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The Contribution of Tourism to The Host Community's Human Capital Assets on Mara Naboisho Conservancy, Narok County, Kenya.

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Abstract

Tourism in Kenya has been developed and promoted as a major source of foreign exchange. The industry has also been identified as an integral part of Vision 2030 in order to spur wealth creation for various sectors of the economy as well as create jobs. Similarly, tourism is a major economic activity for Narok County and specifically to those host communities' conservancies adjacent to the Maasai Mara National Reserve such as Mara Naboisho Conservancy (MNC). In most rural areas in Kenya, tourism, based on the Community-Based Tourism paradigm, has been promoted as a strategy for the improvement of livelihoods and biodiversity conservation. However, there is limited information on the contribution of tourism to the livelihoods of the people who are the custodians of the tourism resources, including wild animals. The purpose of this study was to establish the contribution of tourism to the host community's human capital assets. This study employed qualitative research design. The target population for this study included the host community, tourism investors, camp managers, Narok County tourism officers and area chief of Mara Naboisho Conservancy. Both purposive and snowball sampling methods were used to select the respondents and information. The study utilized both primary and secondary sources of information. Primary sources included interviews, observations and Focus group discussions. The findings from the study revealed that Tourism in Mara Naboisho has contributed a lot towards job opportunities, entrepreneurial skills and income generation to the host community. It was also found out that tourism contribute significantly to human capital assets to the community in terms of employment creation as well as market for the products and services. This study also recommended that the local community should be empowered to collaborate with the Mara Naboisho Conservancy authorities to set up a location whereby the tourist on their way to the park can make a stopover and have a look at the display of their souvenir and purchase them. The Mara Naboisho Conservancy authorities should support the local community through funding in order to improve the community-based projects and also improve the local sport activities. The study findings are anticipated to provide an insight that will be used by the stakeholders to improve the livelihoods of the community who are directly involved with tourism in Narok County.

Key words: *Contribution, Host Community, Human Capital Assets, Mara Naboisho Conservancy.*

1.0 Introduction

The United Nations World Tourism Organization (UNWTO) asserts that tourism is a massive and expanding global phenomenon that is creating new opportunities and risks within destination areas in the year 2016. Besides tourism's macro-economic significance, tourists' also impact upon a wide range of businesses, supporting many people's occupations and incomes to varying degrees at the micro-economic level (UNWTO, 2016). Additionally, there are notable

contributions on social, cultural and physical environments. Responding to alternative development strategies, tourism has become an essential part of national and regional strategies to spur economic development and progress (UNWTO, 2014). Despite all these virtues of tourism, little attention seems to have been paid to the system dynamics of tourism development and sustenance at the micro regional level in Kenya. Like any global industry UNWTO (2016) states that tourist business can have a considerable impact on local development trade.

The local contributions of tourism industry are diverse and are often unique to the tourism sector. Tourism involves the transportation and hosting of the tourism consumer in a local community, that is, “tourist destination” where the tourist product is consumed. No other global industry structures itself in such a way that the consumer is brought to the product, rather than the product being delivered to the consumer in his/her own community (UNWTO, 2016). This structural difference produces unique social impact upon the local tourist community, including the interruption of local customs and lifestyles, the spread of infectious diseases, changes in local demography, and changes in local housing and labor market (Dieke, 2003). Tourism in Kenya is a source of foreign exchange and income for the government. This helps reduce dependence on other sectors such as agriculture, which are subject to weather and market conditions that can often be unpredictable. In the past, up to 21% of Kenya’s national income has been derived from tourism (KTB,2017). These much needed funds have helped diversify the economy, and have been put towards developing the country’s infrastructure: projects such as public hospitals, schools, and roads have improved the overall standard of living for citizens.

2.0 Literature Review

According to DFID (1999) and Scoones (1998) human capital refers to the amount and quality of labour available. According to Carole and Lloyd-Jones (2002), the labour resources available to households have both quantitative and qualitative dimensions. Quantitative refers to the number of household members and time available to engage in IGAs, while qualitative refers to the level of education, skills and health status of HHD members. The VCGs’ service delivery is influenced by the availability of both the quantity and quality of labour resources. As noted by Rakodi (1999), skill training enables people to take advantage of economic opportunities. Therefore, the study considered both quality and amount of labour, as they both had an effect on the performance of the volunteers on IGA and CHBC service delivery. The human resources that are required to provide productive labour, consist of cognitive, psychomotor and emotional skills. Engberg (1990) distinguished social skills and physical strength as important human resources. Access to human capital, in the form of educated and functionally literate labour, having a person of pensionable age and a migrant household member in another are the most common endowments of rural households.

