretionary time. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun". Humans spend their time in activities of daily living, work, sleep, social duties, and leisure, the latter time being free from prior commitments to physiologic or social needs, a prerequisite of recreation. While one perception is that leisure is just "spare time", time not consumed by the necessities of living, another holds that leisure is a force that allows individuals to consider and reflect on the values and realities that are missed in the activities of daily life, thus being an essential element of personal development and civilization. This direction of thought has even been extended to the view that leisure is the purpose of work, and a reward in itself and "leisure life" reflects the values and character of a nation (Brown, 1998).

Leisure

Leisure, or free time, is time spent away from business, work, domestic chores, and education. It also excludes time spent on necessary activities such as sleeping. The distinction between leisure and unavoidable activities is not a rigidly defined one, e.g. people sometimes do work-oriented tasks for pleasure as well as for long-term utility. A distinction may also be drawn between free time and leisure. For example, Situationist International maintains that free time is illusory and rarely free; economic and social forces appropriate free time from the individual and sell it back to them as the commodity known as "leisure". Certainly most people's leisure activities are not a completely free choice, and may be constrained by social pressures, extracurricular activities, e.g. sports, clubs (Drucker, 2006).

There are many benefits that come from social leisure, such as the development of character, self-identity, and understanding of a communal setting or hierarchy. One key ingredient of social leisure that tends to be overlooked is the concept of mealtime being an important part of social leisure. It is during mealtimes where many individuals develop their social skills and character that defines an individual. Food, the main ingredient in mealtime, also shares this similar quality of self-identity through development and socialization, making food another positive form of social leisure (Freeman, 1997).

Business (travel) tourism

During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home. Compared to regular tourism, business ones involve a smaller section of the population, with different motivations, and additional freedom-of-choice limiting constraints imposed through the business aspects. Destinations of business tourism are much more likely to be areas significantly developed for business purposes (cities, industrial regions, etc.). Business tourism can be divided into primary and secondary activities. Primary ones are business (work) related, and included activities such as consultations, inspections, and attending meetings. Secondary ones are related to tourism (leisure) and include activities such as dining out, recreation, shopping, sightseeing, meeting others for leisure activities, and so on. While the primary ones are seen as more important, the secondary ones are nonetheless often described as "substantial". Business tourism can involve individual and small group travel, and destinations can include small to larger meetings, including conventions and conferences, trade fairs, and exhibitions (Getz, 1997).

Most tourist facilities such as airports, restaurants and hotels are shared between leisure and business tourists, Business tourism can be divided into:

traditional business traveling, or meetings - intended for face-to-face meetings with business partners in different locations, incentive trips - a job perk, aimed at motivating employees (for example, approximately a third of UK companies use this strategy to motivate workers) and conference and exhibition traveling intended for attending large scale meetings. In an estimated number of 14,000 conferences worldwide (for 1994), primary destinations are Paris, London, Madrid, Geneva, Brussels, Washington, New York, Sydney and Singapore. The words meetings, incentive, conferences and exhibition in the context of business tourism are abbreviated as MICE (Gray, 1993).

Entrepreneurship development

Infrastructural development

Tourist visitation generates additional use of public facilities such as parks, gardens, pools, stadium and museums. It also generates demand on physical infrastructure such as road, water supply and waste water systems, public toilets, signage, car parks and other public utilities such as broadband. The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. This is facilitated by internet sales of tourist services. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse. There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on 26 December 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. This, together with the vast clean-up operations, stopped or severely hampered tourism in the area for a time (Glazer, 2011).

Source of employment

The travel and tourism industry is one of the largest and most dynamic industries in today's global economy. It is expected to generate about 9 per cent of total GDP and provide more than 235 million jobs in 2010, representing 8 per cent of global employment. Last November, over 150 government, employer and worker delegates from more than 50 countries, meeting at the ILO's global dialogue forum on new developments and challenges in the hospitality and tourism sector, discussed new developments and challenges in the sector. The Forum was opened by Mr. Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO) and Mr. Juan Somavia, Director-General of the ILO. Compared to other sectors of the global economy, the industry is one of the fastest growing, accounting for more than one-third of the total global services trade. The ILO Forum addressed the high intensity of labor within the industry, making it a significant source of employment and placing it among the world's top creators of jobs that require varying degrees of skills and allow for quick entry into the workforce by youth, women and migrant workers (Fleischer, 2002).

Internet sales

The internet is now a critical source of information for prospective travelers when they are in the research phase of the travel planning process. The use of online sources of information to assist in the travel planning process is now well entrenched with prospective travelers. Over 200 million searches are now carried out each month via the Internet related to travel. Approximately 95% of Internet users rely on information from the web as part of their travel information search process (Pan & Fesenmaier, 2006). Despite the prevalent use of Internet sites in the travel planning process, there is still limited research available on the information search process and decision making behavior related to online vacation planning (Ho & Liu, 2004; Pan & Fesenmaier, 2006). It is extremely important, however, for travel operators

and destination marketing organizations to understand how tourists search for and review information at the various stages of their travel decision making process (Choi, Lehto & O'Leary, 2007).

Research to date has demonstrated that consumers use different types of online information sources depending on where they are at in the travel planning process that is the pre trip, during trip and post trip stages (Choi et al, 2007). In one of the most comprehensive studies of online travel planning, Pan and Fesenmaier (2006) note that consumers who search online for travel related information tend to seek information related to 10 key sub-decisions regarding the trip-travel partners, the destination; expenditure required; activities; travel dates, attractions to visit, transportation providers; length of trip; rest stops and food stops. Given that UGC sites are effectively one type of Internet source that travelers can be influenced by, it is likely that the types of impacts these sites have on the 'consumer' are similar in scope to the effect that more traditional forms of travel sites may have.

Ultimately therefore, user-generated content sites have the potential to influence the viewers' decisions in any of these areas (Kunene, 2008).

Successfully reaching a destination's visitor market with the necessary information and booking channels is essential in converting intention to visit into actual visitation. The sales and distribution channels used by destination managers have been influenced significantly over the last decade with the rise in internet usage. While traditional methods of sales and distribution such as travel shows, tour wholesalers and travel agents still play a real part in converting potential visitors, the trend toward online conversion has been the focus of much attention in the future of sales and distribution techniques in the tourism industry (Smith, 2005).

2.3 Related literature

Entrepreneurship concept had used in 17th century for the first time and has been evolved that became as the subject of many discussions now. Many have defined entrepreneurship as starting a new business, but many of economist believed the concept is more than expected. Schumpeter (1934) said, innovation is special traits of entrepreneurs and entrepreneurs do creative destruction. Arthur Cole (1946) Defined Entrepreneurship is a Bridge that makes the connection between Society and founded institutes for utilizing economic advantages and satisfaction of economic wishes.

