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INCOME DEPENDENCY AND COMMUNITY'S ATTITUDES TOWARDS CULTURAL TOURISM IN KENYA: AN EXPLANATORY APPROACH FROM KOGELO AREA, SIAYA COUNTY

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ABSTRACT

Dependency on income from tourism and its related activities can affect how the local community's attitude towards cultural tourism. Despite this, the aspect of tourism income is sometimes overlooked for its importance in shaping the attitudes of the local community towards tourism. The aim of the research was to determine the relationship between dependency on tourism income and local community's attitudes towards cultural tourism development at Kogelo area, Kenya. The study population comprised of the local community living at Kogelo, which comprised of a population of slightly over 4,000 residents. The study employed explanatory research design to address the research objective. The study had a sample size of 137 who were the residents of Kogelo. The relationship was determined using linear regression and F distribution test was used to test the research hypothesis. From the study, 41.6% of the respondents reiterated that they depended on tourism and its related activities for their daily sustainable, while 58.4% did not. Furthermore, 73% of the respondents accepted cultural tourism development at Kogelo, while 27% did not. The hypothesis that "There is no significant relationship between dependency on tourism income and local community's attitude towards cultural tourism development at Kogelo" was rejected. This implied that dependency on tourism income influenced the attitudes of the locals towards cultural tourism development at Kogelo.

Keywords: Cultural tourism; dependency; tourism; income; community's attitudes.

INTRODUCTION

The tourism industry is one of the most rapidly developing economic sectors worldwide, where it is not only the main source of income but also the engine for the growth of other related industries and emergence of new jobs opportunities in most countries (Newsome, Moore, & Dowling, 2013; Manente, Minghetti, & Mingotto, 2014; Baisakalova & Garkavenko, 2015). Much of the rationale for establishing tourism activities is their economic potential for bringing income to the destination, providing jobs for locals and creating tax revenues (Fernandes, 2013; Akbulut, 2014; Timothy & Boyd, 2015). Tourism industry presents a large potential to generate income and welfare in LAC, therefore becoming the main source of income and employment (Rieger, 2013; Liburd & Simonsen, 2014; Santos, 2015).

Tourism can bring 'economic benefits' which contribute to the well-being of the poor directly through the generation of jobs, the tourism industry in 2009 employed over 235 million people

world-wide (8.2% of all jobs) (World Travel and Tourism Council, 2010), a figure that reached 266 million in 2013 (8.8% of world employment) (World Travel and Tourism Council, 2013). It also creates and stimulates the provision of income-earning and employment opportunities for many others who provide goods and services to the industry (Mäkitie & Ylisirniö, 2013; Wolter, 2014; Scheyvens, 2015; Xie, 2015). Despite the foregoing on the statistics of the economic benefit of tourism, no research has been conducted in the study area to determine the effect of income dependency on community's attitudes towards cultural tourism at Kogelo. The study sought to test the hypothesis that 'There is no significant relationship between dependency on tourism income and host community's attitude towards cultural tourism development at Kogelo'. The study sought to answer the following research question: What is the effect of income dependency on community's attitudes towards cultural tourism?

LITERATURE REVIEW

The level of economic dependency placed on tourism by residents can shape their perceptions of development, for example high levels of economic dependency correlate with positive attitudes towards tourism in general (Prentice, 1993). Furthermore, a member of the community may hold more favourable perceptions of tourism if a relative, friend or even a neighbour is dependent on tourism (Fernandes, 2013). These findings have led researchers to question the possibility of a community comprising resident beneficiaries and non-beneficiaries to reach decisions that are acceptable to both parties (Leslie, 2015).

Increasing the community's awareness of tourism's direct and indirect benefits could pre-empt or contribute to resolving possible disagreements between beneficiaries and non-beneficiaries (Leslie, 2005). Therefore, it cannot be stated with assurance that economic dependency will create opposing views (Leslie, 2015). Consequently, the theory that dissension will automatically arise as a result of heterogeneity is again questioned. In addition, it is opined that negative perceptions of tourism may be present before community involvement in planning, and therefore to argue that the management approach should not be introduced for fear of inducing negative consequences for tourism development is not thought to be adequate reasoning.

The study was based on the social exchange theory which is a theory that explains social change and stability as a process of negotiated exchanges between parties (in this case the local people and the tourism industry). The theory posits that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives (Homans, 1958). The theory states that the host community are willing to participate in an exchange with tourists if they are sure that they are likely to gain benefits without incurring unacceptable costs. Besides, there has to be an understanding of the residents' attitudes towards tourism. If there is perception from the residents that positive tourism impacts are greater than the negative impacts, they are likely to be involved in the exchange and therefore, endorse and propose future tourism development in their local community (Allen, Hafer, Long and Perdue, 1993).