Livelihood security is enhanced, if the household invests in its member's human capital development and potential. A great number of studies indicate that poverty is closely associated with low levels of education and lack of skills (Ellis, 2000). Health is another core component of human capital. Good health is an important asset, because most rural people rely on physical labour for income in cash or in kind. Chambers and Conway (1992) identified the bodies of most poor people as their main asset. The body has a number of dimensions, which include health, strength, time availability, and the ability to take decisions over utilisation of labour. Health impairment or illness and premature death cause a severe drain on household resources and affect the economic stability of the household (Narayan et al., 1999). The developmental gains of tourism industry to the host community has prompted researchers to interrogate the issue of

tourism extensively. The development of the industry has been linked with increase in job creation, income to households, revenue to the government, foreign exchange earnings in the host community and the country at large (Sinclair, 1998; Christie, Fernandes, Messerli & Twining-Ward, 2013; Jordan, Havadi-Nagy & Marosi, 2016).

Tourism development is refers to an increase in the number of tourists that arrived a country over a period of time. Tourism development is associated with increase in tourism receipt. Tourism receipt is the total expenditure incurred by tourists that visited a country over a specified period of time. According to Africa Tourism Monitor (2013, 2015), a total of 37 million international tourists arrived Africa in 2003 and then increased to 65.3 million in 2014. International tourists are tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. The observed high influx of tourists into Africa as well as the relative size of tourism receipt to gross domestic product (GDP) within the last decade suggests that the sector cannot be seen as insignificant to Africa development.

Furthermore, Africa Tourism Monitor (2015) accounted that a total of 65.3 million international tourists arrived the continent, leading to the creation of 8.7 million direct jobs, US\$43.6 billion in tourism receipts as well as total tourism receipt as a percentage of export above 8% in 2014. These illustrate that tourism industry play an important role in Africa, which can be seize to improve the continent's level of human capital development. Human capital is the sum of the abilities of an individual, in terms of capacity and the knowledge (Schultz, 1961). Expressed in another form, human capital is the development of the human capacity, which leads to a healthy and knowledgeable existence, to attain decent standard of living as well as capacity to thrive (Becker, 1962). From the foregoing, human capital development entails advancement in the human capacity. Africa has the lowest human capital development in the world (AfDB/OECD/UNDP, 2015). Specifically, health and education condition in the continent is far below the world average. This suggests that the continent's low living standard and high poverty rate could be attributed to the low level of human capital development. Thus, to increase the living standard and alleviate poverty in Africa. Human capital development has to be improve. In line with the study by Biagi, Ladu and Royuela (2017), we examine whether tourism development has positive effect on human capital development in African countries.

According to World Travel and Tourism Council (WTTC) (2017a) Africa tourism industry is projected to growth at average rate of 5.9% over the next ten years. Thus, it is imperative to know the extent to which tourism development will contributes to human capital development in Africa. Hence, this study examined the effect of tourism development on human capital development in Africa over the period of 1998 to 2014. Human capital development is measured along its components, that is, education and health components of human capital development. Contributions from tourism literature have mainly centred on the impact of tourism development on economic growth (Fayissa, Nsiah & Tadasse, 2008; Akinboade & Braimoh, 2010; Pablo-Romero & Molina, 2013). The study by Ghali (1976) which is the pioneer study in this area showed that in Hawaii tourism contributed to the increase in the growth rate of per capita income. The contribution of tourism to economic growth was equally supported by the findings of Fayissa et al. (2008) and Akinboade and Braimoh (2010).