Wilken (1980) said entrepreneurship as catalyzer prepares sparkle of economic growth and development. Jeffery Timmons (1990) defined entrepreneurship, creation of valuable sights from nothing. Also According to Drucker (1989) definition, Entrepreneur is a person who seeks to change, shows a proper reaction, and uses it as opportunities (Holden, 2009). Besides, tourism includes all activities and interplay that happens in period of tourist journey. It can contain tour planning, reaching to the destination, staying, returning and many activities like that (Mansourifar, 2010). Entrepreneurship and tourism literature, both have mainly been informed by business research.

Tourism can contribute to the goal of sustainable development as well as development of local economies if it is linked to the local economies. In the recent past, focus in tourism shifted to pro-poor tourism. One objective of pro-poor tourism is to increase the positive impacts of tourism on poor people, increase participation of the poor in the tourism industry as well as increase the economic benefits of the poor from tourism activities. This can be realized by limiting leakages through the use of micro and small scale enterprise products, increasing tourist expenditures and promoting linkages between tourism and the local economy through activities in which the poor participate such as MSEs (Manyara and Jones, 2005).

The emphasis on tourism's use of locally produced products would enhance tourism output multiplier and foster faster growth of MSEs and agriculture (Cooper, Fletcher, Gilbert and Wanhill 1998). Ashley, Boyd and Goodwin (2000) contend that tourism is a sector that can promote pro-poor economic growth since it can enable diversification of local economies as well as offering opportunities to MSEs such as earnings from selling goods and services like food, crafts, building materials and guide services. Similarly, the formal sector tourism enterprises like hotels can provide a market for labor and the products of the MSEs. Shah (2000) suggests that when formal tourism enterprises are owned by locals, then there is a high likelihood of purchase of local supplies.

Wanhill (2000) contends that in developing countries tourism's economic objectives of increasing earnings, foreign exchange, investment and job opportunities, as well as to minimize adverse social and cultural effects are not best promoted through inward investment and large tourism enterprise but through enhancing micro and small enterprises. For tourism to be beneficial in terms of income generation, economic growth, poverty reduction, and improving rural livelihoods, it has to be linked to local economies such as agriculture and micro and small scale enterprises (MSEs). Outsourcing, subcontracting or other linkage arrangements between hotels and MSEs are an important means of developing small enterprises. Successful linkages can occur if there are opportunities, information, capacity and capital (Thomas, 2004).

The relationship between tourism and small businesses was also examined by Forer and Lawton (1999). They looked at the role of tourism and business development in Northland, New Zealand in relation to finance, marketing, human resource issues and the importance of tourism in the annual turnover of these businesses. In their study, they argued that this relationship remains terra

incognita due to the fact that the existing research was published in diverse sources and failed to explicitly contribute to methodological development in the area.

Swaziland saw the importance of localizing the productive activities of tourism in a bid to strengthen its economy way back in 1979, to improve the welfare of the local people (Lea, 1981). This was only possible through the development of tourism based MSEs. In the case of Swaziland, tourism had been of great benefit to taxi drivers, sculptors, carvers, wholesalers and retailers (Harrison, 1997).

Rogerson (2003) studied the constraints and opportunities faced by tourism based MSEs in South Africa. He argued that it was only through small enterprises that rural people can participate in tourism. In these enterprises, the opportunities for MSEs or labor by the poor are maximized. He argued that the government had the responsibility to involve local communities in tourism through the development of economic linkages such as supply of agricultural produce to lodges, outsourcing of laundry etc.

Kirsten and Rogerson (2002) supported this view of development of linkages between tourism and small enterprises. Such involvement would lead to sustainable tourism. They identified the challenges faced by tourism MSEs in South Africa as: limited involvement of local black entrepreneurs due to their limited resources and difficulties to secure credit from conventional financial institutions; limited and inadequate training and education as most of the entrepreneurs only have primary level of education which made the black community uncompetitive in the 'knowledge based' tourism industry; limited access to new or established tourism markets for black entrepreneurs and thus difficulties in marketing their products.

The South African government did not have any entrepreneurial support programs and those in existence were poorly advertised and took long to implement. Many of the above challenges also face MSEs in Kenya. In their study they identified the following opportunities available to MSEs in South Africa: provision of construction materials, production and sell of handicrafts, selling of cultural experiences, offering transport services, food supply, room cleaning services and tour-guiding.

Williams (1998) developed a model of tourism entrepreneurship and linkages in developing countries as shown in Figure 2.1. In this model, entrepreneurial development is a three stage process. In the first stage, there is limited local provision of products to a new hotel thus products consumed by hotels are mostly imported. In the second stage, tourism businesses increase in the region and this leads to profits filtering in the local economy and new businesses are formed to supply the hotels. In the mature stage of the model, there exist developed patterns of local supply with minimal dependence on foreign suppliers.

The challenges involved in tourism related businesses

The challenge that faces tourism related entrepreneurship is lack of capital, poor government support, low level of technology, poor infrastructure, lack of social services, disease and natural calamities;

Infrastructure

Despite the growing infrastructure development in the last 10 years in the country, Tourism sector still lacking behind. Most of the infrastructure networks are poor; this can result in a huge loss in the market by increasing the cost of transports and reduce the comforts for the costumers.

Consumer demand

More than two-thirds of U.S. and Australian travellers, and 90% of British tourists, consider active protection of the environment, including support of local communities, to be part of a hotel's responsibility.

Insecurity

Insecurity is a major challenge which has affected directly the number of visitors (costumers). Example: increasing insecurity of the international waters off the Kenya coast following increasing cases of kidnapping and terrorism.

Knowledge

Tourism related entrepreneurship training is a vital component, which can underpin economic growth in tourism related entrepreneurship. The appropriate approach to tourism related entrepreneurship education should consist of a combination of professional, vocational and entrepreneurial training. It is important to recognise that there are likely to be successful, local entrepreneurs who, for a small fee and perhaps in a paired relationship, can work with aspirants in their own language and cultural setting and provide examples of success which others can strive to emulate.

Marketing

Indigenous communities may face particular problems in marketing their products to potential consumers who may be scattered in distant locations and may speak different languages and be of different cultures. As the internet becomes more widely accessible, it may provide opportunities to overcome some of these problems. Meanwhile, although it should be acknowledged that many communities may be sceptical of the merits of increased government involvement, it may be advisable for governments to assist communities through joint marketing schemes.

Challenges of tourism entrepreneurship in Kenya and other countries

The following are some of the challenges that face the tourist industry in Kenya.

Lack of capital: This is normally a big challenge because any individual or organization that wants to invest in this industry must have capital in terms of money as well as other resources such as land and labor.

Poor government support: The government does not give enough support to this industry, especially in terms of allocation of funds. In addition to this there is poor encouragement from the government to the people to invest in tourism.

Poor infrastructure: Kenya has very poor roads that hinder the access of the areas rich in wildlife. This has made the industry hard to develop in the country.