RESEARCH METHODOLOGY

The researcher used survey research design because it can be effective and efficient to use when collecting data that is quantitative and descriptive in nature (Cozby & Bates, 2012; Clark & Creswell, 2015). The population of the study area was 3,648 (Kenya National Bureau of Statistics, 2010). The study sampled 137 respondents using simple random sampling, which is a sampling technique in which every member of the sampling frame has an equal chance or probability of being included in the sample and the composition of the sample cannot be predicted (Long, 2007; Matthews & Ross, 2010; Passer, 2014). The data was collected using semi-structured questionnaires which documents containing questions administered to respondents to solicit information appropriate for analysis (Babbie, 2010; 2011; Bryman, 2012; Cooper & Schindler, 2014).

The study used descriptive statistics which are intended to illuminate the data, so that its core characteristics were revealed, thus that helps to organize, summarize, and describe the data (Bowers, 2008; Weathington, Cunningham, & Pittenger, 2012). Simple linear regression examines the relationship between two variables, one of which is referred to as the predictor variable (that is the variable that usually precedes the other), and the other of which is referred to as the criterion variable (that is the variable that the researcher is interested in explaining, predicting, or better understanding).

$$\hat{Y} = a + b_1X_1$$

Where X_1 is income dependency and Y is the dependent variable, which was the attitude toward cultural tourism development and the constants are a and b_1 .

RESULTS AND DISCUSSION

From the study results as shown in Table 1, it was realised that 41.6% of the respondents dependent on tourism, while 58.8% did not. This depicted that a slight majority of the respondents did not depend on tourism income. The implication is that the locals of Kogelo area had other sources of income that were not related to tourism activities.

The findings also realised that when the local community was inquired whether they accepted cultural tourism development, 73% accepted and 27% did not. This meant most respondents in the study admitted that they accepted cultural tourism development at the study area. The acceptance of tourism development by a host community is an important ingredient to ensure its sustainability.

Table 1: Dependency on tourism income and acceptance of cultural tourism development

Dependency on tourism income	Frequency	Percentage
Yes	57	41.6
No	80	58.4

Acceptance of Cultural Tourism Development		
Yes	100	73.0
No	37	27.0

As shown in Table 2, the variables of dependency on tourism income and acceptance of cultural tourism development were cross-tabulated. From those who did not depend on tourism income, 86.2% accepted cultural tourism development and 13.8% did not. Consequently, from the respondents who depended on tourism income, 54.4% accepted cultural tourism development and 45.6% did not.

Table 2 : Dependency on tourism income and acceptance of cultural tourism development cross-tabulation

		Acceptance of cultural tourism development		Total	
		Yes	No		
Dependency on tourism income	No	Frequency	69	11	80
		% within Dependency on tourism income	86.2%	13.8%	100.0%
	Yes	Frequency	31	26	57
		% within Dependency on tourism income	54.4%	45.6%	100.0%
Total	Frequency	100	37	137	
	% within Dependency on tourism income	73.0%	27.0%	100.0%	

Table 3 shows the Analysis of Variance between dependency on tourism income as the independent variable and acceptance of cultural tourism development as the dependent variable. F distribution test results were $F(1, 135) = 3.403, p < 0.241$. The calculated value of F is more than the table value of 2.21, and therefore the hypothesis (H_0) that stated that 'There is no significant relationship between dependency on tourism income and host community's attitude towards cultural tourism development at Kogelo' was rejected. This meant that the dependency on tourism income affected the local community's attitude towards cultural tourism development at Kogelo. There is a link between dependency on tourism income and community's attitudes towards cultural tourism development. The local residents who rely on tourism for their daily sustainable tend to offer less resentment towards tourism development.

Table 3 : ANOVA^a of Acceptance of Cultural Tourism Development

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.909	1	6.909	3.403	0.241 ^b
	Residual	20.099	135	0.149		
	Total	27.007	136			
a. Dependent Variable: Acceptance of Cultural Tourism Development						
b. Predictors: (Constant), Dependency on tourism income						

CONCLUSION

In conclusion, dependency on tourism income influences the local community's attitude towards cultural tourism development. This development will in turn result to the economic growth of a country. Tourism income can transform the livelihood of the community in terms of improving their living standards. However, the attitudes of the host community towards cultural tourism development can be affected by the extent to which one is dependent on tourism income. The attitude of the local community is an important impetus that can ensure the sustainability of cultural tourism development. From the findings, it has been realized that this can be greatly influenced by the extent to which the local people rely on income generated as a result of the tourism phenomenon.

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