In these separate studies, the authors found that tourism development had positive influence on economic growth. Furthermore, Belloumi (2010) and Tang and Ozturk (2017) found tourism development to Granger caused economic growth in Tunisia and South Africa respectively. In addition, we examined the effect of tourism receipts and tourist arrivals separately unlike Biagi et al. (2017) paper which made use of a composite measure for tourism. Through Human capital development, the choice of an individual increases, through increase in human capacity and opportunities resulting from it, since, individual's capacity depends on education, health and skills etc. (Becker, 1962; Schultz, 1961). In other words, Human development can be seen as the development of the people, development for the people and development by the people (United Nations Development Programme, 1990). Human development can be examined as a way of enhancing people to achieve more economic activities with the purpose of attaining overall economic development. After accounting for endogeneity through the use of system GMM estimation technique. The study findings show that in Africa, international tourists' arrival and tourism receipt as % of GDP has positive and significant effect on both education and health indicators, which were used in the study to gauge human capital development. Overall, we found that tourism development appreciably influenced education and health in the selected African countries. The implication of this study is that for African countries with low human capital such as Burkina Faso, Lesotho, Niger, Rwanda and Swaziland, if they could improve on their tourist sector development, they might be able to improve their level human capital development marginally.

Information on tourist arrival across various region of the world is show that there is low attendance of international tourists entering Africa. This is in agreement with the observation of Tecele and Schroenn (2006) and UNWTO (2015). The implication of low share of Africa to world tourism market is that the potential of the Africa market is still untapped (UNWTO, 2015, p. 4). However, the number of international tourists entering Africa has been on the increase. Total international tourists arrival increased from 16 million tourists in 1995-1999 to over 20 million international tourists in 2000-2004, and then increased to 28 million international tourists in 2004-2009 and then increased to 35 million international tourists in 2010-2014. The growth rate of Africa tourist arrival is projected to be higher than world average over the next ten years (WTTC, 2017a, b). Furthermore, it shows that Europe and Central Asia is the leading tourist destination in the world, with an average of 447 million international tourists arriving at the region over the period of 1995 and 2014. International tourists' arrival in Africa, over the same period, stood at an average of 25 million people per year. The figure is observed to be higher than what was recorded in South Asia but lower than other regions of the world.

Both measures of human capital development, secondary school enrolment and life expectancy at birth, clearly point out that the level of human capital is grossly low in Africa. The implication of this is that the efficiency and effectiveness of workforce in Africa is low when compared to other regions of the world. Furthermore, since human capital development determines the long run standard of living and the quality of life of people. If the current low level of human capital development is not improved upon, the standard of living and the quality of life in Africa will be far behind other regions. This section covers the review of previous studies relating to tourism development, human capital and economic growth. One of the earliest studies on tourism and economic growth was carried out by Ghali (1976). The study focused on the Hawaii economy. The study centred on the effect of tourism in Hawaii on the economy based on demand side analysis. The study's data span from 1953 to 1970 and found that the growth rate of real GDP per

capita was lower when tourism was excluded from it. The author findings suggest that in Hawaii, drop in tourism will bring about slowdown in the growth rate of Hawaii economy.

Following the findings of Ghali (1976) other studies have been carried out to examine the effect of tourism on economic growth and development. Country-specific studies on South Africa by Akinboade and Braimoh (2010), Tunisia by Belloumi (2010) and Egypt by Tang and Ozturk (2017). In each of these studies, it was found that long run relationship existed for these economies. This implies that tourism's impact on an economy could be viewed from a long run perspective. However, studies in non-African countries by Oh (2005) for Singapore and Lee (2008) for Korea economy could not establish that long run relationship holds. Further, the study by Lee (2008), Akinboade and Braimoh (2010), Belloumi (2010) and Tang and Ozturk (2017), which are single country analyses found that tourism Granger causes economic growth. Akinboade and Braimoh (2010) examined the dynamic granger causality between international tourism and economic growth in South Africa. Annual data that span over the period of 1980 to 2005 was used. The study's findings depict that tourism development granger cause economic growth in South Africa. Similar findings were found by Belloumi (2010) for Tunisia and Tang and Ozturk (2017) for Egypt.

In the study by Belloumi (2010) Vector Error Correction Granger causality test was employed. Annual data that span over the period of 1970 to 2007 was used and found that tourism receipt granger cause economic growth in Tunisia. On the other hand, Tang and Ozturk (2017) utilized Toda-Yamamoto-Dolado-Lutkepohl causality test to determine whether tourism development granger cause economic growth in Egypt. Annual data that span over the period of 1982 to 2011 was used. The study's findings show that in Egypt tourism expansion stimulates economic growth. The above findings suggest that tourism development contributes to economic growth. Turning to multi-countries analysis, the study by Fayissa et al. (2008) focused on 42 African countries, which utilized annual data that span the period of 1995 to 2004. They found that tourism receipts positively contributed to GDP per capita in the selected African countries, confirming the claim by Sinclair (1998) on the role of tourism development on development especially in developing countries. This reflects the growing financial support by the international developmental donor for funding the development of the tourism sector (Hawkins & Mann, 2007 for detailed documentation of World Bank funding analysis). In addition, Biagi et al. (2017) extend the role of tourism to human development. The study covers 63 countries comprising of developed and developing countries over the period 1996 to 2008. And found that tourism development stimulates human development. Their results suggest that advancement in the tourism industry focused not only on economic growth and development but also the human capital of people in the average country.