Political instability in the country has been an issue of concern for tourists. In the recent past, notably the 2007 national elections led a lot of violence where people were killed and others displaced from their homes and this scared international tourists from visiting the country. Natural calamities such flood and hurricane at various tourist sites has also affected tourism in Kenya. This has caused fear among the tourists making Kenya not a favorable destination.

Insecurity issues like tribal clashes have also posed a threat to the industry. The most recent Al-Shabaab threats and attacks have also been a challenge to this industry though the government has done so much to curb the situation. Another danger has been posed by diseases like malaria and other tropical diseases. These have been reported to kill many tourists and they have feared suffering this way.

Lack of social services such as hospitals, sports and other recreational

facilities have also hindered this sector from thriving. Most of the tourist sites are located in the remote areas of the country far from access to these facilities therefore making it difficult for the tourists to get the services.

Low levels of technology have also been a challenge. This is because these tourist areas are not covered with things like mobile phone network, internet and also radio and television networks. For tourists from developed countries, these conditions are too hard to cope up with and may make Kenya unfavorable for the tourists.

Destruction of wildlife is another issue of concern in this industry. This is repeatedly reported from the national parks and game reserves where poachers kill the animals for their meat as well as for trade in some of their parts such as the ivory and the rhinoceros horns. Some people who rank high in the society such as the politicians have also been known to take part in these illegal businesses.

Lack of education and skills has also been a key factor in the deterioration of this industry. This is true because many Kenyans do not know the importance of the wildlife and they view them only as a means to their own benefits. Increase in human population has also led human encroachment in the wildlife habitats such as forests and grasslands. This leads to human-wildlife conflicts resulting in the migration of some animal species from their habitats; this has adversely affected the tourist industry in Kenya (Glazer, 2011).

Identifying the gaps

Based on the reviewed literature, the following gaps were identified and filled; Many of the reviewed researches were based on the experiences of Europe, America and Asia whose socio-cultural and economic statuses are generally different from those of Kenya. For those who made studies in Kenya, some of the studies were carried out in other areas not in Nairobi national park. Though

the literature review above talked about tourism and infrastructural development, the fact remains that it did not talk about the relationship between tourism and entrepreneurship development in Nairobi national park, Kenya. Therefore, based on the related studies, the researcher comes to the conclusion that the previous studies were carried out from different perspectives and in different geographical environments, and this is partly prompted the current study.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

In this chapter, the research methodology was discussed. The chapter mainly focused on research design, research population, sample size, sampling procedure, research instruments, data gathering procedure, reliability and validity of the instrument, data analysis, ethical considerations and limitation.

3.1 Research design

Quantitative, descriptive co-relational, comparative and cross sectional survey design was studied. The study took quantitative approach in that it was based on variables measured with numbers and analyzed with statistical procedures to determine whether the predictive generalizations of the theory that was held was true. The study was descriptive because the data that was gotten was used to describe a phenomenon (tourism and entrepreneurship development of Nairobi national park in and around Nairobi national park).

Descriptive co-relational design was used because it was the field of interest in establishing whether there was a relationship between the different types of tourism and entrepreneurship development of Nairobi national park in Kenya.

Survey methodology was used as a scientific field which was to identify principles about the sample design, data collection instruments, statistical adjustment of data, and data processing, and final data analysis that created systematic and random survey errors.

Quantitative approach was used to quantify frequencies in order to describe current conditions, since the study intended to examine the role of tourism and entrepreneurship development in Nairobi Kenya. The descriptive correlation

quantitative design was used to establish the relationship between the independent and dependent variable through quantifiable result. Quantitative method is the numerical representation and manipulation.

3.2 Research target population

In the study, the target population was conducted among medium size enterprises in Nairobi national park. Total target population of this study included 3168 employees of the selected national park in Nairobi Kenya. All the categories of employees (top level managers, middle level managers, and lower level managers) were involved because they were all directly affected by whatever policy that was made on tourism which in turn was affected entrepreneurship development of national park. The study selected the medium businesses because they were the most popular tourism entrepreneurs that exist in and around Nairobi national park, since the study investigated the relationship between the role of tourism and entrepreneurship development in Nairobi Kenya.

Table 1
Respondents of the study

Category	Total target population	Sample size
SSE-Entrepreneurs	702	79
Government officials	400	45
KWS officials	801	89
NGOs	653	73
Local community	612	69
Grand total	3168	355

3.2.1 Sampling procedures

The target population was 3168 (which included; 702 SSE-Entrepreneurs, 400 Government officials, 801 KWS officials, 653 NGO, and 612 local

community) respondents being large, a sample of 355 respondents, was gotten using stratified random sampling to effectively get accurate (unbiased) result from the population as the sample equally represent the different strata in the sample as such reduced cost and time of conducting the study. Regarding sample size, the sampling frames (i.e employees) in the selected national park was stratified according to departments in selected national park in Kenya because of availability of sampling frames. Then proportionate systematic random sampling was chosen from the respective strata sampling frames or lists to ensure a representative sample of the parent population which enabled the research to use the random sampling approach.

3.2.2 Sampling size

The minimum sample size was computed using the solven's formula, which states that, for any given population, the required sample size is given by;

$$n = \frac{N}{1 + N(e)^2}$$

Where N= n

n= Sample size

e= is the level of significance, which is= 0.05

$$n = \frac{3168}{1 + 3168(0.05)^2}$$

$$n = \frac{3168}{1 + 3168(0.0025)}$$

$$n = \frac{3168}{1 + 7.92}$$

$$n = \frac{3168}{8.92}$$

$$n = 355$$

3.3 Data collection methods

The study was conducted using secondary and primary data collection approaches. Secondary data was both internal and external. Internal secondary data was gotten by reading national park manual, plans, policies, prospectuses, research guide line, reports and dissertations. However, such internal secondary sources cannot be give all the data on the environment (political, economic, social, technological, legal cultural and other environments) which Nairobi national park in Kenya operate, prompted the research to consult external secondary sources such as text books, journals, articles, internet sources to mention but a few.

3.4 Research instruments

There were three types of questionnaires directed towards employees of the park in and around Nairobi national park; one was on the profile of the respondents, another on tourism and another on entrepreneurship development. The questionnaire also consisted on the main title and introductory letter from the study that was addressed to the individual respondent explaining the purpose of the study, how the respondent were chosen, and it requested the cooperation of the respondent, a section of 7 bio-data questions, to help classify respondents.

The questionnaire on tourism (independent variable) consisted 25 questions divided in five sub-sections distributed as follows; 5 questions on Infrastructure development, item1-5; 5 questions on Visitors attractions, item 6-10 and 5 questions on Sustainability and service quality, item 11-15;5 questions on Marketability, item16-20; 5 questions on Security, item 21-25. All questions in this section was close ended, basing on four Likert Scale, ranging from one to four; where 1=strongly disagree, 2=disagree, 3= agree, 4= strongly agree. The Likert scales will be used because they are quick, efficient, inexpensive method of data collection as the respondents' opinion are

categorized accordingly and it also enable the respondents to avoid providing a simple and concrete yes or no answer and respondents was not forced to take a stand on a particular topic but allowed to respond in a degree of agreement. An interview guide also was used in order to confirm the information on the tourism as the independent variable and entrepreneurship development (dependent variable).

3.5 Validity and reliability of the instruments

The study tested validity and reliability of the questionnaire, where content validity was done by ensuring that the questions or items in questionnaire conform to the study's conceptualization. Pre-testing for reliability was done by administering the questionnaire to employees in the national park which are not included in the actual study.

Contract validity was ensured using Factor Analysis where reliability of the instrument on multi item variables (Tourism Marketing, tourism Knowledge and Tourism Infrastructure) was tested using the Cronbach Alpha Methods and a Cronbach Alpha (α) of at least 0.7 which led the questionnaire to be declared reasonably reliable or consistent (Amin, 2005).

Table 2
Cronbach Alpha validity and reliability test results

Variables	No of items	Cronbach's Alpha
Tourism	15	0.795
entrepreneurship development	35	0.934

Cronbach Alpha (α) for Tourism is 0.795, which is acceptable because it is above 0.7. this showed that the research instrument was able to measure the concepts it was intended to measure and able to give the same result each time it was used in different places. Cronbach Alpha (α) for entrepreneurship development is 0.934. this also showed that the research instrument was able

to measure the concepts it was intended to measure and able to give the same result each time it was used in different places.

3.6 Data gathering procedures

The following data collection procedure was implemented:

3.6.1 before the administration of the questionnaires

An introduction letter from the college of higher degrees and research was requested and it was addressed to the authorities of the Nairobi national park under the study for the study to be permitted to be conducted. The letter contained the criteria for selecting the respondents and request to be provided with the list employees from the selected Nairobi national park. After approval, the requested list of respondents that was provided back by the selected national park that was used as a guide in identifying the participants in the study, after which pre-testing of the instrument will follow.

The study was to prepare the questionnaires and discuss with selected research assistant and brief them on the sampling techniques and data gathering procedures. The table on respondents (table 3.1) was utilizing to determine the number of participants.

3.6.2 during the administration of the questionnaires

Specifically the research assistance requested the respondents: (1) to sign the informed consent; (2) to answer the questions and not to leave any item unanswered; (3) to avoid biases and to be objective in answering the questionnaires.

The findings that were found tried to retrieve the questionnaires within two weeks from the data of distribution. all questionnaires that were retrieved were checked if they were completely filled up.

3.6.3 after the administration of the questionnaires

The data collection was organized, collected, summarized, statistically treated and drafted in tables using the statistical package for social sciences (SPSS).

3.7 Data analysis

The frequency and percentage distribution was used to establish the demographic characteristics of the respondents and information from the interviews. The mean and standard deviations was applied for the levels of access of capital structure and financial performance of medium business enterprise, an item analysis illustrated the strengths and weaknesses based on the indicators in terms of mean and rank. From these strengths and weaknesses, the recommendations were derived. The following mean range was used to arrive at the mean of the individual indicators and interpretation;

A. For the level of financial accounting concepts

Mean Range	Response Mode	Interpretation
3.26-4.00	Always	Very high
2.51-3.25	Often	High
1.76-2.50	Sometimes	Low
1.00-1.75	Never	Very low

B. For the level of financial reporting practice

Mean Range	Response Mode	Interpretation
3.26-4.00	Strong Agree	Very good
2.51-3.25	Agree	Good
1.76-2.50	Disagree	Poor
1.00-1.75	Strongly disagree	Very Poor

The analysis of Variance (ANOVA) was utilized to test the difference between means for hypothesis one (Ho #1) at 0.05 level of significance.

A multiple correlation coefficient to test the hypothesis on correlation (Ho #2) at 0.05 level of significance using a t-test was employed. The regression analysis R² (coefficient of determination) was computed to determine the influence of the independent variables on the dependent variable.

3.8 Ethical Considerations

To ensure utmost confidentiality for the respondents and the data provided by them as well as reflect ethics practiced in this study, one carefully looked at the ethical considerations while doing the project, and maintained the privacy and confidentiality of the respondents from the public. It assured the respondents that the study was strictly for academic purpose and that utmost confidentiality was to be observed. Anonymity and confidentiality of the given information had high priority.

3.9 Limitations of the study

Some respondents did not answer the questionnaire with truth, but the truth was further established when it deems necessary. Personal bias beyond the research control was encounter, but instrumentation avoided during the data collection.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

4.0 Introduction

This chapter shows the background information of respondents, the extent of tourism in Nairobi national park, extent of entrepreneurship development and the significant relationship between the extent of tourism and entrepreneurship development in and around Nairobi national park, Kenya.

4.1 Profile of respondents

Respondents were asked to provide information regarding their gender, age, education qualification and number of years of experience. Their responses were analyzed using frequencies and percentage distributions as indicated in table1;

Table 3
Profile of respondents

Category	Frequency	Percent
Gender		
Male	258	72.7
Female	97	27.3
Total	355	100
Age		
20-30	55	15.5
31-40	125	35.2
41-50	97	27.3
51 and above	78	22
Total	355	100
Education level		
Certificate	60	19
Diploma	110	30
Bachelors' degree	170	47
Masters' degree	15	4
Total	355	100
Number of years of Experience		
Less than 1 year	40	11
1-3 years	102	29
4-7 years	143	40
8 years and above	70	20
Total	355	100

Source: Primary Data, 2014

Concerning the respondents' gender, the results in table 1 indicated that most of the respondents in the sample were male (72.7%) as compared to 27.3% who were female, implying that there is a big gender gap among workers in and around Nairobi national park, Kenya.

Still results in Table 2 revealed that majority of the respondents in this study's sample were aged between 31-40 years (35.2%). This implied that majority of respondents in this sample were in their early adulthood age. These were

followed by those between 41-50 years of age constituting 27.3%, indicating the group in their middle adulthood age.

With respect to education qualification, the study findings showed that degree holders (47%) dominated the study, followed by certificate holders (30%), then diploma holders (19%) and masters (4%). These results implied that most workers in Nairobi national park, Kenya are generally educated.

With respect to working experience; results in table 2 indicated that majority of respondents had a working experience of 4-7 years (40%), these were followed by those who had worked for 1-3 years (29%), 20% had worked for 8 years and above and only 11% had worked for less than 1 year, implying that majority of workers are highly experienced.