From the above studies, it can be seen that human capital development has not been well investigated in relation to tourism development. Biagi et al. (2017) examined how tourism affected human development, and measured human development using HDI. They did not examine how it influenced education and health separately. Examining these human capital factors separately gives better information on the role of tourism. In addition, their sample comprises of both Africa and non-Africa countries. The focus of our paper is only on African countries. Thus, the present study therefore provides precise explanation on the role of tourism in human capital development in Africa. However, extensive studies has focused on the role of human capital development on tourism development (Singh, 1997; Teclé & Schroenn, 2006). Teclé and Schroenn (2006, p. 453) revealed that deficiency in the human development within

the tourism sector constraint it positive effect on economic development. As a result, the authors argued that the development of the human resource development is crucial to maximise the beneficial impacts of tourism (p. 455).

Hawkins and Mann (2007) testify to the developmental role played by tourism sector judging by the continuous commitment on the part of World Bank to finance projects relating to tourism development especially in developing countries. As the bank acknowledged the capacity of the sector to stimulate economic growth, employment creation and poverty reduction as well as serves as diversification option for country that intended to diversify its economy. Having recognised the role of tourism development in enhancing economic growth, and the importance of human capital in realising economic development as agued by Mankiw, Romer and Weil (1992). The implication of this is that, growth in tourism industry could promotes human capital development through the positive spill-over effect of improvement in human resources within the sector necessary to drive the observed growth in the sector (Teclé & Schroem, 2006). Further, tourism development could enhance human capital in the following ways. First, it serves as a source of livelihood to those working in the sector as well as those rendering services to international tourists during their visit (Sinclair, 1998; Christie et al., 2013; Jordan, et al., 2016). Through their employment, they could afford to acquire basic necessity of life, thereby enabling them to realise a decent life. Thus, it increases their life expectancy.

In addition, since tourism development contributes to government revenues. It serves as additional finances that the government could utilise to subsidy both health and educational services so that it could be affordable to large fraction of the population as well as provide both educational and health facilities. Through the use of the extra finances available to the government, we expect the number of children enrolment level to improve, from primary level to tertiary level. Also, life expectancy at birth should improve as well. This is because better facilities are now available to handle health issues. The availability of improved health care facilities, will reduce mortality rate and as such increase life expectancy at birth (Hertz, Hebert & Landon, 1994). In addition, it complements other sources of foreign exchange. The additional foreign exchange earned from tourism could be used to procure drugs and import health care facilities essential in the country, which are produced in another country.

Also, as the number of international tourists arriving for recreational activities and other related activists increases, as they spend/ incur cost during their visit, business activities relating to tourism increases, translating to increase in national output/income as well as taxable income to the government and additional source of foreign exchange earns to the host country (Christie et al., 2013; UNWTO, 2015). It is clear that the strength and livelihood security of a community depend on its stocks of human capital. An individual's access to livelihood assets and resources can be limited by lack of education and training. Health constraints can affect the ability of people to perform essential tasks and can bring severe distress and even destitution to households. Another constraint to human capital development is nutrition inadequacy that impairs the ability of people to perform biologically, thus diminishing strength and endurance and this in turn affects working capacity (Ellis, 2000). The traditional knowledge was based on a concept that, the human capital was relates in the lives of rural people. This is true, particularly in women's lives, because of their role in safeguarding household food security and family nutrition. Therefore, it is an asset and a driving force for self-development. Traditional knowledge was based on people's experiences and those of their ancestors built up over many generations. Contemporarily, there is an interest in the scientific and economic value of

traditional knowledge, for example in the areas of food security, medicinal plants and crafts (Davis and Ebbe, 1993).