4.2 Extent of Tourism

The independent variable in this study (tourism) was broken into three constructs and these were; recreation (measured with three questions or items), leisure (measured with three items) and business/travel tourism (with three questions or items). All these questions were based on a four point Likert scale, in which respondents were required to rate the extent to which they agree or disagree with each question or item. The SPSS software was used to analyse their responses using means and ranks as indicated in table 3.

Table 4
Extent of Tourism

Variables	Mean	Interpretation	Rank
Recreation			
Nairobi National Park has increased the commercialization of recreational offerings	3.32	Very satisfactory	1
You have many amusement places in Nairobi National Park	3.15	Satisfactory	2
You always receive tourists who come purposely for enjoyment at Nairobi National Park	2.57	Unsatisfactory	3
Average mean	3.01	Satisfactory	
Leisure			
You receive tourists who come for extracurricular activities such as sports and clubs in Nairobi National Park	3.33	Very satisfactory	1
You always receive tourists at Nairobi National Park who come and spend time away from their domestic chores	3.12	Satisfactory	2
You have gained benefits from social leisure such as development character and self-identity	2.25	Unsatisfactory	3
Average mean	2.90	Satisfactory	
Business (travel) tourism			1
You have areas in Nairobi National Park which are purposely developed for business	3.46	Very satisfactory	
In Nairobi national park you always receive tourists who purposely come for business tourism activities such as consultation and meetings	3.08	Satisfactory	2
Tourists always spend more money on business tourism than leisure tourism in Nairobi National Park	2.43	Unsatisfactory	3
Average mean	2.99	Satisfactory	
Overall mean	2.97	Satisfactory	

Source: Primary data, 2014

Key to interpretation of means

Mean range	Response range	Interpretation
3.26 - 4.00	Strongly agree	Very satisfactory
2.51 - 3.25	Agree	Satisfactory
1.76 - 2.50	Disagree	Unsatisfactory
1.00 - 1.75	Strongly disagree	Very unsatisfactory

Results in table 3 indicated that the extent of tourism is generally satisfactory and this was indicated by the overall mean of 2.97, implying that many tourists in Nairobi national park travel for recreational, leisure, family or business purposes usually of a limited duration. Results further indicate that the extent of tourism differs on different items and in different perspectives; for example, regarding recreation, the respondents rated this construct as generally satisfactory (average mean=3.01), implying that Nairobi National Park has increased the commercialization of recreational offerings.

However, recreation was rated unsatisfactory on one item and this was on the fact that Nairobi National Park always receives tourists who come purposely for enjoyment.

With respect to leisure, results in Table 3 indicated that of the three items used to measure the extent to which tourists go for leisure in Nairobi National Park; only one item was rated very satisfactory, one was rated satisfactory while one item was rated unsatisfactory. However, the average mean of 2.90, falls under satisfactory on the interpretation scale, implying that Nairobi National Park always receive tourists who come for extracurricular activities such as sports and clubs in Nairobi National Park.

Concerning business (travel) tourism; on average this construct was rated satisfactory and this was indicated by the average mean of 2.99, hence

implying that Nairobi National Park has areas which are purposely developed for business.

4.3 Extent of Entrepreneurship development in and around Nairobi national park, Kenya

In this study, entrepreneurship development is the dependent variable and was broken into three parts and these are; source of income (with 3 questions in the questionnaire), infrastructural development (with three items) and internet sales (with three questions in the questionnaire). Most of these questions were based on a four point Likert scale and respondents were asked to rate the extent to which entrepreneurship development in and around Nairobi national park, Kenya is high or low by indicating the extent to which they agree or disagree with each question or item. Their responses were analyzed using SPSS and summarized using means and ranks as indicated in table 4 below;

Table 5

Extent of Entrepreneurship development in and around Nairobi national park, Kenya

Variables	Mean	Interpretation	Rank
Source of employment			
Money paid to you by Nairobi National Park has helped you start other businesses	3.56	Very high	1
Nairobi National Park has created more jobs for citizens of Kenya	2.70	High	2
Nairobi National Park is your major source of income	2.61	High	3
Average mean	2.96	High	
Infrastructural development			
Tourism has also generated demand on physical infrastructure such as roads and water supply	3.33	Very high	1
Tourist visitation has generated additional use of public facilities such as museums in Nairobi national park	3.28	High	2
Tourists' visitation at Nairobi National Park has increased demand for public services such as health facilities	2.91	High	3
Tourism has facilitated in development of technology and transport infrastructure	2.75	High	4
Average mean	3.07	High	
Internet sales			
Internet has played a big role in marketing of Nairobi National Park	3.75	Very high	1
The online sources of information on tourism always assist in the travel planning process	2.68	High	2
Internet has acted as a critical source of information for prospective travelers	2.55	High	3
Average mean	2.99	High	
Overall mean	3.01	High	

Source: Primary data, 2014

Key to interpretation of means

Mean range	Response range	Interpretation
3.26 - 4.00	Strongly agree	Very satisfactory
2.51 - 3.25	Agree	Satisfactory
1.76 - 2.50	Disagree	Unsatisfactory
1.00 - 1.75	Strongly disagree	Very unsatisfactory

Results in table 4 indicated that the level of entrepreneurship development in and around Nairobi national park is generally satisfactory and this was indicated by the overall mean of 3.01. Source of employment as the first construct on the dependent variable was measured using three items was rated high on average (mean=2.96), this implies that the money paid to workers by Nairobi National Park has helped them start other businesses and this has led to the development in their entrepreneurship skills.

With respect to infrastructural development, results indicated that this construct was rated high and this was indicated by the average mean of 3.07, implying that tourism has highly generated demand on physical infrastructure such as roads and water supply in and around Nairobi national park, Kenya. Concerning internet sales; on average this construct was rated high and this was indicated by the average mean of 2.99, this implies that internet has played a big role in marketing Nairobi National Park products.

4.4 Relationship between Tourism and Entrepreneurship development in and around Nairobi national park, Kenya

The last objective in this study was to establish whether there is a significant relationship between tourism and entrepreneurship development in and around Nairobi national park, Kenya. The researcher stated a null hypothesis that there is a significant relationship between tourism and entrepreneurship development, and to achieve this objective and to test this null hypothesis, the

researcher used the Pearson's Linear Correlation Coefficient as indicated in table 5;

Table 6
Significant relationship between Tourism and entrepreneurship
development in and around Nairobi national park, Kenya

Variables correlated	r-value	Sig	Interpretation	Decision on Ho
Tourism Vs Entrepreneurship development	.495	.000	Significant correlation	Rejected

Source: Primary Data, 2014

Table 5 revealed a positive significant correlation between the extent of tourism and entrepreneurship development in and around Nairobi national park, Kenya ($r = .495$; $\text{Sig} = 0.000$). The null hypothesis was rejected meaning that the extent of tourism and entrepreneurship development are significantly related, this also leads to a conclusion that improvement in tourism activities increases the level of entrepreneurship development in and around Nairobi national park, Kenya.

4.5 Regression Analysis

Table 7

Regression Analysis between the Dependent and Independent Variables

Variables regressed	Adjusted r^2	F-value	Sig.	Interpretation	Decision on H_0
Entrepreneurship development VS Tourism	.883	16.545	.000	Significant effect	Rejected
Coefficients	Beta	t-value	Sig		
(Constant)		3.944	.000	Significant effect	Rejected
Recreation	.527	7.683	.000	Significant effect	Rejected
Leisure	.457	5.081	.000	Significant effect	Rejected
Business (travel) tourism	.375	2.060	.042	Significant effect	Rejected

Source: Primary Data, 2014

Regression analysis results in table 6 revealed that tourism accounted for 88.3% on entrepreneurship development and this was indicated by adjusted r squared of 0.883 leading to a conclusion that tourism significantly affects the level of entrepreneurship development. The coefficients section of this table denoted that of all the aspects of tourism, recreation accounted for the biggest influence on entrepreneurship development in and around Nairobi national park, Kenya ($\beta=0.457$, Sig=0. 000).

Table 8:
Responses from the interview guide

Items on Tourism sustainability	Responses	Frequency	Percent (%)
How many amusement places do you have at Nairobi National park?	5 places	50	14.1
	6 places	305	85.9
	Total	355	100
Do you always receive tourists who always come for extracurricular activities such as sports?	Yes	340	95.8
	No	15	4.2
	Total	355	100
Do you always receive tourists who purposely come for business activities such as consultations and meetings?	Yes	350	98.6
	No	5	1.4
	Total	355	100
Have you been receiving tourists who come and spend their time away from their domestic chores?	Yes	313	88.1
	No	42	11.9
	Total	355	100
Items on Entrepreneurship development			
Is Nairobi National park your major source of income?	Yes	40	80
	No	10	20
	Total	50	100
How has tourism helped in the infrastructural development of Nairobi National park?	Building of museums	88	24.8
	Building of hotels	132	37.2
	Building of recreation centers	75	21.1
	Building of roads	60	16.9
	Total	355	100
How has the use of internet helped in the development of Nairobi National park?	It is used in marketing	195	54.9
	It is used as a source of information for travelers	160	45.1
	Total	355	100

Source: Primary Data, 2014

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the findings, conclusions, recommendations and suggested areas that need further research following the study objectives and study hypothesis.

5.1 Discussions

This study was set to find out the relationship between extent of tourism and entrepreneurship development in and around Nairobi national park, Kenya, three specific objectives guided this study and these were i) determining the extent of tourism; ii) the level of entrepreneurship development in and around Nairobi national park, Kenya, and (iii) the relationship between the extent of extent of tourism and entrepreneurship development in and around Nairobi national park, Kenya. The findings of the study indicated that majority of respondents in this sample were male (72.7%), ranging between 31-40 years (35.2%), 47% had attained Bachelors' degree as their highest academic qualification and had worked for 4-7 years (47%).

Data analysis using means indicated that the extent of tourism was rated satisfactory on average (mean=2.97), implying that many tourists in Nairobi national park travel for recreational, leisure, family or business purposes usually of a limited duration, this finding is also in line with Carson (2002) who noted that tourism involves traveling for recreational, leisure, family or business purposes, he also added that tourism is commonly associated with trans-national travel, he also added that tourism may also refer to travel to another location within the same country (Carson, 2002).

The extent of recreation as the first construct on the independent variable (IV) was rated satisfactory on average (mean=v), implying that Nairobi National Park has increased the commercialization of recreational offerings, this also agrees with Brown (1998) who opined that the need to do something for recreation is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun". He also added that humans spend their time in activities of daily living, work, sleep, social duties, and leisure, the latter time being free from prior commitments to physiologic or social needs, a prerequisite of recreation (Brown, 1998).

Leisure as the second construct on tourism was rated satisfactory (mean=2.90), confirming that Nairobi National Park always receive tourists who come for extracurricular activities such as sports and clubs in Nairobi National Park. These findings are also in line with Drucker (2006) who noted that leisure, or free time, is time spent away from business, work, domestic chores, and education. It also excludes time spent on necessary activities such as sleeping, he also added that most people's leisure activities are not a completely free choice, and may be constrained by social pressures, e.g. people may be coerced into spending time gardening by the need to keep up with the standard of neighboring gardens. Another concept of leisure is social leisure, which involves leisurely activities in social settings, such as extracurricular activities, e.g. sports, clubs (Drucker, 2006).

Concerning business (travel) tourism; this construct was rated satisfactory on average and this was indicated by the average mean of 2.99, hence confirming that Nairobi National Park has areas which are purposely developed for business. This is also in line with Getz (1997) who noted that during business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home. Destinations of business

tourism are much more likely to be areas significantly developed for business purposes (cities, industrial regions, etc.). An average business tourist is wealthier than an average leisure tourist, and is expected to spend more money. Business tourism can be divided into primary and secondary activities. Primary ones are business (work) related, and included activities such as consultations, inspections, and attending meetings (Getz, 1997).

The level of entrepreneurship development in and around Nairobi national park was rated satisfactory and this was indicated by the overall mean of 3.01, implying that majority workers have developed their entrepreneurship activities as a result of benefiting from tourism products in Nairobi national park.

Source of employment as the first construct on the dependent variable was measured using three items was rated high on average (mean=2.96), this implies that the money paid to workers by Nairobi National Park has helped them start other businesses and this has led to the development in their entrepreneurship skills, this finding is also in line with Fleischer (2002) who opined that compared to other sectors of the global economy, the industry is one of the fastest growing, accounting for more than one-third of the total global services trade. The ILO Forum addressed the high intensity of labour within the industry, making it a significant source of employment and placing it among the world's top creators of jobs that require varying degrees of skills and allow for quick entry into the workforce by youth, women and migrant workers (Fleischer, 2002).

Infrastructural development as the second construct on the dependent variable (DV) was rated satisfactory and this was indicated by the average mean of 3.07, hence confirming that tourism has highly generated demand on physical infrastructure such as roads and water supply in and around Nairobi national

park, Kenya, this finding agrees with Glazer (2011) who noted that tourist visitation generates additional use of public facilities such as parks, gardens, pools, stadia and museums. It also generates demand on physical infrastructure such as roading, water supply and waste water systems, public toilets, signage, car parks and other public utilities such as broadband. More broadly tourist visitation can also increase demand for public services such as health facilities (Glazer, 2011).

Concerning internet sales; on average this construct was rated high and this was indicated by the average mean of 2.99, hence confirming that internet has played a big role in marketing Nairobi National Park products, this is also in line with Kunene (2008) who noted that the internet is now a critical source of information for prospective travelers when they are in the research phase of the travel planning process. The use of online sources of information to assist in the travel planning process is now well entrenched with prospective travelers (Kunene, 2008).