3.0 Methodology

This study employed qualitative research design. The target population for this study included the host community, tourism investors, camp managers, Narok County tourism officers and area chief of Mara Naboisho Conservancy. Both purposive and snowball sampling methods were used to select the respondents and information. The study utilized both primary and secondary sources of information. Primary sources included interviews, observations and Focus group discussions. Qualitative Data Analysis (QDA) was employed in data analysis and presentation, where the data was subjected to thematic analysis to capture the findings based on the objectives of the study.

4.0 Results

The purpose of this study was to establish the contribution of tourism to the human capital of the host community at MNC, Kenya. Human capital were operationalized as the knowledge, skills, abilities, and experience of individuals that are inherent and acquired during life. One of the questions asked was whether the community had been employed around the conservancy. Results show that some of the community members had previously been employed and some are currently employed by the Mara Naboisho Conservancy. Those employed worked in tourist tented camps, lodges and eco lodges as tour guides, hotels stewards, waiters/waitresses, security men and rangers/scouts.

This finding was supported by conservancy managers who reported that about 90% (250 staff members) of the conservancy employees were from the local community who were employed as tour guides, cleaners, security guards, chefs, house keepers, camp managers, guides, drivers, waiters, security guards, room stewards and gardeners. The finding implies that the community around Mara Naoboisho Conservancy have felt a positive impact of the tourism which has been a great support of livelihood within their locality. The goal of every society is for the community to have a sense of dignity to access basic human needs that will improve their livelihoods. The responsibility of political leadership therefore is to ensure that policies with regards to the protection of livelihoods is enhanced for the development goals to be achieved.

The contribution of tourism resources to human capital in terms of employment has also been established elsewhere. Research by Manoj (2013), Noori & Zand (2012), Singh *et al.*, (2013), Balan & Burghlea (2011) also established that the presence of tourist destinations in a region has a positive impact on Human capital development especially related to the employment, knowledge, skills, abilities, and experience. On his part, Wamukoya, (2013) also noted that the most direct benefits to conservancy members is employment in positions that have been created for purposes of managing the conservancy. These positions include conservancy managers, community rangers and workers in tourist facilities and are mostly created for the local youths (Wamukoya, 2013).

In his investigations on the contribution of tourism to local community development within the Shakaland Zulu Cultural Village, Sithole (2017) also noted that tourism has also created employment for the local community. Categories of employment such as cultural dancers, cultural chief, cultural manager, as well as food and beverage manager were established (Sithole, 2017). The findings are also consistent with that of Sebele (2010: 140) who affirms that community-based tourism at Khama Rhino Sanctuary Trust in Botswana has become a highly

significant source of employment for local communities, with the sanctuary employing locals in a variety of jobs ranging from cleaners, drivers and tour guides.

Elsewhere, a study by Manoj (2013) noted that the development of a region into a new destination in the form of tourist villages can increase the income of local people because of the inherent employment opportunities. This certainly must be maintained by the local community by providing the best service to tourists (Manda, 2010). In addition to providing a positive impact in the form of employment, the local community together with the local government must be able to maintain negative impacts, especially related to environmental and cultural preservation in the area.

Interviews with the Tourism Officers from Narok County Government, Participant (TO1) said;

the entire department of tourism in Narok County has employed over 600 employees across the county and Mara Naboisho Conservancy alone constituted a third of the employees in the department of Tourism in the County of Narok”

This statement suggested that Mara Naboisho Conservancy has valued the services and skills of the local community and therefore put into consideration their role of protecting the conservancy and were rewarded in order to improve their livelihoods. This implies that the community have been granted an opportunity to benefit from the tourism around the conservancy and has promoted human resource capacity. Human resource capacity, translates to a significant milestone in relation to the employment opportunities and development of industrial skills to the community. ILO, (2010) noted that tourism is extremely labour intensive and a significant source of employment. It is among the world’s top creators of jobs requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and senior workers (ILO, 2010). In some countries, the contribution of tourism for employment is indispensable. For instance, India is the second largest employment generator in the field of tourism with almost 25 million jobs (WTTC 2014).