The findings also indicated a positive and significant relationship between the extent of tourism and entrepreneurship development in and around Nairobi national park, Kenya ($r = .495$ & $\text{Sig} = 0.000$ respectively), this is because the significant value was less than 0.05, which is the maximum level of significance required to declare a relationship significant. Therefore implying that improvement in tourism activities increases the level of entrepreneurship development in and around Nairobi national park, Kenya, the findings still indicated that the extent of entrepreneurship development is affected by tourism and this was evidenced by the adjusted r-squared where it contributed 58% with its corresponding f and sig values ($f\text{-value} = 16.545$ and $\text{sig} = .000$) respectively, still the findings denoted that of all the aspects of tourism, recreation accounted for the biggest influence on entrepreneurship

development in and around Nairobi national park, Kenya ($\beta=0.457$, Sig=0.000).

5.2 Conclusions

From the findings of the study, the researcher concluded that majority of respondents in this sample were male (72.7%), ranging between 31-40 years (35.2%), 47% had attained Bachelors' degree as their highest academic qualification and had worked for 4-7 years (47%).

The extent of tourism was rated satisfactory on average (mean=2.97), hence concluding that many tourists in Nairobi national park travel for recreational, leisure, family or business purposes usually of a limited duration.

The level of entrepreneurship development in and around Nairobi national park was rated satisfactory and this was indicated by the overall mean of 3.01, concluding that majority workers have developed their entrepreneurship activities as a result of benefiting from tourism products in Nairobi national park.

There is a positive and significant relationship between the extent of extent of tourism and entrepreneurship development in and around Nairobi national park, Kenya ($r= .495$ & Sig=0.000 respectively), hence concluding that improvement in tourism activities increases the level of entrepreneurship development in and around Nairobi national park, Kenya, and among all the aspects of tourism, recreation accounted for the biggest influence on entrepreneurship development in and around Nairobi national park, Kenya ($\beta=0.457$, Sig=0.000).

5.3 Recommendation

1. The researcher recommends to the management of Nairobi national park that they should make sure that the tourists gain benefits from social leisure such as development character and self-identity.
2. The researcher recommends to the management of Nairobi national park that they should put in place more business activities which will encourage the tourists always spend more money on business tourism than leisure tourism in Nairobi National Park.
3. The researcher recommends that Nairobi National Park should see many interesting places apart from birding interests only.
4. Still the researcher recommends to the Government of Kenya that the interests of the community should always be considered and favoured on issues of entrepreneurship development.
5. The researcher recommends that the telecommunication facilities (Telephone, Internet) should be put on lower prices in Nairobi National Park.

5.4 Areas for further research

Prospective researchers and even students are encouraged to research on the following areas;

1. Recreation facilities and entrepreneurship development in and around Nairobi national park, Kenya.
2. Business tourism and entrepreneurship development in and around Nairobi national park, Kenya.
3. Tourism and Infrastructural development in local government in and around Nairobi national park, Kenya.

REFERENCES

- Advance Tourism, (1998). Local Government: Better Tourism Results (draft), Kampala.
- Brown, F. (1998). Tourism Reassessed: Blight or Blessing?, Butterworth-Heinemann, Oxford, UK.
- Cohen, M. (2010). "Firm size and market concentration upon innovation in Carolina". International journal of tourism management
- Carson, D. and Beattie, S. (2002). Local Government indicators of sustainable management of tourism, Country Victoria Tourism Council, Entebbe.
- Drucker, P. (2006). Tourism and Entrepreneurship, New York: Harper and Row publisher.
- Fleischer, A. and Freeman, D. (1997). "Multi-Regional Input-Output Analysis:
Getz, D. (1997). Festival Management and Event Tourism. Elmsford, NY: Cognizant Communications.
- Fleischer, A., and Felsenstein, D. (2002). "Cost-Benefit Analysis Using Economic Surpluses: A Case Study of a Televised Event." Journal of Cultural Economics, 26 (2): 139-56.
- Glazer, L. (2011). Social entrepreneurship: The role of social purpose enterprises in facilitating community economic development. Journal of developmental entrepreneurship, vol. 6 issue 4, 174-200.

- Heilbron, J. and Gray, C. M. (1993). *The Economics of Art and Culture: An American Perspective*. Cambridge, UK: Cambridge University Press.
- Johnson, P. (2006). "Evaluating the Economic Impact of Cultural Activities." In *The Role of Arts and Sport in Local and Regional Development*, edited by S. Hardy, B. albon, and C. Tavener. London:Regional Studies Association, pp. 100-106.
- Kotler, P., Haider, D. H. and Rein, I. (1993). *Marketing Places.' Attracting Investment, Industry and Tourism to Cit/es, States and Nations*. New York: Free Press.
- Kunene, T.R. (2008). *A critical Analysis of Entrepreneurial and business skills in SMEs in the Textile and Clothing Industry in Johannesburg, SouthAfrica*. Unpublished PHD thesis in Entrepreneurship, University of Pretoria, South Africa.
- Lewandoski, C. (2011). "conformance to customer expectations", *journal of international journal of business management* 4(12): 510-612.
- Ruskin, A. (1998). *State Subsidy of Culture and the Performing Arts in Israel*. Policy Studies No. 33. Jerusalem: Institute for Advanced Strategic and Political Studies.
- Scottish Tourist Board (1992). *Edinburgh Festivals Study, Visitor Survey and Economic Impact Assessment*. Summary Report. Edinburgh, Scotland: Scottish Tourist Board.

- Smith, C., and Jenner, P. (1998). "The Impact of Festivals and Special Events on Tourism, Occasional Studies." In *Travel and Tourism Analyst*, 4. London: Economist Publications.
- Syme, G. 1, Shaw, D. M. Fenton, and W. S. Mueller (1989). *The Planning and Evaluation of Hallmark Events*. Aldershot, UK: Avebury.
- Tourism Alliance Victoria, (2006). *Local Government Indicators of Sustainable Management of Tourism: 2002 — 2005 Comparison Report*, Tourism Alliance Victoria, Melbourne.
- Tourism Uganda (2005). *Domestic Overnight Leisure Travel: Recent Trends And Challenges*, Tourism Uganda, Makerere University.
- Ugandan Government (2004). *Tourism White Paper: A Medium to Long Term Strategy for Tourism*, Commonwealth of Australia, Canberra.

APPENDICES

APPENDIX I: RESEARCH INSTRUMENTS

SECTION A: Profile of respondents

1. Gender

- a) Male-----
- b) Female-----

2. Age

- a) 20-30 yrs
- b) 31-40 yrs
- c) 41-50 yrs
- d) 51 yrs and above

3. Education level

- a) Certificate
- b) Diploma
- c) Bachelors' degree
- d) Masters' degree

4. Number of years of Experience

- a) Less than 1 year
- b) 1-3 years
- c) 4-7 years
- d) 8 years and above

SECTION B: Extent of tourism

Direction: Below are some items that provide information on tourism, tick with the number that best reflects how you rate tourism. Please use the answer key below;

Rating	Response Mode	Description
4	Strongly Agree	You agree with no doubt at all
3	Agree	you agree with some doubt
2	Disagree	you disagree with some doubt
1	Strongly disagree	you disagree with no doubt at all

Recreation

----You always receive tourists who come purposely for enjoyment at Nairobi National Park

----You have many amusement places in Nairobi National Park

----Nairobi National Park has increased the commercialization of recreational offerings.

Leisure

-----You always receive tourists at Nairobi National Park who come and spend time away from their domestic chores

-----You receive tourists who come for extracurricular activities such as sports and clubs in Nairobi National Park

-----You have gained benefits from social leisure such as development character and self-identity.

Business (travel) tourism

-----You have areas in Nairobi National Park which are purposely developed for business.

-----In Nairobi national park you always receive tourists who purposely come for business tourism activities such +as consultation and meetings

-----Tourists always spend more money on business tourism than leisure tourism in Nairobi National Park

SECTION C: Extent of entrepreneurship development

Direction: Below are some items that provide information on entrepreneurship development in Nairobi national park in Kenya, tick with the number that best reflects how you rate entrepreneurship development. Please use the answer key below;

Rating Response Mode		Description
4	Strongly Agree	You agree with no doubt at all
3	Agree	You agree with some doubt
2	Disagree	You disagree with some doubt
1	Strongly disagree	You disagree with no doubt at all

Sources of employment

-----Nairobi National Park is your major source of income

-----Money paid to you by Nairobi National Park has helped you start other businesses

-----Nairobi National Park has created more jobs for citizens of Kenya

Infrastructural development

-----Tourist visitation has generated additional use of public facilities such as museums in Nairobi national park

-----Tourism has also generated demand on physical infrastructure such as roading and water supply.

-----Tourists' visitation at Nairobi National Park has increased demand for public services such as health facilities.

-----Tourism has facilitated in development of technology and transport infrastructure.

Internet sales

-----Internet has acted as a critical source of information for prospective travelers

-----The online sources of information on tourism always assist in the travel planning process

-----Internet has played a big role in marketing of Nairobi National Park

INTERVIEW QUESTIONS

SECTION A: Tourism sustainability

1 How many amusement places do you have at Nairobi National park?

.....
.....
.....

2 Do you always receive tourists who always come for extracurricular activities such as sports?

Yes.....

No.....

3 Do you always receive tourists who purposely come for business activities such as consultations and meetings?

Yes.....

No.....

4 Have you been receiving tourists who come and spend their time away from their domestic chores?

Yes.....

No.....

SECTION B: Entrepreneurship development

1. Is Nairobi National park your major source of income?

Yes.....

No.....

2. How has tourism helped in the infrastructural development of Nairobi National park?

.....
.....
.....

3. How has the use of internet helped in the development of Nairobi National park?

.....

.....

.....

APPENDIX II A

TRANSMITTAL LETTER

OFFICE OF THE DEPUTY VICE CHANCELLOR (DVC)
COLLEGE OF HIGHER DEGREES AND RESEARCH (CHDR)
KAMPALA INTERNATIONAL UNIVERSITY

Dear Sir/Madam,

**RE: INTRODUCTION LETTER FOR KIRUNYU HANNAH MUTHONI
REG. NO. MBA/22632/123/DF, TO CONDUCT RESEARCH IN YOUR
ORGANISATION.**

The above mentioned candidate is a bonafide student of Kampala International University pursuing a Masters Degree in tourism and hospitality management she is currently conducting a field research for her thesis entitled, **“tourism and entrepreneurship development in and around Nairobi national park”**

Your institution has been identified as a valuable source of information pertaining to her research project. The purpose of this letter then is to request you to avail her with the pertinent information she may need.

Any data shared with her will be used for academic purposes only and shall be kept with utmost confidentiality.

Any assistance rendered to her will be highly appreciated.

Yours truly,

Novembrieta R. Sumil, Ph.D.

Deputy Vice Chancellor, CHDR

APPENDIX II B

TRANSMITTAL LETTER FOR THE RESPONDENTS

Dear Sir/ Madam,

Greetings!

I am a Master in tourism and hospitality Management candidate of Kampala International University. Part of the requirements for the award is a thesis. My study is entitled, **“tourism and entrepreneurship development in and around Nairobi national park”**

Within this context, may I request you to participate in this study by answering the questionnaires? Kindly do not leave any option unanswered. Any data you will provide shall be for academic purposes only and no information of such kind shall be disclosed to others.

Thanking you in advance for your cooperation.

Yours faithfully,

Kirunyu Hannah Muthoni

APPENDIX III
INFORMED CONSENT

I am giving my consent to be part of the research study of **miss kirunyu Hannah Muthoni** will focus on **“tourism and entrepreneurship development in and around Nairobi national park”**

I shall be assured of privacy, anonymity and confidentiality and that I will be given the option to refuse participation and right to withdraw my participation anytime.

I have been informed that the research is voluntary and that the results will be given to me if I ask for it.

Initials: _____

Date _____

RESEARCHER'S CURRICULUM VITAE

Name : Kirunyu Hannah Muthoni
Gender : Female
Nationality : Kenyan
Contact address : 51018 Nairobi, Kenya
Tel : +254725539915
Email : annjoseph44@yahoo.com

EDUCATION BACKGROUND

YEAR	INSTITUTION	AWARD
2012-2014	Kampala International University	MBA (tourism and hospitality management)
2009-2011	Kampala International University	BTM (bachelors of tourism and hospitality management)
2005-2007	St. Barnabas college Migadde (Kampala)	UNEB
2001-2005	Mt. Kinangop secondary school	KCSE
1993-2000	Kifaru primary school	KCPE

WORKING EXPERIENCE

YEAR	MINISTRY
2010	Training at the Amboseli Sopa lodge
2011	Training at Kenya wild life service

PROFESSIONAL QUALIFICATION

2010	computer packages	Ruai in the year
2011	driving school	Ruai in Pure driving school

HOBBIES

- a. Reading
- b. Travelling
- c. Swimming

LANGUAGE PROFICIENCY

Language	written	Spoken
English	Very good	Excellent
Kiswahili	Very good	Excellent

REFEREES

- 1) Name: Joseph Kariaga
Occupation: business man
P.O Box: 201-00300
Telephone: (+254) 0724138730
- 2) Name: Agnes Warui
Occupation: national City counsel
Box: 61681-00200
Telephone: (+254)0721233643
- 3) Name: Ruth Anyura
Kenya Wildlife Service
Tel: +254 714 858 418
Email: maddreci2004@yahoo.com