Interview with the area chief, found that the conservancy has done a great job in empowering the community through training, capacity building and provision of employment opportunities. The area chief reported that over 100 members of the community were employed on temporary and contract basis as tour guides, cleaners, security guards, chefs, house keepers and lodge attendants. This is in agreement with the responses from the community members, Narok County Tourism Officers, Conservancy Managers and interviews from focus group discussions. This clearly demonstrates that tourism has not only contributed to the Kenyan economy but has been of great support to the local community livelihoods. This finding concurs with Esakki (2014) who concluded that globally, ‘Tourism industry’ has been considered as the second largest employer amongst other significant sectors hence contributing to economic growth. The role of private investments in creation of employment opportunities to the community was also established.

Interviews with the investors revealed that those who constructed buildings for rental enterprises engaged the community in building and construction and once the buildings were ready, local community members were employed in those enterprises as managers, caretakers and cleaners. One of the investors (T2) said;

‘Businesses which opened in those buildings also employed several members of staff originating from the local community’

This statement implied that Private investments therefore resulted to massive creation of employment opportunities to the community. This suggested that there is a multiplier effect as a result of the presence of tourism in the conservancy in the sense that tourism provided opportunity for the investors to start businesses which will intern benefit the community through accessibility of commodities for use as well as securing employment opportunities around the conservancy. Mitchell and Ashley (2010) and Spenceley (2008) also note that tourism has a multiplier effect on the livelihoods of local people through direct capital injection and job creation. Furthermore, tourism generates the multiplier effects by contributing to the development of other sectors, for example: accommodation, food, transportation, hospitality, construction, textiles, agriculture, fishery retail trade, and entertainment (Goeldner & Ritchie 2009: 67; Gokovali 2010: 140).

Further, interviews with the private investors on the employment of local communities in their enterprises revealed that majority of the employees in their establishment came from the local community. One of the investors (T3) Said;

About 90% (27) of the employees in his hotel came from the local community who worked as hotel supervisors, receptionists, chefs, security, and room stewards.

From this statement, it was noted that majority of the population who benefited in terms of employment opportunities as a result of establishment of Mara Naboisho conservancy are the residents and the local community. This finding is supported by Turner and Sears (2014) who stated that the travel and tourism sector is a leading creator of employment throughout the world, directly employing more than 98 million people (by 2013) and representing around 3% of total world employment, and indirectly creating one out of every eleven jobs. WTTC (2014) estimates that the tourism sector created over 266 million jobs in 2013.

Throughout the world, Tourism is often perceived as being a particularly good employment generator, i.e. high employment multipliers. This is particularly the case when the tourism sector has strong backward linkages into the rest of the economy. However, even where backward linkages are weak tourism can still become a main provider of employment. For example, direct and indirect employment through the tourism sector is thought to account for 50% of all employment in the Virgin Islands, 37% of all employment in Jamaica and 35% of all employment in the Bahamas (Karagiannis 2004). On the other hand, tourism has often been criticized because the kinds of jobs it tends to create are not 'real' jobs. Indeed, many commentators have noted that tourism employment tends to be concentrated in low-skilled occupations. Related to the low-skilled nature of jobs in tourism, tourism employment also tends to pay relatively low wages and to provide only part-time or seasonal job opportunities.

Moreover, the tourism industry has also been criticized for only offering menial jobs to local people while importing expatriates to work at management level - and thus contributing to leakages (Meyer, 2006). Elsewhere, Akama and Kieti (2007) pointed out that Kenya's tourism industry is largely characterized by external control and management of tourism establishments with limited local involvement and high leakages; therefore, the industry does not play an effective role in local socio-economic development. Therefore, the local communities often become losers given the power, financial, experience, capacity and resource differentials between multinational operators and local communities (Juma & Khademi, 2019).

The seasonality of tourism employment is especially marked in some destination economies. For example, the Portuguese resort of Faro experiences nearly a 30% increase in employment during the summer months. In the case of Mara Naboisho Conservancy, managers cited of increased

number of international tourists from months of July to October while the local tourist visit is at its peak during school calendar holidays such as April, August, November to December where Participant (TM1) Said;

In the months July to October we receive a good number of international tourists while the local tourist visits during school holidays such as from April, August, November and December.

As earlier discussed, there is a relationship with this statement which suggested that there is a multiplier effect as a result of the community around Mara Naboisho Conservancy and the community benefit in terms of a wide range opportunities arising from the increase in tourism activities in the peak seasons. Many authors argue that the multiplier effects of tourism in developing countries are often considerably less than expected, and that the international orientation and organisation of mass tourism requires high investment costs and leads to a high dependency on foreign capital, skills, and management personnel (Bryden2003; Muller 1984; Oestreich 2007; Pavaskar 1982; Oppermann & Chon 2007). Based on multiplier calculations it is thus often suggested that tourism is not necessarily a powerful regional development agent in developing countries (Oppermann & Chon 2007).

From the responses it was found out that Besides creation of employment opportunities, tourism can also contribute to building capacity of the local communities. The role that a tourism enterprise can adopt in providing training, education and capacity building can be grouped into the following four categories: in-house training 'in-house responsibilities, buildup of new capacity - tourism related education in secondary, tertiary and higher education, general education - support to schools, tourism awareness raising among the population and supplier support (e.g. business training) (Field data, 2019).

The results show that the MNC has been building capacity of skills knowledge and expertise of their staff members by offering on the job training programs to improve their job performance. The participants also said that students have been going for industrial attachment which equipped them with skills in preparation for future job requirements. The findings from this study also revealed that those who graduated from colleges have had an opportunity to be employed on internship for a while before going for permanent employment opportunities. One of the participants (P2) said;

“I worked as a chef at Mara Naboisho lodges and I used the skills that I gained to open my own business. Mara Naboisho has been a great transformation to me. Some of my friends we worked together have been employed in bigger enterprises after gaining a wealth of experience from Mara Naboisho Conservancy”.

This statement clearly demonstrates that Mara Naboisho Conservancy has enhanced capacity building and the benefits have been tremendous and demonstrated how tourism contributed to human capital in the local community around Mara Naboisho Conservancy. This finding is supported by Biagi *et al.*, (2017) who postulated that tourism has a great effect on human capital development. They further suggested that the current low level of human capital development in Africa can be improved through tourism development.

Results from the Focus Group Discussion (FGD1), also showed that initiatives such as community-based projects which is supported by the MNC has contributed to human capital in terms of education, health, skill development and employment.

Participant P9 said;

'The conservancy has been financing student bursaries as a fulfilment of the stipulated Community Investment Plan which enables children from less fortunate families access support from the bursary's kitty set aside by the conservancy.'

From this statement it implied that charitable foundations and tourism operators raise funds to establish the conservancies and undertake social community projects like awarding bursaries to students. Through initiatives of the lodges/camps and Trusts established by the conservancies, there has been a significant increase in charitable projects such as schools, health clinics, training, social enterprise and water provision for the local communities, as well as the related local employment and skill development. (MNC, 2016)

Moreover, participants reported that the conservancy has supported schools around through building of classrooms for example in on interviewing, one of the participant (HC4) said *"that Olesere Primary School and in Ololomeei Primary School was built as one of the corporate social responsibility tasks executed by the Mara Naboisho Conservancy management"*

It also emerged from Focused group discussions that there are approximately 150 pupils who are benefitting through scholarship programmes amounting to about kshs \$250,000 from the individual tourists who have visited the conservancy in the past. The scholarship was meant to cover for students tuition fees and accommodation in secondary schools. Some of the pupils were also offered scholarships opportunities for bright students to study abroad. This means that tourists not only visit Mara Naboisho to enjoy tourism products offered but have also developed passion to improve the livelihoods of the community through gifts of support and scholarships to the needy students.

Additionally, the conservancy has sponsored workshops for knowledge exchange with other conservancies believed to be more advanced in running some programmes such as rotational grazing. Committee members have also been sponsored for workshops to acquire knowledge and educate the broader community on the importance of these good practices. Over the years, however, businesses have also become involved in tertiary and higher education by actively supporting, designing and financing technical and degree courses in tourism management. This not only promises to provide an informed and capable workforce to business, enabling the industry to work hand-in-hand with the educational system, but also ideally ensures that there is a direct match between industry developments and capability of the workforce.

5.0 Conclusion and Recommendation

The findings from the study revealed that Tourism in Mara Naboisho has contributed a lot towards job opportunities, entrepreneurial skills and income generation to the host community. It was also found out that tourism contribute significantly to human capital assets to the community in terms of employment creation as well as market for the products and services. For tourism to contribute more towards job opportunities, entrepreneurial skills and income generation, the study recommended that the Narok County government through Ministry of tourism strengthens partnerships with the local business sector, the local community sector and general stakeholders, as well as the policy-makers to ensure a faster integrated tourism development process.

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